



The Influence of Media on Public Perspectives on the Causes of Floods

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ABSTRACT

This study aims to see the effectiveness of society in seeing a phenomenon in the environment specifically flooding. But this can be supported or inhibited by the point of view of a media. The media becomes one of the sources trusted by the public, so that any information that is aired will affect the psychological community that enjoys the show. In the aspect of natural disasters, this will affect people's attitude towards government policy in the disaster mitigation process. So the media needs to pay attention to every information submitted must be completely siding with the public. This is also included in the condition of the people of Bandung Regency which is often hit by hydrometeorological natural disasters such as floods.

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1. INTRODUCTION

Mass media is an information provider that always presents warm news to its readers, starting from factual to actual information (Nasrulloh, 2017). Driven by the development of smart phone technology or gadgets and the emergence of the internet that is easily accessible which can affect the dissemination of information in a short period of time, the mass media has become one of the sources of information that can be relied on by the public, with ease of finding and receiving information such as that. Including information on disaster events that displays illustrations of incident after incident that was recorded and then disseminated in it, there is and cannot be separated from the great stories of media workers to information consumers (Nurhasan, 2020).

The involvement of the mass media as event reporters occupies an important and strategic position in addition to having the ability to be able to communicate information objectively coupled with advice that allows the public as consumers of the information to take the most appropriate attitude to meet, face and respond to disasters (Panuju, 2019). In addition, if there is a disaster event in an area, media involvement can be widespread, not only covering and conveying events that have occurred but also being involved in raising funds and assistance for communities affected by the disaster (Rijanta, Hizbaron, & Baiquni, 2018).

People now rely on the media to get various information, including natural disasters such as floods (Takahashi, Tandoc Jr, & Carmichael, 2015). So this affects people's attitudes towards the disaster, from mitigation to mitigation. As in a report from marketing agency We Are Social and social media management service Hootsuite revealed that more than half of the population in Indonesia was "literate" aka actively using social media in January 2021. In a report entitled Digital 2021: The Latest Insights Into The State of Digital In addition, it was stated that out of a total of 274.9 million people in Indonesia, 170 million of them have used social media. Thus the

penetration rate is around 61.8 percent. The number of active social media users in Indonesia grew by 10 million or about 6.3 percent compared to the month.

Floods can be in the form of inundation on land that is usually dry, such as on agricultural land, settlements, city centers. Flooding can also occur because the discharge/volume of water flowing in a river or drainage channel exceeds or exceeds its flowing capacity. Overflow of water is usually not a problem if it does not cause harm, victims die or are injured, does not submerge settlements for a long time, does not cause other problems for daily life. If the puddle occurs high enough, for a long time, and often then it will interfere with human activities. In the last ten years, the area and frequency of floods have increased with greater losses (BNPB, 2013; Arief Rosyidie, 2013).

The problem of water and land resource management is closely related to the level of fulfillment of needs, the existence of the quality and quantity of its area and the cycle of use and how to manage it, including the approach to flood prevention and mitigation. In this regard, several formulations are needed, namely: A coordinated understanding is needed in a strategy to manage land and water resources related to their use; Strategies and policies are needed that consider several approaches and mitigate potential floods in the context of sustainable regional and environmental development.

According to Lugal Sebastian (2008), floods are caused by two categories, namely floods due to natural causes and floods due to human activities. Natural-induced flooding is influenced by rainfall, physiography, erosion and sedimentation, river capacity, drainage capacity and the influence of tides. Meanwhile, floods due to human activities are caused by human activities that cause environmental changes such as: changes in watershed conditions (DAS), residential areas around the banks, damage to land drainage, damage to flood control buildings, damage to forests (natural vegetation), and planning improper flood control system.

2. RESEARCH METHOD

The information obtained is based on the results of interviews with 30 residents of Bandung Regency who were randomly selected by filling out online questionnaires which were then juxtaposed with the information they received which can also be referred to as a quantitative research method that emphasizes the relationship between variables, test theories and find out generalization of the results of research conducted (Rianse, 2012; Lis Tuti, 2013). As well as using qualitative research methods that produce descriptive data in the form of written or spoken words from the research object (Bogdan and Taylor, 1955). The results and the research process involve these two things and are described descriptively.

3. RESULTS AND DISCUSSIONS

This research is a research conducted online using a questionnaire in the form of questionnaires and interviews. The subjects of this study were residents of Bandung Regency which were conducted on 30 residents of Bandung Regency, with an age range of 17-40 years, ranging from students, college students, entrepreneurs and IRT. Several questionnaire statements and interview questions have been distributed online. The results of the questionnaires that have been collected in the questionnaire are listed in the table below.

Table 1. Cumulative research results

No.Resp	QUESTIONNAIRE LIST					TOTAL
	P.1	P.2	P.3	P.4	P.5	
1	1	1	1	3	5	11
2	2	1	2	4	4	13
3	1	1	2	5	3	12
4	2	2	2	4	4	14
5	1	1	2	4	1	9
6	1	1	1	4	4	11
7	2	2	3	4	5	16
8	2	3	1	3	3	12
9	2	1	2	3	4	12
10	1	1	1	4	4	11
11	2	1	1	1	3	8

No.Resp	QUESTIONNAIRE LIST					TOTAL
	P.1	P.2	P.3	P.4	P.5	
12	2	2	2	2	1	9
13	2	2	1	3	4	12
14	2	1	1	4	1	9
15	2	1	2	4	3	12
16	1	1	1	4	4	11
17	2	2	2	4	4	14
18	1	1	1	4	5	12
19	2	2	2	3	3	12
20	2	1	1	1	1	6
21	3	1	1	3	1	9
22	2	1	2	4	3	12
23	2	1	1	4	4	12
24	2	1	2	4	1	10
25	2	2	1	3	3	11
26	1	1	1	3	3	9
27	2	1	1	1	1	6
28	1	2	1	3	4	12
29	1	1	2	3	1	8
30	2	2	2	3	3	12

Information:

P.1 = Agree [score 1]

P.2 = Strongly Agree [score 2]

P.3 = Indecisive [score 3]

P.4 = Disagree [score 4]

P.5 = Strongly Disagree [score 5]

In the table it can be concluded that of the 30 people who were respondents in this study, giving the view that the media is a very influential aspect to get information, all information can be easily obtained with the media without exception, both city and district communities. In accordance with the research conducted on the media and the community's perspective on flooding in Bandung district, most of them answered that the media's relationship with the community regarding floods was needed to be able to broadcast what was happening in Bandung Regency. So, not a few people can know if an event is used as a show that contains information.

Not only that, the media is also considered to be a guide for getting information, but it can't fully be said as a guideline because information can be found not only through TV media, now all information can be easily obtained from cellphones via the internet, social media and others. other. Moreover, news about floods currently appears more often on social media because of the more effective dissemination of information, so that it can be accessed anywhere and anytime.

As for the results of the interviews, it can be concluded that from questions 6-10, 85% have the exact same answer. That the cause of flooding in Bandung Regency is in addition to weather conditions or heavy rainfall, there is also a buildup of garbage in the surrounding environment either in ditches, rivers or around houses. Not a few people in Bandung district who ignore the cleanliness of the garbage that can cause flooding, so that it can harm others. Floods in Bandung Regency often occur around Baleendah, Kopo Sayati, Majalaya, Ciparay and Dayeuhkolot.

With the broadcast of information through the media about floods in Bandung Regency, it provides benefits to the community, especially residents of Bandung Regency. That is, by displaying the information, it warns the public to have self-awareness to always maintain the cleanliness of the river, sewer and home environment. Not only that, with this information, the community hopes that the government can swiftly manage things that can harm the community, such as giving directions to always do community service, throw garbage in its place and always maintain cleanliness. However, the appeal alone is not enough to make the public aware, government officials should provide an example that is in accordance with what is being appealed.

The media is very necessary to spread information about floods in Bandung Regency, but not all levels of society can easily give a good response to help others as social beings. However, having this information in the media should at least inform the public that floods can occur anytime



and anywhere, even in the highlands. The people of Bandung regency hope that the government will always prioritize the distribution of natural disaster information so that the humanitarian socialization will continue and the community will be aware of the importance of maintaining environmental cleanliness.

4. CONCLUSION

Mass communication is one type of communication that is often done and is very familiar to hear. Mass communication has the aim of providing information to the general public. Mass communication will not be separated from the mass media, both news on TV, radio or even the internet which contains information that can be accessed by our cellphones or so on. Not only to contain information, television can also be regarded as a source of entertainment with various kinds of shows as well as a place to appreciate someone's work. Today's mass media often broadcast information about floods and even information on flood areas in Bandung Regency. With the mass media providing benefits that by publishing information about natural disasters that occur, make the community aware of the importance of protecting the environment, especially the environment closest to the house (rivers, ditches, yards, etc.). From the results of research that has been done, most of them state that the media is very influential for the public in obtaining information. The residents of Bandung Regency really hope that if the natural disaster that occurs is broadcast on television, either in the Bandung Regency area or in other areas, because then it helps the community in urging other people to always take care and prevent it before it happens.

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