

The Role of Print Media in Mitigation of Flood Disaster on Public Awareness in Makassar City

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ABSTRACT

One of the roles of local print mass media is to educating society. Which is to inform people about flood disaster in the relevance of effort to bring people to their senses. This research objective is to find out the role of local print mass media in flooded disaster mitigation before and after flooded disaster period. The research took the data from January 2012 until July 2013 edition of Fajar and Tribun Timur newspaper. Method of collecting data is using a coding sheet. Data analyzing is using descriptive quantitative method and content analyze method. The result of this research indicate that on the period before flooding disaster, mass media have a contribute for helping people back to their sense by the news that had been made to the number of 21 news or 46.6% in Fajar and 24 news or 53.4% in Tribun Timur. When flooded disaster period, we can saw the role of print mass media by the story that they brought, Fajar brought 97 news or 75,8%, and Tribun Timur brought 31 news or 24,2%. For post flooded disaster period Fajar brought 14 news or 60,9%, and Tribun Timur brought nine news or 39,1%. It is concluded that local print media had a role for flooded disaster mitigation in society through their report that they brought. Hopefully, that people in the community would realize the danger of flooded disaster and taking care of nature.

Keywords: mass media, news, flood disaster, content analysis

BACKGROUND

Several years to more than one year apply to the ecological environment in the international regulatory agenda. Why is that? So it's symptomatic? What makes them interested in other issues in the global arena? One possibility that can be put forward in real terms from this environmental environment is everyday life.

According to Marwan Ja'far, the chairman of the DPR RI PKB faction, who stressed that the results of the research at the University of Adelaide Australia and the National University of Singapore and the United States of America University published a variety of later studies on the environment. In this study, Indonesia ranks first after Brazil, the United States, and China as the countries that are most supportive of environmental changes on earth.

Also, Indonesia is also known as a country that has a high potential for disaster both because of its natural conditions and the behavior of its people. Recorded around 730 natural disasters in Indonesia. Based on data from the Disaster Management Agency in 2012 by hydrometeorology such as floods, landslides, tornadoes. The flood disaster was carried out in 193 incidents.

For 2013 alone 119 disasters were issued by hydrometeorology. One of them is flooding. During January 2012 36 flood events caused casualties. South Sulawesi, which also filed for flooding due to rainfall in 18 districts in South Sulawesi, was no exception.

Disasters live new things by the community, considering that Indonesia is a country with high disaster potential. For this reason, it is necessary to be in the environment and alert in handling floods. A meaningless introduction to the government to make strict rules about the situation. However, other parties are needed to make people aware of the dangers of flooding, and the environment is the media.

In disaster-prone countries such as Indonesia, the media's strategic role in educating the public becomes a necessity. The media must continue to provide information that can be used, all before, when and after a disaster occurs.

According to Fluornoy (1989), at the pre-disaster level, the task of the media is to contribute to reducing vulnerability. That is, the media can be used as educational facilities for the audience to recognize and understand disasters. In the event of an emergency, the role of the press is to support the process of the human rights of the people they have for assistance from outside parties. This is because the media is a tool used to find out and understand conditions.

The media must also pay attention to the main principles of disaster journalism delivered by Achmad AS (1992) which includes accuracy, humanism, commitment to rehabilitation, control and advocacy. Some mass media games are (1) mass media expanded mind horizons (2) as educators (3) can focus attention (4) foster aspirations (5) create a constructive atmosphere (6) introduce social norms (7) develop dialogue (8) growing appetite (9) changing attitudes to be weak.

According to Kusumangirat et al. (2005) newspapers are concurrent with different knowledge related to environmental problems to raise awareness. This increases news about natural phenomena, earthquakes, tsunamis, volcanic eruptions, and floods. As well as healthy ecological care, and projects that result in recovery of damaged environments such as critical land reforestation projects and improvement of flow areas

Research on printed mass media related to flood mitigation has long attracted the attention of researchers. This is because information and communication are central, and mass media is essential in communication. The role of print mass media during disaster mitigation is complex. Local print mass media provide crucial information to the public or the public, and it will grow knowledge about self-preparedness to face flood disasters.

The purpose of the study was to describe what role the media carried out when a flood occurred, both before the flood disaster happened when the flood disaster occurred and after the flood disaster occurred.

MATERIALS AND METHODS

Research design

The research design in this study is comparative content analysis that describes the message in certain situations. Population and research sample are all rubrics in Fajar daily and Tribun Timur daily from January 2012 to July 2013 which include: News (Headline, Main News, News Articles), opinions (Corner, Caricature, Headlines, Columns), Photos and Graphics. Observations of the three forms of rubric have been formulated to be sufficient to identify reporting patterns and their role by using sheet coding and manual coding (Holsti, R. 1969).

Data collection technique

To collect the data needed to conclude, the following are carried out: observing the content of the news about the news of natural disaster mitigation from several local newspapers which are the object of research, in this case, Fajar daily and Tribun Timur daily. Data collection techniques are needed using manual coding and coding sheets. Then the research data is processed using a computer program, SPSS.

Data analysis

To answer the problems and research objectives, especially those relating to reporting on natural disaster mitigation, content analysis techniques are used. Quantitative analysis is then carried out.

RESULTS

Pre-Flood Disaster

In this study described how the contents of pre-disaster floods presented by both newspapers are Fajar and Tribun Timur. The observation unit that became the material for observation in this study included text, images, headlines, opinions, graphics, and photographs. The categorization that is used as the reference

material in this study is the frequency of the appearance of news, the format of the report, the number of paragraphs, news sources, news themes, objectivity of the report, placement page.

The flood reporting period was chosen throughout January 2012 to July 2013 which consisted of 527 editions with a sample of 195 news. During this period, before the Fajar floods, there were 21 news related to flood disasters or 46.6% and for Tribun Timur to reduce disaster-related news by 24 or 53.3%. The description of the news format that was revealed by Fajar and Tribun Timur in the pre-flood period was dominated by the hard news format. Recorded East Tribune lowered news as much as 24 or 66.6% while Fajar only 12 news or 33.3%. So it can be concluded at the pre-flood level that Tribun Timur is more concerned about flood disasters than Fajar. It can also be seen through the categorization of the number of paragraphs. Tribun Timur was recorded most often using articles 6-10 as many as 21 news compared to Fajar which only 15 news. For news sources, the two newspapers showed that most of the speakers were from BNPB. The theme that was mostly revealed by Fajar and Tribun Timur in the pre-flood period was the theme of flood disaster and flood disaster monitoring. Concerning its objectivity, both newspapers both Fajar and Tribun Timur have quite high objectivity, but in the pre-flood period, the editorial policy put the news on the page in this case perhaps because the media thought that the flood news was worth putting on the front page. And for the news support category in the pre-flood period, both newspapers both Fajar and Tribun Timur lacked in providing news support in the form of graphics and photos.

Floods

During the flood disaster, it was recorded that Fajar had the most news about the flood disaster which was 97 news while the Tribune Timur recorded only 31 broadcast. So during the period of the flood disaster, Fajar paid more attention to the problem of flooding than Tribun Timur. Dalam. From the results of the study, Fajar revealed 85 news of hard news or 73.9%; soft news only decreased two news or 100%. For features, formats do not reduce the news with this format, editorial as much as four news or 80%, opinion news as much as five news or 83.3%. Whereas Tribun Timur recorded 30 news or 26.1% hard news in the form of hard news, the soft news format and each feature were not revealed by Tribun Timur during the flood, and for the Tribun Timur editorial news format only decreased 1 news or 20 %, as well as the opinion of Tribun Timur, it only decreased 1 news or 16.6%.

The large number of paragraphs during the flood disaster by the two newspapers tends to package 6-10 paragraphs of flood disaster news. Dawn was recorded most often using paragraphs 6-10 as many as 59 news or 75.6%. Likewise, Tribun Timur also often uses 6-10 paragraphs as many as 19 news or 24.4%.

In the period of the flood disaster, most of the news was sourced from the community and the local government which experienced floods recorded 61% of news or 79.2% which was lowered by Fajar while 16 news or 20.7% were revealed by Tribun Timur. Besides, BNPB ranks second in the news that uses the

resource person. A total of 25 news or 65.7% of the news revealed by Fajar took BNPB speakers while 13 news or 34.3% were revealed by Tribun Timur.

The theme of the losses resulting from the flood disaster was revealed by Fajar as many as 26 news or 66.6% while the theme of the supervision of the flood disaster was revealed by Fajar as many as 23 news or 82.1%. For the theme of the causes of flooding, Fajar recorded that the news during the flood disaster occurred as many as four news or 30.7%. The policy theme for floods is five news or 100%. The theme of the ten news flood disaster socialization or 83.3%. And the last theme in addition to the above theme is 19 news or 90.4%.

While for the Tribun Timur daily during the flood, there were many news items with the theme of losses due to floods as many as 13 news or 33.3%. The theme of the causes of flooding was reduced by 13 news or 69.2%. For the theme of the flood disaster policy only reduced one news or 10%. The theme of supervision of floods is five news or 17.8%. The theme of physical development was not reduced. The theme of disaster dissemination was reduced by two news or 16.6%. And lastly, the theme outside the theme described earlier is two news or 9.5%.

Based on the objectives of the news Fajar and Tribun Timur have a relatively high level of objectivity. The accuracy of the news based on accuracy for dawn recorded 95 news items or 74.8%, based on the completeness of Fajar's recorded news, the news was complete, with 94 full news or 76.6%. And for physiological facts as many as 73 news or 70.1%, sociological facts as much as five news or 100% and for mixed facts as many as 18 news or 94.7%. Checks and checks recorded by Fajar lowered 94 news or 74.6%.

Whereas for Tribun Timur it was recorded to have 32 accurate or 25.1% news. Completeness of news as many as 32 or 25.1%. Similarly, check and check almost all the news that has been revealed has been checked and checked, namely 32 news or 25.3%.

Both both Fajar and Tribun Timur newspapers put the dominant flood news on the inner page. Fajar recorded down the disaster news that was placed on the page in as many as 80 news or 76.2% while East Tribun put the news on the page in as many as 25 news or 23.8%. The front page itself was recorded only 11 news or 68.7% for Fajar and five news or 31.3%. News placed on the front page instead of headlines recorded five news or 71.42% for dawn and only two news or 28.5% for East Tribune.

From the results of the study recorded Fajar uses photos of 47 news or 79.6%, news that does not use photos 49 news or 71%, and news that uses graphics recorded only six news or 75%, news that does not use graphics support as much as 90 news or 25%. While East Tribun recorded 12 news or 20.3% using photos, news without photos as much as 20 or 28.9%. For graphics, there are only two news or 25% and do not use more graphics, which is 30 news or 75%.

Post-Flood Disaster

In the period after the flood disaster, news about the flood disaster was reduced. Recorded as many as 14 news sent down by Fajar after the flood, and for Tribun Timur itself recorded only nine news post flood disaster.

After the flood, Fajar reduced eight news related to flood disaster or 47.1%, while Tribun Timur lowered nine news related to flood disaster or 52.9%. For the soft news format, Fajar sent four news post-flood or 100% while Tribun Timur did not post the news at all after the flood with the soft news format. The format of the editorial news for each newspaper, both Fajar and Tribun Timur, did not reduce the news at all. For each newspaper's opinion, lowering each newspaper decreases two post opinions. Dawn is recorded often using paragraphs 6-10 as many as 11 news or 55%. Likewise, the Tribune Timur lowered the news by 6-10 with the number of news as many as nine news or 45%. Only one time Fajar and Tribun Timur lowered the news with the number of paragraphs more than 16. In this study, news sources, namely BNPB, amounted to 50% in each newspaper.

During the post-flood period, the theme of the flood disaster policy by Fajar decreased by five news or 62.5% while Tribun Timur lowered the news by three news or 37.5%. The second position was occupied by the theme of supervision of flood disaster which was revealed by Fajar as many as four news or 57.2% for Fajar while Tribun Timur was three news or 42.8%. The theme of the cause of each newspaper's flood caused one news after the flood disaster.

The accuracy of the news based on accuracy for Fajar was 14 news or 60.8%, based on 14 news or 60.8% completeness, based on the type of facts recorded as 10 news or 76.9% sociological facts, mixed facts as much as 4 news or 40 %, based on check and check as many as 14 news or 60.8%.

Whereas for the Tribune Timur objectivity is based on nine news or 39.2% accuracy, and based on nine news items or 39.2%, for objectivity based on the type of facts recorded three news or 23.1%, for mixed facts recorded six news or 60%. Finally, objectivity based on checks and checks was recorded at nine news or 39.2%.

The post-flood period of the two newspapers placed the news on the inner page. This indicates that both newspapers see post-disaster news as less valuable. Post-disaster news loading by Fajar which is placed on the internal page is 13 news or 61.9% while Tribun Timur also dominates the news on the inner page as much as eight news or 38.1%.

DISCUSSION

In this study, it was found that from the collected data, it could be concluded that in the pre-flood period, Tribun Timur paid more attention to the flood disaster before the disaster occurred compared to Fajar. This is because the number of coverage of Tribun Timur is more than Fajar in the pre-flood period. This indicates that the role of Tribun Timur is more than Fajar while at the level of flood disaster Fajar plays a more

significant role than *Tribun Timur*. On the contrary, after the disaster occurred, the two newspapers did not play a role.

However, both newspapers both *Fajar* and *Tribun Timur* play a role as Harold D Laswell said in Nurudin (2007), the mass media has the function of surveillance of the environment. This environmental monitoring operates in two ways, namely warning or beware surveillance and active surveillance.

Supervision of warnings in the form of reality is the reporting of local print media about the emergence of symptoms of flood disasters. The following are examples of warning warnings published by the *Tribun Timur* newspaper on August 24, 2012: Makassar, East *Tribun* - End of October, Makassar and its surroundings are expected to begin to rain. As usual, the presence of rain or rainy season is accompanied by a flood atmosphere in this city. This was revealed by the Head of Public Relations of the Meteorology and Geophysics Agency (BMKG) of the city of Makassar.

The examples of warning surveillance news published by the *Fajar* newspaper are as follows: Jakarta, *Fajar*- Large floods are expected to hit the South Sulawesi region in early 2013. The reason is that the peak of the rain in the region of South Sulawesi and its surroundings is estimated to occur at the beginning of the year of the snake. Data from the meteorology and geophysics agency (BMKG) mentions that high tides causing damming at the river mouth are expected to occur in the cities of Makassar, Gowa and surrounding areas.

Both examples of news from both newspapers both *Fajar* and *Tribun Timur* have shown that local print media have shown their position as a pre-incentive tool from the start. Local print media have provided surveillance warnings before a disaster occurs. Local print media cannot prevent the arrival of floods, but the media can provide early warnings about floods before the flood disaster occurs (Santana 2005). The role of the media is not only there. When a flood occurs, the media is more proactive in reporting the flood disaster. However, at the time of the Banjir disaster, *Fajar* paid more attention to flood disasters compared to the East *Tribune*. From the data collected, the intensity of reporting on the flood disaster at *Fajar* was very high compared to the East *Tribune*.

Also, when a disaster occurs, the format of news writing is emphasized more on the format of hard news as it is known that hardnews are news that occurred at that time and are essential to be known to the public (Klapper, 1960)

The intensity of the reporting of flood disasters has also been following the assumption of agenda theory that the media agenda will affect the community agenda (public agenda). At the time of the flood disaster, there was a lot of media agendas reporting the problem of floods, so the community's agenda was not far from reporting the flood disaster. Not only that, the media agenda also influences the policy agenda (policy agenda). This is in line with Norton Long's statement (Cangara, 1998) in some cases, and newspapers are the primary driver in determining the regional agenda. Newspapers have a significant role in determining what

most people will discuss, what most people think about the facts, and what most people think of as a way of dealing with problems.

The examples of news at the time of the flood disaster that was loaded by Tribun Timur on January 5, 2013, can be seen as follows: Makassar Flood Extends Makassar, East Tribun - some settlements in the city of Makassar are still flooded. Even areas affected by flooding are widespread. Floods that occur in many areas are routine during the rainy season. In recent years, as acknowledged by residents, the impact of flooding in their area has worsened

As for the example of the news during the flood disaster by Fajar which was published on Friday 9 November 2012 that we can see as follows: The Economy Rises, Floods and Stops Classic Problems Makassar, Fajar - Friday 9 November yesterday, the city of Makassar is 405 years old, but in This 405th birthday, a number of classic problems still haunt the residents of "Daeng City". Every year some residential areas in the city become subscribed to floods that have never been overcome

Besides, according to Kriyantono (2006), the media agenda also affects the policy agenda. The government inevitably has to issue new policies relating to the allocation of aid to help victims of floods. As for the example of news that we can see through the report published by Fajar as follows Medical Team Still Demonstrated Treat Flood Victims Stricken with Makassar Disease, Dawn - a week after the flood disaster that struck thousands of Makassar City residents' homes, medical teams from the Makassar Health Office still alerted in a number of flood points. Makassar Health Office has deployed all medical teams from the puskesmas to the end of the evacuation of flood victims.

The high intensity of reporting about disasters during the flood disaster which was revealed by Fajar and Tribun Timur also raised public awareness, community leaders, and other mass organizations. Through the incessant media coverage of the flood disaster, persuade them to help the victims of the flood disaster in the form of prayer assistance, material, and energy. Here are examples of news about mass organization assistance to victims of flood disasters that were revealed by the daily Fajar. PHRI Assisted the Makassar Flood Victims, Fajar - Association of Indonesian Hotels and Restaurants (PHRI) South Sulawesi showed concern for victims of floods in this area. Last afternoon, Chairman of the South Sulawesi PHRI BPD, Anggiat Sinaga along with several members and a number of General Managers (GMs) from several hotels visited two locations of flood victims and distributed aid.

The high intensity of news about floods was also followed by a variety of news themes during the floods. The theme plays a role in educating the public so that people can learn from the events that occur. The theme of the causes of flooding can be used as a reference by the community in the face of future floods. In addition, the government can create new policies related to the causes of floods. Following are news examples of the causes of flooding loaded by the Fajar daily: Mining Activities Also the Causes of Flash Floods Makassar, Fajar- Flash floods that hit several regions in South Sulawesi such as Makassar, Gowa, Maros, Pangkep, not

only caused by very high rainfall. However, triggered by rampant mining activities. Moreover, mining in Pangkep, Maros, and Gowa is already very severe. So that the ecological or environmental balance cannot be adequately maintained. When the rainy season flushes, the water immediately overflows from rivers and ditches.

The results also showed that when the flood disaster had passed the local print media was not paying enough attention to the floods, both Fajar, and Tribun Timur. This is evidenced by the lack of publication after the flood disaster.

When the flood disaster has ended, local print media still needs its role to participate in supervising infrastructure improvements in areas affected by floods. Some examples of news published by Fajar regarding supervision of infrastructure improvements can be seen as follows: Road Repairs Budgeted Rp. 3 M Maros, Fajar - Flash floods that attacked Maros two weeks ago damaged a number of roads in several sub-districts. For improvement, the Maros Regency Public Works Office prepared funds of Rp. 150 million per kilometer. The total budget prepared is Rp. 3 billion more

Besides playing a role in overseeing infrastructure repairs due to flooding. Local print media also play a role in overseeing government activities in distributing aid to flood victims so that assistance is on target. Here is an example of news published by Fajar daily regarding its role in supervising assistance to disaster victims. Pasababanjir, District Government Focused on Distributing Makassar Aid The assistance comes from Pangkep Regency Government and its staff, Muspida, private companies, and BUMN, as well as individual benefactors. In addition, the Provincial Government has also intervened to donate assistance

From the description above it can be concluded that each level of disaster floods the role of local print media of course by providing information. Information that is not limited to merely conveying the events of a flood disaster but rather highlights the "why" and "then how" elements. The media must also pay attention to the principles of disaster journalism which include accuracy, humanism, commitment to rehabilitation and control (Efendi, 2003).

CONCLUSIONS AND RECOMMENDATIONS

The role of the media in mitigating flood disaster is quite significant. Both in the pre-flood period, the flood disaster period, and the post-flood period. Local print mass media have been instrumental in educating the public about the flood disaster through news stories that have been revealed. The news was also entirely objective with the accuracy of the news, the completeness of the news, and the check and check news. However, considering the problem of flood disaster is a common problem, then in an effort to make the community aware, each party should take a role in it. Be it government, community or related parties.

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