

## DISASTER MANAGEMENT ORGANIZATION COMMUNICATION MITIGATION (ACEH TAMIANG CASE STUDY)

Syafriadi<sup>1a\*</sup>, Hasan Sazali<sup>2b</sup>, Hasnun Jauhari Ritonga<sup>3c</sup>

<sup>123</sup>State Islamic University of North Sumatra, Medan, Indonesia

E-mail: [syafriadi4004243013@uinsu.ac.id](mailto:syafriadi4004243013@uinsu.ac.id)

<sup>b</sup> E-mail: [hasansazali@uinsu.ac.id](mailto:hasansazali@uinsu.ac.id)

<sup>c</sup> E-mail: [hasnunjauhariritonga@uinsu.ac.id](mailto:hasnunjauhariritonga@uinsu.ac.id)

(\*)Corresponding Author:

[syafriadi4004243013@uinsu.ac.id](mailto:syafriadi4004243013@uinsu.ac.id)

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### ABSTRACT

This study aims to analyze in-depth public perceptions and assessments of organizational communication mitigation in disaster management in Aceh Tamiang Regency, specifically regarding information clarity, speed of message delivery, inter-agency coordination, and the level of public trust in disaster information received. Furthermore, this study aims to identify and evaluate various communication media used in disaster mitigation, both conventional and information technology-based, and assess their effectiveness in improving preparedness, risk understanding, and community response to disasters. This study employed a case study approach, with documentation as the data collection technique. The researchers also employed domain analysis, and triangulation as a data validity check technique. The results indicate that the Regional Disaster Management Agency (BPBD) has implemented organizational communication mitigation in Aceh Tamiang Regency through the use of social media, specifically the Instagram account @bpbd\_acehtamiang, as the primary channel for disseminating disaster information, from early warnings of extreme weather events and evacuation activities to post-tropical cyclone Sinyar data updates. However, the research findings also revealed significant limitations in the effectiveness of this communication mitigation, primarily due to the limited human resources of the BPBD, which are not commensurate with the population of Aceh Tamiang, weak cross-agency coordination, and the suboptimal use of other communication media such as TikTok and YouTube, which tend to be passive and ceremonial. Public perceptions indicated dissatisfaction with the speed of response and distribution of post-disaster aid, which was considered slow and fraught with image interests, as well as the lack of structural and non-structural mitigation efforts such as area-based early warning, environmental management, and forest rehabilitation. Overall, the results of this study confirm that the communication mitigation of the Aceh Tamiang BPBD organization has not been carried out in an integrated, sustainable, and community-oriented manner, thus requiring strengthening the communication system, increasing institutional capacity, and a more educational and participatory media strategy.

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## INTRODUCTIONS

Indonesia is a country that has a high level of vulnerability to natural disasters due to its geographical and climatological conditions. Various types of disasters, especially hydrometeorological disasters, often occur and have a wide impact on society. One of the hydrometeorological disasters that often have a big impact is flash floods. This disaster occurs suddenly and has high damage to the environment and settlements.

Aceh Province is an area that is prone to various types of natural disasters, including the recent major floods and landslides caused by tropical cyclones since the end of November 2025. Topographic conditions, high rainfall, and land conversion also increase the potential for disasters. Aceh Tamiang Regency as part of Aceh Province has the characteristics of an area that is vulnerable to major floods, especially in areas where large rivers and hilly areas pass. The major floods that have occurred in Aceh Tamiang in recent years have caused infrastructure damage, economic losses, and disrupted the social life of the community. In addition to the physical impact, major flooding due to the impact of tropical cyclones also causes psychological impacts for victims, such as trauma and prolonged insecurity.

These conditions show that the management of major flood disasters due to the impact of tropical cyclones in Aceh Tamiang is an important issue that requires serious attention from the government and various stakeholders. Disaster management is not only carried out when a disaster occurs, but must start from the pre-disaster stage through mitigation efforts. Disaster mitigation aims to reduce disaster risk and impact by improving preparedness and ability to deal with disasters. One of the important elements in disaster mitigation is organizational communication between institutions involved in disaster management. Organizational communication functions as a means of coordination, information exchange, and equalization of perceptions in disaster decision-making.

Disaster management of major floods due to the impact of tropical cyclones in Aceh Tamiang involves various organizations, such as BPBD, local governments, TNI/Polri, technical services, volunteers, and the community. The large number of organizations involved requires an effective and structured communication system so that each party can carry out its role optimally. However, in practice, organizational communication in flash flood disaster management often faces various obstacles. These obstacles include overlapping authority, delays in delivering information, and lack of coordination between institutions. In addition, differences in organizational structure and work culture between agencies can also hinder the effectiveness of communication.

The geographical condition of Aceh Tamiang, which is partly difficult to reach, also affects the smooth communication during pre-disaster and emergency response. The limitation of communication infrastructure in certain areas is also an inhibiting factor in the dissemination of disaster information. Disaster information that is not conveyed properly can lead to low public preparedness for flash floods. The community as the most affected party by disasters needs fast, accurate, and easy-to-understand information. Therefore, organizational communication is not only internal between institutions, but also external in reaching the community.

Organizational communication mitigation is important to ensure that early warning messages and disaster information can be effectively received by the people of Aceh Tamiang. Good communication can increase public awareness of the risk of flash floods and self-rescue measures. Conversely, ineffective communication can lead to panic, misunderstandings, and delays in evacuation. The social and cultural factors of the people of Aceh Tamiang also affect the communication patterns used in disaster mitigation. Understanding local values and community wisdom is important so that disaster communication can be well received.

The development of information technology opens up new opportunities in strengthening communication in disaster management organizations. The use of social media and early warning systems can support the faster dissemination of flash flood information.

However, the use of this technology requires good coordination so that the information conveyed does not overlap and confuse. Therefore, a planned and integrated organizational communication mitigation strategy is needed in the regional disaster management system.

The local government of Aceh Tamiang has an important role in coordinating communication between disaster management organizations. Evaluation of communication practices that have been carried out is an important step to increase the effectiveness of disaster mitigation for major floods due to the impact of tropical cyclones.

Research on organizational communication mitigation can provide an overview of communication patterns and obstacles faced in dealing with major floods due to the impact of tropical cyclones.

The results of the research are expected to be the basis for recommendations to improve the communication system of disaster management organizations in Aceh Tamiang. Thus, research on the mitigation of communication of disaster management organizations in Aceh Tamiang is important to support the realization of more effective, coordinated, and safety-oriented disaster management.

## LITERATURE REVIEW

### Mitigation

Mitigation is a series of efforts made to reduce the risks and impacts caused by a disaster before it occurs. Mitigation efforts include preventive measures, vulnerability reduction, and capacity building of individuals, communities, and organizations in dealing with potential disaster threats. (Carter, 2008)

Mitigation is understood as a long-term approach that is oriented towards risk reduction, not just handling post-disaster impacts. Mitigation places disasters as a manageable phenomenon through systematic and sustainable planning. (Coppola, 2015)

In the context of disasters, mitigation is not only limited to physical or technical development, but also includes non-structural aspects such as spatial planning, policy formulation, disaster education, and strengthening communication and institutional systems (Smith, 2013).

Juridically, disaster mitigation in Indonesia is defined in Disaster Management as a series of efforts to reduce disaster risk, both through physical development and increasing awareness and ability to deal with disaster threats. Mitigation is part of disaster risk reduction which focuses on reducing the adverse impacts of natural hazards through prevention and protection measures. (Law No. 24 Year 2007, 2007) (UNDRR, 2015)

Thus, mitigation can be understood as a planned process that involves various actors and resources to reduce potential losses due to disasters. Successful mitigation relies heavily on the integration of policies, organizational capacity, effective communication, and active community participation.

Disaster mitigation is one of the important stages in the disaster management cycle that aims to reduce the risk and impact of disasters before they occur. Mitigation is carried out through various preventive efforts, both structural and non-structural, designed to minimize loss of life, property, and social and economic disturbances of the community. (Carter, 2008)

In the context of disasters, mitigation is not only interpreted as physical development such as embankments or disaster control infrastructure, but also includes strengthening institutional capacity, increasing public awareness, and managing information and communication. Thus, mitigation has interrelated technical, social, and organizational dimensions. (Wisner et al., 2004)

Juridically, disaster mitigation in Indonesia has been regulated in Law Number 24 of 2007 concerning Disaster Management, which states that mitigation is a series of efforts to reduce disaster risk through physical development and increased awareness and ability to deal with disaster threats.

Disaster management consists of several main stages, namely pre-disaster, during disaster, and post-disaster. Mitigation is in the pre-disaster stage and is an important foundation for the success of the next stages. Without good mitigation, emergency response and post-disaster recovery are less likely to be optimal. (Coppola, 2015)

Mitigation serves as a long-term effort that is oriented towards risk reduction, not just impact management. Therefore, mitigation demands careful planning, cross-sector coordination, and the involvement of a wide range of stakeholders, including governments, disaster organizations, and communities. (UNDRR, 2015)

Mitigation is crucial because of the characteristics of these disasters that occur suddenly and have high destructive power. Effective mitigation efforts can improve preparedness and accelerate decision-making when disaster threats begin to be detected. (Rules BNPB No. 5 Year 2018, 2018)

Disaster mitigation is generally divided into two main types, namely structural mitigation and non-structural mitigation. Structural mitigation deals with physical construction and technical engineering, such as the construction of levees, drainage channels, and flood control systems. (Smith, 2013)

Meanwhile, non-structural mitigation emphasizes more on policy, planning, education, and strengthening social and organizational capacity. Non-structural mitigation includes the drafting of regulations, disaster risk-based spatial planning, and institutional capacity building in disaster management. (Asian Disaster Preparedness Center, 2022)

In modern disaster management practices, non-structural mitigation is getting more attention because it is considered more sustainable and adaptive to the social dynamics of society. One form of non-structural mitigation that is very important is the mitigation of organizational communication. (Suprpto et al., 2015)

Communication mitigation is a systematic effort to manage the communication process so that the risk of misinformation, miscommunication, and delays in decision-making can be minimized before a disaster occurs. Communication mitigation focuses on message planning, communication channels, communication actors, as well as coordination mechanisms. (Coombs, 2015)

In disaster management, poorly managed communication can magnify disaster risk, even if physical infrastructure is already in place. Therefore, communication mitigation is an important part of non-structural mitigation oriented to preparedness and prevention. (Haddow et al., 2017)

Organizational communication mitigation includes strengthening internal communication between institutions as well as external communication with the community. Both aspects must be designed in an integrated manner so that disaster information can flow consistently and reliably. (Littlejohn & Foss, 2009)

Disaster management organizations, such as BPBD, have a central role in the implementation of disaster mitigation at the regional level. This organization is tasked with coordinating various parties, preparing mitigation plans, and ensuring the readiness of disaster communication systems. (Rules BNPB No. 5 Year 2018, 2018)

From an organizational communication perspective, mitigation is not only understood as a technical program, but also as a communication process that involves the structure, organizational culture, and interaction patterns between actors. The effectiveness of mitigation is greatly influenced by the clarity of communication flows and the division of roles within the organization. (Pace et al., 2010)

BPBD as the leading sector of disaster management in the region must be able to build a communication system that is adaptive to local conditions, including the social and geographical characteristics of disaster-prone areas. (Robbins & Judge, 2017)

Flash floods have the main characteristics in the form of the speed of the event, large volume of water, and the lack of evacuation time. Therefore, flash flood disaster mitigation must focus on early warning systems and fast and accurate communication. (Ward et al., 2020)

Communication mitigation in flash flood disasters serves to ensure that threat information can be received by all parties in a timely manner. The information includes potential hazards, evacuation routes, and self-rescue measures. (Mileti, 1999)

Without good communication mitigation, people risk not understanding the threats they face or misinterpreting information, thus increasing the number of casualties and losses. (Quarantelli & Perry, 2005)



Mitigation is essentially a disaster risk reduction strategy. This approach places people and organizations as the main subjects in managing risk, not just as victims of disasters. (UNDDR, 2009)

Disaster risk reduction through mitigation demands integration between scientific knowledge, public policy, and effective communication practices. In this case, organizational communication acts as a link between policy and implementation in the field. (McQuail, 2011)

Thus, mitigation cannot be separated from the communication aspect, since the success of mitigation depends heavily on the organization's ability to convey, coordinate, and manage disaster information systematically. (Perrow, 2011)

### **Organizational Communication**

Organizational communication is the process of creating and exchanging messages in a network of interdependent relationships to overcome an uncertain or ever-changing environment. This definition contains seven key concepts namely process, message, network, interdependence, relationships, environment and uncertainty.

1. Process, an organization is a dynamic open system that creates and exchanges messages among its members. Since the symptoms of creating and exchanging this information are continuous and unstoppable, it is said to be a process. (Muhammad, 2000)
2. Messages, which are meant by messages, are an arrangement of symbols that are full of meaning about people, objects, events produced by interaction with people. To communicate one must be able to construct a mental image, give that image a name and develop a feeling for it.
3. Networking, an organization consists of one person who each occupies a certain position or role in the organization. The creation and exchange of messages from fellow people takes place through a set of small roads called the communication network. A communication network may include just two people, a few people, or an entire organization. The nature and extent of this network is influenced by many factors, including role relationships, message direction and flow, the nature of the series of message flows, and the content of the message. The role of behavior in an organization determines who occupies a certain position or job either formally or informally stated. (Muhammad, 2000)
4. A state is a state that is interdependent from one part to another. This has become the nature of an organization that is an open system. If a chart of an organization experiences a disturbance, it will affect other parts and possibly also the entire organizational system. Likewise, communication networks in an organization complement each other. The implication is that when a leader makes a decision, he must take into account the implications of the decision on his organization as a whole.
5. Relationships, organizations are an open system, a system of social life, so for the functioning of those parts lies in the hands of humans. (Muhammad, 2000)
6. The environment is all the physical totality and social factors that are taken into account in decision-making regarding individuals in a system. This environment can be distinguished by the internal environment and the external environment. What is meant in the environment are personnel (employees), staff, functional groups of the organization, and other organizational components such as goals, products and so on. Meanwhile, the external environment of an organization is subscriptions, leverage, rivals and technology.
7. Uncertainty is the difference between available information and expected information. Uncertainty in organizations is also caused by too much information being received than is actually necessary to deal with their environment.

The purpose of organizational communication is to facilitate, implement, and smooth the running of the organization. According to Koontz in, in a broader sense, the purpose of organizational communication is to bring about change and to influence actions towards the well-being of the company. (Moekijat, 1995)

Meanwhile, in the book Organizational Communication Theory and Case Study, Liliweri stated that there are four objectives of organizational communication, namely: (Ruliana, 2014)

1. Expressing thoughts, views and opinions
2. Sharing information
3. Expressing feelings and emotions
4. Coordinate

According to, there are two functions of organizational communication, namely general and special. Below will be described the two functions: (Lilivers, 2014)

1. General functions
  - a. Communication functions to convey or provide information to individuals or groups about how to carry out a job according to their competencies. Example: job description.
  - b. Communication serves to sell ideas and ideas, opinions, and facts. This includes selling organizational attitudes and attitudes about something that is the subject of the service. Examples: public relations, exhibitions, expos, and others.
  - c. Communication serves to improve the ability of employees, so that they can learn from others (internally), learn about what others think, feel, and do about what is "sold" or what others tell about the organization.
  - d. Communication functions to determine what and how the organization divides work or who is the boss and who is the subordinate, and the amount of power and authority, as well as determining how to handle a number of people, how to utilize human resources, and allocate humans, machines, methods and techniques in the organization.
2. Special Functions
  - a. Get employees involved in organizational issues and then translate them into specific actions under a command or command.
  - b. Make employees create and handle relationships between others for the improvement of organizational products.
  - c. To enable employees to handle and make decisions in an ambiguous and uncertain environment.
  - d. In relation to the organizational communication function above, Charles Conrad (1985) also stated that there are two organizational communication functions, namely the command function and the relationship function that supports the organization in decision-making, especially when the organization faces an uncertain situation.

Communication barriers or interruptions are influences from the "inside" and "outside" of an individual or environment that "damage" the flow of information or the content of messages sent or received. To solve the problem of these obstacles as above, the following is described how to overcome communication barriers in organizations according to . These methods are as follows: (Bovee&Thill, 2014)

1. Maintain an open communication climate.
2. Determined to uphold the ethics of communication.
3. Understand the difficulties of intercultural communication.
4. Using a recipient-centered communication approach.
5. Use technology wisely.
6. Create and process messages effectively and efficiently

### **Disaster Management**

Disaster management is a series of efforts made to reduce the risks, impacts, and losses caused by disasters, both before, during, and after a disaster occurs. In Indonesia, the concept of disaster management is comprehensively

regulated in terms of Disaster Management. The law emphasizes that disaster management includes aspects of planning, implementation, control, and evaluation that are carried out in an integrated and sustainable manner. (Law No. 24 Year 2007, 2007)

According to , disaster management is a systematic and coordinated effort involving the government, local governments, the business world, and the community. This approach emphasizes that disaster management is not only the responsibility of the government, but is the shared responsibility of all elements of society. (Law No. 24 Year 2007, 2007)

Conceptually, disaster management consists of three main stages, namely pre-disaster, during disaster, and post-disaster. The pre-disaster stage includes mitigation and preparedness activities aimed at reducing disaster risk and improving the community's ability to deal with potential disasters. (Rules BNPB No. 5 Year 2018, 2018)

Disaster mitigation is an important part of disaster management that is carried out before a disaster occurs. Mitigation includes structural and non-structural efforts, such as the development of disaster control infrastructure, the drafting of regulations, disaster education, and institutional and community capacity building. (UNDRR, 2015)

The second stage, according to BNPB, is disaster management at the time of the disaster, which is known as the emergency response phase. In this phase, the main focus is on saving lives, meeting the basic needs of victims, and protecting vulnerable groups. Emergency response requires fast and effective coordination between agencies so that the response provided is on target. (Rules BNPB No. 5 Year 2018, 2018)

Communication and coordination between organizations are key factors in the success of disaster management in the emergency response phase. Without a clear communication system, evacuation efforts, aid distribution, and information management have the potential to experience obstacles. ( Suprpto et al., 2015)

The next stage, according to BNPB, is post-disaster, which includes rehabilitation and reconstruction activities. Rehabilitation aims to restore the social, economic, and environmental conditions of people affected by disasters. Meanwhile, reconstruction is directed at rebuilding facilities and infrastructure with the principle of "build back better" to be more resilient to future disasters. (Rules BNPB No. 5 Year 2018, 2018)

Disaster management must be based on disaster risk reduction. This approach integrates development policies with disaster mitigation efforts, so that disaster risk can be reduced sustainably. (Rules BNPB No. 5 Year 2018, 2018)

(Perka BNPB No. 3 Year 2008, 2008) regarding the establishment of BPBD in the regional context, the Regional Disaster Management Agency (BPBD) has a strategic role in implementing disaster management in accordance with the characteristics and potential risks of their respective regions. BPBD is tasked with coordinating all stakeholders at the regional level so that disaster management runs effectively and efficiently.

Disaster management is a complex and multidimensional process that requires careful planning, cross-sector coordination, and effective organizational communication support. The success of disaster management is highly determined by the synergy between the government, related institutions, and the community in every stage of disaster management. (Coppola, 2015)

### Case Studies

According to Robert K. Yin, case studies are one of the research methods of the social sciences. In general, this method is a more suitable strategy if the subject of a research question is related to the question of how and why. In addition, case study research can be divided into three types, namely explanatory, exploratory and descriptive case studies. Meanwhile, in this study, the researcher focuses more on a descriptive approach. (Yin, 2006)

According to Yin, a case study is an empirical inquiry that examines phenomena in real-life contexts, where the boundaries between phenomena and contexts are not clearly visible and where multiple sources of evidence are used. (Yin, 2006)

### **Aceh Tamiang**

According to the Central Statistics Agency of Aceh Tamiang. (2023) Aceh Tamiang Regency is one of the districts located in the eastern region of Aceh Province and has a strategic position because it is directly adjacent to North Sumatra Province. This geographical location makes Aceh Tamiang the main crossing area between Aceh and the northern part of Sumatra, so it has high population mobility and economic activity.

Administratively, Aceh Tamiang Regency was officially established in 2002 as a result of the expansion of East Aceh Regency. The establishment of Aceh Tamiang aims to accelerate regional development, improve public services, and bring the government closer to the community.

According to Aceh, Tamiang consists of a number of sub-districts that have diverse geographical and social characteristics. This area includes lowland areas, watersheds, and some hilly areas, which ecologically affect people's life patterns and potential disasters. (Central Agency Statistics Province Aceh, 2022)

From a geographical aspect, Aceh Tamiang is crossed by several large rivers that are the source of people's lives, especially for agriculture and fisheries. However, this condition also makes the Aceh Tamiang area vulnerable to floods and flash floods, especially in the high-intensity rainy season.

### **METHOD**

This research uses a case study approach that intends to describe the results of the research and try to find a comprehensive picture of a situation. The choice of this methodology is because the phenomenon to be studied is a case that requires an in-depth descriptive study. According to Robert K. Yin, case studies are one of the research methods of the social sciences. In general, this method is a more suitable strategy if the subject of a research question is related to the question of how and why. In addition, case study research can be divided into three types, namely explanatory, exploratory and descriptive case studies. Meanwhile, in this study, the researcher focuses more on a descriptive approach. According to Yin, a case study is an empirical inquiry that examines phenomena in real-life contexts, where the boundaries between phenomena and contexts are not clearly visible and where multiple sources of evidence are used. Researchers conducted research in the Aceh Tamiang Regency area affected by major floods due to tropical cyclones. (Yin, 2006)

Documentation data collection techniques are one of the important techniques in qualitative research that is used to obtain data through written, visual, and audio-visual documents that are relevant to the focus of the research. Documentation serves as a secondary data source that can reinforce, complement, and verify data obtained through observation and interviews. Documentation is a record of past events that can take the form of writings, drawings, or monumental works of a person. In qualitative research, documents are not only understood as administrative archives, but also as social representations that contain certain meanings, values, and contexts. In the context of the research "Communication Mitigation of Disaster Management Organizations (Aceh Tamiang Case Study)", documentation techniques are used to trace and understand how organizational communication patterns are designed, implemented, and formally evaluated by relevant institutions.

These documents are tangible evidence of structural and policy disaster mitigation communication practices. The types of documents used in this study include official documents such as Standard Operating Procedures (SOP) for disaster management, contingency plans, BPBD activity reports, minutes of cross-agency coordination meetings, as well as circulars and local government policies related to disaster mitigation. In addition, visual documentation in the form of photos, videos of disaster simulation activities, and publication of disaster information was also analyzed to see how mitigation messages were communicated to the community. Documents in qualitative research are very useful for obtaining stable, non-reactive, and repeatedly analyzed data. In contrast to interviews or observations that rely heavily on the field situation, documents allow the researcher to conduct an in-depth study without being affected by the presence of the researcher himself. (Sugiyono, 2021) (Creswell, 2018)



Domain analysis is one of the data analysis techniques in qualitative research that aims to obtain an overview of the social phenomena being studied. This technique is used in the early stages of data analysis to identify key categories (domains) and their relationship of meaning in a given social context. Domain analysis is the process of analyzing ethnographic data used to uncover cultural meanings through the grouping of terms or concepts into broader units of meaning called domains<sup>1</sup>. Domains consist of cover terms, included terms, and semantic relationships that link the two. In qualitative research, domain analysis serves to help researchers understand the structure of meaning used by research subjects in explaining their social experiences and practices. This technique is particularly relevant to use in research that emphasizes understanding context, such as case studies, ethnography, and phenomenology. In the study "communication mitigation of disaster management organizations (case study of Aceh Tamiang)", domain analysis was used to group various field findings obtained from interviews, observations, documentation, and focus group discussions into main domains (Spradley, 2016).

Triangulation is the most commonly used method in guaranteeing the validity of data in qualitative research. Triangulation is a technique to check the validity of data by utilizing something other than the data for the purpose of checking the data or as a comparison to the data. Validity is the degree of determination between the data that occurs in the research object and the power that can be reported by the researcher. This research uses a type of triangulation, namely triangulation of data sources in the form of information from places, events and documents as well as archives that contain records related to the data in question (Sugiyono, 2021).

## RESULT AND DISCUSSIONS

The results of the communication mitigation research of disaster management organizations (case study of Aceh Tamiang) show that the Aceh Tamiang BPBD has provided statements and information through the @bpbd\_acehtamiang Instagram account uploaded on November 25, 2025. The video, which lasts 6 minutes and 21 seconds, was delivered directly by the head of the Aceh Provincial Coordinator BMKG, Mr. Nasrol Adil, S.SI, MT regarding the extreme weather that is happening in the Aceh region for the next few days.

On November 26, 2025, a video of the activity uploaded on the Instagram account @bpbd\_acehtamiang saw the bpbd rescue team together with the fire department and the Aceh Tamiang SAR task force evacuating elderly residents trapped in floods in Kampung Perumahan, Kualasimpang City District, Aceh Tamiang Regency. After the natural disaster, the hydrometeorology of tropical cyclone Senyar on December 3, 2025, can be seen in the upload of the Instagram account @bpbd\_acehtamiang is carrying out monitoring and searching for victims with the BPBD team with the fire service, the Langsa Post Basarnas and the National Police Headquarters team.

It can be seen that the Aceh Tamiang BPBD is very overwhelmed related to the post-natural disaster hydrometeorology of tropical cyclone Senyar to help and execute Tamiang residents, which according to data from the Central Statistics Agency of Aceh Tamiang Regency in 2020 amounted to 294,356 people. After the natural disaster, tropical cyclone hydrometeorology, the Instagram account @bpbd\_acehtamiang provided information on the provisional data update on December 9, 2025 at 20:00. There were 12 sub-districts, 209 villages affected, 58 dead and 18 injured. Then there are 60,000 families or 212,862 people who are disadvantaged, the remaining 15,572 families and 85,486 people are not disadvantaged. This is a note to local stakeholders that there are still many souls who must be immediately placed in posts or there are temporary evacuation sites.

Based on the data on @bpbd\_acehtamiang's Instagram account, it is clear that the lack of human resources owned by the Aceh Tamiang BPBD to be able to cover 294,356 people of Aceh Tamiang. This can be prevented if each of the 12 sub-districts has an Aceh Tamiang BPBD office in each sub-district, has a number of employees in each sub-district as many as 50-100 people and also has disaster management equipment in each sub-district. So that when there is a disaster warning from the BMKG of Aceh Province related to their area, the bpbd office in each of the

12 sub-districts moves quickly to provide information and communicate to residents and kepling related to disasters that will occur in their area and people from young to elderly people are biased to take action and anticipate what is first for the safety of their lives.

This can also be prevented in every 12 sub-districts in Aceh Tamiang Regency there are warning alarms in the 12 sub-districts, so that the people in the 12 sub-districts are more agile in dealing with disasters that will come in their area.

Furthermore, the Aceh Tamiang government also made embankments or widening and river depth in its area. So, when heavy rainfall, the river can accommodate water discharge and does not widen or extend to the streets or to residents' homes.

### **The Community Assesses the Mitigation of Organizational Communication in Disaster Management in Aceh Tamiang**

The people of Aceh Tamiang Regency assessed that BPBD Aveh Tamiang in the management of natural disasters hydrometeorology of tropical cyclones Senyar looked slow in terms of handling. It is natural that it is slow, the factor is because the number of employees owned by BPBD Aceh Tamiang is very far from the population of Aceh Tamiang which is 294,356 people of Aceh Tamiang based on BPS data from Aceh Tamiang Regency in 2020. And slow coordination with other parties.

After the natural disaster, the hydrometeorology of tropical cyclone Senyar the community assessed that the Aceh Tamiang BPBD only distributed 876 tents to the community in Aceh Tamiang on December 11, 2025 and already established tents and public kitchens from BNPB because previously President Prabowo visited and reviewed the state of Aceh Tamiang on December 12, 2025. The community assesses that the efforts made by BNPB or BPBD after natural disasters in tropical cyclone hydrometeorology are only imaging and licking so that the careers of their officials remain safe. Because the tents and public kitchens were in Aceh Tamiang H-1 before President Prabowo visited Aceh Tamiang.

The community also assesses that when trees or forests are cut down and trees are not replanted, similar things will happen that will be experienced by the people of Aceh Tamiang. So there is a need for intense coordination in all institutions so that forests or trees are planted and rearranged and rearranged where the oil palm trees are not in their territory.

### **What Communication Media Are Used in Disaster Mitigation and the Extent of Their Effectiveness**

The communication media used in disaster mitigation at the Aceh Tamiang BPBD is on Instagram with @bpbdtacehtamiang account, also has communication media on TikTok with @bpbdtacehtamiang account, and also has communication media on youtube with @bpbdtacehtamiang2724 account. Of the three communication media owned by BPBD Aceh Tamiang in disaster mitigation, only one is active on its social media, namely on the Instagram account @bpbdtacehtamiang. It can be seen on the youtube account @bpbdtacehtamiang2724 has been inactive since 2 years ago in providing education, information related to disaster management mitigation.

Likewise on the tiktok account owned by bpbdt Aceh Tamiang on the @bpbdtacehtamiang account. Last uploaded on September 18th. But in this case, the visual content on the tiktok account tends to be uneducational and tends to take photos of ceremonial activities. The information or education on the @bpbdtacehtamiang account only has 1-3 videos that provide information or education to the people of Aceh Tamiang when they see the Aceh Tamiang BPBD account. In fact, if this tiktok account is active, it is very useful, informative and educational to the public through its tiktok content that can be accessed. Unfortunately, this is not used by the Aceh Tamiang BPBD in terms of disaster management mitigation in Aceh Tamiang.

## CONCLUSION

Based on the results of the study, the mitigation of communication of disaster management organizations in Aceh Tamiang Regency has been carried out by the Aceh Tamiang BPBD through the delivery of information and early warnings, especially by utilizing Instagram @bpbd\_acehtamiang social media. Information related to the potential for extreme weather due to tropical cyclone Senyar was officially conveyed, including through a statement by the Head of BMKG Coordinator of Aceh Province. In addition, BPBD Aceh Tamiang is also actively involved in evacuation, search, and monitoring of post-disaster victims with related agencies. This shows that institutionally, communication and coordination efforts have been underway, especially in the emergency and post-disaster response phases.

However, this study found that the capacity of BPBD Aceh Tamiang is very limited when compared to the population of Aceh Tamiang Regency which reaches 294,356 people. Limited human resources and disaster management equipment caused BPBD to be overwhelmed in reaching all affected areas, which included 12 sub-districts and 209 villages. This condition has an impact on the slow handling, distribution of aid, and placement of refugees, where there are still tens of thousands of families who have not been accommodated in temporary posts or shelters.

From the perspective of the community, the mitigation of organizational communication in the management of major flood disasters due to tropical cyclone Senyar is considered not optimal. The community considers that the response of the Aceh Tamiang BPBD tends to be slow and coordination with other parties is not optimal. In addition, the distribution of aid such as tents and public kitchens is considered late and gives rise to negative perceptions among the public, who consider post-disaster handling to be more imagery. The community also highlighted environmental factors, especially forest destruction and land conversion, which are considered to exacerbate the impact of flooding and require serious and sustainable cross-agency coordination.

In addition, the effectiveness of the communication media used by the Aceh Tamiang BPBD in disaster mitigation is still relatively low. Although BPBD has Instagram, TikTok, and YouTube accounts, only Instagram accounts are relatively active and even then more dominantly displaying activity documentation than mitigation educational content. TikTok and YouTube accounts have not been optimally utilized as a sustainable disaster education medium and easily accessible to the public. Therefore, this study concludes that the mitigation of organizational communication in Aceh Tamiang requires strengthening in terms of resources, early warning systems, the use of educational communication media, and cross-sector coordination so that the community is more prepared and alert to face potential disasters in the future.

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