

ANALYSIS OF AN ENVIRONMENTALLY FRIENDLY LIFESTYLE AND DISASTER ONLINE MEDIA USAGE TOWARDS RESISTANCE FACING THE FLOOD DISASTERS ON DOMPET DHUAFA VOLUNTEER

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Abstrak. This research aims to 1) Describe environmentally friendly lifestyle towards resistance facing the disasters, 2) Describe social media usage towards resistance facing the disasters, and 3) Analysis environmentally friendly lifestyle and social media usage towards resistance facing the disasters. This research use qualitative metode that intend to understand real overview between environmentally friendly lifestyle and social media usage towards resistance facing the flood natural disaster that already applied by Dompot Dhuafa Volunteer Community. The data collected through closed questionnaire (40 respondents), 6 written interview with affected resident, and 7 respondent through direct interview and written, that consist of Disaster Media Online Editor, Expert, Academic, and Government. The result of this research is found fact that an environmentally friendly lifestyle is one of social intervention strategies aimed to reduce the risk of flood and support establishing the resistance to facing flood disaster. Beside it, online media also giving information access, socialitation, and education related to disaster with interesting contents like infographic, short movie, as well as the other content so that it has a direct impact on people's understanding of what kind of mitigation measures should be taken to reduce the risk of flood disaster.

Keywords: lifestyle; environmentally friendly; online media; flood resistance; dompot dhuafa volunteer

I. INTRODUCTION

Indonesia as an equatorial country has beautiful natural potential as well as the potential for natural disasters. The disaster that occurred in Indonesia has become a big challenge for the government and society in general. Disaster is a serious disturbance to society that causes widespread and felt losses, both by the community of various materials and the (natural) environment, where the impact exceeds human ability to overcome it with existing resources. Disaster is an unusual event that occurs caused by nature or man-made, including the impact of technological errors that trigger responses from society, communities, individuals and the environment to provide broad enthusiasm. Disaster-prone areas with a large population, if balanced with adequate disaster resilience, can minimize the impact of disasters. Disaster risk tends to afflict people with low resilience, so people must have resilience in dealing with disasters. In general, the trend of disasters in Indonesia increased from 2002-2014. Approximately 90% of the total disaster events per year are hydrometeorological disasters (floods, landslides, droughts, forest and land fires, tidal waves) (Rosadi [1]). The future trend of this disaster will continue to increase because it is anthropogenic, as Istiadi & Priatna [2] consider that hydrometeorological disasters is distinguished based on several determinants such as the physical construction of land, slopes, infrastructure of road and river, as well as water flow, water infiltration, runoff, and land cover.

Human life is inseparable from the existence of the environment. Various daily work activities that are routinely carried out have an impact on the environment. We can feel the impact in terms of air, water, and furthermore its effect on the earth as a place to live for living things. The more active an area will be directly proportional to the unfavorable impact, if there is no action to save the environment. Many of the disasters experienced by urban communities are sourced from lifestyles that are less aware of the environment. A total of 315 regencies/cities in Indonesia are located in moderate to high intensity flood hazard areas. There are 63.7 million people exposed to moderate to high flood hazards in Indonesia. (Ministry of Public Works and Public Housing in the presentation of the Head of BNPB 2015 at the Defense University) Along with the times, human lifestyles have changed. Some have realized that they as individuals have a big role in changing their environment. For many people, environmental responsibility does not provide enough motivation for them to choose an eco-friendly lifestyle. Therefore, they argue that both sides, both government policies and business strategies must be adjusted so that people can change their consumer behavior. Mayunga [3] argues that environmental policies that focus on motivating individual consumers have a less significant impact.

Environmentally friendly lifestyles are more focused on our care for this beloved earth. A lifestyle that truly makes this earth a "partner" in everyday life, not just as an "object" of exploitation to meet the needs of life. To start living with, you don't have to make drastic changes to your lifestyle, but start with small things that we usually do every day. A

person's communication patterns have been influenced by technological advances. With a mobile phone and internet network, one can reach the news around the world through online media.

The existence of the media in the lives of Indonesian people has become an important part that cannot be separated. In accordance with the characteristics of the people, the media in Indonesia appears in various forms and forms, both those that fall into the category of traditional media, mass media (traditional or electronic) and also a variety of new media that converge with one another. The life of the Indonesian people has been included in the so-called mediated society, which places the media as an important part in all aspects of people's lives.

In general, the mass media have certain tendencies in covering disasters. For example, in reporting on natural disasters, the mass media classifies disasters as perfect media events as stated by Bolduc, "From the journalistic point of view, a natural disaster has all the ingredients for the perfect media event' (especially for the electronic media). . It's brief, spectacular, often mysterious, action-oriented, and portrays human suffering and courage." (Bolduc [4]).

Reporting from the media about disasters is needed when a disaster occurs, not only providing correct information, but can build public empathy and also encourage disaster-affected communities to be able to rise from problems that arise due to current or existing disasters. Effective disaster communication involves communication and information technology. The development of information technology is very rapid with the presence of the Internet which can be accessed anywhere and anytime. This has led to a change in disaster communication from conventional communication media to modern and digital media via smartphones and cellular phones (Yasundari [5]). In addition to individual humans, the negative impact of disasters also applies to communities. Community is an entity that has geographic boundaries and a common destiny. Communities consist of built, natural, social, and economic environments that influence each other in a complex manner. A community is also vulnerable to exposure to disasters. If it has been exposed to a disaster, then the community will be in a slumped condition. To maintain its existence, the community must rise from this adversity. Efforts made by the community to rise from adversity after a disaster are also called resilience.

Shofa [6] explains that the progress achieved from its existence describes the progress of a nation. Now is a situation where we must concentrate on preventive measures that can be initiated by the younger generation as a driver of disaster-resilient communities. Dissemination of one-way information through online media can be balanced with the role of the community as a forum for supporting education. One community that is active in educating an environmentally friendly lifestyle is the Dompot Dhuafa Volunteer Community (DDV). DDV is a community that focuses on environmental rescue and disaster management. Education and Health. His presence is very meaningful in the body of Dompot Dhuafa as an NGO of the Zakat Movement which continues to transform and innovate in developing itself for

the better. Based on the explanation above, this study aims to 1) describe an environmentally friendly lifestyle towards disaster resilience, 2) describe the use of online media for disaster resilience, and 3) analyze environmentally friendly lifestyles and the use of online media on disaster resilience.

II. RESEARCH METHODS

This study uses a qualitative method which is intended to find out the real picture of the relationship between Environmentally Friendly Lifestyles and the Use of Disaster Online Media on Resilience in Facing Flood Natural Disasters that has been carried out by the Dompot Dhuafa Volunteer Community. According to Bogdan and Taylor in Moleong [7] qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior.

Meanwhile, Jane Richie in Moleong [7] defines qualitative research as an attempt to present the social world, and its perspective in the world, in terms of concepts, behaviors, perceptions and issues about the human being studied. According to Moleong himself [7] qualitative research is research that intends to understand the phenomenon of what is experienced by research subjects, for example; behavior, perception, motivation, action, etc., comprehensively and by way of description in the form of words and language in a special context that is natural and by utilizing various scientific methods.

The stages of interpreting this data are processed using percentages. The calculation of the percentage is intended to see a comparison of the size of the frequency of each alternative to the questionnaire answers. The percentage is obtained by comparing the number of frequency answers and the number of samples associated with the number 100%,

III. RESULTS AND DISCUSSION

Analysis of Environmentally Friendly Lifestyles on Resilience to Flood Natural Disasters

Lifestyle is an individual or group behavior in using life or consumption behavior. Consumption behavior carried out by individuals or community groups starts from saving energy use such as electricity, water, and fuel, reducing the use of air conditioning, avoiding the use of excess plastic, recycling packaging, plastic, cardboard, and paper, as well as purchasing environmentally friendly products. especially environmentally friendly cosmetic products. This environmentally friendly consumption behavior can be grown through increased consumer education and knowledge. Psychographic factors also influence the growth of environmentally friendly consumption behavior of individuals or groups consisting of lifestyles, values, and the expected benefits of environmentally friendly products. One of the lifestyles in society is shaped by sociography, where the social environment plays an important role in changing people's consumptive attitudes and behavior. Every individual in a society has their own character. However, when a society

sociologically has a certain lifestyle tendency, then it will present a certain community character. In the case of communities affected by floods, for example, a community group has a different attitude in responding to disasters. These differences in responses require education and socialization related to flood disaster management. Therefore, a social intervention is needed to provide understanding to the community so that they can respond to flood disasters correctly and compactly to become a disaster-resilient society.

Social Intervention for Communities Affected by Floods

The DDV team carried out social intervention in several areas affected by the flood disaster. Social intervention is a series of activities for the empowerment of communities affected by floods, in a participatory manner, by relying on an appropriate theoretical framework and social psychology methodology. In practice, social intervention is carried out through specific and measurable activities that are planned for communities affected by flood disasters. This intervention is carried out as an effort to empower (empowerment). The DDV team has a vision to form a community that is resilient to floods. The vision must be the goal of social intervention for the community affected by the flood disaster. So strategic steps are needed as a mission to achieve this big vision. The first strategy carried out by the DDV Team was to identify the psychosocial of the community. The DDV team managed to identify the lifestyles of people in flood-affected areas uniformly with almost the same character, namely that an environmentally unfriendly lifestyle was one of the causes of the flood disaster. An environmentally unfriendly lifestyle can be identified through the use of items such as plastic bags, disposable mineral water bottles, and the use of non-biodegradable styrofoam materials. The use of non-environmentally friendly tools in the community became the focal point of the DDV team to intervene by providing education and socialization to residents to switch to tools that are easily biodegradable and environmentally friendly. The action became a series of DDV team missions to form a community of people who have the awareness to protect the environment together in order to minimize the occurrence of flood disasters.

The problem is not enough to just identify the goods used by residents. Moreover, there is still an environmentally unfriendly lifestyle that is a habit of residents such as littering, closing waterways, and constructing buildings on riverbanks. From the results of the questionnaire obtained by the DDV team, residents who litter are still dominant in flood-affected areas. The team in the field also identified other factors besides lifestyle that cause flooding in an area, including abuse of buildings, overcrowding of garbage accumulations, narrowing of river flows by population activities, and poor drainage. In certain areas, especially urban areas, the DDV team identified that heavy rainfall had more or less an impact on flooding. The results of the identification then the DDV team set a strategy for disaster mitigation in the identified areas. Interventions are carried out by providing education, information, and socialization regarding flood prevention through environmentally friendly lifestyles. Socialization about the use of environmentally friendly tools, education on

the use of waste and disposable items, education about ecopreneurs from waste goods, establishing a waste bank, socializing on cleaning waterways regularly, making integrated waste disposal sites in RT/RW, and education make biopores and infiltration wells. These actions require regular monitoring and evaluation by the DDV team. The evaluation step is the final stage of the intervention activity. Things that are evaluated/assessed in intervention activities are the effects of the intervention/changes that occur on the target group, whose main reference is the intervention matrix, as well as processes or group dynamics that occur during the implementation of the intervention with the main reference being all documentation tools made during the intervention. (Chen [8]).

Analysis of Disaster Online Media on Resilience in Facing Flood Natural Disasters

Media is used as a forum by the press to disseminate existing information, one of which is information related to natural disasters. Information about disasters is expected to be accurate. This requires good communication competence in disseminating and accessing disaster information sharing. In other words, qualified people are needed in finding information (Senova [9]).

Our disaster literacy is still very weak, it results in a lack of awareness of all of us as citizens who live in areas that have the potential for disasters. Meanwhile, from the results of Skali's 2013-2014 research on media content related to disasters, only 1% of the media discussed disaster risk reduction efforts (pre-disaster), and even then, if a disaster occurred, the media only reported about it. That's where the idea to build a website that discusses disaster issues started. The role of online disaster media in general in providing education to communities in flood-affected areas is very important. Currently, there are many social media that discuss disasters, but there is far more information about when a disaster occurs, but before the disaster occurred, there was still little media that informed. Likewise, social media is strategically used for public education, although its reach is limited, meaning that only people who have social media can access this information. One of the online media that informs about disasters is disasterchannel.com. This online-based media seeks to build awareness in the community. Updating information about various things related to flooding, to complete the information. This online media also involves experts in writing the information that is distributed. Apart from going through the website, they also use social media, IG, Twitter and also FB to inform various information about floods.

Currently, the development of information technology has made it possible for everyone to easily access information, including information about disasters, especially floods, for example, BMKG issues weather information every day, and we always distribute it through the divisions we have. For example, IG users alone in 2019 reached 84 million people, not to mention other media. So social media can be considered very important for disseminating information.

Resilience in Facing Flood Natural Disasters

Information presented by online media can form public awareness to have resilience to flood disasters. Resilience is generally seen as a broader concept than capacity as it goes beyond the specific behaviors, strategies and actions for risk reduction and management that are usually understood as capacity. However, it is difficult to separate the concepts clearly. In everyday usage, 'capacity' and 'handling capacity' often mean the same thing as 'resilience' (Twigg [10]).

The DDV team identified the causes of the community's vulnerability to disasters by factors, including: failure of local authorities to protect residents from disasters, failure to ensure that people have access to information and education related to flood disasters, failure to legitimize local authorities that are not understood and not supported by the community [11]. The efforts made by the DDV team in strengthening community resilience factors against flood disasters are as follows: first, the provision of basic community needs for survival and security, such as clean water, proper clothing, food, transportation, and the availability of adequate electricity. Second, response to flood disaster events, such as action planning, strategy, local knowledge, and information [12][13]. Third, build community cohesiveness and motivation to be resilient to disasters. In building community resilience, basic capacity is needed as an important component in the social system. The DDV team builds a resilience regime by providing shelters (in collaboration with the local government) providing adequate food and clothing to affected communities, building patterns of social stability for communities affected by flood disasters by educating residents to be adaptive to disasters, and fostering communities to transform from pre-disaster conditions to start a new post-disaster life order to be resilient to disasters [14].

Vulnerable communities occur due to very minimal understanding of disasters. Generally, there are still many who think that disaster matters are something that must be taken for granted, welfare/economics is still a top priority. There are still many who understand disaster risk, but the risk is still taken. Although there have been good initiatives, "Disaster Resilient" programs from various Ministries/ National Institutions/ Private/ Community Organizations have reached the village level [15]. It still takes a long time to change people's behavior. Understanding disaster risk in the local (contextual) environment is very important. Theories, concepts, visualizations of environmental management and risks must refer to local/local situations. Leman in a virtual interview with researchers revealed that to build community resilience to flood disasters, three things must be considered, including: first, a community-based approach is needed. The community is the center for disaster and environmental management. Women who are often not taken into account, need to be given more roles, have their opinions heard, even if possible to build networks between upstream and downstream residents, in groups according to their type. Second, it is necessary to ensure the involvement of the parties, including the parties in the same bio-region. Flood is

a disaster that involves the area and the people who are upstream and downstream. Sectoral or highly localized approaches will not result in effective, efficient and sustainable flood management. Third, ensure that community empowerment takes place in an integrated manner and fulfills their basic rights while taking into account community responsibilities in flood management and environmental sustainability. (Leman, interview 12 January 2021).

IV. CONCLUSION

This study analyzes environmentally friendly lifestyles and the use of online disaster media on resilience to natural disasters by flooding in Dompét Dhuafa Volunteer. As we all know, at the beginning of 2021, the intensity of disasters in Indonesia began to increase, especially floods. In this study, flood disaster as a natural disaster that has a close relationship with people's lifestyles is analyzed with various relevant theories and concepts to determine the extent of the role of the DDV team in providing education, socialization, and information to the community as a group affected by the flood disaster. Of course, it aims to mitigate disasters so that in the future the risk of flooding can be overcome and the victims are minimized. From the results and discussion in this study, there are several notes that are the conclusions of this study, namely, as follows: Environmentally friendly lifestyle is one of the social intervention strategies that aim to reduce the risk of flood disasters. Information, socialization, and education to the public regarding this environmentally friendly lifestyle have been carried out both directly by related parties such as the local government and disaster NGOs, as well as through various online media. Environmentally friendly lifestyles also support the creation of community resilience against flood disasters. Online media provides information, socialization and education related to disasters with interesting content such as infographics, short movies, and other content that has an impact on understanding in the community regarding flood disaster mitigation actions. The effectiveness of online media in providing disaster information makes it easier for the public to access all things related to disasters. However, in some segments of society, online media is still not widely accessible. Online media contributes to community resilience in the face of flood disasters, especially by educating vulnerable groups to be prepared for flood disasters. Factors that influence environmentally friendly lifestyles and use of online disaster media in dealing with floods include: public awareness factors that are influenced by education and socio-economics. Public awareness is closely related to community groups vulnerable to disasters. In addition, systematic, structured and massive government policy factors provide space for the community to cooperate and help overcome flood disasters with regulations that have been made by the government. Then the factor of science and technology. In supporting the performance of disaster management in Indonesia, online media is one form of multidisciplinary modeling of science and technology. The use of gadgets or smartphones as a means to access information in online media

is a benchmark for the importance of using technology in flood disaster management.

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