

The Role Of Community Radio “Kelud Fm” As Media Of Education For Disaster Awareness

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Abstract: Mount Kelud on Kediri-East Java is one of 76 active volcanoes in Indonesia. On its eruption in 2007, information that was spread in the community about the condition of Mount Kelud was very confusing and made situation become chaos. This issue caused the process of evacuation to become more difficult. In order to prevent the recurrence of similar conditions then some locals formed a community radio named Kelud FM. One of the goals of Kelud FM is to educate residents about disaster awareness. This study used descriptive method with qualitative approach. Data was collected by doing depth-interview for some informants to know the role of Community Radio “Kelud FM” as media of education for disaster awareness. Data is analyzed based on Miles and Huberman framework. The result shows Kelud FM educates people by any products it has such as public service advertisement, special talk show (Sambang Warga) and drama on radio. This fact shows that Kelud FM has an important role and beneficial as a media for disaster awareness education for its audience especially for people of Sugihwaras village.

Keywords: Community Radio, Education, Disaster, Awareness, Media.

1. Introduction

There are 127 volcanoes scattered in Indonesia. This amount is about 13% volcanoes in the world. A total of 76 volcanoes out of the 127 volcanoes are declared as very active, that have been erupted since 1600 until now. They are referred to as Type-A Volcano (Pusat Vulkanologi dan Mitigasi Bencana Geologi, 2018). Mount Kelud, located on Kediri-East Java Province, is one of these active volcanoes. Its latest eruption was on February 2014. An eruption that caused people from some villages around the area must be evacuated, included people of Sugihwaras village. Sugihwaras is a nearest village to the crater of Mount Kelud. The distance from the village to the top of Mount Kelud is less than 10 km. No one could predict the exact time for the eruption of a volcano. Scientist could only give information of its symptoms. This means people who lives in the village, lives in risk of disaster especially disaster of Mount Kelud eruption. It is urgent and critical to anticipate, plan for and reduce disaster risk in order to more effectively protect persons, communities and countries, their livelihoods, health, cultural heritage, socioeconomic assets and ecosystems, and thus strengthen their resilience. Enhanced work to reduce exposure and vulnerability, thus preventing the creation of new disaster risks, and accountability for disaster risk creation are needed at all levels. Managing the risk of disasters is aimed at protecting persons and their property, health, livelihoods and productive assets, as well as cultural and environmental assets (UNISDR, 2015).

The first step in developing public awareness or public education for disaster risk reduction is to bring together a small, dedicated and creative group to develop a plan of action.

Public awareness and public education for disaster reduction seek to turn available human knowledge into specific local action to reduce disaster risks. It mobilizes people through clear messages, supported with detailed information (International Federation of Red Cross and Red Crescent Societies, 2011). The community needs some information and communication media that can inform the disaster characteristics in their area and build their understanding on disaster-risk reduction actions more effectively. Media play important roles in supporting disaster risk reduction since the media serve as: transforming information, giving guidance, educating, persuading and facilitating people's concern (Susmayadi, Sudibyakto, Kanagae, Adiyoso, & Suryanti, 2014).

Therefore people of the Mount Kelud area must be educated in order to have disaster awareness so they are able to reduce the disaster risk. They need to know any important information about disaster and its risk from every available media. For village people, one of effective media to spread the information about disaster is radio. Even the existence of radio nowadays lost the competition in the growth of information and communication technology but it doesn't mean radio is no longer a strategic media for information dissemination.

Radio is the most accessible mass medium of communication in use. It is a particularly effective means of communication in communities where most people can neither read nor write, as those people can speak and listen. And community radio is a crucial communication tool that is easy to run and maintain (Mtimde, Bonin, Maphiri, & Nyamaku, 1998).

Community radio is the modern means of communication for social communication. It falls under general means of mass communication. Community radio should evolve listeners in its surrounding as if all are the members of a big family. There is proximity, friendship and attachment that bind a community. The aspirations are similar owing to similar geography, culture and natural conditions. Any community radio must have a program package of human interest. Listeners are likely to look forward to listen to programs that are partly inspirational, partly informative, partly news-based, partly information-based and partly entertainment-based (Mainali, 2008).

Realizing that community radio is an effective medium to convey information in disaster-prone areas and has strategic role of educating for disaster awareness to reduce disaster risk, there attend a community radio at the area of Mount Kelud named "Kelud FM" that has strategic role especially for people in Sugihwaras village. The most obvious role was when the eruption of Mount Kelud on February 2014. Kelud FM became as one of the main source for trusted information about the condition during the eruption for every parties in need.

Socialization program of disaster risk reduction for people around the area of Mount Kelud become the material that dominate Kelud FM's broadcast program (Antara News Jawa Timur, 2011). People in Sugihwaras could get current information about the activities of Mount Kelud from Kelud FM. Delivery of information quickly and appropriately more likely to save many people from material of the volcano's eruption. By getting the information, people could prepare themselves to deal with the eruption disaster and any disaster within (Indonesian National Platform for Disaster Risk Reduction, 2014).

As a community radio, Kelud FM runs by local people, has no shareholders, no commercial breaks, and focusing its broadcast to share information or local issues that has advantage for Sugihwaras people. According to UN Women's definition, community radio usually is a short-range, not-for-profit radio station or channel that caters for the information needs of people living in a particular locality, in the languages and formats that are most adapted to the local context. Community radio stations can be mobilized for campaigns, for example by announcing campaign events, hosting talk shows with campaigners, or playing the

campaign radio jingle and songs (UN Women, 2012). Kelud FM has fulfilled the qualifications mentioned in that definition. Kelud FM doesn't play its role only when disaster happened. After Kelud eruption in 2014, Kelud FM still keeps playing its role as a media to give education of disaster awareness for people of Sugihwaras village.

Kelud FM is not the only community radio in the area of Mount Kelud. Community Radio in Disaster Prone Areas of Mount Kelud is totally of nine radios, namely:

- a) Disaster Prone Areas (KRB) I in Kediri; there were four Community Radios, Kelud FM in sub villages Margomulyo, village Sugihwaras, sub district Nance, Sempu Raya FM in village Sempu, sub district Ngancar; RJKS FM in village Satak, sub district Puncu; and Ampel Denta Voice FM in village Siman, sub district Kepung.
- b) In Disaster Prone Areas of district Blitar comprises Lintas Kelud FM in village Modangan, sub district Glagah. Candi Kelud FM in village Candirejo, sub district Ponggok.
- c) In Disaster Prone Areas of Malang there are Pandowo FM Community in Pondok Agung village, Kasembon; Smart FM in Ngantru Village, Ngantang (Rustinsyah & Adib, 2013)

The reason of author for choosing Kelud FM are:

1. Its location is very close to the gate of Mount Kelud tourist area and surrounded by many other tourists spots.
2. In 2014, Kelud FM gained "Tangguh Award 2014" from Indonesian National Board for Disaster Management (BNPB) for its success in disseminating appropriate and accurate information of Mount Kelud's eruption for people (Dinas Kominfo Kabupaten Kediri, 2014).

Moreover, Kelud FM also become as partner of BNPB to disseminate the spirit of disaster awareness by entrusting Kelud FM to broadcast a special drama about disaster education. These reasons make author is interested to study about the role of Kelud FM as a media to give education for disaster awareness.

2. Materials And Method

This study used descriptive method with qualitative approach. Data was collected by doing depth-interview to some key informants in 2017. Key informants consists of Kelud FM broadcasters, subdistrict head of Ngancar who also Kelud FM's advisor and Head of Observation Post for Kelud Volcano.

The framework developed by Miles and Huberman (1994) is adopted for data analysis on this study. There are data reduction, data display, and conclusion drawing and verification (National Science Foundation (US), 1997). Some listeners of Kelud FM were also interviewed for triangulation purpose.

3. Results and Discussion

Kelud FM is established after Mount Kelud eruption in 2007. Suprpto, one of the founders who also a person in charge and broadcaster of Kelud FM said that the situation when Kelud eruption in 2007 was so chaos. Information that spread in the community about the condition of Mount Kelud was very confusing. Mbah Ronggo, an elder who had the authority as Mount Kelud caretaker, persisted that Mount Kelud would not erupt. On the other hand, Mbah Rono or Mr. Surono (from Center of Volcanology and Geological Hazard Mitigation) said that based on monitoring results, Mount Kelud was in a danger condition and people should be evacuated as soon as possible.

This situation complicated the evacuation process because different information caused some people who refused to evacuate. The development of media at that time also was not as

sophisticated as now so it was quite difficult in disseminating information. To prevent the recurrence of similar conditions then Suprpto with some friends formed a community radio named Kelud FM. The establishment of this community radio as an effort to make available a reliable source of information so that when an eruption occurs, the residents can be coordinated well. In 2009 Kelud FM received assistance in the form of a standardized transmitter as a form of Corporate Social Responsibility (CSR) from *Sampoerna Untuk Indonesia* program so that Kelud FM can broadcast well at 107,9 FM.

When Mount Kelud eruption occurred again in 2014, Kelud FM played an active role in the disaster management process. Sukoco, one of the Kelud FM announcers, got assignment at the Observation Post of Kelud Volcano to contain information about Mount Kelud's condition at that time. Information was submitted every six hours by Observation Post of Kelud Volcano. Information placed on the bulletin board so that every party who needs information about the condition of Mount Kelud no longer directly connected with the officer of the Observation Post of Kelud Volcano.

Indirectly Sukoco became extension of Kelud FM to obtain information of Mount Kelud which would be broadcasted via Kelud FM. The existence of Sukoco in the post at the time became a distinct advantage for Kelud FM because then Kelud FM became one of the parties who knew in advance the latest information about Mount Kelud.

Sukoco, Kelud FM announcer: Before the information of Mount Kelud was published to public, Kelud FM had known it earlier from me because I was there at the monitoring post. I even slept there during the period of emergency response when Mount Kelud erupted in 2014.

Thus Kelud FM played a role in the dissemination of valid and reliable information quickly associated with the status and conditions of Mount Kelud. It was also the one that helped influence the success of the evacuation process of the people so there was no casualties in the event. Moreover, Kelud FM was also appointed as the reference information because of its position in the area directly affected by the mountain. No wonder then if Kelud FM could get "Tanggung Award 2014" from BNPB.

After the eruption of Mount Kelud in 2014, Kelud FM does not stop running its role to provide information about the disaster especially related to Mount Kelud as well as providing education about disaster awareness to the residents through their broadcasts. Kelud FM adjusts their broadcast program with the condition of Mount Kelud. Since its last eruption on February 2014, Mount Kelud shows no signs of danger. But that does not mean Kelud FM stops broadcasting materials related to disaster. In its various products, Kelud FM keeps inserting messages about disaster especially related to volcano as a strategy to provide education of disaster awareness to the people.

The products owned by Kelud FM in its broadcast consist of:

- Public service advertisement
Public service advertisement content is about volcanic conditions and what are the potential hazards caused by volcanoes such as cold land floods. Public service advertisements are not only limited to the issue of volcano disaster, but also related to other important issues for residents such as advertisement about family planning and agricultural management.
- Sambang Warga,
Sambang Warga is a special talk show that broadcast live every Tuesday night. To connect the residents, Kelud FM deliberately invited community leaders or local public figures as guest stars. Audience could interact with guest star by sending short message from their

phone. Then guest star will response on radio. Kelud FM doesn't let audience to talk directly by phone to prevent any inappropriate words from audience will be spread out.

- Religious lectures

Kelud FM invites local religious leaders to give religious sermons and broadcast it ahead of time for prayer maghrib.

- Music program

Music program is the most favorite program for residents. There is not only one genre of music. Kelud FM plays mostly dangdut and campur sari (a special genre of Java music). Music program is a way to attract residents' attention. When this program is broadcasted, Kelud FM also play public service advertisement. By this method then listeners will get the message about disaster awareness. By doing this over and over again, there is a big possibility listeners will remember the message well.

The existence of Kelud FM received attention from the local government, especially at the sub-district level. Ngaseri who served as Head of Sub District Ngancar until July 10, 2017 (the day he passed away) provide great support and attention to Kelud FM. He even took part as a coach for Kelud FM. According to Ngaseri, Kelud FM is an embryo of information networks that people really need.

Ngaseri: Kelud FM is like a light that can provide illumination to the community, which has been preoccupied with social media, to seek information. For example, information about family planning. In addition, Kelud FM can be heard by many people, people from various circles. The information submitted is also valid and they are serious in conveying the information.

Several times Ngaseri was invited to be a resource person at the residents' event. Topic discussed when Ngaseri present at the Sambang Warga were not limited only about disaster problem. Other topics were also discussed related to the issues that concern the lives of residents. This aims to prevent the emergence of boredom on the residents as a listener.

Kelud FM's strategy by inviting Ngancar District Head, Ngaseri, received excellent response from the residents. His presence which conveyed the message in the event of Sambang Warga in Kelud FM made the residents very happy. They were so enthusiastic when they could hear their sub-district speak through the radio. Not only attending Sambang Warga, Ngaseri also participated in public service advertisement. It makes the advertisement has formal value and the information given is more valid because it is delivered by local leader.

When messages about alert to disaster are delivered by local leader, they are more effective ways of being well received by residents. Residents feel cared for by his leader. The messages are also remembered by the residents. As Ilyas (38 years old) acknowledgement, the citizen who became Kelud FM's listeners commented on the public service announcement.

The message about the disaster that I remember well was delivered by Pak Ngaseri. He advised to stay alert because the disaster could happen anytime. His sentence is like a soothing pearl. Ask us to be more careful.

Eko (47 years old) another listener even confirmed the message heard through Kelud FM feels less convincing if not submitted by Mr. Ngaseri or other officials. According to Eko, it is something unusual when there are officials who are willing to deliver the message in such a way to its residents. He feels very concerned because there are leaders who care for their residents.

Kelud FM is lucky enough to gain the trust from BNPB to become their partner in order to educate people about disaster awareness. The success of Kelud FM in the process of disseminating information about the condition of Mount Kelud during the eruption of 2014 became one of the considerations so that Kelud FM was selected as a partner of BNPB to

broadcast the radio drama "Asmara di Tengah Bencana" (Romance in the Midst of Disaster). The radio show is about the eruption of Mount Merapi, an active volcano in Central Java.

Asmara di Tengah Bencana began to air in August 2016. The drama, consisting of 50 episodes with duration of about 30 minutes for each, contains messages about volcanic catastrophes. *Asmara di Tengah Bencana* certainly helps Kelud FM in maximizing his role to educate people about disaster awareness.

The radio drama also received a good response from Kelud FM's listeners so that Kelud FM re-broadcasted it in December 2016. In 2017 Kelud FM got a chance once again to become a broadcast partner of BNPB to broadcast the sequel of *Asmara di Tengah Bencana*.

Kelud FM's struggle to continue playing a positive role for the residents is not free from the weakness. In its broadcasting, Kelud FM is not always able to maintain the consistency of the frequency used. Budi, a resident of Sugihwaras, said that the frequency of Kelud FM that sometimes changes just makes the listener become confused. This is what he thinks should be a concern and anticipated to prevent Kelud FM losing the listener.

A local youth, Dany, supported the existence of Kelud FM. Dany hope Kelud FM is more able to make adjustment to the present day. Dany suggested that Kelud FM events are also packed to suit young people's tastes to attract youths to listen to Kelud FM. Consistent in broadcast time and frequencies become the highlight of Budi and Dany.

Head of Observation Post of Kelud Volcano who is also one of Kelud FM coach, Khoirul Huda stated that the presence of community radio such as Kelud FM as a positive thing. With the presence of Kelud FM, residents have the opportunity to listen to news about Mount Kelud.

Khoirul hoped that Kelud FM could play a role not only within the scope of the village of Sugihwaras but more broadly to other areas in Kediri Regency. This is related to the potential of a disaster that threatens Kediri. They are volcanic eruptions, floods, landslides and tornadoes. Potential disaster is a consequence of the position of Kediri that flanked by two mountains of Mount Kelud and Mount Wilis and the flow of the Brantas River.

It is not easy for Kelud FM to continue playing his role. Various obstacles they must face for example the operational funds problem because community radio is not oriented to profit motive. Another problem is weather problem which is often causing of infrastructure damage. When heavy rain accompanied by lightning then the antenna will be hit by lightning so that the broadcast of Kelud FM has to stop for a while. Although it is not easy for Kelud FM to continue surviving, but Kelud FM continues to exist for the sake of an available media for residents, especially those in the village of Sugihwaras who must live side by side with the source of disaster.

4. Conclusion

Kelud FM educates people by any products it has such as a public service advertisement, talk show and drama on radio. This fact shows that Kelud FM has an important role and beneficial as a media for disaster awareness education for its audience especially for people of Sugihwaras village. By the rapid development of media today, does not mean the role of radio becomes eliminated. Kelud FM shows even though only as a community radio, Kelud FM is still able to play a role especially in the case of disaster for the surrounding community. The presence of Kelud FM cannot be underestimated especially if considering the geographical condition of Kediri Regency which is located between Mount Kelud and Mount Wilis and through the Brantas River. This condition makes the Kediri region prone to natural disasters. This means that the role of community radio such as Kelud FM is very necessary as a medium

to educate residents about the disaster awareness so that it can remain vigilant and ready to face whenever a disaster occurs and reduce the disaster risk.

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Appendix

BNPB : Badan Nasional Penanggulangan Bencana

FM : Frequency Modulation