

Flood: A Failure Communication With Water

Muhammad Aminullah¹ Zulfikar² Fakhrol Azmi³
{aminullahtengku@gmail.com¹, fikarz78@gmail.com² azmie.lamreh@gmail.com³}

^{1,2}Islamic Institute of Al-Aziziyah, Samalanga, Indonesia

³Islamic Sharia College of Nahdlatul Ulama, Aceh, Indonesia

Abstract. The phenomenon of flooding is a very common problem for the community that requires an immediate solution. Thus, this research is aimed to shape the knowledge and awareness of the government and community in understanding their responsibility for maintaining environmental harmony. The present research is basic research conducted with a phenomenological approach. The Alamin theory is used to find out the human relations with the creator and other living things since it has the XYZ formula that explains the vertical and horizontal relationship in life. The forms of human communication with water in overcoming floods need to start with a sense of responsibility as a mandate for humans to preserve the environment.

Keywords: Disasters; Flood; Failure Communication; Alamin Theory.

1 Introduction

A flood is an overflowing of a large amount of water beyond its normal limits from a river or other sources that cause damage to the environment¹. Flood has become a common phenomenon in some parts of Indonesia or in tropical areas where rivers are easily found. In addition, flooding usually occurs when the rainfall is high that causes the volume of water to exceed the capacity of the river or any available water storages such as reservoirs, lakes, etc.

Generally, the community perceives that flood is caused by heavy rainfall, which then makes water discharge exceeds its normal confines². This perception has long become people's beliefs rather than to figure out why it happens. On the other hand, it will not occur if the human has a good understanding of managing the river water flow. Besides, it has been forgotten that managing the environment properly should be human's responsibility.

Excessive water discharge or heavy rainfall is not the only factor that causes the flood itself. As it clearly emphasized in the Quran surah Az-Zukhuf verse 11 that the rainwater is lowered precisely to the amount needed. In other words, the rainwater falls depend on how much water current place requires. Moreover, other verses of the Quran explain that God will not give harm to anyone unless they themselves do the harm due to their behavior.

The value of communication is inseparable from human behavior as communication has existed since humans were born, and it is an important skill for living. Communication is a medium for humans as social beings. Littlejohn and Foss (2009) defines communication as a human liaison in social life such as one of the daily activities that are truly connected with all human life. Meanwhile, according to B Aubrey Fisher, communication is the process of delivering information, ideas, emotions, skills, and others using symbols, sounds, images, numbers, and graphics³.

Communication relationships between humans and non-humans need to be included in communication studies since humans have a direct relationship with the surroundings such as with water for drinking purposes, with nourishment for food needs, and with a place since humans need a place to live. Furthermore, the Qur'an discusses in detail about water in about 145 verses. It proves that the relationship that exists between humans and water is important. Emoto (2005) mentions that water is alive and water also responds to the communication made by humans. Therefore, communication that occurs between humans and water is very interesting to discuss in order to build awareness and positive behavior to deal with the flood⁴.

Communication is not only a reciprocal relationship of exchanging information, but it also occurs in terms of an action that brings effect to the form of different processes. This explanation uses the Alamin approach in order to answer the right behavior regarding human relations with water in overcoming flooding. According to Bayu (2018), Alamin is a natural science, but it is also known as applied knowledge by using nature as a reference. Generally, nature includes all forms of lives both animate and inanimate things either they are on earth or in the universe. The Alamin is also referred to as the XYZ formula which is the study of human relations with the universe to form a value related to the creator, scientifically and universally. The Alamin's study in natural science emphasizes the form of the actions taken in maintaining the balance between humans and nature and also on the relationship with the creator of nature, which is formulated with XYZ. X represents humans, Y symbolizes the creator of X and Z, while Z is the universe which is the space for X to carry out his duties and responsibilities⁵.

Furthermore, it is necessary to understand that awareness in communication must not be separated from values or ethics either communication formed by fellow human beings or communication formed in relation to the environment. Syukur (2007) explains that the communication ethic is about good or bad, appropriate or inappropriate, valuable or invaluable, may or may not in conducting communication activities⁶. Thus, the application of ethics to the environment is based on the concept of human awareness in exploiting water. Humans will know how to use water properly or not, good or not good according to their needs. Besides, West and Turner (2008), ethics is a type of decision making based on moral values that determines right or wrong influenced by the current rules and laws in society⁷.

The subject of this research is the flood disaster that occurs directly related to human behavior and ethics in communicating with water. The purpose of this research is to explain the proper communication between humans and water dealing with the flood. Thus, the aims of this research are to identify the form of human communication with water to overcome flooding and to provide solutions and ethical behaviors of human interaction with water to create a harmonious relationship.

This research is based research that aims to find out and develop new concepts and theories to form a new discourse to resolve issues that occur in the society in terms of policies and practical manners. This research is pure research used to apply the knowledge found to solve problems that arise in society. The phenomenon of flooding is a very common problem for the community that requires an immediate solution. Thus, this research is expected can shape the knowledge and awareness of the community in understanding their responsibility for maintaining environmental harmony.

The approach used in the present research is the phenomenology approach. Pawito (2007) explains the phenomenological approach as an understanding of a situation by expressing experience consciously⁸. This study requires appropriate strategies to be carried out practically to build human communication with water. Based on this concept, flooding is not due to excessive water discharge or heavy rainfall, but it is about the human failure to communicate with water.

2.1 Human Communication with Water

Robert Cox (2013) in the Environmental Communication Theory explains that environmental communication is a type of communication that connects humans with all elements that exist throughout the environment⁹. This theory explains that there is communication between humans and the environment. Based on this concept, it is necessary to understand the type of human communication with the environment in order to shape human awareness and responsibilities, especially in conserving water as a source of life.

Human communication with water emphasizes the attitude of human concern with water preservation. The form of communication with water to overcome floods is the process or efforts made by humans to keep water conditions properly, and not do things that cause damage to the water sources. So, the form of water communication is the process of human efforts that evoke a sense of love and affection in maintaining water.

The explanation of ethics as explained by West and Turner (2008) can be understood that ethics is a type of decision making based on morals and it determines what is right or wrong which is influenced by the rules and laws that exist in society¹⁰. Thus, the ethic of communication is a relationship that begins with an attitude of wisdom.

The ethic of communication between humans and water as expected to get a good response and become real action in overcoming floods, then communication must be formed through the concept of high awareness. Communication awareness cannot be separated from the values or ethics applied in water preservation and use. If the communication is good, it will form a good awareness of water use and vice versa. As proof, many people do not use water as well as possible that can bring disastrous effects to people's lives. The disastrous things happen because we drive them right to us with the deforestation adjacent to the headwaters of the river, throwing garbage into the river that clogs the river water flow, and so on.

Based on the concept of the Alamin of applying the XYZ formula proposed by Bayu (2018), human relationship with nature is scientifically and systematically based on the proper needs¹¹. Human communication with water is proven by means of actions carried out by humans in using water based on the appropriate purposes and levels. For example, when we need water to drink, it is necessary to pay attention to the quality of water, then the provision of a suitable place for water and the amount of water to drink. Therefore, all good treatments in the drinking process called a good form of communication with water.

The flood disaster control using the Alamin approach needs human action in controlling and maintaining the water source. For example, the awareness of maintaining watersheds such as not doing deforestation close to watersheds area because it can cause landslides and so forth.

The use of the XYZ formula in human communication with water is in the balance of the value of awareness by taking care of each other, humans, and the environment. Y is the creator, who created X and Z. Y gives a mandate to X to keep Z as it is, then all actions taken by X will be judged by Y based on their behaviors. In addition, Z is the universe in which X applies its duties and responsibilities (Bayu, 2018).

Based on the explanation above, it can be concluded that human communication with water is the communication value with the creator. It shows that the good values of X are by taking appropriate actions in carrying out their responsibilities. Environment is Y's creation, so protecting the environment means protecting Y's creation. In other words, those who do good and maintain all creations well will be counted and given a value for the good, and vice versa. Therefore, it does not cause damage on earth because it will cause destruction for humans as well.

2.2 The *Alamin* Communication as a Solution in Overcoming Floods

The form of human communication with water in the *Alamin* approach must be used for a solution in overcoming the flooding problem. This concept explains that human communication with water is done through their attitudes and ethics. After all, water responds and follows a direction directed by a human, but the response is in the form of effects resulting from human behavior in using water. Thus, it is necessary to understand the form of human communication with water dealing with the flood to carry out the use and position of water according to the right level. following this concept, human communication with water is carried out as follows.

Using water in accordance with the rules and based on the necessity is a form of communication carried out by humans with water. It is proven that the use of water based on the necessity is a good attitude of humans using water appropriately. For example, when we want to drink, the water needs a container, and the amount of water we want to. Likewise, the use of water for ablution is by using enough water according to the need.

Good water quality is a form of response back from the water to us showing our good attitudes and responsibilities in preserving it. This is a form of communication classified as a non-verbal communication that has feedback from our attitude to water, although, in the theory of non-verbal communication that has developed so far, it has not explained the existence of communication processes with other than humans. Therefore, the persistence of high-quality water is the result of human effort in preserving it. This concept is feedback given by water to us as we preserve it properly.

Keeping water according to its nature is another type of human communication with water in daily use. It can be done by understanding how the actual nature of water is. The form and the nature of water include: Water does not have a special form but follows the shape of its container, Water always drain to find the right place at a balanced point, Water uses a container as a medium, Water has soft, but firm nature to the basic rules, Water always follows the direction made by the water users, especially humans, and Basically, water is clean and good for anyone. Water is always ready to give benefit to anyone who needs it so that it is called the source of life.

2.3 The Implementation of Human Communication with Water

The implementation of human communication with water is very important to understand because it can be a reference to apply in people's lives in overcoming the problem of flooding. Thus, this study needs to apply to the community life to solve daily arisen problems to water-related such as floods, water crises, wasteful use of water, water pollution, and so on. Therefore, to solve that problem it exists in ourselves, namely how we utilize water in our daily lives. In addition, there must also be uniformity in decision making relating to government policies and actions for the community.

All the concepts that have been mentioned are the basic implementations that can be done to communicate with water. This concept needs to apply to ourselves before inviting others. We must provide the right media so that the relationships in communication can be formed precisely with their needs because if the media used is not right, then the communication does not work perfectly.

3 Conclusion

The forms of human communication with water in overcoming floods need to start with a sense of responsibility as a mandate for humans to preserve the environment. This can be done by (a). Not damaging the environment, (b). Be grateful for the presence of water as a source of sustenance and food, (c). Be grateful for the presence of water will produce economic resources in life. In addition, everything that lives come from water so human communication with water is inevitable. Human is also indirectly instructed to preserve water properly because damage to the water can bring harm to all creatures on earth.

The appropriate solution and behavior to create a harmonious relationship on how to implement human communication with water in social life can be done in two ways: Through government policies and community actions. The government needs to make spatial planning in regional development so that it does not interfere with the existing clean water cycle. It can be in the form of policies that can harmonize the environment, not the ones that bring damage to the environment. While related to community actions, it is the awareness of maintaining water. The goal is that the community does not use water excessively which can be wasted in vain. This concept needs to apply in life in the form of "water awareness", that is use the water intelligently.

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