

The Role of Stakeholders as Disaster Communicators at Disaster-Prone Tourist Attraction Objects

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ABSTRACT

Indonesia is located in a disaster-prone region that can result in human casualties, property losses, environmental damage, and even impacts on the tourism sector. The provinces of Yogyakarta and Bali are vulnerable areas with tourist attractions (TAIs). Disaster communication becomes a crucial aspect that must be addressed to reduce disaster risks and their impacts. This research aims to analyze the role of stakeholders in implementing disaster communication at TAIs to achieve sustainable tourism. The results of this research indicate that three categories of stakeholders play crucial roles in disaster communication at TAIs. Primary stakeholders include local communities, local governments, and BPBD. Secondary stakeholders include the Ministry of Tourism, Non-Governmental Organizations, BASARNAS, TNI, and POLRI. Moreover, a key stakeholder identified in this study is the Indonesian Hotel and Restaurant Association (PHRI), which plays a significant role as a direct communicator responsible for managing and assisting tourists during disasters in ODTW areas.

Keywords: Disaster Communication; Sustainable Tourism; Stakeholders; Sleman; Karangasem

ABSTRAK

Indonesia terletak di wilayah rawan bencana alam yang dapat mengakibatkan adanya korban manusia, kerugian harta benda, kerusakan lingkungan hingga pada sektor pariwisata. Provinsi Yogyakarta dan Bali merupakan daerah rawan bencana yang memiliki objek dengan daya tarik wisata (ODTW). Komunikasi bencana menjadi hal penting yang harus dilakukan untuk mengurangi resiko dan dampak bencana. Tujuan dari penelitian ini yaitu menganalisis peran stakeholders dalam pelaksanaan komunikasi bencana pada objek dengan daya tarik wisata untuk mewujudkan pariwisata berkelanjutan (sustainable tourism). Hasil penelitian ini menunjukkan bahwa terdapat tiga kategori stakeholders yang berperan penting dalam komunikasi bencana pada ODTW, diantaranya primary stakeholders terdiri dari masyarakat lokal, pemerintah daerah, dan BPBD. Kemudian untuk secondary stakeholders melibatkan Kementerian Pariwisata, Non-Government Organization, BASARNAS, TNI, POLRI. Sedangkan stakeholders kunci yang menjadi pembeda hasil dari penelitian ini menemukan bahwa Persatuan Hotel dan Restoran Indonesia (PHRI) memainkan peranan penting untuk bersinggungan secara langsung sebagai komunikator yang menangani dan mendampingi wisatawan pada saat terjadinya bencana di kawasan ODTW.

Kata Kunci: Komunikasi Bencana; Pariwisata Berkelanjutan; Stakeholders; Sleman; Karangasem

INTRODUCTION

Geologically, Indonesia is located between two circles, namely the Mediterranean Circle and the Pacific Circle. This vulnerability level is based on UNESCO’s International Strategy for Reduction 2006-2009 World Disaster Reduction Campaign. In 2005, Indonesia ranked 7th in the world regarding the level of damage and loss caused by natural disasters (BNPB, 2016). This condition means that Indonesia often experiences disasters and harms social life, the economy, the community environment, and tourism (Aqila, 2022).

Disasters are one of the factors that are very vulnerable to influencing the ups and downs of demand in the tourism industry. Tourism is one of the industries that continues to be developed in various regions of Indonesia, which is a source of creative economy. In 2015, tourism was Indonesia’s No. 4 largest foreign exchange contributor (Sutrisnawati, 2018), but it has obstacles due to the high risk of disaster-prone areas. The Indonesian region has the potential for favorite tourism in disaster-prone areas. Based on the results of Nurjanah’s research, it is important to have a security system in disaster management (Nurjanah, 2022) to provide security to the tourism sector that can be anticipated with effective disaster communication (Budi HH, 2012).

The tourism industry is one of the sectors vulnerable to disaster crises caused by natural and non-natural disasters. Hence, good disaster risk management is needed, including management of disaster crisis communication (Hendriyani, 2022). Tourism is a creative economic industry and is currently an alternative in efforts to increase foreign exchange for national development and alleviate poverty.

Based on data from the 2021 Traveloka press survey, Bali and Yogyakarta are the favorite cities in search of tourism in Indonesia (Atmasari, 2021). The researchers determined Mount Merapi tourism, Sleman Regency, Yogyakarta, and Mount Agung, Karangasem Regency, Bali as research objects because these two objects are two favorite tourist destinations in Indonesia. Bali and Yogyakarta are highly disaster-prone areas because of the geographical location of the Indonesian region, which is close to subduction/subduction/convergent zones. Nevertheless, both provide tourist attractions. At the end of 2010, Objects with Tourist Attractions (ODTW) in Sleman Regency were affected by the natural disaster of the eruption of Mount Merapi (Zaenuri, 2014), and the island of Bali experienced a decline in the tourism sector due to the Mount Agung eruption disaster from 2017 to 2018 (Sutrisnawati, 2018). As this is also conveyed, the research results by the Sepuluh November Institute of Technology are shown in Figure 1.

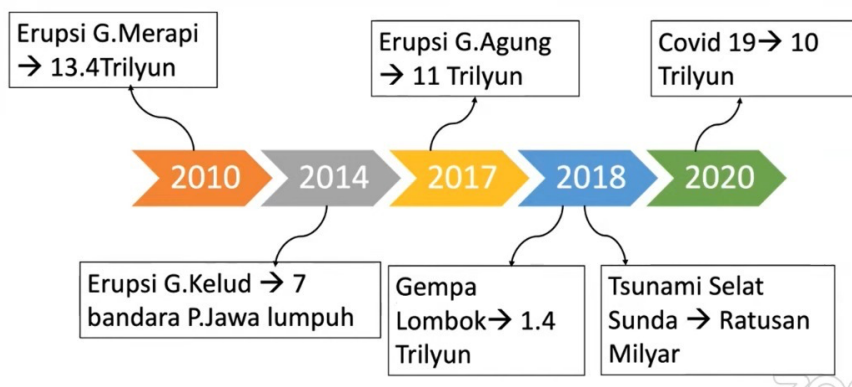


Figure 1. Impact of Disasters on the Tourism Sector

Based on the data above, it can be seen that the most losses occurred in the natural disaster of the Mount Merapi eruption, worth 13.4 trillion, and the Mount Agung eruption, with a loss of 11 trillion. Following up on this, it is important to construct safe tourism to support sustainable tourism by paying attention to integration with stakeholders in disaster-prone areas: Objects of Tourist Attraction (ODTW).

When a disaster occurs, implementing disaster management in the field requires readiness from the parties involved at the disaster location. The impact of a disaster cannot be predicted, nor the level of damage that will be experienced in an area. Disaster is complex, and when a disaster occurs, the atmosphere can become completely out of control (Dewi et al., 2016). Tourism is a business that

requires a conducive climate that is very sensitive to safety and comfort issues. When small things happen that reduce interest in tourist visits, for example, natural disasters, changes will occur quickly, especially with the number of visits decreasing sharply (Ritchie, 2003). For example, the eruption of Mount Agung in Bali, which occurred in 2017, affected not only tourist visits to Bali but also surrounding locations such as Lombok (bangunantb.com, 2018).

According to Frank Dance (Littlejohn, 2006), one of the important aspects of disaster communication is the concept of reducing uncertainty. Communication arises because of the need to reduce uncertainty so that we can interact effectively individually and in groups. In disaster management, accurate information is needed by the public and private institutions that care about disaster survivors. Communication in disasters is not only needed in emergency disaster conditions but is also needed during a disaster, pre-disaster, and post-disaster (Rudianto, 2015).

Disaster communication is an important element in reducing disaster risk. Disaster communication starts with identifying disaster threats, victims' needs, and various disaster risk evaluations (Lestari, 2018). Disaster communication refers to a series of communication activities carried out before, during, and after a natural or human-caused disaster. The main objective of disaster communication is to provide accurate, timely, and relevant information to communities affected by disasters, related parties, and the general public (Nurjanah, 2021). Disaster communication aims to reduce risk, facilitate coordination, and assist in the post-disaster rescue, recovery, and reconstruction process (Astoria, 2016).

Building disaster communication with the public, government, media, and opinion leaders can reduce risks, save lives, and reduce the impact of disasters (Haddow & Kims., 2008). In relation to disasters, communication can function as a social radar that provides messages to other parties regarding the presence of a disaster somewhere (Roem et al., 2013). The large number of actors involved in disaster communication shows the importance of stakeholders being integrated, especially in disaster communication at objects with tourist attractions, which will involve many parties.

The relationship between each other in the tourism business is an important concern for the parties so that an event does not result in a reduction in tourist visits. Tourism is a business related to service and comfort. The relationship between each other in the tourism business is an important concern for the parties so that an event does not result in a reduction in tourist visits. This sector helps create wealth and eradicate poverty and revitalize other sectors (Amoah et al, 2022; Mensah-Ansah et al, 2011). Tourism is obliged to guarantee industry competitiveness and tourist safety supported by effective policies and infrastructure development (Del Baldo & Demartini, 2016; Gomez-Vega et al, 2022; Jia, 2022; Uyar et al, 2022). Tourism is a business related to service and comfort. Natural disasters are considered to reduce tourists' comfort when visiting an area. However, planning that has been carried out by various elements will be able to reduce the negative impacts that will occur (Yumantoko, 2017).

Stakeholders are important in dealing with disaster risks in the tourism sector. Stakeholders are parties from internal or external organizations who have an interest and influence on the performance of the organization concerned. Stakeholders can be organizations, communities, socio-economic groups, governments, or institutions from various dimensions at every level of society (Suleman & Apsari, 2017). In short, stakeholders can come from local government groups, non-government organizations, and the community. According to Crosby (1992), stakeholders can be classified into three groups: Primary, Secondary, and Key stakeholders. Primary Stakeholders are parties who experience positive or negative impacts from an activity. Secondary Stakeholders are parties who assist in the process of organizing activities. Key Stakeholders are parties who have a strong and important influence regarding problems, needs, and concerns for the smooth running of activities (Manghayu et al., 2018).

In understanding the actors or stakeholders involved in disaster management, this research illustrates that each actor, namely the parties, was formed with a stated aim to deal with and coordinate with other agencies that handle disaster problems. Therefore, it is important to carry out this research to find out what stakeholders are involved and how these stakeholders play a role in handling disaster communication at objects with tourist attractions to support sustainable tourism.

This research was born based on concerns from gaps in previous research, including research conducted by Arisandi & Umam (2019) entitled *The Role of Stakeholders in Tourism Development on Samosir Island*. Their research concluded that communication is an inseparable part of disaster management. Disaster management should include mitigation, preparedness, response, and recovery components. Apart from that, important aspects need attention, namely information, coordination, and

cooperation. The communication system that needs to be implemented in disaster management is before, when it occurs, and after the disaster or recovery stage. This process is carried out by involving various parties such as the government as the center of coordination and information, the private sector, NGOs or similar organizations as supporters of the government, then the media as the party that helps the government in managing the flow of information and the community as the party that implements the system created (Fetty & Uman, 2019).

Next is research entitled *Disaster Communication: Role and Benefits in Mitigation* by Aziz (2023). The results of this research show that the role and benefits of disaster communication in mitigation have a very significant influence. Some of the roles of disaster communication in the context of mitigation can be to provide rules or guidelines to the community. In another explanation, it is interpreted as a life course. At the level of benefits, disaster communication has several aspects that can be internalized by society holistically. These include being able to change attitudes, be able to change opinions or views (to change the opinion), change behavior, and change society (Aziz, 2023).

Research conducted by Bajracharya & Hastings (2020) entitled *Stakeholder Engagement For Disaster Management In Master-Planned Communities* found that local disaster managers are interested in encouraging strategic disaster planning by increasing their involvement in state-level planning, development, and assessment processes that regulate these priority development areas. Collaboration with local 'venue managers' emerged as a potential way forward. A better understanding of roles, responsibilities, accessible information, and collaboration opportunities between stakeholders and between disaster management and planning frameworks can facilitate improved outcomes for emergencies and disaster management (Bajracharya & Hastings, 2020).

Another research discussing the relationship between communication and disaster risk reduction was also conducted by Wardyaningrum (2019). The results of his research stated that community relations in the communication network regarding disaster evacuation drills were decentralized or spread across many actors consisting of local residents and residents from outside the hamlet. Local actors consist of ordinary citizens and citizens with social structure positions. Meanwhile, actors from outside the hamlet came from local government agencies, disaster volunteers, and people from universities (Wardyaningrum, 2019).

Based on five previous studies, there has been much discussion about disaster communication in reducing disaster risk. However, it is very minimal and has not explicitly looked at tourism studies, especially in realizing sustainable tourism. Tourism is also an important element as one of the disaster management sectors when a disaster occurs. Therefore, this research will provide novelty and fill the gap in previous research, which has not found and discussed stakeholders in disaster communication in the context of reducing disaster risk at objects with tourist attractions to realize sustainable tourism.

It is important to identify potential obstacles to be faced and take steps to overcome or minimize their impact. Effective disaster communication requires an approach that considers local context, community needs, and available technological capabilities. Haddow, G. D., and Kims (2008) revealed that in building effective disaster communication, five main foundations need to be considered. This foundation is important not only for leaders in emergencies but also for the entire community and volunteers involved in disaster management. First, they highlight the importance of having a customer focus. This means we must understand what information the community and volunteers need in a disaster situation. This is not just about conveying information but also ensuring that the information conveyed is accurate and relevant. Communication mechanisms must be built in such a way that information can reach those who need it.

Second, the leader's commitment is very crucial. Leaders involved in disaster management must have a strong commitment to implementing effective communication. They must be actively involved in communications, ensuring that important messages are delivered clearly and promptly. Third, situational awareness or situational awareness is the next foundation. Effective communication in disaster situations must be based on controlled information collection, analysis, and dissemination. Transparency and trust in conveying information are key in this matter. The public must know that the information provided can be trusted and is relevant to the current situation (Apriliani & Abisono, 2023). Fourth, media partnerships or collaboration with the media are also considered very important. Media such as television, newspapers, radio, and others have a big role in conveying information to the public. Good cooperation with the media helps ensure that information is conveyed appropriately and accurately. It also includes a shared understanding of the need for information in disaster situations. Fifth, the final foundation is the development of crisis communication skills. This includes training and preparation to deal with emergency situations so that all parties involved in

communications can respond quickly and effectively. By understanding and applying these five main foundations, disaster communications can be built more effectively. This will help communities, leaders, and volunteers to work together to better deal with disaster situations so that losses can be minimized and recovery can proceed more smoothly.

The importance of disaster communication in sustainable tourism lies in its ability to reduce the risks and negative impacts of disasters on the tourism sector. This communication is not only when a disaster occurs but is carried out since planning the management of tourist attractions. Disaster management is a complex process involving various stakeholders with their respective roles. Collaboration between stakeholders enables the exchange of information, resources, and experiences, which will increase the efficiency and effectiveness of disaster management efforts. In dealing with disasters, collaborative efforts between various stakeholders have become an effective approach to increasing resilience and effectiveness in disaster management. Stakeholders in disaster management in Indonesia include various parties, such as local governments, the National Disaster Management Agency (BNPB), research institutions, non-governmental organizations (NGOs), volunteers, the private sector, and local communities (Suleman & Apsari, 2017). Each stakeholder has a unique role in mitigating disasters' impact and restoring affected areas. Stakeholder collaboration in disaster management is a crucial strategy for increasing the resilience of communities and regions to natural disasters. The active role of local governments, BNPB, research institutions, non-governmental organizations, the private sector, and local communities is important in achieving effective disaster management efforts. Through synergy and coordination, stakeholder collaboration brings real benefits in rapid response, efficient resource utilization, and better mitigation planning. With strong cooperation, we can build a society that is more resilient and ready to face future disasters (Nurjanah, 2022).

METHODS

This research uses a qualitative approach to produce descriptive research (Sugiyono, 2013) in explaining in detail the effective disaster communication model (Creswell, 2016). Data collection was carried out using the Focus Group Discussion (FGD) method with BPBD Public Relations, Tourism Office Public Relations, and communities in disaster-prone areas of Mount Merapi, Sleman Regency, Yogyakarta and Mount Agung, Karangasem Regency, Bali. A qualitative method was used to produce descriptive data (Moleong, 2017) by analyzing data based on disaster communication theory, stakeholders, and sustainable tourism. Furthermore, quantitative methods are used to explain measurably and objectively the qualitative results (Silalahi, 2009).

Apart from having great tourism potential, Sleman Regency, Yogyakarta and Karangasem Regency, Bali, are prone to the threat of natural disasters. Despite this, Sleman and Karangasem have similarities in the type of disaster, namely volcanic eruptions. It is hoped that the results of this research can add references and recommendations for BPBD Public Relations and Tourism Department Public Relations regarding effective disaster communication models and appropriate crisis communication management in supporting tourism security towards sustainable tourism in Indonesia.

The data collection technique uses primary data, namely FGD with BPBD & Sleman Regency Tourism Office, Merapi Disaster Care Community, and Merapi Tourism Managers. Apart from that, FGDs were also carried out with BPBD & the Karangasem Regency Tourism Office, tourism actors who were selected purposively according to research needs, and interviews regarding tourist responses based on the government's readiness to deal with disasters in Sleman Regency, Yogyakarta and Karangasem Regency, Bali, which are ODTW disaster-prone areas. Data analysis techniques are carried out simultaneously with data collection, data interpretation, and writing research reports (Creswell, 2010). Interactive data analysis was conducted in three components: data reduction, data presentation, and data triangulation to draw final conclusions/verification (Nugroho & Sulistyorini, 2018).

RESULT AND DISCUSSION

Mitigation efforts are crucial in areas prone to disasters, including areas with tourist attractions, to support the development of effective disaster communication and realize sustainable tourism. Effective and risk mitigation-oriented disaster communication in tourism requires collaboration between various stakeholders.

“The most important thing in disaster management is that we carry out cooperation and integration between disaster and tourism OPDs. We intend this collaboration to prepare people living in disaster-prone areas and also provide important information to tourists” (Makwan, Chief Executive of BPBD Sleman Regency, Interview results 20 June 2023)

“The importance of accurate information from various parties, especially stakeholders, is key in areas that can potentially experience disasters. With accurate and complete information, visitors to tourist attractions will feel more confident and safe” (Ida Bagus Ketut Arimbawa, Chief Executive of BPBD Karangasem Regency, Interview Result 5 July 2023).

Based on the statement by the Chief Executive of BPBD Kab. Sleman & Kab. Karangasem, it can be seen that communication to convey information from each stakeholder is important and supports disaster risk reduction in tourism areas. The ability of tourism managers to manage and respond to disasters that occur in their region will also support increasing the confidence of various parties, especially tourists, in disaster management. According to Roux and Niekerk (2020), in carrying out duties as a disaster stakeholder, it is important to convey information every 30 minutes to every minute to coordinate rescue and aid notifications. Also, it is important to have a clear disaster management system that does not have a negative impact on the performance of disaster management and stakeholders (Roux & Niekerk, 2020).

In this context, collaboration with local stakeholders is a step forward that has great potential. Findings from previous research by Bajracharya and Hastings (2020) suggest that a better understanding of roles, responsibilities, information availability, and collaboration opportunities between stakeholders, as well as between disaster management and planning frameworks, can facilitate improved outcomes in emergency and management of disaster situations.

Stakeholder involvement is an important part of emergency and disaster planning (Bajracharya & Hastings, 2020). According to Freeman (2010), stakeholders are some groups or individuals who are influenced or influence the organization's goals. Jones and Wicks in Pennington-Gray et al. (2015) state that stakeholder theory focuses on (1) managerial decision-makers, (2) organizational relationships with constituent organizations that have an impact on the organization, (3) relationships with other institutions that produce outcomes, and (4) the interests of all groups of parties have the same degree. In certain fields, the parties consist of various organizations related to each other. For example, in the tourism sector, the main parties who handle tourism are the Ministry of Tourism of the Republic of Indonesia, which has the task of developing tourism destinations and industries, marketing and tourism institutions. Underneath are provincial-level regional agencies (provincial service) and district-level agencies (regency office).

Based on the research results on the KIKK disaster stakeholder collaboration in Sleman Regency and Karangasem Regency, disasters can be anticipated by grouping stakeholders based on primary, secondary, and key stakeholders. The researchers found this grouping based on the important aspects of disaster management and communication at objects with tourist attractions. The grouping of stakeholders can be seen in the following figure:

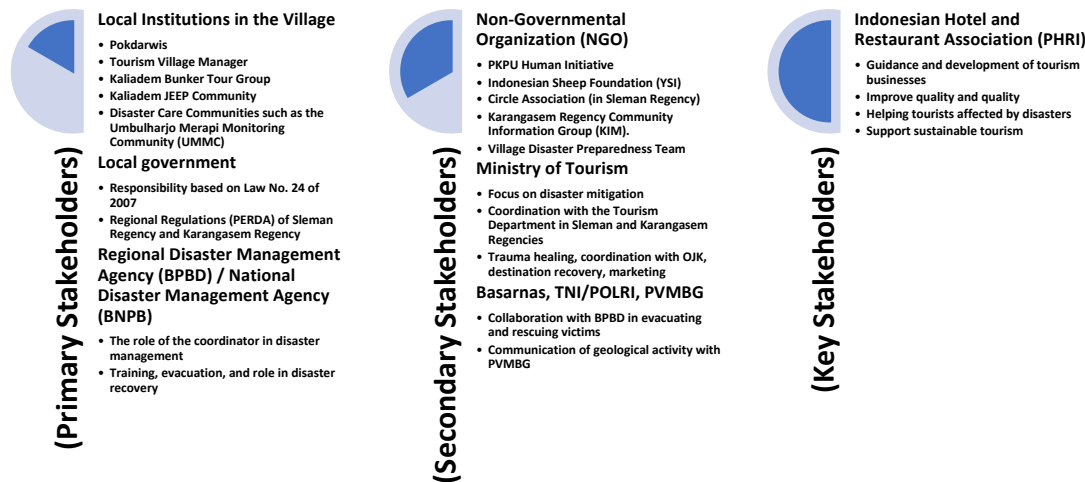


Figure 2. Grouping of Disaster Communication, Coordination, Information, and Collaboration Stakeholders in Realizing Sustainable Tourism

In the context of understanding stakeholders in disaster management, several main groups can be identified that have a central role in disaster risk mitigation and management efforts. These groups each have important roles in maintaining the safety and welfare of society. The first is local institutions at the village level. They focus on disaster mitigation efforts, which respond to specific regional characteristics. Awareness of potential disasters is a key focus, and this helps increase citizens' resilience when disasters strike. The steps taken by these institutions include reducing the harm that residents may experience.

“In Sleman Regency, entities involved in these stakeholders such as Pokdarwis, Umbulharjo Tourism Village Management, Kaliadem Bunker Tourism Group, Kaliadem JEEP Community, as well as Disaster Care Communities such as the Umbulharjo Merapi Monitoring Community (UMMC) are involved in this effort,” (Asih Kushartati, Executive Secretary of BPBD Sleman Regency, Interview results 20 June 2023).

“In Karangasem Regency, the DEWATA-TANA (Disaster Responsible Tourism Village) structure in each tourist village, together with the PASEBAYA community in each of the 28 Perbekels in Karangasem Regency, plays a role in disaster awareness” (I Wayan Pika Wiadnya, Head of the Prevention and Karangasem Regency BPBD Preparedness, Interview Results July 5, 2023).

Based on data in the field, both Sleman Regency and Karangasem Regency carry out outreach through radio broadcasts, provide education about disaster awareness, and help the public and tourists to evacuate if a natural disaster occurs in the tourist area. This is in line with the statement of Widhagdha & Dewi (2022), who assess that stakeholder involvement plays a role in increasing awareness, and stakeholders are actively involved in risk communication through the use of communication media such as dialogue, counseling, and coordination between stakeholders both face to face and online by using WhatsApp as a communication medium. Stakeholder involvement also plays a role in mobilizing the community to activate community independence in extinguishing land fires and creating added value in community empowerment activities (Widhagdha & Dewi, 2022).

Regional governments have a big responsibility in handling disasters in accordance with the regulations stipulated by Law No. 24 of 2007 concerning Disaster Management. Based on Law No. 24 of 2007, regional government responsibilities in disaster management include ensuring the fulfillment of the rights of communities and refugees, protecting communities from the impacts of disasters, disaster risk reduction and integration of risk reduction, and allocation of the Regional Revenue and Expenditure Budget (APBD) for disasters. Apart from that, regional governments have the authority to determine disaster management policies in their areas in line with regional development policies, making development plans that include disaster management policies. For communication carried out by the government to be effective, formal organizations such as government institutions need to change the style and model of communication they use. The message planning process, selecting communication channels and media, as well as communication approaches and styles, are important things that need to be considered (Rasyid et al., 2019).

The Sleman Regency Government has anticipated disasters by issuing Sleman Regency Regional Regulation (PERDA) Number 7 of 2013 concerning Disaster Management. This regional regulation is used in disaster management in the Sleman Regency area and Karangasem Regency Regional Regulation Number 3 of 2020 concerning the Establishment, Organizational Structure, and Work Procedures of the Regional Disaster Management Agency. Simultaneously, these regulations become a reference for parties in preparing themselves for disasters. However, due to the researchers' investigation, the agencies in the PERDA only mention BPBD, Police, and TNI, so other stakeholders, both from agencies related to disaster management and community involvement, are not written down as a reference for the written law.

The Regional Disaster Management Agency (BPBD) and the National Disaster Management Agency (BNPB) are also very important in disaster management. BNPB acts as a coordinator when a disaster occurs and coordinates the efforts of all parties related to the disaster, including emergency response and disaster reconstruction rehabilitation. At the district level, BNPB is represented by BPBD, such as BPBD Sleman Regency and BPBD Karangasem Regency. BPBD has a central role in disaster management at the pre-, during, and post-disaster stages. They are responsible for providing command and carrying out countermeasures to protect the public and tourists from the risk of greater disasters. BPBD has also made various efforts to prepare the community and other institutions to face disasters, including making evacuation signs, training, and coordinating with hotels and various other agencies. BPBD also trains agencies from the private sector, local communities, government agencies, and so on to be sensitive to disasters. When the disaster occurred, BPBD, together with other institutions, evacuated victims who survived or died (Anisa, 2019).

Apart from these main stakeholders, secondary stakeholders such as non-governmental organizations (NGOs) can collaborate with the government, especially in disaster mitigation and rehabilitation efforts. For example, in Sleman Regency, NGOs such as the PKPU Human Initiative, the Indonesian Sheep Foundation (YSI), and the Lingkar Association are involved in disaster mitigation efforts. In Karangasem Regency, there is a Community Information Group (KIM), which assists in managing and resolving problems during a disaster through the Village Disaster Alert Team. They collaborate with disaster-related authorities such as BNPB/BPBD and the National SAR Agency (BASARNAS).

The Ministry of Tourism also has an important role in the context of disaster management. One of the Ministry of Tourism's tasks is formulating and determining policies in the tourism sector (Indonesian Ministry of Tourism, 2019). In handling disasters, the Ministry of Tourism prioritizes mitigation aspects (Dimiyati, 2019). The Ministry of Tourism focuses more attention on disaster mitigation aspects so that tourism destinations do not experience ongoing negative impacts if they are hit by a disaster. Disaster communication control at the Ministry of Tourism aims to control the content and flow of information and protect the image of the destination (Ghaderi et al., 2015).

"In this context, the Tourism Office in Sleman Regency has made various efforts. Some of the things done by the Tourism Office in dealing with tourism affected by disasters include: First, carrying out trauma healing for those experiencing disasters so that disaster victims can quickly recover and build. Trauma healing was carried out by many volunteers from various organizations, including the Army and Police. Second, coordinating with the OJK (Financial Services Authority) to reduce loan interest so businesses that were interrupted due to the disaster can quickly recover. Third, destination recovery. For example, coordinating with stakeholders in restoring tourism-supporting facilities and infrastructure such as roads, ports, bridges, electricity, and water so that they can be repaired immediately. Fourth is marketing" (I Wayan Purna, Head of the Karangasem Regency Tourism Office, Interview results 5 July 2023).

The findings of researchers at BPBD Kab. Sleman and Kab. Karangasem, BPBD always collaborates and gets assistance from BASARNAS, the Army, the Police, and PVMBG for evacuation. Saving victims requires agencies with knowledge of emergency management and experience in the field. Their presence in assisting in disaster management greatly facilitates the process of evacuating disaster victims. The Center for Volcanology and Geological Disaster Mitigation (PVMBG) communicates the results of its observations to stakeholders regarding the latest information on geological activity around Mount Merapi and Mount Agung (bbc.com, 2018).

Lastly, the Indonesian Hotel and Restaurant Association (PHRI) has a key role in maintaining the comfort and safety of tourists affected by the disaster. The Indonesian Hotel and Restaurant Association (PHRI) is an organization that is oriented towards the development and improvement of tourism in order to participate in implementing national development and is a unifying forum in

fighting for and creating a business climate that concerns the honor and dignity of entrepreneurs engaged in the field of providing tourism accommodation services/ hotels and food and beverage services/restaurants as well as tourism educational institutions (PHRI, 2022).

“Regarding disasters and tourism, we are greatly helped by the PHRI program, which provides guidance and development for business entities engaged in accommodation/hospitality services, food service/restaurant businesses, and tourism educational institutions. “This is because it can help in mitigating disasters in the tourism sector” (I Wayan Putra, Karangasem Regency Tourism Manager, 5 July 2023).

The existence of the PHRI program is important to develop tourism potential in a balanced manner between society, government, and the private sector. Apart from that, PHRI can advance tourism by improving quality and establishing cooperation with potential tourism elements on both a national and international scale. PHRI plays a role in marketing to promote and improve the tourism business climate (PHRI, 2022). Furthermore, PHRI can also support coordination in disasters through collaboration with various organizations and other service professional associations to advance tourism until the realization of sustainable tourism.

PHRI helps by providing accessible facilities such as accommodation, food, and transportation and implementing special Standard Operating Procedures (SOP) for disaster management. PHRI is also interested in maintaining the number of tourist visits in the future, and they understand that the best service will increase a good impression on tourists. Overall, these stakeholders play an important role in maintaining the security and welfare of the community and tourists in tourist areas, as well as in reducing disaster risks and increasing disaster resilience in the region. Collaborative efforts and coordination are key in carrying out these critical tasks.

The formation of PHRI can help tourists affected by disasters by helping and providing a sense of comfort. Various accessible facilities are provided, from accommodation and food to transportation, as well as implementing special Standard Operating Procedures (SOP) for disaster management and management. The comfort and safety of visitors is part of serving guests who have visited the District. Sleman and Kab. Karangasem in the tourist area. Apart from that, PHRI is interested in maintaining the number of visits in the future. The best service will give a good impression to tourists (Fauzi, 2018), and the involvement of PHRI will prioritize tourist safety to maintain the image of tourist attractions and build trust in tourist attractions (Nida et al., 2022).

Collaboration in disaster management requires a network between primary, secondary, and key stakeholders, which is very important. This can reduce the impact of miscommunication, especially among the public and tourists. In the period before the disaster, the parties prepared the local community to be ready to face the disaster. Then, when a disaster strikes, disaster management is mostly carried out by trained institutions, in this case, state institutions. When the emergency is over, institutional collaboration is needed again as before the disaster occurred to restore the situation to normal- according to Boersma et al. (2022) in their research entitled Exploring the Potential of Local Stakeholders’ Involvement in Crisis Management. The living lab approach in a case study from Amsterdam shows the potential for collaboration between formal and traditional response organizations and local stakeholders in crisis response. This collaboration strengthens relationships between local stakeholders and formal organizations, leading to a more inclusive and resilient crisis management approach (Boersma et al., 2022).

However, researchers still found that implementing cooperation was not always in accordance with its main tasks and functions because, in emergencies, not everything was available. However, it would be better if the required institutions knew the main tasks and functions in carrying out their roles. Effective disaster communication can provide information to other parties involved in disaster management. Reporting about disasters can, as far as possible, attract the sympathy of the public and other parties who have resources and assistance. Appropriate information will reduce the negative impact of issues and emergencies during a disaster. In the end, disaster events and disaster management aspects are humanitarian operations, so the factors that often become problems are Communication, Information, Coordination, and Cooperation (Budi HH, 2012). Communication has an important role in decision-making for the disaster mitigation process. However, a lot of communication still needs to be improved regarding disaster mitigation (Wardyaningrum, 2014).

Understanding the role of stakeholders in disaster management is very important to maintain preparedness, coordination, and effective response in dealing with emergencies. In this context, various stakeholder groups, such as local institutions at the village level, regional government, Regional Disaster Management Agency (BPBD), National Disaster Management Agency (BNPB),

non-governmental organizations (NGOs), Ministry of Tourism, Indonesian Hotel and Restaurant Association (PHRI), as well as other institutions, have a key role in disaster management. Each stakeholder group is responsible for disaster mitigation, emergency response, rehabilitation, and reconstruction. Good cooperation and coordination between all these parties is very important to reduce the impact of disasters, protect communities and tourists, and ensure rapid recovery after disasters. In addition, continuous improvements in the implementation of cooperation and communication are needed to strengthen preparedness in facing future disasters. In this way, stakeholders can ensure that the safety and welfare of the community and tourists in tourist areas is well maintained, and disaster risks can be managed more effectively.

CONCLUSION

The importance of disaster communication in sustainable tourism lies in its capacity to reduce the risks and negative impacts of disasters on the tourism sector. This communication should not only occur when a disaster occurs but should be an integral part of planning and managing a tourist attraction. Disaster management is a complex process requiring various stakeholders' involvement, each with a defined role.

In dealing with disasters, a collaborative approach between various stakeholders has proven effective in increasing resilience and effectiveness in disaster management. Collaboration in disaster management requires networking between primary, secondary, and key stakeholders. For example, in the context of Sleman Regency and Karangasem Regency, stakeholders involved in disaster communication at potential tourist attractions (ODTW) include main stakeholders such as local communities, regional government, and the Regional Disaster Management Agency (BPBD). Meanwhile, secondary stakeholders involve the Ministry of Tourism, non-government organizations, the National SAR Agency (BASARNAS), the Army, and the Police. However, what stands out in the findings of this research is the important role of the Indonesian Hotel and Restaurant Association (PHRI) in functioning as the main communicator who interacts directly with tourists during disasters in the ODTW area. This is important to reduce the risk of miscommunication, especially to the public and tourists.

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