

Government Communication And Society In Disaster Education and Mitigation Preventing the Impact of Sea Rituals in Payangan Beach Tourism, Jember Regency

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi komunikasi Pemerintah dan masyarakat dalam edukasi dan mitigasi bencana mencegah dampak Ritual Laut Pantai Payangan Kabupaten Jember. Komunikasi pemerintahan yang dilakukan kepala desa desa Payangan sangat penting dilakukan mengingat masyarakat desa Payangan belum lama ini terjadi kasus hilangnya warga dikarenakan terseret ombak laut setelah melakukan ritual di Pantai Payangan pada hari Minggu tanggal 13 Februari 2022. Wawancara dilakukan kepada kepala desa, tim basarnas dan masyarakat sekitar, untuk menggali data yang ada setelah itu di paparkan hasil dari wawancara dan selanjutnya data dianalisis. Berdasarkan hasil penelitian diperoleh kesimpulan sebagai berikut. Komunikasi Efektif Pemerintahan yang dilakukan Aparat Desa dengan masyarakat meliputi: Informasi Risiko Bencana, Sosialisasi, Koordinasi Tim Penanggulangan Bencana, Pemasangan Tanda Peringatan, Simulasi Bencana, dan Membangun Pos dan Jaringan Komunikasi Darurat Satu Informasi. Strategi Pemerintah meliputi Sosialisasi dan Pendidikan, Pengawasan, Kompromi, dan Kemitraan dengan Organisasi Lingkungan, Pemberian Sanksi. Media Komunikasi Pemerintah, meliputi Media sosial seperti Facebook, Instagram, Twitter, dan sejenisnya dapat menjadi media yang sangat efektif untuk menyampaikan informasi terkait sosialisasi bencana saat petik laut. Pemerintah dapat memanfaatkan media sosial untuk memposting informasi, foto, dan video yang dapat menarik perhatian masyarakat. Website Resmi, SMS Blast, Radio dan Televisi. Hambatan-hambatan yang terjadi dalam berkomunikasi antara pemerintah dan masyarakat, Keterbatasan akses informasi, Kurangnya kesadaran masyarakat: Keterbatasan sumber daya, Kurangnya koordinasi antara pemerintah dan lembaga terkait serta masyarakat. Upaya Pemerintah Desa meliputi: melibatkan MUSPIKA untuk melakukan evakuasi saat kejadian dan pengawasan penuh setelahnya. Solusi yang disarankan agar masyarakat lebih berhati-hati, waspada, dan mengantisipasi kehadiran masyarakat luar yang masuk tanpa SOP dan melaporkan pada pihak terkait saat ritual laut terkait serta lebih waspada dengan aliran-aliran yang menyimpang. Melakukan sosialisasi lebih intensif kepada masyarakat melalui Kepala Dusun. Saran kedepannya agar pemerintah dan pengelola penyelenggara menggunakan media baik online maupun cetak, papan banner, baliho sarana yang mendukung untuk sosialisasi agar masyarakat lebih berhati-hati dalam kegiatan ritual laut maupun wisata dan kegiatan di laut. Mewaspada kegiatan pada musim cuaca ekstrim serta melakukan pengawasan dan pendampingan yang lebih pada saat musim tertentu yang dipotensi bencana. Berkoordinasi dengan dinas dan lembaga lainnya terkait manajemen mitigasi bencana di lokasi wisata laut. Memperbaiki manajemen tata kelola pengelolaan wisata laut di Payangan dan lainnya. Melibatkan seluruh stake holder dalam pengelolaan baik Pemerintah, Swasta, dan Masyarakat.

Kata kunci: Komunikasi Pemerintah; Mitigasi Bencana; Edukasi; Ritual Laut

ABSTRACT

This study aims to determine the communication strategy of the Government and the community in education and disaster mitigation to prevent the impact of the Payangan Beach Sea Ritual, Jember Regency. Government communication carried out by the village head of Payangan village is very important considering that the Payangan village community recently had a case of missing residents due to being dragged by the sea waves after carrying out a ritual at Payangan Beach on Sunday, February 13 2022. Interviews were conducted with the village head, Basarnas team and the community around, to explore the existing data after that the results of the interviews were described and then the data were analyzed. Based on the research results obtained the following conclusions. Effective Government Communication carried out by Village Officials with the community includes: Disaster Risk Information, Outreach, Coordination of Disaster Management Teams, Installation of Warning Signs, Disaster Simulation, and Building One Information Emergency Communication Posts and Networks. The government's strategy includes outreach and education, supervision, compromise and partnership with environmental organizations, imposition of sanctions. Government Communication Media, including social media such as Facebook, Instagram, Twitter, and the like can be a very effective medium for conveying information related to dissemination of disasters when picking the sea. The government can use social media to post information, photos and videos that can attract public attention. Official Website, SMS Blast, Radio and Television. Barriers that occur in communicating between the government and the community, Limited access to information, Lack of public awareness: Limited resources, Lack of coordination between the government and related institutions and the community. Village Government efforts include: involving MUSPIKA to carry out evacuation during incidents and full supervision afterwards. The suggested solution is for the community to be more careful, alert and anticipate the presence of outsiders who enter without SOP and report to the relevant parties during related sea rituals and be more vigilant about deviating currents. Conducting more intensive outreach to the community through the Hamlet Head. Suggestions for the future are for the government and organizers to use both online and print media, banner boards, billboards, supporting facilities for outreach so that people are more careful in sea ritual activities as well as tourism and activities at sea. Be aware of activities during extreme weather seasons and carry out more supervision and assistance during certain seasons with potential disasters. Coordinate with other agencies and institutions related to disaster mitigation management at sea tourism sites. Improving the management of marine tourism management in Payangan and others. Involve all stake holders in the management of both Government, Private and Community.

Keywords: *Government Communication; Disaster mitigation; Education; Sea Rituals*

INTRODUCTION

Background

This study aims to examine how the government's communication strategy to the community in order to prevent danger during sea ritual activities. The phenomenon observed in the tragedy at Payangan Beach, Watu Ulo Hamlet, Sumberejo Village, Ambulu District which caused many victims. The incident began with 24 people meditating in the sea, but 13 of them were dragged away by the waves. As a result, 11 people died, 2 people went missing, and the rest were injured. The group arrived at Payangan Beach at around 23.00 WIB and the ritual began at around 01.30 WIB. Of the 24 people, only 20 people went down to the sea to perform the ritual. The incident occurred at 01.00 WIB in the morning. Ambulu Police Chief AKBP Hery Purnomo

Government Communication And Society In Disaster Education and Mitigation Preventing the Impact of Sea Rituals in Payangan Beach Tourism, Jember Regency gave a statement that the incident occurred when the group was carrying out a ritual on the beach. The ritual was carried out on the shores of Payangan Beach but previously the Bukit Seroja Manager had warned not to go into the sea due to big waves. However, the group did not heed the ban and continued to the beach to carry out the ritual. Half an hour later the 23 people were swept away by the sudden sea current from Payangan Beach. During the incident, personnel from the Ambulu Police, Babinsa Sumberejo, village officials, and the SAR team evacuated the survivors to the Ambulu Health Center. Meanwhile, the joint team then continued the search for the missing victims.

As a result of this incident 11 people died, 2 people were missing, and dozens were injured. The SAR (Search and Rescue) team together with local residents are trying to search for the missing victims. The local government together with the SAR team and volunteers evacuated the injured to the nearest hospital. The police and military were also deployed to the location to assist in the search and evacuation process. After several days of searching, the two missing victims were found dead. The local government then evaluates and imposes sanctions on residents who are responsible for carrying out the sea ritual.

This incident caused deep sorrow for the victim's family and the surrounding community. Therefore, it is necessary to take better prevention and mitigation measures so that similar incidents do not recur in the future. Based on the description of the background and information data above, the researcher is interested in examining the pattern of communication between the government and the community in order to prevent this incident from recurring through research that aims to determine the communication strategy of the government and the community in education and disaster mitigation to prevent the impact of the Payangan Beach Sea Ritual, Jember Regency .

Problem formulation

1. How is the effective communication between village officials and the community?
2. How is the government's strategy with the community to prevent marine ritual events?
3. How is the Government Communication Media Communicating with the Community?
4. What are the obstacles in communicating between the government and the community?
5. What are the Village Government's Efforts in Responding to the Sea Ritual Tragedy in Payangan?

Research Objectives

1. To find out how effective government communication is carried out by village officials and the community.
2. To find out how the government's strategy with the community is to prevent the occurrence of sea rituals.

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3. To find out how the government's communication media communicates with the public.
4. To find out how the obstacles that occur in communicating between the government and the community.
5. To find out how the village government's efforts are in responding to the incident of the sea ritual tragedy in Payangan.

Benefits of research

1. The benefits of this research are expected to be an insight for the community in carrying out activities on the beach.
2. The benefits of this research are expected to provide input to all parties in terms of the importance of communicating with the community.
3. The benefit of this research is also as a reference for other researchers.

LITERATURE REVIEW

Concept of Government Communication

Definition and Purpose of Government Communication according to Erliana Hasan (2005) states that government communication is the delivery of government ideas, programs and ideas to the community in order to achieve state goals. Government communication is often referred to as political communication. According to a political expert, Maswadi Rauf, political communication is the object of political science study because the messages expressed in the communication process are politically characterized, namely those related to state political power, government, and also the activities of communicators in positions as political actors. Political communication is seen from 2 dimensions, namely political activities as political activities and as scientific activities. Communication as a political activity is the delivery of messages with political characteristics by political actors to other parties. These activities are empirical because they are carried out in a real way in social life. Meanwhile, political communication as a scientific activity sees political communication as one of the political activities in the political system (Harun and Sumarno, 2006)

Effective communication is interpreted as a communication process that can achieve communication goals by sending messages clearly, precisely, and efficiently to the recipient of the message, so that the message conveyed can be well understood and responded to appropriately. In effective communication, the sender of the message must have a good understanding of the audience or recipient of the message, and choose the right way to convey the message according to the needs and objectives of the communication.

Effective communication also involves the recipient of the message actively listening to and understanding the message conveyed, and providing appropriate

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feedback or responses. Thus, the message conveyed can be well received and understood, and can achieve the desired communication goals.

Effective communication is essential in many areas of life, including in the context of business, education, health and government. In every field, effective communication can help increase productivity, performance, trust, and success in achieving desired goals.

Effective communication by the government is a communication process carried out by government institutions with the aim of conveying clear, accurate and timely information to the public. Effective communication by governments is critical in a variety of contexts, including disaster mitigation, decision-making, policy setting, and promotion of public services.

The Role of Communication in Society

Humans in their lives must communicate, meaning they need other people and need groups or communities to interact with each other. This is a fact that most of the human person is formed from the results of social integration with others in groups and society. The relationship that occurs is a process of the desire of each individual, to obtain a real result and can provide benefits for a sustainable life. . Society has various structures and layers, the various layers and structures of society depend on the complexity of the society itself. The more complex a society, the more complicated the structure of that society. The complexity of society is also determined by the variety of cultures and the resulting social processes. Community communication activities can be in the form of face-to-face communication that occurs in intrapersonal and group communication as well as communication activities that occur in mass communication.

The mass media is an element that plays an important role in the process of communication in society. Because the media is a means to convey information that is remote, in the sense that it cannot communicate directly. Therefore the media was born to facilitate communication between people. the media was born from a letter, telegram, telephone, newspaper, until finally it developed into cellphones, radio, television, internet, and so on to make it easier for humans to communicate long distances. HandPhone (HP) users to facilitate the long-distance communication process, which previously only used letters, telegrams and so on. HP products and usage also shows an astonishing phenomenon. Although there are no exact figures that show this development, the use of HP has now spread to various parts of the country and its use has increased fantastically among children and adolescents.

Humans will never be able to live in solitude without other people around us in the sense that without communicating with other people so that communication has an important role in our lives whether communicating verbally or non-verbally, without communication humans will not be able to interact so that communication has the most important role in life.

RESEARCH METHODS

Research Approach

In this study, researchers used qualitative methods, using a descriptive analysis research design, namely research that aims to describe the role of the Basarnas institution in communicating to prevent sea rituals on Payangan Beach. Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior (Moleong, 2007). A qualitative approach is a process of research and understanding based on a methodology that investigates social phenomena and human problems. In this approach, the researcher creates a complex picture, examines words, reports in detail from the views of respondents, and conducts studies in natural situations (Creswell, 1998:15).

A qualitative approach in research is an approach that uses research methods that focus on understanding and interpreting descriptive data, whether in the form of text, images, sound, or video. According to Creswell, a qualitative approach has several characteristics:

1. Focus on process: A qualitative approach emphasizes process and experience, not just the end result of a phenomenon.
2. Inductive nature: Qualitative research is more inductive, meaning that research begins with an initial understanding which is then further explored to produce findings or conclusions.
3. Descriptive: Qualitative research tends to be more descriptive, resulting in a richer and more detailed picture of the phenomenon studied.
4. Subjective: Qualitative research recognizes that the researcher has a subjective position in observing and understanding the phenomenon being studied, so that the interpretation of the data can be influenced by the perspective and background of the researcher.
5. Contextual: Qualitative research always pays attention to the context in which phenomena occur, thus considering relevant social, cultural, and historical aspects.

In a qualitative approach, researchers can use various data collection methods such as observation, interviews, case studies, document analysis, and others. After the data is collected, the researcher then conducts data analysis by reducing, selecting, and interpreting the data to produce findings that can be interpreted in depth.

Bogdan and Taylor (Moleong, 2007: 3), argue that qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. Qualitative research is carried out in natural conditions and is discovery. In qualitative research, the researcher is the key instrument. Therefore, researchers must have theoretical provisions and broad insights so they can ask questions, analyze, and construct the object under study to be clearer. This research emphasizes more on meaning and bound by value. Qualitative research is used if the problem is unclear, to find out hidden meanings, to understand social interactions, to develop theories, to ensure the correctness of data, and to research historical developments.

Location and Research Objectives

The location is in Payangan Sumberejo Village, Jember Regency. The targets of the researchers in this study were the Government component, namely the team working at the Basarnas office in Jember Regency, the Head of Sumberejo Village, the Secretary of Sumberejo Village, the Head of Sumberejo Village Hamlet, the Muspika of Sumberejo Village. While the community component, namely several Village Secretaries of Sumberejo Village

Data Collection Methods

Based on this type of research, namely qualitative research, the data collection technique used was document analysis and interviews. These techniques and methods are needed to collect and process data obtained from the field so that it is hoped that this research will run smoothly and systematically. In this study the data collection method used observation, interviews, and documentation.

1. Observation

Observation is a technique used to collect research data through observation and sensing. Then the researcher makes a report based on what has been obtained during the observation. Observations are made to get a more real and detailed picture of an event or events. Researchers can observe certain communities to understand their habits or ways of working.

Morissan (2017: 143) states, observation is a daily human activity by using the five senses as the main tool. In another sense, observation is a person's ability to use his observations through the work of the five senses. In this case the five senses are used to capture the observed symptoms. What is captured, recorded and then the records are analyzed.

Sutrisno Hadi stated, the observation method is a method used for observation, systematic recording of the phenomena investigated. Observation is a data collection method in which the researcher or his collaborators record information as they witness it during the research process. From the above understanding, the observation method can be interpreted as a way of collecting data through direct observation of situations or events in the field.

2. Interview

Observation or observation is one of the most important research techniques. Observations are used for a number of reasons. Observations can be classified into observations through participation, in observations without the participation of observers only performing one function, namely making observations. Structured interview techniques are used as data collection techniques if the researcher or data collector already knows for sure what information will be obtained. Therefore, in conducting interviews, data collectors have prepared research instruments in the form of written questions whose alternative answers have also been prepared. So that every interviewer has the same skills, training is needed for prospective interviewers (Sugiyono, 2009: 73)

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Observations were made on the Government component, namely the team working at the Basarnas office in Jember Regency, Head of Sumberejo Village, Secretary of Sumberejo Village, Head of Hamlet of Sumberejo Village, Muspika of Sumberejo Village, Payangan Jember Beach Manager. While the community component, namely several Village Secretaries of Sumberejo Village.

Documentation

The documentation method was used to collect data about research activities at the Basarnas office in Jember Regency. Documentation was used to study various sources of documentation, especially those at the company itself and supported by representative sources. Documents as data sources are used to test, interpret, and even predict (Moleong, 2007:217). Documents are used for research purposes according to Guba and Lincoln in Moleong (2007: 217), for reasons that can be accounted for such as: 1) Documents and records are used because they are stable, rich, and encouraging sources, 2) Useful as evidence for a test, 3) Both are useful and in accordance with qualitative research because of their natural nature, according to context, born, and are in context, 4) recordings are relatively cheap and not difficult to obtain, but documents must be searched and found with content study techniques, 6) The results of the content assessment will open up opportunities to further expand knowledge of something being investigated.

Data Analysis Methods

There are several analytical methods that can be used in research entitled "Government Communication to Communities Regarding Socialization of Disaster Mitigation When Picking the Sea", including:

1. Content Analysis: The content analysis method can be used to evaluate the contents of messages conveyed by the government to the public regarding the socialization of disaster mitigation during sea picking. This research may include analysis of keywords, themes, and government-suggested actions.
2. Survey: The survey method can be used to measure the level of knowledge, attitudes and behavior of the community regarding disaster mitigation during sea picking. Surveys can be conducted through face-to-face interviews or online questionnaires.
3. SWOT Analysis: The SWOT analysis method can be used to identify the strengths, weaknesses, opportunities, and threats of the government's communication strategy in dealing with disasters at sea. SWOT analysis can help the government to formulate a more effective communication strategy.
4. Case Study: Case studies can be used to evaluate the effectiveness of the government's communication strategy regarding socialization of disaster mitigation when picking the sea in an area. Case studies can involve interviews with local communities and government, as well as analysis of related documents

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2. **Survey:** The survey method can be used to measure the level of knowledge, attitudes and behavior of the community regarding disaster mitigation during sea picking. Surveys can be conducted through face-to-face interviews or online questionnaires.
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This study used face-to-face interviews directly.

For data analysis, an interactive model is used through the method proposed by Miles & Huberman, namely starting from the data collection stage, followed by data reduction, data display, and the last stage is drawing conclusions.

At the start of data collection, namely researchers trying to get relevant data from informants to be used as a basis for research on themes that have been determined by researchers before the research began.

Data reduction, namely data collection, in which the researcher tries to obtain relevant data from informants to be used as a reference or basis in research on themes that have been determined by researchers before the research is carried out.

The next technique is data display, in which the researcher processes data that is still in semi-finished form that is uniform in written form and already has a plot for a clear theme into a matrix which will then be used to draw a conclusion. The conclusion contains a description of the answers that the researcher submits to the research objectives based on the results of the research that the researchers have done during the research process and in the end the researcher provides a concluding explanation of the answers to the research questions posed.

Information:

1. **Preparatory stage,** at this stage the researcher will prepare proposal requirements, permits and assignment letters, as well as make interview guidelines related to effective government communication carried out by village officials and the community

2. Implementation stage, at this stage the researchers conducted interviews regarding the effective communication of the government by village officials with the community and the obstacles.
3. Reporting stage, at this stage, the researcher makes an analysis and discussion as well as reports and outputs of the publication of research articles.

RESULT AND DISCUSSION

Effective Communication of Government by Village Officials and Communities

In terms of disaster mitigation, the government needs to communicate effectively with the community so that the community can understand disaster risks and how to prepare themselves. The government can conduct outreach through social media, brochures, posters or public events that educate the public about disaster risk and how to deal with it. The government also needs to provide communication channels that are easily accessible to the public, such as call centers or public service applications, so that the public can easily access information and get assistance in the event of a disaster.

In making decisions and setting policies, the government needs to communicate effectively with stakeholders and the community, so that decisions or policies taken can be accepted and supported by the community. The government can conduct dialogue with the community through public forums, stakeholder meetings, or public consultations to understand the needs and expectations of the community.

In the promotion of public services, the government needs to communicate effectively with the public to increase public awareness and participation in using the public services provided. Governments can use social media, advertisements or public events to promote public services and provide clear and accurate information about the benefits of these services. In all these contexts, effective communication by government is an important key to building public trust and support, and achieving desired governance goals.

Effective communication between village officials and the community is very important in mitigating the Payangan Sea picking disaster. The following are several ways of effective communication that can be carried out by village officials with the community regarding the Payangan Sea Picking disaster:

1. Disaster Risk Information

Residents and village officials can provide each other with clear and accurate information about the risk of the Payangan sea picking disaster to the community. This can be done through meetings, social media, brochures, posters and other communication tools.

2. Socialization

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Socialization can be carried out to provide a better understanding to the community about how to prepare for and deal with the Payangan Sea disaster. Village officials can carry out outreach by holding meetings with villagers, disseminating information through social media, or holding educational activities such as seminars or training.

3. Coordination of the Disaster Management Team

Village officials can form a disaster management team consisting of the government, volunteers and villagers. This team can be instructed to work together and be responsible for mitigating the Payangan Sea disaster. Coordination can be carried out through coordination meetings, sharing information, forming posts and response teams, publishing one-stop information via social media, phone calls or short messages.

4. Installation of Warning Signs

Installing warning signs in areas where the Payangan Sea picking disaster has the potential can help the community understand the risks and take appropriate action in the event of a disaster. Village officials can put up warning signs with information about the risks and actions to be taken in the event of a disaster.

5. Disaster Simulation

Disaster simulations can be carried out to increase public understanding of disaster risk and how to deal with the Payangan Sea picking disaster. Village officials can conduct disaster simulation drills involving villagers, and teach the community how to stop sources of danger, how to provide first aid, and how to evacuate safely.

6. Establish One-Information Emergency Communication Post and Network

Village officials can help build an emergency communication network that can be used in emergency situations. This could include early warning systems, radio communication channels, or short message networks.

In mitigating the Payangan Sea picking disaster, effective communication between village officials and the community is very important through efforts to convey clear and accurate information about disaster risks, conducting socialization, coordinating disaster management teams, installing warning signs, and conducting disaster simulations, village officials can help the community in preparing for and reducing the risk of picking the Payangan Sea disaster. Disaster mitigation is a series of efforts to reduce the risks and impacts of disasters that may occur. In terms of mitigating the Payangan Sea disaster, effective communication between village officials and the community is very important to ensure that appropriate mitigation measures are taken.

Government and Community Strategies to Prevent Marine Ritual Events

Sea ritual events or sea picking that occur in several areas in Indonesia, can pose a safety risk to the ritual performers, and can also damage the marine ecosystem. Therefore, it is necessary to have a government strategy with the

community to prevent the occurrence of these sea rituals. Some strategies that can be done include:

1. Outreach and Education: The government needs to disseminate and educate the public about the risks and negative impacts of sea rituals. Education and awareness of the importance of marine conservation must be provided to the community, so that the community is aware of the impacts and reduces the frequency of marine rituals.
2. Supervision: The government can tighten supervision in areas where sea rituals frequently occur, either by using security personnel or technology. With strict supervision, ritual performers will be more careful and feel monitored by the government.
3. Compromise: The government can compromise with ritual actors by providing alternatives that are safer and do not damage the marine ecosystem. For example, replacing sea rituals with land or other rituals that are safer and do not damage the environment.
4. Partnership with Environmental Organizations: The government can establish partnerships with environmental organizations that have been formed, to provide education and provide other alternatives for the community.
5. Imposing Sanctions: The government must also provide strict sanctions to sea ritual actors who violate the rules. By providing strict sanctions, it will provide a deterrent effect for the perpetrators and the surrounding community.

With the government's strategy with the community, it is hoped that it can reduce the frequency of sea rituals that can endanger human safety and damage the marine ecosystem. It is important to involve the community in marine conservation efforts and reducing the negative impacts of marine rituals. Effective disaster communication in disaster management is communication that is carried out not only during emergency response but also during pre-disaster or preparedness and after disasters or the rehabilitation and reconstruction period.

In Law No. 24 of 2007, disaster management is the responsibility of BNPB and also BPBD and requires coordination and handling that is fast, precise, effective, efficient, integrated and accountable so that casualties, damage and loss of property can be minimized, an effective way is the dissemination information and that is part of the communication that can be carried out in various forms such as establishing a media center during the emergency response period, press conferences during the emergency response period or regular press conferences to explain disaster management policies, dissemination of disasters to the community even to the elementary school level, use of the media traditional for people who are not IT literate and even increase local wisdom in the regions.

The government must create an information system that is easy to access, understand and disseminate and the information must be accurate, timely, reliable and easy to communicate. The Deputy for Prevention and Preparedness conducts rehearsals to test the level of preparedness. Field tests need to be carried out in the form of

Government Communication And Society In Disaster Education and Mitigation Preventing the Impact of Sea Rituals in Payangan Beach Tourism, Jember Regency rehearsals or simulations. Rehearsals or simulations must be carried out regularly, so that the community can get used to it, to improve the ability of BPBD and Pusdalops-PB in processing data and analyzing information for preparedness, increasing the ability of BPBD and Pusdalops-PB in managing communications for emergency response and strengthening BPBD and Pusdalops' understanding -PB regarding an effective disaster communication system in potential disaster areas during sea picking and other disasters.

Government Communication Media in Communicating with the Community

In communicating with the community regarding the dissemination of disaster information when picking the sea, the government can use various effective communication media to reach the wider community. Some of the communication media that can be used include:

1. **Social Media:** Social media such as Facebook, Instagram, Twitter, and the like can be very effective media for conveying information related to dissemination of disasters when picking the sea. The government can use social media to post information, photos and videos that can attract public attention.
2. **Official Website:** The government can create an official website that contains information regarding disasters at sea and how to anticipate and reduce their impacts. The website may also contain information related to actions that must be taken by the community in dealing with disaster situations.
3. **SMS Blast:** SMS Blast is an effective way to deliver information directly to the public. The government can send short messages about disasters at sea and steps to be taken in dealing with them.
4. **Radio:** Radio is still a very effective medium in conveying information to the public, especially in areas where the internet network is unstable. The government can cooperate with local radio stations to convey information related to disasters when picking the sea.
5. **Television:** Television can also be an effective medium for conveying information regarding disasters during sea picking. The government can make public service advertisements or special television programs to convey information and socialization related to sea picking disasters.

In using this communication media, the government needs to ensure that the information conveyed is accurate and clear, so that the public can understand the information properly and take appropriate action in dealing with disasters when picking the sea.

Barriers that occur in communication between the government and the community.

One form of coastal hazard in the form of bays is the presence of rip currents. The definition of a rip current is a backflow that is concentrated in a narrow path that breaks the wave zone until it crosses the boundary of the broken wave zone.

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Physically, a rip current is formed when sea waves come and crash against the shoreline in the form of a bay or basin. The presence of many wavefront reflections hitting the 'bay arc' will give rise to a number of coastal currents that meet and concentrate in the middle of the 'bay arc'. The stream currents that meet each other in the center of the bay arc then combine to cause a countercurrent towards the middle of the sea which collects in a narrow current channel until it passes the breaking wave zone. These currents move in very strong energy at high speed. This is a rip current that has been the culprit in a series of lists of dead and missing people being swept up by the currents on the beach since ancient times. RIP currents are strong currents of seawater that are moving away from the coast. The current phenomenon is formed when sea waves come and crash against the shoreline in the form of a bay or basin which eventually results in a reverse current.

The morphology of Payangan Jember Beach itself is in the shape of a bay, so it is strongly suspected that the disaster that occurred was very likely caused by the RIP current. If it is matched with the time of occurrence at the same time as the high tide and based on information from the BMKG, the wave height at the time of the incident reached around 2-2.5 meters. This incident deserves serious attention from the regional government and the community considering that almost every year similar cases always occur.

Some communities on the south coast of Java call the ocean currents that often drag victims out to sea as the serot square. Alun means waves and serot means suck, meaning waves that can suck up (people). Meanwhile, in the world of science, this deadly natural phenomenon is called the RIP current.

Lack of public understanding of the characteristics and dangers of ocean currents on the coast is the main factor for the continued recurrence of fatalities being swept away by ocean currents. In Java, the myth and folklore of Nyai Roro Kidul developed that the South Sea often demands victims. Communities can avoid the dangers of these ocean currents as long as they are willing to understand the characteristics and mechanisms for the formation of these dangerous currents, because the phenomenon of swift coastal currents is an ordinary natural phenomenon and can be explained scientifically. Mitigation efforts that can be carried out include identifying and determining vulnerable locations, strengthening knowledge about the dangers of these currents by outreach to the SAR Team, beach rescue workers, tour managers, traders and the local community.

The following are some of the obstacles that may occur in communicating between the government and the community when socializing the dangers of picking the sea:

1. Limited access to information: Communities who live in remote areas or who do not have adequate internet access may find it difficult to obtain up-to-date and accurate information about the dangers of sea picking disasters. This can make them unwary and unprepared in dealing with disasters.

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2. Lack of public awareness: Some communities may not be aware of the dangers of picking at sea or take it for granted that they do not take adequate precautions. This can be an obstacle in the process of socialization and dissemination of information.
3. Language differences: In areas with different languages, the government may find it difficult to communicate information effectively to the public. This can hinder understanding and reduce the effectiveness of socialization.
4. Limited resources: Governments may have limited resources in terms of budget, personnel and infrastructure. This can hinder socialization efforts and make the communication process less effective.
5. Lack of good coordination: Lack of coordination between the government and related institutions and the community can hamper the socialization process and lead to ambiguity in disaster management.

To overcome these obstacles, the government can take various actions such as increasing access to information through various media, working with local communities, conducting training and campaigns, and optimizing coordination between related institutions and the community.

Mitigation is an effort made to reduce disaster risk. Matters related to mitigation are also regulated in Law Number 24 of 2007. The law also contains a definition of mitigation, which is a series of efforts to reduce disaster risk, both through physical development and awareness and capacity building in dealing with disaster threats.

Mitigation is an effort that has a number of objectives, namely to identify risks, raise awareness of disaster risks, plan for countermeasures, and so on. It can be said, disaster mitigation is all efforts ranging from prevention before a disaster occurs to handling after a disaster occurs.

However, to find out more deeply about mitigation, it is important to know a number of definitions first and a number of steps and examples. The following is the definition of mitigation as well as examples of disaster management.

The definition of Mitigation according to the Big Indonesian Dictionary (KBBI), mitigation is a noun that has two meanings depending on the context of its use. The first meaning, mitigation is an effort to reduce roughness or fertility (regarding soil and so on). While the second meaning, mitigation is the act of reducing the impact of a disaster.

Mitigation is a word that has an equivalent word in English, mitigation. The definition of mitigation in English, mitigation is the act of reducing the severity, seriousness, or pain of something.

According to the Cambridge Dictionary, mitigation is the act of reducing how harmful, unpleasant, or bad something is. Meanwhile, according to Merriam-Webster, mitigation is the act of reducing something or the state of being reduced: the process or result of making something less severe, dangerous, painful, violent, or damaging.

From a number of these definitions there are similarities in the meaning component, namely reducing something related to risk, impact, bad, or things that are

Government Communication And Society In Disaster Education and Mitigation Preventing the Impact of Sea Rituals in Payangan Beach Tourism, Jember Regency not desirable. In other words, it can be said that mitigation is a series of efforts made to reduce risks, adverse impacts or other things that are not desirable, as a result of an event, which is generally a disaster.

It is very important to convey the facts of disaster risk to the community. According to Ronald Harris, communication transparency is the key to disaster risk reduction. Knowing the threat means we can know what to prepare for. For this reason, collaboration from many parties is needed in conveying disaster risk reduction.

Disaster itself is a shared responsibility. The responsibility for disaster risk reduction is the responsibility of each person. Those who are threatened, who know, who live in disaster risk areas are the people themselves, so the community must be able to save themselves with their disaster education. Because the real disaster is not an earthquake and tsunami, but ignorance of the threat of disaster that is around us.

Knowledge of disasters is not given to create fear and panic in the community, but as a preparedness and alert step that must be created so that people can live in harmony with nature.

Four important components in disaster risk reduction, including understanding disaster risks that exist wherever we are, strengthening disaster risk management and management so that we know what to prepare for, investing in disaster risk reduction for resilience such as by building earthquake-resistant houses and developing earthquake-resistant systems. self-warning and increasing preparedness for an effective response through periodic training and simulations.

Through government communication in disseminating understanding of disaster mitigation, it is hoped that the Indonesian people can change what they have been doing so far that disaster risk reduction behavior can be created in two directions, from the bottom up from the smallest social circle, namely the family to government institutions and vice versa, because the key of disaster risk reduction are education and communication. In this way, Indonesia will be able to create a culture of disaster awareness through a resilient community that is ready to survive by knowing disaster risk reduction measures.

Efforts of the Village Government in Responding to the Sea Ritual Tragedy in Payangan

Based on the results of interviews conducted by the research team together with Mr. Saryono as the secretary of Sumberejo Village. There are several questions answers and statements which are summarized as follows. Did the government carry out socialization activities about the dangers of sea rituals, as for his answer that for socialization activities about the dangers of sea rituals, the government had not carried them out, either before the incident or after the incident. As for the government's efforts to overcome any sea rituals, when the sea ritual occurred, MUSPIKA immediately went down to the location and carried out the evacuation. Then after the incident the village with MUSPIKA carried out full supervision for the prohibition of sea rituals on Payangan Beach. With things like that, then MUSPIKA has indeed gone

Government Communication And Society In Disaster Education and Mitigation Preventing the Impact of Sea Rituals in Payangan Beach Tourism, Jember Regency down to the location as well as evacuating, and then after that the village and MUSPIKA carried out full supervision and if there is another ritual then it is prohibited.

As for how the preparations for holding this activity were like. Whereas in the activities carried out, the village made preparations for guarding by MUSPIKA, especially in the sea area. Regarding the village government, have they ever visited people who perform sea rituals, that for Sumberejo village, they have never visited people who perform sea rituals, because the people who perform sea rituals on Payangan Beach are not the people of Sumberejo Village.

The form of communication to the community is that the form of communication to the community, especially after the incident of the sea ritual, the village communicates by giving an appeal or a brief socialization directly only through Case (hamlet head). The existing form of interpersonal communication is in the form of delivering messages directly to community members, so it's like communicating face to face with the public. According to Mr. Saryono, however, the village has not communicated directly regarding the sea ritual at Payangan Beach because those who perform the sea ritual at Payangan Beach are not the local community but the outside community.

Due to efforts through the media in communicating about this sea ritual, the village communicated directly but only to KADUS (hamlet head). As for the community's response when government officials asked not to perform sea rituals because it was dangerous that the Sumberejo community would definitely be safe and accept if there was such an invitation because the surrounding community had never performed sea rituals in the past. As for the obstacles that occur when village officials carry out socialization activities so they don't perform sea rituals. It was stated that there were no obstacles in carrying out socialization, but sometimes budget and human resource problems arose.

The solution for the community to perform sea rituals safely, namely Mr. Saryono as the secretary of Sumberejo village, ensures that the people in Sumberejo village will perform sea rituals in a more careful and vigilant manner and also anticipate if there are outsiders like the previous incident due to people outside the area performing sea rituals at that time there were people who joined organizations such as hermitages or deviant sects, whereas in Sumberejo village itself there were no people who followed deviant streams, and for the solution itself Mr. community through the hamlet head.

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSION

Based on the results of research on government and community communication in education and mitigation to prevent the impact of sea rituals on Payangan beach, Jember district, the following conclusions are obtained:

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1. Effective Communication of Government by Village Officials with Communities includes: Information on Disaster Risk, Outreach, Coordination of Disaster Management Teams, Installation of Warning Signs, Simulation of Disasters, and Building Posts and One-Information Emergency Communication Network
2. Government and Community Strategies to Prevent Sea Ritual Events, including:
Socialization and Education: The government needs to conduct outreach and education to the community about the risks and negative impacts of sea rituals. Education and awareness of the importance of marine conservation must be provided to the community, so that the community is aware of the impacts and reduces the frequency of marine rituals. Oversight: The government can tighten supervision in areas where sea rituals are frequent, using either security personnel or technology. With strict supervision, ritual performers will be more careful and feel monitored by the government. Compromise: The government can compromise with ritual actors by providing alternatives that are safer and do not damage the marine ecosystem. For example, replacing sea rituals with land or other rituals that are safer and do not damage the environment. Partnership with Environmental Organizations: The government can establish partnerships with environmental organizations that have been formed, to provide education and provide other alternatives for the community. Imposing Sanctions: The government must also provide strict sanctions to sea ritual actors who violate the rules. By providing strict sanctions, it will provide a deterrent effect for the perpetrators and the surrounding community.
3. Government Communication Media in Communicating with the Community, including: communicating with the community related to dissemination of disaster information when picking the sea, the government can use various effective communication media to reach the wider community. Some of the communication media that can be used include: Social Media: Social media such as Facebook, Instagram, Twitter, and the like can be very effective media for conveying information related to dissemination of disasters when picking the sea. The government can use social media to post information, photos and videos that can attract public attention. Official Website: The government can create an official website that contains information regarding disasters at sea and how to anticipate and reduce their impacts. The website may also contain information related to actions that must be taken by the community in dealing with disaster situations. SMS Blast: SMS Blast is an effective way to convey information directly to the public. The government can send short messages about disasters at sea and steps to be taken in dealing with them. Radio: Radio is still a very effective medium for conveying information to the public, especially in areas with unstable internet networks. The government can cooperate with local radio stations to convey information related to disasters when picking the sea. Television: Television can also be an effective medium for conveying information regarding disasters during sea picking. The government can make public service advertisements or special

Government Communication And Society In Disaster Education and Mitigation Preventing the Impact of Sea Rituals in Payangan Beach Tourism, Jember Regency television programs to convey information and socialization related to sea picking disasters.

4. Barriers that occur in communicating between the government and the community. The following are some of the barriers that may occur in communicating between the government and the community when socializing the dangers of picking sea disasters: Limited access to information: Communities living in remote areas or who do not have adequate internet access may find it difficult to obtain up-to-date and accurate information about hazards sea picking disaster. This can make them unwary and unprepared in dealing with disasters. Lack of community awareness: Some communities may not be aware of the dangers of picking at sea or take it for granted that they do not take adequate precautions. This can be an obstacle in the process of socialization and dissemination of information. Language differences: In areas with different languages, the government may have difficulty conveying information effectively to the public. This can hinder understanding and reduce the effectiveness of socialization. Limited resources: Governments may have limited resources in terms of budget, personnel and infrastructure. This can hinder socialization efforts and make the communication process less effective. Lack of good coordination: Lack of coordination between the government and related institutions and the community can hamper the socialization process and lead to ambiguity in disaster management.
5. Efforts by the Village Government in Responding to the Sea Ritual Tragedy in Payangan, including: Although the government has not carried out socialization activities about the dangers of sea rituals before or after the incident, there are efforts by the government to deal with sea rituals involving MUSPIKA to carry out evacuation at the time of the incident and full supervision afterwards . The preparation for activities involved guarding by MUSPIKA, especially in the sea area. The village government has never visited the people who perform sea rituals on Payangan Beach because they are not local villagers. The form of communication to the community is carried out through the Hamlet Head, by delivering messages directly.
6. Interpersonal communication is carried out directly, but it has not been carried out regarding the Payangan beach sea ritual because it involves outsiders. The village officials communicate through the media to the hamlet head. The people of Sumberejo feel safe and are always alert and alert and accept invitations not to carry out sea rituals without mitigation because they have never done it before. There were no obstacles in socializing, but there were budgetary and human resource constraints. The suggested solution is for the community to carry out sea rituals in a more careful, alert and anticipating presence of outsiders who enter without SOPs and report to the relevant parties during related sea rituals and to be more vigilant about deviating currents. Other solutions have not been thought of apart from conducting more intensive outreach to the community through the Hamlet Head.

RECOMMENDATIONS

Suggestions for the future are for the government and organizers to use both online and print media, banner boards, billboards, supporting facilities for outreach so that people are more careful in sea ritual activities as well as tourism and activities at sea. Be aware of activities during extreme weather seasons and carry out more supervision and assistance during certain seasons that are potentially prone to extreme weather. Coordinate with other agencies and institutions related to disaster mitigation management at sea tourism sites. Improving the management of marine tourism management in Payangan and others. Involve all stake holders in the management of both Government, Private and Community.

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