

ABSTRAK

Gunung Merapi yang terletak di perbatasan Jawa Tengah dan DIY merupakan salah satu gunung api paling aktif di dunia. Erupsinya berdampak signifikan terhadap masyarakat sekitar, sehingga penyebaran informasi kebencanaan menjadi hal yang sangat penting guna meningkatkan kesiapsiagaan warga di kawasan rawan bencana. Seiring perkembangan teknologi komunikasi, BPPTKG memanfaatkan saluran digital seperti WhatsApp untuk menyampaikan informasi secara cepat, akurat, dan langsung kepada masyarakat. WhatsApp dipilih karena mampu menyampaikan pesan secara personal dan real-time, serta menjangkau masyarakat dengan efektif. BPPTKG sebagai lembaga yang memiliki legitimasi tinggi diharapkan mampu menyampaikan pesan mitigasi bencana secara tepat kepada target sasaran. Penelitian ini bertujuan untuk mengetahui sejauh mana efektivitas saluran WhatsApp BPPTKG sebagai media penyebaran informasi aktivitas Gunung Merapi bagi para followers-nya. Penelitian menggunakan metode kuantitatif dengan pendekatan deskriptif. Sampel terdiri dari 89 responden yang merupakan followers saluran WhatsApp BPPTKG. Teori yang digunakan adalah teori efektivitas komunikasi dari Andre Hardjana, yang mencakup enam indikator: penerima pesan, isi pesan, media, format pesan, sumber pesan, dan ketepatan waktu. Hasil uji t one sample menunjukkan nilai t hitung $48,823 > t$ tabel $0,195$, yang berarti saluran WhatsApp BPPTKG efektif. Selain itu, skor rata-rata efektivitas sebesar $4,10$ (skala Likert $1-5$) termasuk kategori “Efektif” tingkat tinggi. Dengan demikian, WhatsApp BPPTKG dapat diandalkan sebagai media penyebaran informasi kebencanaan Merapi.

Kata kunci: Efektivitas komunikasi, WhatsApp, BPPTKG, Gunung Merapi, informasi kebencanaan.

ABSTRACT

Mount Merapi, located on the border between Central Java and the Special Region of Yogyakarta, is one of the most active volcanoes in the world. Its eruptions have significant impacts on surrounding communities, making the dissemination of disaster information crucial to enhance the preparedness of residents in disaster-prone areas. Along with the advancement of communication technology, BPPTKG has utilized digital channels such as WhatsApp to deliver information quickly, accurately, and directly to the public. WhatsApp is chosen for its ability to send messages personally and in real-time, effectively reaching the community. As an institution with high legitimacy, BPPTKG is expected to convey disaster mitigation messages appropriately to its target audience. This study aims to determine the effectiveness of BPPTKG's WhatsApp channel as a medium for disseminating information on Mount Merapi's activity to its followers. The research uses a quantitative method with a descriptive approach. The sample consists of 89 respondents who are followers of the BPPTKG WhatsApp channel. The theory used is Andre Hardjana's communication effectiveness theory, which includes six indicators: message receiver, message content, media, message format, message source, and timeliness. The result of the one-sample t-test shows a t-value of 48.823, which is greater than the t-table value of 0.195, indicating that the BPPTKG WhatsApp channel is effective. In addition, the average effectiveness score of 4.10 (on a Likert scale of 1–5) falls into the "Highly Effective" category. Therefore, the BPPTKG WhatsApp channel can be relied upon as a medium for disseminating disaster information about Merapi.

Keywords: *Communication effectiveness, WhatsApp, BPPTKG, Mount Merapi, disaster information.*