

ABSTRACT

The tsunami hit the Anyer beach in 2018 which caused the sea water to rise and hit the buildings around the coast. It was recorded that 437 people died due to the Sunda Strait tsunami, covering 5 districts, namely Serang, Pandeglang, South Lampung, Pesawaran, and Tanggamus regencies. Apart from being the duty of the government, NGOs must also help. One of the NGOs that responded to the Anyer tsunami disaster was the Al-Khair Foundation. The purpose of this study is to analyze the role of the Al-Khair foundation in disaster communication after the 2018 tsunami in Anyer Banten.

This study uses references from disaster communication theory, namely the four main foundations in building effective disaster communication, namely customer focus, leadership commitment, situational awareness, and media partnership. In addition, this study also uses a qualitative method with a case study approach. Data were collected through literature study and in-depth interviews with informants. The selection of informants was carried out through purposive sampling, namely victims of the tsunami disaster, Al-Khair, and the DKI Jakarta BPBD.

The results of the study indicate that the Al-Khair foundation has fulfilled the four main foundations of disaster communication. First, in customer focus, disaster victims are Al-Khair's priority. Both leadership commitments were shown through country director Al-Khair who also played a role in emergency response. Third, situational awareness with controlled collection, analysis and dissemination of information related to disasters. The four media partnerships are through the Al-Khair website, Al-Khair's youtube and Al-Khair television station called Iqra Tv which are the media to convey information to the public.

Keywords: Disaster Communication, Post-Disaster, Main Foundation of Disaster.