

ABSTRAK

Indonesia negara yang memiliki tingkat kerawanan bencana alam yang tinggi, salah satunya bencana geologi. Sebagai bentuk upaya pengurangan risiko bencana, edukasi publik menjadi elemen penting yang perlu dikomunikasikan secara tepat dan optimal. Penelitian ini bertujuan untuk mengkaji implementasi komunikasi mitigasi bencana geologi yang dilakukan oleh UPT Museum Geologi Bandung kepada pengunjung melalui media edukatif yang tersedia. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara mendalam, observasi, dan dokumentasi. Analisis data dilakukan dengan model interaktif Miles & Huberman dan uji keabsahan data dilakukan melalui triangulasi sumber. Hasil penelitian menunjukkan bahwa Museum Geologi Bandung mengimplementasikan komunikasi mitigasi melalui ruang tata pameran kebencanaan geologi disertai dengan media interaktif. Berdasarkan teori komunikasi risiko dari Ludgren & McMakin (2018), pelaksanaan komunikasi mitigasi di museum telah mencakup lima prinsip utama, yakni persepsi subjektif masyarakat, interaksi dan partisipasi, kredibilitas dan kepercayaan, pengelolaan ketidakpastian, serta dukungan terhadap pengambilan keputusan. Temuan ini menunjukkan bahwa Museum Geologi Bandung telah berperan sebagai sarana edukasi mitigasi bencana yang adaptif dan relevan dalam meningkatkan kesadaran masyarakat terhadap risiko bencana geologi.

Kata kunci: Komunikasi Risiko, Mitigasi Bencana, Museum Geologi, Edukasi Publik, Komunikasi Bencana.

ABSTRACT

Indonesia is a country that has a high level of vulnerability to natural disasters, particularly geological disasters. As part of the disaster risk reduction efforts, public education is an essential element that needs to be communicated accurately and optimally. This study aims to assess the implementation of geological disaster mitigation communication carried out by the Bandung Geological Museum to visitors through available educational media. This research uses a descriptive qualitative approach with data collection techniques consisting of in-depth interviews, observations, and documentation. Data analysis is performed using Miles & Huberman's interactive model, and data validity is tested through source triangulation. The results show that the Bandung Geological Museum implements mitigation communication through the geological disaster exhibition space accompanied by interactive media. Based on the risk communication theory by Ludgren & McMakin (2018), the implementation of mitigation communication in museums has included five main principles, namely the subjective perceptions of the community, interaction and participation, credibility and trust, management of uncertainty, and support for decision making. These findings indicate that the Bandung Geology Museum has served as an adaptive and relevant educational medium for disaster mitigation in raising public awareness of geological disaster risks.

Keywords: Risk Communication, Disaster Mitigation, Geology Museum, Public Education, Disaster Communication.