

ABSTRAK

Kabupaten Cilacap merupakan salah satu wilayah pesisir di Indonesia yang memiliki tingkat risiko tsunami tinggi akibat berada di zona subduksi selatan Jawa. Kondisi tersebut menuntut adanya komunikasi mitigasi bencana yang efektif untuk meningkatkan kesiapsiagaan masyarakat. Sebagai upaya inovatif, Badan Penanggulangan Bencana Daerah (BPBD) Kabupaten Cilacap memanfaatkan *AViRSinami* berbasis Virtual Reality (VR) sebagai media edukasi mitigasi tsunami. Namun, pemanfaatan inovasi tersebut belum menjangkau seluruh masyarakat pesisir. Penelitian ini bertujuan menganalisis karakteristik inovasi *AViRSinami*, proses komunikasi yang dilakukan BPBD Kabupaten Cilacap, waktu dan tahapan adopsi inovasi oleh masyarakat, serta pengaruh sistem sosial terhadap penerimaan inovasi. Penelitian ini menggunakan metode kualitatif deskriptif dengan Teori Difusi Inovasi Everett M. Rogers sebagai landasan analisis. Informan penelitian terdiri atas enam orang yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui observasi, wawancara mendalam, dokumentasi, dan studi pustaka, kemudian dianalisis menggunakan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa *AViRSinami* mampu memberikan pengalaman simulasi tsunami yang lebih interaktif dan realistis dibandingkan metode sosialisasi konvensional sehingga membantu meningkatkan pemahaman masyarakat mengenai mitigasi bencana. Proses komunikasi dilakukan melalui sosialisasi tatap muka, simulasi langsung, serta komunikasi interpersonal yang melibatkan BPBD, sekolah, dan relawan kebencanaan. Proses adopsi inovasi berlangsung melalui tahapan pengetahuan, persuasi, keputusan, implementasi, hingga konfirmasi, meskipun sebagian masyarakat masih berada pada tahap pengetahuan karena belum memperoleh kesempatan mencoba *AViRSinami*. Penelitian ini juga menemukan bahwa proses difusi inovasi belum berlangsung secara optimal karena BPBD Kabupaten Cilacap hanya memiliki satu unit perangkat *AViRSinami*, sehingga pelaksanaan sosialisasi dilakukan secara bergantian dan cakupan penyebaran inovasi masih terbatas. Selain itu, kondisi sistem sosial berupa dukungan BPBD, sekolah, relawan, serta partisipasi masyarakat turut memengaruhi penerimaan inovasi. Penelitian ini menunjukkan bahwa keberhasilan komunikasi mitigasi bencana tidak hanya ditentukan oleh inovasi teknologi, tetapi juga oleh efektivitas proses difusi inovasi dan ketersediaan sumber daya dalam menjangkau masyarakat.

Kata kunci: *AViRSinami*, difusi inovasi, komunikasi mitigasi bencana, tsunami, virtual reality.

ABSTRACT

Cilacap Regency is one of Indonesia's coastal areas with a high tsunami risk due to its location along the southern Java subduction zone. This condition requires effective disaster mitigation communication to improve community preparedness. As an innovative effort, the Regional Disaster Management Agency (BPBD) of Cilacap Regency has utilized AViRSinami, a Virtual Reality (VR) based application, as a medium for tsunami mitigation education. However, the implementation of this innovation has not yet reached all coastal communities. This study aims to analyze the characteristics of the AViRSinami innovation, the communication process carried out by BPBD of Cilacap Regency, the timing and stages of innovation adoption by the community, and the influence of the social system on innovation acceptance. This study employed a descriptive qualitative method using Everett M. Rogers' Diffusion of Innovations Theory as the analytical framework. The research involved six informants selected through purposive sampling. Data were collected through observation, in-depth interviews, documentation, and literature review, and were analyzed using data reduction, data display, and conclusion drawing. The findings indicate that AViRSinami provides a more interactive and realistic tsunami simulation experience than conventional socialization methods, thereby improving public understanding of disaster mitigation. The communication process was conducted through face-to-face socialization, direct simulations, and interpersonal communication involving BPBD, schools, and disaster volunteers. The innovation adoption process followed the stages of knowledge, persuasion, decision, implementation, and confirmation, although some community members remained at the knowledge stage because they had not yet had the opportunity to experience AViRSinami. The study also found that the diffusion of innovation has not been fully optimized because BPBD of Cilacap Regency owns only one AViRSinami device, requiring its use to be shared during socialization activities and limiting the coverage of innovation dissemination. In addition, the social system, including the support of BPBD, schools, disaster volunteers, and community participation, influenced the acceptance of the innovation. This study concludes that the success of disaster mitigation communication depends not only on technological innovation but also on the effectiveness of the innovation diffusion process and the availability of resources to reach the wider community.

Keywords: AViRSinami, diffusion of innovations, disaster mitigation communication, tsunami, virtual reality.