

ABSTRAK

Penelitian ini bertujuan untuk menganalisis perencanaan pesan komunikasi bencana *Megathrust* dalam program edukasi yang dilakukan oleh BPBD Kabupaten Cilacap pada masyarakat pesisir. Latar belakang penelitian ini didasarkan pada tingginya risiko bencana *megathrust* di wilayah pesisir Cilacap serta masih rendahnya pemahaman masyarakat terhadap pesan mitigasi yang disampaikan. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Analisis penelitian menggunakan teori *Message Design Logic* dari Barbara O'Keefe yang meliputi *expressive logic*, *conventional logic*, dan *rhetorical logic*. Hasil penelitian menunjukkan bahwa perencanaan pesan komunikasi bencana yang dilakukan BPBD Kabupaten Cilacap telah mencakup tiga bentuk logika komunikasi. Logika ekspresif terlihat dari penyampaian informasi awal terkait ancaman *megathrust* dan potensi tsunami kepada masyarakat secara langsung. Logika konvensional terlihat dari penyampaian pesan yang mengikuti prosedur kebencanaan seperti jalur evakuasi, simulasi, dan pemahaman fungsi *Early Warning System* (EWS). Sementara itu, logika retorik masih belum optimal karena pesan belum sepenuhnya mampu membangun perubahan perilaku dan kesadaran masyarakat secara menyeluruh. Selain itu, ditemukan adanya keterbatasan dalam sarana peringatan dini serta masih terdapat masyarakat yang belum memahami secara utuh pesan edukasi yang disampaikan, termasuk kondisi operasional sirine EWS yang belum seluruhnya berfungsi secara optimal. Kesimpulan penelitian ini menunjukkan bahwa efektivitas komunikasi bencana tidak hanya ditentukan oleh ketersediaan program edukasi, tetapi juga oleh cara pesan dirancang dan disampaikan. Perencanaan pesan berbasis *Message Design Logic* perlu diperkuat terutama pada aspek logika retorik agar pesan tidak hanya dipahami, tetapi juga mampu mendorong kesiapsiagaan dan perubahan perilaku masyarakat pesisir dalam menghadapi ancaman *megathrust*.

Kata kunci: Komunikasi Bencana, *Megathrust*, BPBD, Perencanaan Pesan, Masyarakat Pesisir

ABSTRACT

This study aims to analyze the planning of Megathrust disaster communication messages in the education program carried out by the Cilacap Regency BPBD in coastal communities. The background of this research is based on the high risk of the megathrust disaster in the coastal area of Cilacap and the low public understanding of the mitigation message conveyed. This study uses a descriptive qualitative approach with data collection techniques through observation, interviews, and documentation. The research analysis uses the Message Design Logic theory from Barbara O'Keefe which includes expressive logic, conventional logic, and rhetorical logic. The results of the study show that the planning of disaster communication messages carried out by the Cilacap Regency BPBD has included three forms of communication logic. The expressive logic can be seen from the delivery of initial information related to the threat of megathrust and the potential for a tsunami to the community directly. Conventional logic can be seen from the delivery of messages that follow disaster procedures such as evacuation routes, simulations, and understanding the functions of the Early Warning System (EWS). Meanwhile, rhetorical logic is still not optimal because the message has not been fully able to build a change in behavior and public awareness as a whole. In addition, it was found that there were limitations in early warning facilities and there were still people who did not fully understand the educational message conveyed, including the operational condition of the EWS siren which was not fully functioning optimally. The conclusion of this study shows that the effectiveness of disaster communication is not only determined by the availability of educational programs, but also by the way messages are designed and delivered. Message Design Logic-based message planning needs to be strengthened, especially in the aspect of rhetorical logic so that the message is not only understood, but also able to encourage preparedness and behavior change in coastal communities in the face of the threat of Megathrust .

Keywords: Disaster Communication, Megathrust, BPBD, Message Design, Coastal Communities