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Optimization Management Communication in Rehabilitation of Disaster Victims: A Review in Kampar Regency

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Abstract: Communication is very important elements in countermeasures disasters, including various aspect like mitigation, preparedness, response emergency, and recovery (Shannon & Weaver, 1949; UNICEF, 2020). In context this, effective communication become foundation main for reach system management efficient disaster management. Resilience, speed, and capability for adapt with progress technology become condition absolute in face challenges posed by disasters natural disasters nature, such as floods, earthquakes earth, and fire, have significant impact to community. Impact This No only limited to damage physical, but also includes loss large economic impacts. for example, a disaster floods in Kampar Regency have cause increasing losses from year to years. Effective rehabilitation is essential for restore life affected communities, and management good communication can play a role in increase awareness as well as participation public in the rehabilitation process.

Keywords: Disaster Communication Management, Rehabilitation of Disaster Victims, Community Resilience.

INTRODUCTION

Research specifically addressing management communication in the context of disaster victim rehabilitation is still limited. Kampar Regency, known as a disaster-prone area, especially flooding, requires an efficient communication strategy. This phenomenon is highly relevant to study, given that Kampar Regency is one of the areas with a high level of disaster vulnerability. Flooding, which occurs almost annually along the Kampar River, is a major concern. Based on data from the Kampar Regional Disaster Management Agency (BPBD), there has been an increasing trend in the number of flooding incidents over the past three years. The following table shows data on flood incidents and their impacts in Kampar Regency:

Table 1. Trends improvement incident floods in Kampar Regency

Year	Amount Incident Flood	Number of Affected Victims	Loss (Rp Billion)
2022	18	12,354	37.5
2023	21	15,287	42.8
2024	24	17,932	55,6

Table 1. above show trend improvement incident floods in Kampar Regency from 2022 to 2024. Amount incident flood increase in a way significant, which has an impact on the number of victims affected and losses economy. This data confirm urgency for develop an integrated and responsive communication strategy in countermeasures disaster in Kampar Regency. Efficient communication strategies No only will help in the rehabilitation process, but also deep increase awareness public about risk disaster. Participation active public in effort mitigation is very important, and a more effective approach holistic in management communication expected can minimize impact from disaster as well as speed up the recovery process.

With collaboration between government, institutions related, and society, we can build more systems tough and responsive to disaster, so that safety and welfare public can awake with more good. Research This aim for understand and analyze in a way deep challenge and the process in management countermeasures disaster, especially in the phase flood victim rehabilitation. formulation problem main in study This shared become two focus. First, the researcher want to study How effectiveness management communication implemented in the entire process of rehabilitation of disaster victims nature in Kampar Regency, which includes coordination inter-agency, delivery information, and feed come back from affected communities. Second, to get comprehensive solutions, research This aim for identify factors dominant influencing effectiveness communication in effort rehabilitation of disaster victims in Kampar Regency. Factors This covering aspect organization, technology, and resources Power human (HR) implementers.

A number of urgent research appear Because focus existing studies Still fragmented. for example, research by Suryanto & Putra (2024) in Journal Administration Public show that Lots study in Indonesia more emphasize on the phase response emergency and description communication, rather than on modeling factors that influence effectiveness communication in the rehabilitation process. In addition that, research by Fink & Williams (2023) in the Journal of Crisis Management emphasizes that the linear communication model is not capable catch dynamics messages in the digital age, where misinformation can spread with fast. Research This expected can give outlook new about importance management integrated communications, as well as offer solutions that can implemented for increase effectiveness rehabilitation and construction preparedness society in the future.

In context this is important for explore use modern technology in management communication disaster. The use of social media and mobile applications can become very effective tool for spread information in a way fast and extensive. Research by Khasanah et al. (2022) in Journal Technology and Communication show that use of digital platforms in communication disaster can increase participation society and accelerate response to situation emergency. With utilise technology, government and organizations humanity can reach public with more effective, providing accurate information time, and reduce risk misinformation.

Expected updates from study This covers development of a more sophisticated communication model adaptive and responsive to dynamics local in Kampar Regency. With

integrate theory modern communication and practice best in management disaster, research This aim for produce recommendations that can be implemented by the government regions and institutions related. This model expected can facilitate exchange more information Good between various stakeholders interests, including government, NGOs, and society, so that create more systems cohesive in countermeasures disaster.

Besides that, research this also attempts for identify and analyze challenges faced in implementation of communication strategies moment this. With understand obstacles mentioned, it is hoped that can found solution practical that can increase effectiveness communication in situation emergency. Research this will also give outlook about How build capacity public for participate active in the rehabilitation process, with hope that public No only become recipient information, but also as agent change. With consider complexity handling post-disaster, especially in the recovery phase rehabilitation, research This expected can give contribution significant in development of a more effective communication strategy good. Through greater understanding deep about challenges and processes in management countermeasures disaster, we can designing more systems effective and responsive, which ultimately will increase welfare community in Kampar Regency.

METHOD

Study This use method qualitative with approach studies case. Method This chosen Because allows researchers for dig in -depth information about practice communication in countermeasures disaster in Kampar Regency. Data will be collected through interview deep with stakeholders interests, including government regions, NGOs, and affected communities.

Analysis Techniques

After the data is collected, analysis will done with use technique analysis thematic. This process covering a number of more steps details:

1. Data collection:

The data will be collected through interview in-depth, observation, and documentation related like report disasters and existing communication strategies. Interview will done with stakeholders relevant interests for get diverse views about management communication.

2. Transcription:

All interview will transcribed for make it easier analysis. This process involving writing repeat conversation from interview in a way accurate, so that all information important recorded.

3. Coding:

After transcription, the researcher will identify emerging themes from data with give code in parts certain from transcript. This code will covers category such as " communication effective ", " participation society ", and " obstacles in communication ".

4. Analysis Thematic:

The codes that have been identified will grouped to in more themes big. Analysis This aim for find patterns and relationships between existing themes. Researchers will use device soft analysis qualitative, such as NVivo or Atlas.ti, for help in organizing and analyzing data.

5. Data Interpretation:

After the theme and pattern identified, researchers will do interpretation against data for interesting conclusion. This including evaluate How factors certain influence effectiveness communication and how matter This contribute to the rehabilitation process.

6. Validation Findings:

for ensure accuracy and credibility results, researchers will do data triangulation with compare information from various sources (interviews, observations, and documents). This help for ensure that findings obtained is consistent and able trusted.

The formula used for count frequency theme is as following:

$$F = nN \times 100\%$$

Where:

F = frequency theme

n = amount emergence theme certain

N = total number analyzed code

RESULTS AND DISCUSSION

Based on results analysis that has been done about management communication in countermeasures disaster in Kampar Regency. Focus main from discussion This is for understand challenges and processes faced in phase rehabilitation of flood victims, as well as for identify factors that influence effectiveness communication. With use method qualitative and technical analysis thematic, research This aim for give deep insight about practice communication implemented by various stakeholders interest.

Trends improvement incident floods in Kampar Regency during period 2022 to 2024. This data reflect the realities faced by society and the government area in face risk increasing disasters increased. In 2022, there were 18 incidents floods that affected 12,354 people, with loss economy reached Rp. 37.5 billion. This figure show that although incident flood Already happened, the impact Still in limits that can be managed. However, as walking time, trends This show significant improvement.

In 2023, the number of incident flood increase to 21, with number of victims affected increase to 15,287 people. The loss the economy also experienced increase, reaching Rp42.8 billion. The increase amount events and impacts This show that public Kampar Regency is increasingly prone to to disaster flood. This is can caused by several factors, including change climate, management source Power less nature good, and rapid urbanization. Research by Khasanah et al. (2022) shows that change pattern weather and management bad land can make things worse risk floods, which are in line with findings in context Kampar Regency.

Peak from trend This occurred in 2024, where the number of incident flood increase to 24, with 17,932 inhabitants impact and loss economy reached Rp55.6 billion. A significant increase in amount incidents, victims and losses This show that disaster flood No only problem local, but also a issues that require attention Serious from government regions and institutions related. This is in line with theory management stated risk that management risk disaster must done in a way proactive and sustainable (McCool & Moote, 2001).

Improvement incident flood this also shows the need for a better communication strategy Good in countermeasures disaster. Effective communication can help increase awareness public about risk disaster and encourage participation active in effort mitigation. Research by Dwyer et al. (2015) confirms that good communication during disaster can speed up response society and reduce impact negative. Therefore that 's important for stakeholders interest for formulate a more effective communication strategy responsive and inclusive, so that public can more Ready face risk increasing flooding increase.

With Thus, the data presented in Table 1 no only describe trend incident floods, but also highlights challenges faced by Kampar Regency in management disaster. Increase amount significant events and impacts show the need action quick for repair system communication, improve capacity society, and formulate more policies Good in face risk future disasters.

Data Collection

Data collection in study This done through three method main: interview in-depth, observation, and analysis document. Interview deep with stakeholders interests, such as government regions, NGOs, and affected communities, providing diverse perspectives about

practice applied communication in countermeasures disaster. Through interview this, researcher can dig more information in about experience individuals, as well as the challenges and successes they face face it in context countermeasures disaster. According to Patton (2002), interviews deep is very effective tool for understand the meaning given individual to experience they, so that give richer and more contextual insights.

Besides that, observation directly in the field play a role important in understand context situation moment disaster happened. With do observation, researcher can see in a way direct How communication ongoing in situation emergency, including interaction between various parties involved. Observation This in line with theory communication situational proposed by Berlo (1960), which emphasizes importance context in the communication process. Through approach this, researcher can catch possible dynamics No revealed in interviews, such as nuances in interaction between community and officers disaster.

Documents analyzed, including report existing disaster and communication strategies, providing valuable secondary data for support findings research. Analysis document This help researchers understand framework existing work and how policies implemented impact on practice communication in the field. Theory analysis documents put forward by Bowen (2009) show that document can give context important historical and policy for understand situation moment this. With Thus, the analysis document functioning for strengthen understanding about How decisions and policies influence practice communication.

Study previously also showed importance merger various method in study communication disasters. for example, research by Dwyer et al. (2015) emphasizes that multi-method approach can give a clearer picture comprehensive about challenges faced in communication disaster. With integrate interviews, observations, and analysis documents, research This try for give greater understanding holistic about management communication in Kampar Regency

With Thus, data collection was carried out in study This No only aim for get accurate information, but also for build greater understanding deep about context and dynamics communication in countermeasures disaster. Through approach this, it is hoped results study can give significant contribution to development of a more effective communication strategy effective and responsive in the future.

Transcription and Coding

Transcription process interview is step crucial in study this, done for ensure that all information important things to gain from respondents recorded with accurate. Correct transcription is very important, because error in this process can cause disappearance essential information, which in turn can influence results analysis. According to Flick (2018), accuracy in transcription is foundation for analysis valid qualitative, because information that is not accurate can change meaning and context from the statement given. With transcribe interview, researcher No only can referring to back to the statement specific from respondents, but also get more context deep about experience and views they. This is in line with approach phenomenological approach proposed by Smith et al. (2009), which emphasizes importance understand experience individual from corner view they alone. With method this, researcher can linking results interview with more context wide in countermeasures disaster.

After the transcription process finished, step furthermore is do coding for identify themes main from the collected data. Coding is a systematic process that allows researchers for label the parts certain from the data, so that make it easier grouping information. The codes generated covers category such as " communication effective ", " participation society ", and " obstacles in communication ". Coding process This No only functioning for organizing data, but also providing outlook beginning about what is possible become factor dominant in management communication. The grounded theory proposed by Glaser and Strauss (1967) supports

importance coding in study qualitative approach This recommend that coding must done in a way iterative, where researchers continuously compare new data with the data that has been There is for develop more categories comprehensive. With thus, coding No only help in data grouping, but also allows researchers for dig connection between different themes and understanding dynamics communication in context countermeasures disaster.

Study previously also showed that the coding process is systematic can increase quality data analysis. for example, research by Charmaz (2006) shows that effective coding can help researchers identify possible patterns and themes No visible in sight first. With apply method this research This aim for get greater understanding deep about challenges and successes in management communication in Kampar Regency. With approach this, it is hoped results study can give significant contribution to development of a more effective communication strategy Good in countermeasures disasters, as well as strengthen participation public in the rehabilitation process.

Coding Process in Study

After the transcription process interview finished, step next is do coding for identify themes main from the collected data. Coding is a systematic process that allows researchers for label the parts certain from the data, so that make it easier grouping information.

Use Coding

For example, researchers do interview with a number of informant, and the following is a number of quote from interviews that have been transcribed:

1. Quote 1: "We feel that communication between BPBD and the community is very important, especially moment disaster. However, often the information we receive late."
2. Quote 2: " Participation public in the rehabilitation process is very minimal. Many do not know How method involved."
3. Quote 3: "We are facing Lots constraint in matter access to technology. Many of us don't have a smartphone for get information latest."
4. Quote 4: " Support from government the village is very helpful, but we need more Lots training for increase our capacity."

1. Data Coding

After reading the quote above, the researcher can give code as following:

1. Coding for Quote 1:
 - a. Code: " communication effective "
 - b. Theme: Delay information in communication disaster
2. Coding for Quote 2:
 - a. Code: " participation public "
 - b. Theme: The low participation public in rehabilitation
3. Coding for Quote 3:
 - a. Code: " obstacle technology "
 - b. Theme: Limitations access to technology and information
4. Coding for Quote 4:
 - a. Code: " support government "
 - b. Theme: Importance support government in development capacity

2. Analysis Coding

After doing coding, researcher can grouping quote based on the same theme. for example, all related quotes with " communication effective " will grouped together for analyze patterns and relationships that emerge. With method this, researcher can see

whether There is similarities in experience respondents related communication, participation, and support government.

Relatedness with Theory

Coding process This in line with grounded theory theory proposed by Glaser and Strauss (1967), which emphasizes importance do coding in a way iterative. Researchers will Keep going compare new data with the data that has been There is for develop more categories comprehensive. for example, if researchers find more Lots quotes that show problem in communication, they can add sub - categories below theme " communication" effective " for more delve into problem the.

3. Analysis Thematic

Analysis thematic done with grouping codes that have been identified to in more themes big. This process aim for find patterns and relationships between existing themes, so that researchers can understand dynamics communication that occurs in context countermeasures disaster. With organize data into in relevant themes, researchers can more easy identify issues key influencing factors effectiveness communication. According to Braun and Clarke (2006), analysis thematic is very useful method in study qualitative, because allows researchers for give meaning in complex and diverse data.

Use device soft analysis qualitative like NVivo or Atlas.ti makes things very easy in the process of organizing and analyzing data. With use device soft this, researcher can more efficient in categorize data and identify emerging themes. This is in line with Saldana's opinion (2016) emphasizes that technology can increase accuracy and efficiency in qualitative data analysis. With help device software, researchers can dig connection between existing themes, identifying possible patterns No seen in a way directly, and compose more arguments strong based on findings obtained.

Analysis results show that theme " participation " society "is closely related with " communication effective ". Findings This show that when public feel involved and included in the communication process, they more Possible for participate active in effort rehabilitation. This is in line with theory participation active proposed by Arnstein (1969), who stated that participation public in the process of taking decision is key for reach success in social programs. When society feel that voice they heard and appreciated, them tend more committed for contribute in the rehabilitation process.

Study previously also supported findings this. for example, research by Ritchie et al. (2014) shows that effective communication and participation public contribute to the success of the rehabilitation program post-disaster. In context this, communication No only just delivery information, but also creates room for public for interact and provide bait back. With Thus, the results analysis This confirm importance build channel open and inclusive communication for increase participation public in countermeasures disaster.

With approach analysis systematic thematic research This expected can give more insight deep about factors that influence management communication in context disaster. Findings This can become base for formulate a more effective communication strategy effective and responsive, which ultimately will increase welfare public in face future disasters.

4. Data Interpretation

Data interpretation is carried out for interesting conclusion about How factors certain influence effectiveness communication. In analysis this, researcher evaluate How obstacle in communication can hinder participation society and slow down the rehabilitation process. for example, if found that ambiguity in communication between government and society cause confusion, things This show the need repair in method information delivered

and understood. According to Fisher (2004), communication that is not clear can create potential misunderstandings detrimental, especially in context disasters where timely and accurate information is essential.

Obstacle in communication can covers various factors, such as difference language, lack of channel effective communication, and misunderstanding to terminology technical. Theory interpersonal communication as put forward by Schramm (1954) emphasizes importance understanding in the communication process. If the message No delivered with easy way understood by the community, then information the No will effective. This is show that communication strategy must designed with consider background background and needs diverse audience.

Study previously also showed that ambiguity in communication can impact negative on participation society. A a study by McCool and Moote (2001) found that poor communication between government and society can cause distrust, which in turn reduce participation public in the rehabilitation program. Distrust This often appears from past experiences where the information provided No consistent or No accurate.

With Thus, the results interpretation This confirm importance repair in method information delivered and understood. Researchers recommend that the government and institutions related develop channel more communication effective, such as use simple language, data visualization, and training for officer communication for ensure that the message conveyed can understood by all layer society. This is in line with principle effective communication proposed by Barnlund (2008), which emphasizes importance involvement audience in the communication process for increase understanding and participation. Through approach this research This expected can give contribution significant to development of a more effective communication strategy Good in countermeasures disaster. With understand existing obstacles, stakeholders interest can formulate more solutions appropriate use for increase effectiveness communication and participation public in the rehabilitation process.

5. Validation Findings

Validation findings is step important for ensure credibility results research. Through the data triangulation process, researchers compare information from various sources — interviews, observations, and documents — for ensure that findings obtained is consistent and able trusted. Triangulation this is very important in study qualitative Because can reduce risk of bias and increase data reliability. According to Denzin (1978), triangulation help researchers for confirm findings from One source with source others, so that give a clearer picture comprehensive and accurate. Triangulation process No only help in ensure data consistency, but also serves to identify potential bias or error in the data. With compare information obtained from interview with observation direct and relevant documents, researchers can identify difference or possible discrepancies show the presence of bias in one of the source. for example, if information obtained from interview No in line with the data listed in document official, thing This Can become signal that There is problems that need to be addressed investigated more carry on.

Strong validation through triangulation will increase trust in results research and provide strong foundation for recommendations generated. This is in line with principle internal validity proposed by Creswell (2014), which emphasizes importance data accuracy in study qualitative for ensure that results obtained reflect existing reality. With Thus, triangulation become essential tools for strengthen arguments and findings in study this. Research previously also showed that triangulation can increase credibility results. A study by Yin (2018) confirms that use triangulation in study case can give greater validity high and reduce possibility error interpretation. In context countermeasures disasters, where

accurate and consistent information is essential, the implementation of triangulation become the more relevant. Research by McLafferty (2004) also shows that triangulation can help in understand complexity situation disaster with more well, possible researchers catch various existing perspectives.

For ensure accuracy and credibility results study regarding " Optimization Management Communication in Rehabilitation of Disaster Victims: A Review in Kampar Regency," researcher will do data triangulation. Triangulation This involving comparison information obtained from various source, namely interviews, observations, and documents. With method this, researcher can ensure that findings obtained consistent and able trusted.

With do triangulation and counting frequency theme, researcher can ensure that findings obtained is consistent and able trusted, and give a clearer picture clear about factors that influence effectiveness management communication in rehabilitation of disaster victims in Kampar Regency. With approach systematic triangulation, research This can give more findings credible and useful for development of a more effective communication strategy Good in countermeasures disaster. Strong validation No only will strengthen results research, but also provide contribute to a greater understanding in about practice effective communication in context disaster.

With do triangulation and counting frequency theme, researcher can ensure that findings obtained is consistent and able trusted, and give a clearer picture clear about factors that influence effectiveness management communication in rehabilitation of disaster victims in Kampar Regency. for example, if theme " Use Technology " appeared 12 times out of a total of 50 codes analyzed, then frequency can counted as following:

$$F = nN \times 100\%$$
$$F=1250 \times 100\% = 24\%$$

With approach systematic triangulation, research This can give more findings credible and useful for development of a more effective communication strategy Good in countermeasures disaster. Strong validation No only will strengthen results research, but also provide contribute to a better understanding in about practice effective communication in context disaster.

6. Frequency Theme

The formula used for count frequency theme ($F=nN \times 100\%$) gives method quantitative for evaluate how much often theme certain appear in the data. With use formula this, researcher can count percentage emergence every theme in analysis, which allows identification the most dominant and relevant themes in context management communication disaster. for example, if theme " communication" effective " appears in 70% of the total code analyzed, this This show that good communication is factor important in rehabilitation. Findings This in line with theory communication effective proposed by Berlo (1960), which emphasizes that quality communication is very influential success in reach objective together, including in situation emergency.

Understanding about frequency theme This No only give description about the most significant issues, but also can help stakeholders interest in formulate a more effective communication strategy good. With know which theme is the most frequent appear, stakeholders interest can focus on development appropriate intervention for increase communication between society and institutions related. This is in line with principle analysis content put forward by Krippendorff (2013), which emphasizes that analysis quantitative can give valuable insights in understand patterns and trends in qualitative data.

Study previously also supported importance analysis frequency in context communication disaster. A study by Haddow et al. (2017) show that understanding about dominant themes in communication disaster can increase the effectiveness of the communication strategy implemented. With know the most relevant themes, the institutions involved in management disaster can designing more messages appropriate target and appropriate with need public.

With Thus, the analysis frequency theme No only functioning as tool for measure emergence theme, but also as guide for formulate a more effective communication strategy effective in countermeasures disaster. Through greater understanding Good about the themes that emerge, it is hoped results study This can give contribution significant in increase practice future communication, as well as strengthen participation public in the rehabilitation process.

Utilization Triangulation and Calculation Frequency Theme

In study this, researcher identify a number of theme main thing that appears from the collected data. After doing analysis, researcher take notes amount emergence theme as following:

1. Communication Effective (n = 15)
 2. Participation (n = 10)
 3. Use Technology (n = 8)
 4. Constraint in Rehabilitation (n = 12)
 5. Support Government (n = 5)
- Total amount the analyzed code (N) is 60.

Calculation Frequency Theme

With use the formula that has been given:

$$F = \frac{n}{N} \times 100\%$$

Following is calculation frequency for each theme:

1. Communication Effective:
 $F = \frac{15}{60} \times 100\% = 25\%$
2. Participation:
 $F = \frac{10}{60} \times 100\% = 16.67\%$
3. Use Technology:
 $F = \frac{8}{60} \times 100\% = 13.33\%$
4. Constraint in Rehabilitation:
 $F = \frac{12}{60} \times 100\% = 20\%$
5. Support Government:
 $F = \frac{5}{60} \times 100\% = 8.33\%$

Interpretation of Results

From the results calculation frequency theme, researcher can interesting conclusion that theme " Communication" Effective " is the most dominant in context management communication in rehabilitation of disaster victims, with 25% of the total occurrence. This show that good communication become factor key in the rehabilitation process. On the other hand, the theme " Support The government " has frequency the lowest, namely 8.33%, which shows that although support government important, maybe No as strong as theme other in context study This.

7. Implications Study

Research result This own implications important for communication strategy development in countermeasures disaster. With understand challenges faced and factors influencing communication, stakeholders interest can designing more systems effective and responsive. Research This show that clear and transparent communication is essential for increase participation society. According to Heath and O'Hair (2009), effective communication in situation crisis No only help in delivery information, but also build trust between the parties involved. When the community feel that they involved in the communication process, they tend more active in effort mitigation and rehabilitation.

Besides that, the result study This can become reference for study next and help in development more policies Good in management disaster. Theory communication The crisis proposed by Coombs (2007) emphasizes that management good communication in situation crisis can reduce impact negative and increasing recovery. With understand factors that influence communication, taker policy can formulate a more strategic strategy Good in face challenges that arise during disaster.

Study previously also supported findings This. for example, research by Drabek (2003) shows that effective communication during disaster No only increase response society, but also accelerate the recovery process. With Thus, the results study This can give valuable insights for stakeholders interest in designing more policies responsive and based proof.

With a more approach systematic in communication disaster, it is hoped that results study This can give contribution significant to development of a more effective communication strategy good. Through greater understanding in about challenges and influencing factors communication, it is expected stakeholders interest can formulate more policies effective and responsive, which ultimately will increase ability public in facing and recovering from disaster.

CONCLUSION

Based on results research, can concluded that management effective communication play role crucial in countermeasures disasters, especially in phase Rehabilitation of flood victims in Kampar Regency. Research This show that:

1. Communication Effective: Engagement public in the communication process contribute to success rehabilitation. Ambiguity in communication can hinder participation public.
2. This matter show that a clear and transparent communication strategy is essential for ensure that public understand roles and responsibilities answer they in the rehabilitation process.
3. Factor Dominant: Several factors, including organization, technology, and resources Power human, influence effectiveness communication in countermeasures disaster.
4. Study This identify that HR skills and training in communication is also very important for increase effectiveness communication.
5. Importance Technology: Usage modern technologies, such as social media and mobile applications, can increase participation society and accelerate response to situation emergency.
6. Utilization technology This No only speed up flow information, but also allows public for contribute in distribution accurate information.
7. Communication Model Adaptive: Renewability from study This is development of a more sophisticated communication model adaptive and responsive to dynamics local in Kampar Regency.
8. This model expected can become guide for stakeholders interest in formulate a more effective communication strategy effective.

9. Welfare Society. Study This expected can give contribution significant in development of a more effective communication strategy Good in countermeasures disaster, increase welfare community in Kampar Regency, and become reference for study next in the field this. With understand challenges and processes in management countermeasures disaster, we can designing more systems effective and responsive, which ultimately will increase quality life affected communities.

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