



INCREASING PUBLIC KNOWLEDGE THROUGH HEALTH EDUCATION ON RADIO THROUGH TALKSHOWS WITH TITLE “THE ROLE OF VOLUNTEERS IN HELPING COMMUNITIES AFFECTED IN DISASTER” IN PROGRAM 1 RRI MALANG

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ABSTRACT

Volunteers are individuals who voluntarily donate their time and effort to make a positive contribution to others without expecting financial or material rewards. The roles of volunteers before a disaster (pre-disaster) is as supporters in policy formulation, planning, disaster risk reduction, and community disaster prevention and preparedness. This community service (PKM) aims to provide education about the role of volunteers, especially health volunteers, in helping people affected by disasters. The PKM activity was aimed at listeners of the Kiprah Indonesia program, which was broadcasted on Program 1 of the LPP RRI Malang Culture Channel. This PKM activity took the form of a talk show held live at the Kiprah Indonesia event on the Culture Channel Program 1 RRI Malang 105.3 FM, and was also broadcast via live streaming on the official RRI Malang Youtube channel. The community service (PKM) was carried out on December 29, 2022, by broadcasting live on the Kiprah Indonesia event on Program 1 Culture Channel LPP RRI Malang 105.3 FM. The PKM program was a radio talk show. Health education provided by this radio talk show was expected to increase public knowledge about the disaster management cycle, the definition/understanding of volunteers in disaster management, the working principles of volunteers, the five pillars of volunteers in disaster management, the task/duties of volunteer organizations, volunteer management, and also landslide and flood disaster mitigation. This talkshow also aims to provide mitigation and preparedness measures to deal with disasters, especially floods and landslides

KEYWORDS

Volunteers, health education, disaster mitigation

INTRODUCTION

Volunteers are individuals who voluntarily donate their time and effort to make a positive contribution to others without expecting financial or material rewards (Rahmat et al., 2021). Volunteers still benefit from their participation because they feel a positive impact on personal well-being, such as a sense of self-satisfaction and social interaction with the community (Abdurrasyid et al., 2013). According to the Head of the National Disaster Management Agency Regulation number 17 of 2011 which regulates the Guidelines for Volunteers in Natural Disaster



Management, the role of volunteers in disaster management efforts consists of several aspects. First, the role of volunteers before disaster (pre-disaster) is as a supporter in policy formulation, planning, disaster risk reduction, and prevention and community preparedness efforts. Furthermore, the role of volunteers during emergency response events, for example during natural disasters such as earthquakes, includes providing ration assistance, health evaluation, providing emergency education, and other logistics (Hayudityas, 2020). Finally, the role of volunteers after a disaster is to assist the local community by providing support such as temporary housing repairs and psychosocial recovery (Badan Nasional Penanggulangan Bencana, 2011). The active participation of volunteers is very important because it can contribute quickly, precisely, integrated, effective, efficient, transparent, and responsible in natural disaster management (Rahma et al., 2020).

Today, one form of broadcasting media that remains relevant in the modern era is radio (Wright et al., 2021). According to research, radio is a medium that is able to present information quickly because it has a high ability to disseminate information quickly and equalize it to a wide audience (Hasanah, 2021). Despite the presence of various other alternative media to listen to music and get information, radio still maintains its place in the hearts of its listeners (Ali, 2021). To date, radio listeners still comprise a large portion of the population (Sinaga, 2017). Nielsen data in the third quarter of 2017 showed that there were around 62.3 million radio listeners in Indonesia, divided into 56% of young people and the remaining 44% of adults (Anggraeny et al., 2021). Radio Republik Indonesia (RRI PRO 1) is one of the radio stations in Malang city which is part of the national broadcasting network of Radio Republik Indonesia. This radio station operates at a frequency of 91.5 FM. The program that is present at this radio station is "Kiprah Indonesia" which is broadcast on Program 1 Culture Channel LPP RRI Malang" and becomes a means of education for the community with target listeners from various age groups, especially the adult and elderly listener segments.

This service aims to provide education about the disaster management cycle, the definition/understanding of disaster management volunteers, the principles of volunteer work, the five pillars of disaster management volunteers, things that volunteer organizations must do, volunteer management. In addition, this service also aims to provide information about knowledge readiness and mitigation steps in facing disasters, especially floods and landslides. The target of this activity is the audience of the program "Kiprah Indonesia in Program 1 Culture Channel LPP RRI Malang." The results of this service are presented in the form of community service articles and talk shows uploaded on the Youtube social media platform.

MATERIALS AND METHODS

This Community Service (PKM) activity was carried out on December 29, 2022. The PKM activity stage consists of a preparatory stage, which includes the following steps: First, identification of the needs and targets of the listeners of the "Kiprah Indonesia" program in Program 1 of the Culture Channel of LPP RRI Malang; Second, discussions were held with the manager of the "Kiprah Indonesia" program in Program 1 of the Culture Channel of LPP RRI Malang; and Third, preparation of health promotion media for talk shows, which includes the Extension Program Unit (SAP) and materials containing disaster management cycles, definitions / understanding of disaster management volunteers, volunteer work principles, five darma of disaster management volunteers, things that volunteer institutions must do, volunteer management, landslide disaster mitigation and flood disaster mitigation.

The next stage is the activity implementation stage, which includes organizing a live talk show on Program 1 Culture Channel RRI Malang 105.3 FM and live broadcast via the official Youtube channel of RRI Malang Official.



At the end of the PKM activity, the video recording of the Kiprah Indonesia talk show entitled "The Role of Volunteers in Helping Communities When Affected by Disasters" on Program 1 Culture Channel LPP RRI Malang was uploaded to the official Youtube channel of RRI Malang.



Figure 1. Talkshow Activity Poster

Results and Discussion

On December 29, 2022, the initial stage of PKM was carried out by holding a live broadcast on the Kiprah Indonesia event on Program 1 of the Culture Channel of LPP RRI Malang 105.3 FM, and also livestreaming through the official Youtube channel of RRI Malang. In its implementation, this program uses the talk show method as its format. Talk show is a form of event that presents several speakers to discuss in depth about a special theme or topic (Jirestiany & Muhsin, 2022). In addition, these talk shows are often accompanied by entertainment elements such as music, comedy, quizzes, and the like. The talk show format reflects the important characteristics of authenticity and credibility (Purnamasari & Rachmawati, 2023). Talk shows are generally hosted by a host who directs the conversation and facilitates interaction between the speakers and the audience (Defhany & Zafrinal, 2022). Radio programs such as talk shows have the potential to cause various effects in mass communication (Nasor, 2017). The effects of mass communication on mass media formats such as radio arise when each member of the public receives stimulus from the radio program and then processes it and finally experiences the impact of changes in knowledge and behavior from the mass communication (Nasution, 2017). Positive knowledge and behavior that appear in everyday life by the community can be influenced by the effects of mass communication, one of which is health education through radio including the "Kiprah Indonesia" talk show program on Program 1 Culture Channel LPP RRI Malang (Widjayanti et al., 2022).



Figure 2. Livestreaming Process of Kiprah Indonesia Talkshow



In addition to discussing the role of volunteers, this talk show also discussed the mitigation of landslides and floods. Disaster risk reduction in Indonesia is a must considering that Indonesia has a high level of disaster potential (Ramadhani et al., 2020). Almost all types of disasters can occur in Indonesia. Disaster management begins before a disaster occurs through mitigation and preparedness efforts (Pahleviannur, 2019). The mitigation phase is a phase that involves various activities, such as education, training, formation of teams and volunteers, planning evacuation routes when a disaster occurs, building disaster retaining structures, and so on (Prasetyo et al., 2022). At this stage, it is important to increase public awareness of disaster threats (Ayub et al., 2021). The importance of carrying out disaster mitigation education is something that cannot be ignored because by increasing public knowledge and awareness about the urgency of disaster preparation and response, it is expected to reduce the risk of damage that can arise from disasters (Waladani et al., 2022).



Figure 3. Livestreaming Process of Kiprah Indonesia Talkshow

In the final stage of PKM implementation, an upload of the Kiprah Indonesia talk show entitled "The Role of Volunteers in Helping Communities When Affected by Disasters" on Program 1 Culture Channel LPP RRI Malang to the official Youtube channel of RRI Malang. Apart from being broadcast live via live streaming, this talk show video can also be accessed within a certain period of time. This allows the dissemination of information not only limited to when the talk show takes place, but also allows repeated access within a certain period of time. Youtube is one of the social media platforms that is widely recognized as a medium where internet users can easily, quickly and effectively access and share various information (Meilinda, 2018). Given the current development trend that shows the importance of social media platforms as an effective and efficient source of mass communication, the utilization of Youtube as a means of health promotion is something worth considering and running (Aryani et al., 2021; Hakim, 2019). One of the main advantages of the Youtube platform is its ability to reach many people in a short time and in real-time, coupled with easy access for its users (Maritska et al., 2023).





Figure 4. RRI Malang Youtube Channel

CONCLUSIONS

Based on the implementation of PKM with the talk show method in the Kiprah Indonesia program on Program 1 Culture Channel LPP RRI Malang, it can be concluded that this approach is expected to increase public understanding of the role of volunteers in helping communities when affected by disasters. This PKM raises awareness for the community to understand about the disaster management cycle, the definition/understanding of disaster management volunteers, the principles of volunteer work, the five pillars of disaster management volunteers, things that volunteer organizations must do, and volunteer management. In addition, this PKM is also useful for building community awareness, especially in mitigating landslides and floods.

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Conflict of Interest

The authors affirm that they have no known financial or interpersonal conflicts that would have appeared to have an impact on the research presented in this study.

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