Organizational Communication Patterns In Disaster Management

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Abstract

The research objective is to find out the right communication patterns used in disaster management by organizations. This research uses descriptive qualitative research methods with literate data collection techniques. The results of this study indicate that organizations can use star communication patterns and chain communication patterns, Star communication patterns are used to communicate in general, where superiors directly communicate with subordinates and subordinates directly communicate to superiors without intermediaries from others. For the chain pattern in the organization is used to provide information that is announcement from one division to all employees that must be submitted through the division. Communication from superiors to subordinates in the form of work or task instructions. Communication from subordinates to superiors is communication in the form of work reports, information about disasters and advice.

Keywords: Communication Pattern; Organization

Introduction

Communication is a part of human life, since it was born it has communicated with its environment. In social life humans must communicate, meaning that they need others and need groups or communities to interact with each other. This shows the process of communication as a process of social integration between individuals and others and community groups. The integration process gives birth to various forms of individual components, community groups and organizations with a leadership system. In a leadership, there are two important elements that must be considered, namely between the leader and the leader. A good communication process between the two determines the survival of an organization. Between the two parties there must be two-way communication or two-way communication or reciprocal communication, for that cooperation is needed in hopes of achieving goals, both personal and group goals in order to achieve the goals of an organization.

To launch good communication in an organization, a leader needs a good pattern of communication and cooperation, where interaction between one part with another runs in harmony, dynamic, and certain. That way what is the goal in
an organization will be achieved effectively and in accordance with what is planned. The importance of communication patterns in organizations needs to be done with a good and correct system. The pattern of communication is also referred to as a picture or plan that becomes steps or an activity. The pattern of communication is also referred to as a picture or plan that becomes steps or an activity. The pattern of organizational communication is involved in the process of delivering messages carried out by the leadership to subordinates involved in disaster management. The delivery of this message is intended to synergize communication with good cooperation in order to achieve the goal of natural disaster management.

According to Redding and Sanborn in the book (Muhammad Arni, 2007), said that organizational communication is the sending and receiving of information in complex organizations. Included in this field are internal communication, human relations, managerial union relations, downward communication or communication from superiors to subordinates, upward communication or communication from subordinates to superiors, horizontal communication or communication from people at the same level / level in the organization, communication and speaking skills, listening, writing and communication evaluation programs.

According to Katz and Kahn in the book (Muhammad Arni, 2004), said that organizational communication is the flow of information, the exchange of information and the transfer of meaning within an organization. According to Katz and Kahn the organization is an open system that receives its environmental energy and converts this energy into products or services from the system and releases these products or services to the environment. It can be concluded that organizational communication is the sending and receiving of information in complex organizations. In this case the intended organizational communication, namely: communication in internal relations, external relations, the relationship of the manager, the communication from superiors to subordinates or downward communication, upward communication or communication from subordinates to
superiors, horizontal communication or communication from people who the same level / level in the organization and communication evaluation program.

According to (Widjaja, 2000) there are four communication patterns, namely communication wheel pattern (a person communicates to many people, has a clear leader, so the leadership strength is very influential in the process of delivering a message in which all information that runs must first be conveyed to the leader.); chain pattern (a (A) communicates to someone else (B), and so on (C), to (D) and to (E), this chain pattern does not have a leader, but a middle position which is decided as the leader to deliver information to all employees. This pattern has a direct line of communication up or down without any deviation); the circle pattern (almost the same in the chain pattern, but the last person (E) also communicates to the first person (A). this circle pattern has no leadership. However, all members of the organization can communicate with others, and each member can communicate with two members another on its side.); and star patterns (all members communicate with all members, this star pattern has the same strong power to influence other members, and without seeing who provides information).

According to Carter, 1992 in (Puturuhu Ferad, 2015), book, Disaster Management is an applied science science, by the systematic observation and analysis of disasters, to improve measures relating to prevention, mitigation, preparedness, emergency response and recovery (An applied science in the form of an effort to increase mitigation efforts through systematic observation and analysis of various types of disasters in the form of preventive measures, mitigation, preparedness, emergency response, and rehabilitation). Based on the disaster management management cycle, disaster management activities can be divided into 6 groups, namely: a. In the event of a disaster and immediate or emergency response (disaster impact-quick response), b. Rehabilitation (recovery), c. Reconstruction (development), d. Prevention (prevention), e. Mitigation and preparedness.

Basically, disaster management seeks to prevent people from disasters by reducing the possibility of emergence of hazards and overcoming vulnerabilities.
There are 5 Disaster Management Models, namely: 1) Disaster management continuum model This model is probably the most popular model because it consists of clear stages making it easier to implement. The stages of disaster management in this model include emergency, relief, rehabilitation, reconstruction, mitigation, preparedness, and early warning 2) Pre-during-post disaster model This disaster management model divides the stages of activities around the disaster. There are activities that need to be carried out before a disaster, during a disaster, and after a disaster. This model is often combined with the disaster management continuum model. 3) Contract-expand model This model assumes that all stages in disaster management (Emergency, Relief, Rehabilitation, Reconstruction, Mitigation, Preparedness, and Early Warning) should still be implemented in disaster-prone areas. 4) The crunch and release disaster management model emphasizes efforts to reduce vulnerability to overcome disasters. If the community is not vulnerable, disasters will also be less likely to occur even though the hazard still occurs. 5) Disaster risk reduction framework This model emphasizes disaster management efforts to identify disaster risks in the form of vulnerabilities and hazards and develop capacity to reduce those risks.

Disaster management is defined as an applied science (applicative) that seeks, with systematic observation and analysis of disasters to improve measures related to preventive, mitigation, preparation, emergency response and recovery. According to (Neil Grigg, 1988) the main phases and functions of management or management in general are included in disaster management, including: Planning (planning), including: (1) Identification of disaster problems or targets / objectives of disaster management targeted; (2) Primary and secondary data collection; (3) Determination of the method used; (4) Investigation, analysis or study; (5) Determination of solutions with various alternatives. The success of a process requires a clear and directed concept of strategy and implementation of the plan. This planning strategy goes through several stages. While the implementation of planning is an application or action and strategy.
Research methods

The method in this research is qualitative research. Qualitative research can be interpreted as research that produces descriptive data that can be interpreted as a problem-solving procedure by describing or describing the state of an object of research (individuals, organizations, communities, etc.) and now based on facts that appear in the field (Ghony M. D Junaidi & Fauzan Almansur. 2012).

Results and Discussion

Communication in an organization is very important, in an organization the communication that is established between superiors to subordinates, subordinates to superiors and fellow employees is very good. In the Organization if subordinates want to communicate to superiors, then subordinates can directly communicate with superiors without intermediaries. Communication patterns that can be used when handling a disaster are likely to use star communication patterns and chain communication patterns. Star communication patterns are usually used to communicate in general, where superiors directly communicate with subordinates and subordinates directly communicate to superiors without intermediaries from others. While the chain communication pattern is used to provide information that is announcement from one division to all employees that must be submitted through the division. Communication media used in the organization are letters, handy talkies, telephone, internet, memos and meetings. What is often even always used to convey information is the internet, the internet in the form of WA (What Apps) groups.

Conclusion

Organizational communication patterns that are suitable for use when handling disasters are star patterns and chain patterns, where star patterns are used to communicate in general, where superiors directly communicate with subordinates and subordinates directly communicate to superiors without intermediaries from others. This communication can work because there is openness between superiors and subordinates and subordinates with superiors. Communication from superiors to subordinates is to provide information on how to
do work and existing policies. While communication from subordinates to superiors is regarding information on activities, decisions, and implementation of employees at a lower level. This communication can be in the form of work reports, information about disasters, suggestions and opinions / opinions. Communication at the Aceh Disaster Management Agency also uses formal and informal communication. Communication delivered between employees in the form of coordinating work, main tasks and problem solving that exist in the organization. Communicating about the work of the members also communicates informally about themselves, this is done to achieve, form, maintain social relationships and familiarity in the work environment. And for the chain pattern is used to provide information that is announcement from one division to all employees that must be submitted by the division that was decided by the leadership to spread information to all employees.

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