

ABSTARCT

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**COMMUNICATION DISASTER MANAGEMENT REGIONAL DISASTER
MANAGEMENT AGENCY (BPBD) BANTUL DISTRICT IN REDUCING
RISK OF DISASTER ABRASION IN THE SOUTH BEACH**

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Abrasion is the process of coastal erosion caused by currents erosion and blow wave and / or tidal damaging the surrounding. The incident not only disrupt the local economy but reduced income countries especially in the field of tourism Bantul. BPBDs Bantul stated rate of erosion along the coast of Bantul was high. Over the last 6 years it reached 100 meters at a number of beaches. Every year Bantul lost 2 meters inland. (BPBD) Bantul reported high waves at the beach Samas led to 15 families (KK) with a total of about 75 people. Based on these data the authors are interested to examine how disaster communications management applied by BPBDs Bantul in order to reduce the risk of disasters abrasion on the South Coast region.

In this study, the authors use a case study qualitative descriptive. Descriptive research intended to create pemeriaan (berthing) in a systematic, factual and accurate information on the facts and the properties of certain populations. This research was conducted at the Regional Disaster Management Agency Bantul. The authors use the technique of collecting data through in-depth interviews and literature.

Results of the research that has been carried out confirms that the Disaster Communications Management conducted by the Regional Disaster Management Agency (BPBD) Bantul quite good, considering the BPDB Kab. Bantul can help cope with disasters and minimize casualties in the disaster. Despite the fact that there are factors in the success of the support by the communication media used, namely social media, good coordination with the community and stakeholders, public awareness about the dangers bencana, and budgetary disaster that came from various sides. While his limiting factor is the lack of public awareness of the danger of abrasion, in addition there are other factors such as the building that occupies the location of hazards, poor coordination, and building unsound.