

INDONESIAN RED CROSS ASSOCIATION

¹Kesi, ²Usiono, ³Amri, ⁴Yunita Syahfitri

¹²³⁴Prodi Pendidikan Biologi, Fakultas Ilmu Tarbiyah dan Keguruan, Universitas Islam Negeri Sumatera Utara, Jl. William Iskandar Ps. V, Medan Estate, Kec. Percut Sei Tuan, Kabupaten Deli Serdang, Sumatera Utara, 20371

¹Kesijawa@gmail.com, ²usiono@uinsu.ac.id, ³amri71894@gmail.com, ⁴yunitasyahfitri236@gmail.com

KEYWORDS

Indonesian Red Cross, disaster preparedness, mitigation, community, humanitarian programs

ARTICLE INFO

Accepted: 2 Dec 2024

Revised: 13 Dec 2024

Approved: 22 Jan 2025

ABSTRACT

Disaster preparedness is an important element in minimizing the negative impacts on the community. The Indonesian Red Cross Association (PMI) has a vital role in helping the community prepare for potential disasters through a number of mitigation programs. This study aims to analyze the strategies implemented by PMI in improving community preparedness, evaluating the level of success of the implementation of these programs, and assessing their impact. The approach used in this study is descriptive qualitative, with data collection through interviews, observations, and document analysis. The results show that PMI has succeeded in educating the community through training, disaster simulations, and capacity building programs at the local level, although it is still faced with challenges of limited funds and manpower. Therefore, there needs to be stronger collaboration between PMI and the government to strengthen the effectiveness of disaster preparedness programs.[learning](#).

INTRODUCTION

Indonesia is a country that is very vulnerable to various natural disasters due to its geographical location on the Pacific Ring of Fire. Indonesia borders three active tectonic plates, namely Eurasia, Indo-Australia, and the Pacific, which are at risk of causing earthquakes and tsunamis. In addition, Indonesia also has many active volcanoes that increase the potential for destructive eruptions. In recent years, the impact of global climate change has worsened the situation by increasing the frequency and intensity of hydrometeorological disasters, such as floods and landslides (Rizki, 2023).

Since Indonesia is located in a highly disaster-prone area, community preparedness is very important to reduce the negative impacts of disasters. This involves not only a rapid response after a disaster, but also mitigation and prevention efforts that must be carried out first. The role of the Indonesian Red Cross (PMI) as a humanitarian organization that aims to help communities deal with disasters is very crucial in increasing community preparedness (Salim, 2022). PMI focuses on education, training, and simulations to strengthen community resilience in dealing with potential disasters.

One of PMI's most prominent efforts is through the disaster-resilient village program, which aims to strengthen local capacity to deal with disasters. This program includes training on first aid, emergency post management, and counseling on more effective disaster mitigation methods for the community (Kusuma, 2021). Although various programs have been implemented, PMI still faces various challenges such as limited experts, limited funds, and lack of coordination with various related parties that hinder the smooth implementation of the program.

Disaster Preparedness Concept

Disaster preparedness includes various strategic steps aimed at reducing the risk and impact of disasters before they occur. According to Alexander (2021), preparedness includes developing evacuation plans, community training, disaster simulations, and providing the necessary facilities and infrastructure. Preparedness does not only focus on preventive measures, but also on increasing community awareness and ability to better deal with emergency situations.

The Role of Humanitarian Organizations in Disaster Preparedness

Humanitarian organizations, such as the Red Cross, have an important role in increasing the capacity of communities to deal with disasters. Based on Kusuma's research (2021), this organization functions as a facilitator in providing information, training, and simulations to support disaster preparedness. One of PMI's initiatives is a community-based program, namely Disaster Resilient Village, which aims to empower local communities through education and the provision of risk mitigation tools.

Disaster Resilient Village Program

Disaster Resilient Village is a program designed to strengthen the community's ability to face, manage, and recover from the impacts of disasters. This program has three main focuses: (1) training for the community, (2) provision of preparedness facilities, and (3) cross-sector cooperation (Rizki, 2023). This approach is considered

successful in increasing community independence because it prioritizes local capacity development.

Challenges in Implementing Preparedness Programs

The implementation of preparedness programs often encounters various obstacles. Kusuma (2021) identified several major challenges, such as lack of trained personnel, limited funds, and weak coordination between stakeholders. Meanwhile, Salim (2022) emphasized the importance of collaboration between the government, the private sector, and the community as a solution to overcome these obstacles and expand the reach of the program.

RESEARCH METHODS

To achieve the research objectives, a qualitative descriptive approach was used. The data collection techniques applied were interviews, observations, and document analysis. This study focused on the preparedness program run by PMI, and data were collected from:

1. In-depth interviews with relevant parties, such as PMI officers, volunteers, and community members who are directly involved in preparedness programs.
2. Direct observation of the implementation of programs implemented by PMI, such as training, disaster simulations, and procurement of preparedness equipment.
3. Analysis of documents including PMI annual reports, related government policies, and relevant disaster mitigation and preparedness references.

The location of this research was conducted in areas prone to high disasters, such as Aceh, West Java, and Central Sulawesi. The thematic approach was used to analyze data patterns found from interviews, observations, and collected documents.

RESULTS AND DISCUSSION

1. PMI Strategy in Disaster Preparedness

PMI implements various strategies to increase community preparedness, including:

- a. Training and education for the community on the basics of first aid, evacuation techniques, and emergency post management aimed at strengthening the community's ability to deal with disasters (Salim, 2022).
- b. Disaster simulations are carried out regularly to train communities to respond to disaster events quickly and appropriately (Rizki, 2023).

- c. Empowerment of disaster-resilient villages, which involves education and provision of equipment needed by local communities to improve their preparedness (Kusuma, 2021).

PMI continues to develop strategies based on inclusivity and sustainability, such as:

- a. Involvement of vulnerable groups, including women, children, and people with disabilities, in training and simulation activities to ensure that all levels of society have the same capabilities in dealing with disasters (Nurhayati, 2022).
- b. School-based risk reduction programs, which involve students and teachers in identifying risks in the school environment and training them to carry out evacuation actions (Santoso, 2021).
- c. Establishment and strengthening of community-based early warning systems, which enable communities to monitor disaster risks in real-time through simple devices and local technology (Hakim, 2023).

PMI also develops a sustainable approach that emphasizes:

- a. Local capacity building through a tiered training program for village volunteers, which not only trains them as first responders, but also equips them to become trainers for other communities (Pratama, 2023).
- b. Integration of disaster mitigation with economic empowerment programs, such as disaster mitigation-based small business training, for example the production of waterproof goods or emergency response products (Handayani, 2022).
- c. GIS (Geographic Information System)-based data management to map disaster-prone areas more accurately, so that it can assist in more effective planning and distribution of resources (Ardiansyah, 2021).

PMI implements various approaches to improve community preparedness for disasters, including:

- a. Training for communities and volunteers on evacuation procedures, first aid, and emergency post management, which aims to strengthen community capacity in responding to disasters (Firmansyah, 2021; Arifin, 2022).
- b. Regular disaster simulations, designed to train communities to respond quickly and appropriately when faced with disaster events (Salim, 2022; Rizki, 2023).

- c. Empowerment of disaster-resilient villages, which includes training and provision of essential equipment to improve community preparedness at the village level (Hendrawan, 2022; Kusuma, 2021).
- d. Utilization of communication and information technology (ICT) to disseminate disaster preparedness information more efficiently and widely (Setiawan, 2022; Wibowo, 2021).
- e. Cooperation with non-governmental organizations and international institutions, to expand the reach and increase PMI's emergency response capacity (Tamsil, 2023; Syafira, 2023).

2. Effectiveness of Preparedness Programs

Based on research findings, the PMI program has been proven to increase public awareness of the importance of disaster preparedness. Most respondents showed an increase in understanding and skills in dealing with disasters. However, there are several challenges that hinder the implementation of the program optimally, including:

- a. Limited experienced human resources, especially in isolated areas (Rizki, 2023).
- b. Limited funding, which limits the scope and intensity of programs (Salim, 2022).
- c. Suboptimal coordination between PMI, local governments, and other organizations, resulting in overlapping programs and uneven distribution of resources (Kusuma, 2021).

The PMI program also shows success in several other aspects, including:

- a. Reduction of economic losses due to disasters, such as property damage and loss of livelihoods, thanks to education on asset protection and post-disaster economic recovery (Santoso, 2021).
- b. Increasing the capacity of local governments in working with PMI and the community to develop emergency response policies based on local needs (Nurhayati, 2022).

However, several other challenges also need attention, such as:

- c. Cultural barriers and local beliefs sometimes hinder the implementation of certain mitigation measures, such as relocation from disaster-prone areas (Hakim, 2023).

- d. Lack of logistical facilities in remote areas, leading to delays in the distribution of aid and essential equipment (Nurhayati, 2022).

PMI managed to record several other strategic impacts, such as:

- a. Improving cross-sector coordination, especially between PMI, educational institutions, and community groups, which strengthens cooperation in implementing preparedness programs (Handayani, 2022).
- b. The expansion of the program's reach to remote areas, although still constrained by infrastructure, is thanks to PMI's efforts to utilize local volunteers to reach remote areas (Pratama, 2023).

However, there are still challenges that need to be considered, such as:

- a. Lack of data-based monitoring and evaluation makes it difficult to measure the long-term impact of programs that have been implemented (Ardiansyah, 2021).
- b. Low involvement of the private sector in several regions, which actually have great potential to support programs through CSR (Corporate Social Responsibility) (Handayani, 2022).

Based on research, the PMI program has succeeded in increasing public understanding and awareness of disaster preparedness, but there are several challenges that need to be overcome, such as:

- a. The limited number of trained personnel, especially in remote areas, hinders the optimal implementation of training and simulations (Salim, 2022; Kusuma, 2021).
- b. Limited funding, which limits the development and expansion of program coverage (Arifin, 2021; Rizki, 2023).
- c. Lack of coordination between PMI, local governments, and related organizations, which causes overlapping programs and uneven distribution of resources (Firmansyah, 2021; Wibowo, 2021).

3. Impact on Society

Overall, the PMI program has a positive impact on society, including:

- a. Increasing understanding of disaster risks among the community, as seen from their active involvement in disaster simulations and training conducted by PMI (Salim, 2022).

- b. Increasing community participation in preparedness activities, which enables them to be more independent in dealing with disasters (Rizki, 2023).

The positive impacts of PMI programs on the community include:

- a. Changes in community behavior, such as increased awareness of preparing family evacuation plans and storing important documents in a safe place (Hakim, 2023).
- b. Strengthening social relations within the community, where people are increasingly accustomed to working together to reduce risks and recover from the impacts of disasters (Santoso, 2021).

However, obstacles in involving vulnerable groups in several areas indicate the need for a more personal and adaptive approach according to the specific needs of each group (Nurhayati, 2022).

PMI programs also encourage the emergence of locally-based innovations, such as:

- a. Development of local products for emergency response, for example simple folding boats designed by communities in flood-prone areas (Ardiansyah, 2021).
- b. Increasing the capacity of women in communities, who are now more involved in decision-making related to disaster preparedness, thereby reducing dependence on outside parties (Handayani, 2022).

On the other hand, challenges in strengthening disaster literacy are still an obstacle in several areas with low levels of education, so PMI needs to develop more visual and practice-based education methods (Pratama, 2023).

Overall, the PMI program has a positive impact on society, including:

- a. Increased awareness of disaster risks, as seen from the increasing active participation of the community in simulations and training held by PMI (Tamsil, 2023; Lestari, 2021).
- b. Improving community capacity in dealing with disasters, which enables them to be more independent in responding to disasters without having to rely on outside assistance (Hendrawan, 2022; Rizki, 2023).
- c. Increasing the role of women in disaster-related decision-making, which is increasingly being considered through gender-based empowerment programs (Syafira, 2023; Zulkarnain, 2021).

- d. However, the challenge in reaching remote areas is still an issue that must be solved so that the benefits of the program can be felt evenly throughout Indonesia (Putri, 2021; Arifin, 2021).

CONCLUSION

PMI has played an important role in improving community preparedness for disasters. Through various training programs, simulations, and empowerment of disaster-resilient villages, PMI has succeeded in increasing community awareness and skills in dealing with potential disasters. However, PMI still faces significant challenges related to limited resources, funding, and coordination between various parties that need to be addressed immediately to improve program effectiveness.

REFERENCES

- Alexander, D. (2021). *Principles of Emergency Planning and Management*. London: Oxford University Press.
- Ardiansyah, H. (2021). *GIS untuk Mitigasi Bencana di Indonesia*. Yogyakarta: GeoMedia.
- Arifin, M. (2021). Pemberdayaan Masyarakat dalam Kesiapsiagaan Bencana di Daerah Terpencil. *Jurnal Kesiapsiagaan Bencana*, 12(3), 45-56.
- Firmansyah, J. (2021). *Pelatihan Kesiapsiagaan Bencana di Komunitas*. Jakarta: Pustaka Media.
- Hakim, R. (2023). *Sistem Peringatan Dini Berbasis Komunitas*. Jakarta: Mitra Media.
- Handayani, S. (2022). *Pemberdayaan Ekonomi dalam Pengurangan Risiko Bencana*. Jakarta: Mitra Pustaka.
- Hendrawan, S. (2022). *Manajemen Bencana Berbasis Komunitas di Indonesia*. Bandung: Penerbit Aditya.
- Kusuma, A. R. (2021). "Community-based Disaster Preparedness: The Indonesian Red Cross Experience." *Journal of Humanitarian Action*, 10(2), 34–48.
- Kusuma, R. (2021). *Pengembangan Desa Tangguh Bencana: Program dan Tantangan*. Jakarta: Pustaka Mitra.
- Lestari, R. (2021). Peningkatan Kesiapsiagaan Bencana melalui Pendidikan. *Jurnal Pendidikan dan Sosial*, 29(2), 123-134.
- Nurhayati, L. (2022). *Inklusi Sosial dalam Manajemen Bencana*. Bandung: Ganesha Press.

- Pratama, F. (2023). *Relawan Desa sebagai Garda Depan Kesiapsiagaan Bencana*. Bandung: Sinergi Press.
- Putri, S. (2021). Pemahaman Masyarakat tentang Perubahan Iklim dan Dampaknya terhadap Kesiapsiagaan Bencana. *Jurnal Sosial dan Lingkungan*, 19(1), 99-108.
- Rizki, A. (2023). "The Role of Climate Change in Increasing Disaster Risks in Indonesia." *International Journal of Environmental Studies*, 15(3), 123–136.
- Rizki, N. (2023). Efektivitas Pelatihan Kesiapsiagaan Bencana di Indonesia. *Jurnal Penanggulangan Bencana*, 18(1), 78-92.
- Salim, F. (2022). Pendanaan untuk Program Kesiapsiagaan Bencana di Indonesia. *Jurnal Keuangan dan Pengembangan*, 14(4), 234-246.
- Salim, H. (2022). "Collaboration Challenges in Disaster Preparedness Programs in Indonesia." *Journal of Disaster Management*, 8(1), 56–67.
- Santoso, T. (2021). *Edukasi Bencana di Sekolah: Langkah Awal Pengurangan Risiko*. Surabaya: Akademia.
- Setiawan, A. (2022). Penerapan Teknologi Informasi dalam Penyebaran Informasi Kesiapsiagaan Bencana. *Jurnal Teknologi dan Mitigasi Bencana*, 10(2), 152-165.
- Syafira, S. (2023). Peran Media dalam Kampanye Kesiapsiagaan Bencana. *Jurnal Komunikasi dan Masyarakat*, 21(3), 130-141.
- Palang Merah Indonesia (PMI). (2022). *Laporan Tahunan Program Desa Tangguh Bencana*. Jakarta: PMI.
- Tamsil, M. (2023). Partisipasi Kelompok Rentan dalam Kesiapsiagaan Bencana. *Jurnal Sosial dan Kebencanaan*, 22(2), 115-124.
- Wibowo, S. (2021). Pengembangan Sistem Peringatan Dini Bencana dengan Teknologi GIS. *Jurnal Geospasial dan Teknologi*, 8(1), 59-72.
- Zulkarnain, R. (2021). *Masyarakat dan Kesiapsiagaan Bencana: Peran serta dan Tantangannya*. Jakarta: Penerbit Kesehatan.

Agus Wasisto Dwi Doso Warso. 2014, Learning and Assessment Process in Elementary Schools/Islamic Elementary Schools/Junior High Schools/Islamic Junior High Schools/Islamic Senior High Schools/Vocational High Schools. Yogyakarta: Graha Cendekia.

Hamalik, Oemar, (1990) in the book by Andrew Femando Pakpahan, et al., Development of Learning Media (Yayasan Kita Menulis, 2020)

Haudi, (2020) Basic Principles of Education (West Sumatra: Insan Cendekia Mandiri Publisher

M. Musfiqon. Nurdyansyah. N. In Haudi's book, Basic Principles of Education (West Sumatra: Insan Cendekia Mandiri Publisher. 2020)

Mahmudah, (2018) 1990 in the book by Andrew Femando Pakpahan, et al., Development of Learning Media (Yayasan Kita Menulis, 2020),

Munir, (2020) Basic Principles of Education (West Sumatra: Insan Cendekia Mandiri Publisher.

Nana, Sudjana, (2020) Ahmad Rivai in the book Haudi, Basic Principles of Education (West Sumatra: Insan Cendekia Mandiri Publisher.

Suteja Akhmad Affandi. (2016). Basics of Education, (Cirebon, CV. Elsi Pro).