



UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

Grounding Science, Advancing Literacy

— • Science Communications for Community Awareness

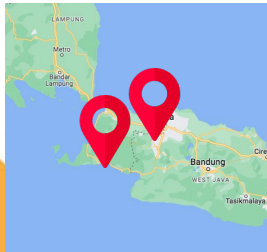
Irwan Fakhruddin

Deputy Head of Communication Science Department

Universitas Multimedia Nusantara



UMN was established by Kompas Gramedia – a leading media group company in Indonesia – as a form of its contribution to educate the nation.



***UMN is located 100 km north of Panggarangan**

15 years of contribution



Kampus Merdeka
INDONESIA JAYA

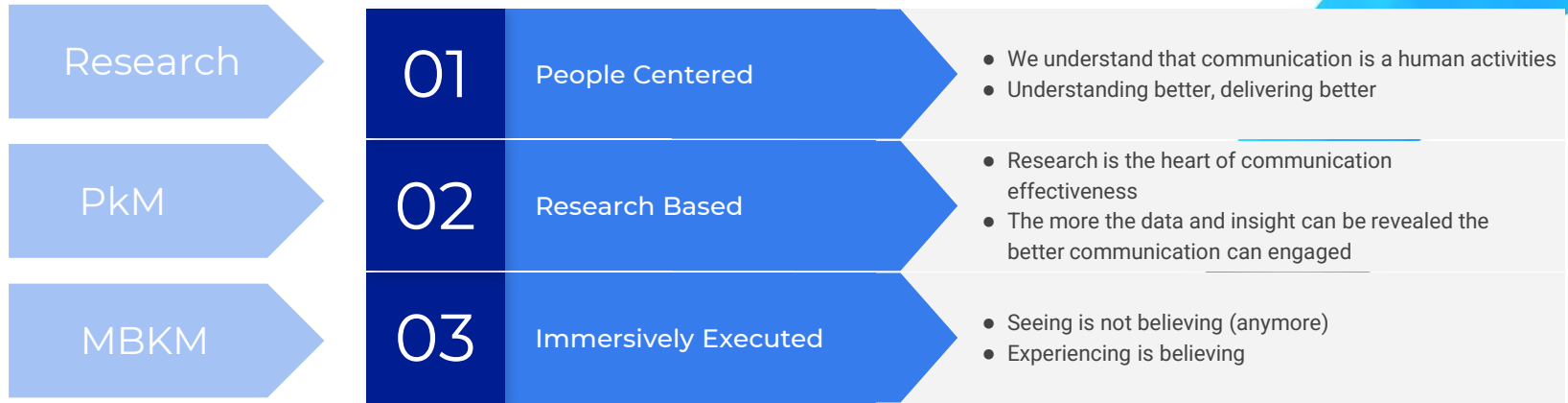




Why We're Here

- Fulfillment of national intelligence through **education, teaching, and research** as well as community service by provide learning process based on **collaborative learning that supported by professional lecturers and cutting edge curricula, and advance ICT infrastructure support** that fits to any problem solving needed in strategic communication.
- As part of the HSE, UMN operates **Health & Medical Unit**, periodic **earthquake drills**, and provides **infrastructures that are friendly for people with disabilities** (wheelchair ramp, guiding block, braille-knobbed elevators).
- Awarded as the **Jakarta's greenest private campus in UI Greenmetric 2021** - 14 out of 101 nationally, and ranked 146 - from 912 campus in the world. The world first ranking in environment management is deemed important for UMN who since its establishment has been committed to SDGs.
- Strategic Communication (Study Program has received **ASEAN University Network certification – Quality Assurance (AUN-QA)** – as ASEAN standard operational level universities, and **accredited A** by government.
- The official Instagram of the Strategic Communication Study Program **@stratcomm_umn has > 2K followers** while the UMN's official Instagram account **@universitasmultimediansantara has > 35K followers**.

For People For Purpose



- In 2020 UMN started be **part of Gugus Mitigasi Lebak Selatan (GMLS) Tsunami Ready collaboration** through **Community Services Program (PkM)**. In 2022, there are 2 teams of PkM consist of 5 lecturers each. We target the **Indicator #6 and #7** of Tsunami Ready indicators.
- In 2021 along with **Australia Health Security Partnership (AIHSP)** we collaborate to **develop campaign for Covid-19 booster-vaccine acceleration program** towards **elders and people with disabilities in Yogyakarta, Bali, and South Sulawesi**.
- In 2022 we won a **grant from the Ministry of Education and Culture, Research, and Higher Education** to implement **MBKM (Freedom Curricula) Humanitarian Project in Panggarangan**.

For People For Purpose (cont'd)

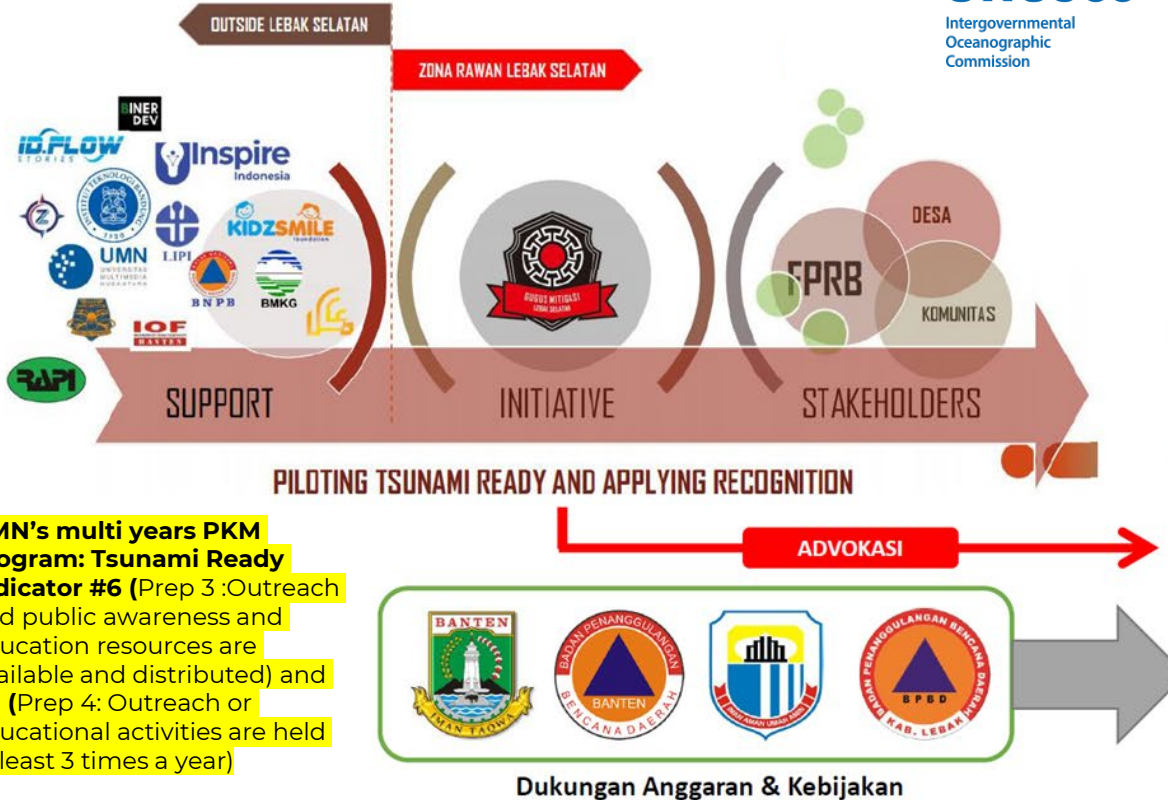
- We also engaged with **National Commission for Disabilities (KND)** to work on '**Nothing About Us Without Us**' framework and '**No One Left Behind**' in disaster response in Panggarangan. We also engaged with **National Commission for Disabilities (KND)** to work on '**Nothing About Us Without Us**' framework and '**No One Left Behind**' in disaster response in Panggarangan.
- We also doing a **door to door communication about mitigation and preparedness on earthquake and tsunami** towards people in Panggarangan.
- The deployment of students in the scheme of **Freedom Kampus Internship Program (MBKM)** allows students to create several **sustainable project such as Children Book Series, Photobook, Special Events (Exhibition, Poetry Competition, Theater Performance, Musical Performance, Film Workshop, Mobile Journalism Workshop etc.)**
- **Local wisdom that preserved also source of disaster mitigation**, so we conducted **1 Home 1 Storyteller ToT** to create **disaster ambassadorial that will help to spread the message of mitigation and preparedness** at their respective home and school.
- We also create scheduled **discussion program to engage Gen Z** towards knowledge on disaster offline and online by utilizing music and film.
- While **creative economy related activities** also be deployed in the context of **accelerating recovery**.

Forging Collaborations



As we all know that in September 2022 Panggarangan village has been verified by UNESCO as **Tsunami Ready Village**.

Piloting Tsunami Ready di Lebak Selatan would be **Pilot Project** as mitigation program based on local wisdom.



UMN's multi years PKM program: Tsunami Ready Indicator #6 (Prep 3 :Outreach and public awareness and education resources are available and distributed) and #7 (Prep 4: Outreach or educational activities are held at least 3 times a year)



2022

2023



SUPPORT (2022-2024)

PROGRAM MBKM

BENEFICIARIES

Local wisdom-based activity patterns

DISASTER PREPAREDNESS AND POST-DISASTER RESILIENCE

Program Design/Activities/Outcome & Implementation

Replication to Village/
Kampung Siaga Bencana
(KSB) in another area



Kampus
Merdeka
INDONESIA JAYA

Budget support &
Governance

Establishment of
Center for Crisis and
Risk Communication
Studies



How We Play A Part in Community Awareness?

Understanding people better helps to create better communication, deep understanding, and long term memories.

Nobody understand locals than locals.



Increasing the disaster awareness by implementing tools and channels that fits audience's socio-cultural and media behavior



Extending the possible agent capacity and productivity by means of maximizing their role utilization for wider communication reach



Optimizing operational budget with managed services and program based financing model



Cost efficiency implementation as this is a half pro-bono activities

Goes Further to Make Science Closer

As science is a very complicated things for public, we need to be aware of how to make it easier to understand and still in-reach with their cognitive capabilities.



Grounding Science by Understanding People



NETFLIX Beranda Acara TV Film Baru & Populer Daftar Saya Telusuri menurut Bahasa

documentary

Judul dalam: Dokumenter Sains & Teknologi

- THE MIND explained
- SPYCRAFT
- a trip to infinity
- SECRETS OF THE SAQQARA TOMB
- Take Your Pills XANAX
- BLACK HOLES THE EDGE OF ALL WE KNOW
- HUMAN THE WORLD WITHIN
- Fantastic Fungi
- How To Change Your Mind
- DOWNFALL THE CASE AGAINST BOEING



Grounding Science by Understanding People



LOCAL WISDOM AS A PART OF DISASTER COMMUNICATION: A STUDY ON THE LOCAL STORYTELLING IN DISASTER MITIGATION IN BAYAH, SOUTH LEBAK

Irwan Fakhruddin¹, Maria Advenita Gita Elmada²

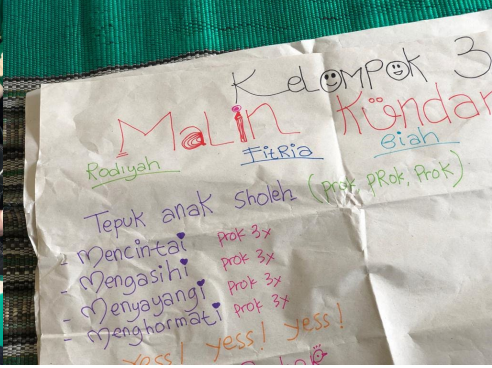
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ABSTRACT

Located between the tectonic plates of Asia and Australia, a zone of high tectonic activity on the Pacific Ring of Fire with a row of mountains and active volcanoes makes Indonesia one of the countries with the highest natural disaster risk in the world. One of the potential disasters that attract attention is the potential for megathrust in southern Java, which has the potential to cause a tsunami of up to 20 meters. Various disaster mitigation efforts were carried out, one of which was to explore disaster mitigation messages in local wisdom and rely on community leaders as bearers of mitigation messages. Using an exploratory case study method, this research seeks to see mitigation messages in local wisdom in Bayah, South Lebak. The role of community leaders is also observed in community-based disaster communication. As a result, it was found that many messages based on local wisdom had content on disaster mitigation and nature conservation. Community leaders have a strategic role as Key Opinion Leader in conveying disaster mitigation messages, both messages based on local wisdom and modern science, to the community.

Keywords: local wisdom, local storytelling, disaster communication, disaster mitigation

1 House 1 Storyteller



Goes Local (sociocultural)



HAYU URANG SIAGA CAAH LAUT Siapa Siaga Tsunami

The infographic provides information about tsunami preparedness and evacuation routes. It includes a map of the area, a legend, and various icons representing different types of buildings and facilities. The text is in Indonesian and provides instructions on how to stay safe during a tsunami.

Sejauh Gempu di Labak

Apakah Tsunami Itu?
Tsunami adalah gelombang permukaan yang berawal dari gempa bumi dan lain-lain di perairan. Gelombang tsunامي ini datang dengan kecepatan yang sangat tinggi.

Pahani Makna Rambu berikut ini!

Evaluasi Mandiri!

Legenda:

- Area Rawan Tsunami
- Area Rawan Gempa Bumi
- Area Rawan Banjir
- Area Rawan Longsor
- Area Rawan Tanah Longsor
- Area Rawan Gempa Bumi
- Area Rawan Banjir
- Area Rawan Longsor
- Area Rawan Tanah Longsor

Tanggap Siaga

- Menyusun rencana tanggap darurat yang melibatkan semua pihak yang berkaitan.
- Menyusun rencana tanggap darurat yang melibatkan semua pihak yang berkaitan.
- Menyusun rencana tanggap darurat yang melibatkan semua pihak yang berkaitan.

Tanggap Peningkatan

- Menyusun rencana tanggap darurat yang melibatkan semua pihak yang berkaitan.
- Menyusun rencana tanggap darurat yang melibatkan semua pihak yang berkaitan.
- Menyusun rencana tanggap darurat yang melibatkan semua pihak yang berkaitan.

Tanggap Evakuasi

- Menyusun rencana tanggap darurat yang melibatkan semua pihak yang berkaitan.
- Menyusun rencana tanggap darurat yang melibatkan semua pihak yang berkaitan.
- Menyusun rencana tanggap darurat yang melibatkan semua pihak yang berkaitan.

Link dan Kontak:

- www.bkkp.go.id
- www.bmkg.go.id
- www.ppt.go.id
- www.ppt.go.id

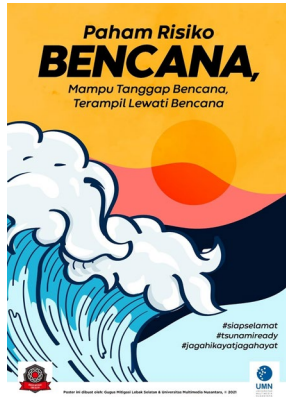
Logo of various organizations: UNESCO, WFP, UNICEF, UN Women, UN Women Australia, UN Women Canada, UN Women Denmark, UN Women France, UN Women Germany, UN Women India, UN Women Ireland, UN Women Italy, UN Women Japan, UN Women Korea, UN Women Mexico, UN Women Norway, UN Women Philippines, UN Women Sweden, UN Women Switzerland, UN Women Thailand, UN Women United Kingdom, UN Women United States, UN Women Vietnam, UN Women Zambia, UN Women Zimbabwe, UN Women Afghanistan, UN Women Albania, UN Women Algeria, UN Women Argentina, UN Women Armenia, UN Women Austria, UN Women Azerbaijan, UN Women Bangladesh, UN Women Belgium, UN Women Bolivia, UN Women Brazil, UN Women Bulgaria, UN Women Cambodia, UN Women Canada, UN Women Chile, UN Women China, UN Women Colombia, UN Women Costa Rica, UN Women Czechia, UN Women Denmark, UN Women Dominican Republic, UN Women Ecuador, UN Women Egypt, UN Women Estonia, UN Women Finland, UN Women France, UN Women Georgia, UN Women Germany, UN Women Greece, UN Women Guatemala, UN Women Honduras, UN Women Hungary, UN Women Iceland, UN Women India, UN Women Indonesia, UN Women Italy, UN Women Jamaica, UN Women Jordan, UN Women Kazakhstan, UN Women Kenya, UN Women Korea, UN Women Kuwait, UN Women Kyrgyzstan, UN Women Latvia, UN Women Lebanon, UN Women Lithuania, UN Women Luxembourg, UN Women Madagascar, UN Women Maldives, UN Women Mali, UN Women Malta, UN Women Mexico, UN Women Moldova, UN Women Monaco, UN Women Mongolia, UN Women Morocco, UN Women Myanmar, UN Women Nepal, UN Women Netherlands, UN Women New Zealand, UN Women Nicaragua, UN Women Nigeria, UN Women Norway, UN Women Oman, UN Women Pakistan, UN Women Panama, UN Women Paraguay, UN Women Peru, UN Women Philippines, UN Women Poland, UN Women Portugal, UN Women Romania, UN Women Rwanda, UN Women Saudi Arabia, UN Women Senegal, UN Women Serbia, UN Women Slovakia, UN Women Slovenia, UN Women South Africa, UN Women South Korea, UN Women Spain, UN Women Sri Lanka, UN Women Sweden, UN Women Switzerland, UN Women Taiwan, UN Women Tajikistan, UN Women Tanzania, UN Women Thailand, UN Women Timor-Leste, UN Women Tunisia, UN Women Turkey, UN Women Uganda, UN Women Ukraine, UN Women United Kingdom, UN Women United States, UN Women Uzbekistan, UN Women Venezuela, UN Women Vietnam, UN Women Yemen, UN Women Zambia, UN Women Zimbabwe.



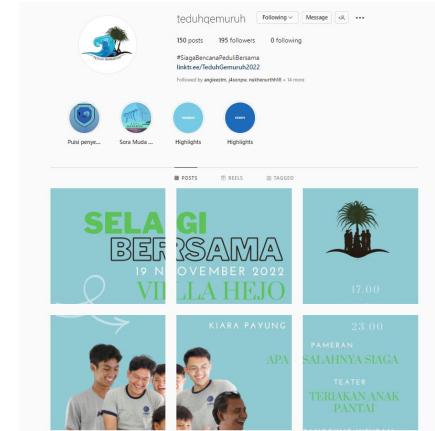
Goes Local (door-to-door activity)



Local Funnelling (insight, language, & media behavior)

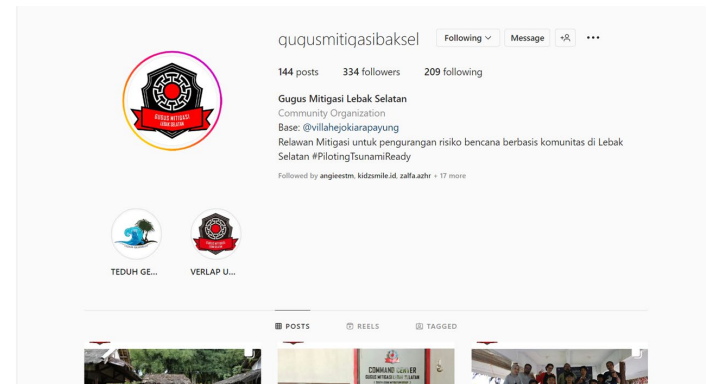


Local Funnelling (insight, language, & media behavior)



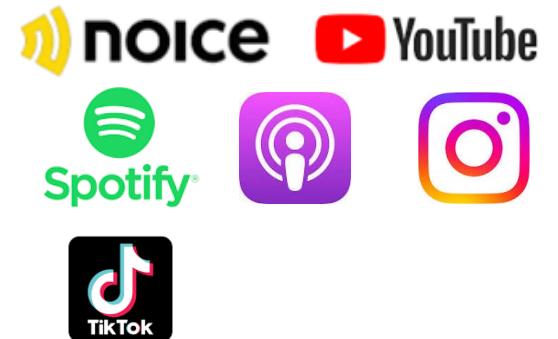
Instagram

- Home
- Search
- Explore
- Messages
- Notifications
- Create
- Profile
- More





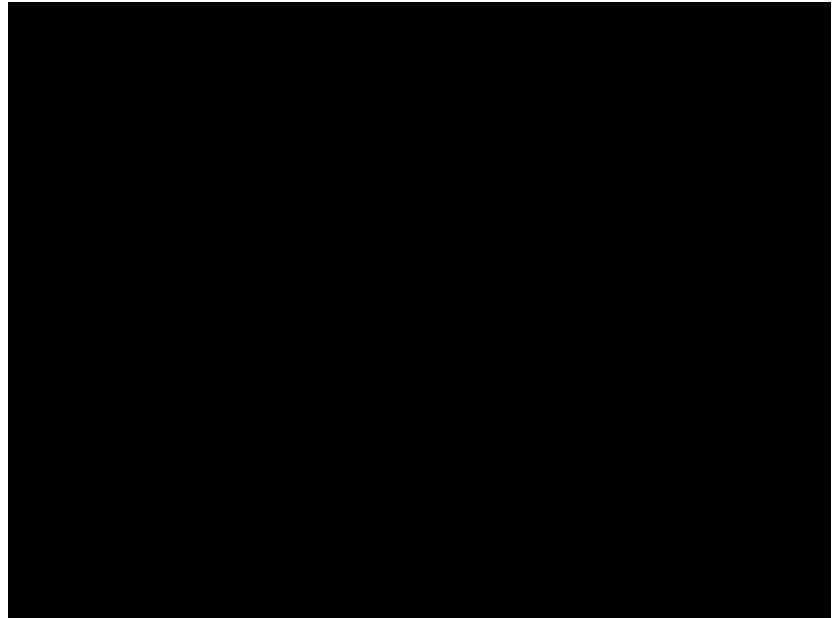
Transmedia Storytelling (to make it relevant)



Experiential Yet Immersive (ICT deployment)



<https://www.youtube.com/watch?v=GXsDVKwhOi4>



Summary

What can we learn from this story?



University is one of the stakeholders that help in science communications



3 pillars of university (**teaching, research, and community services**) can all be utilized for communication purpose in all stages of mitigation, preparedness, response, and recovery



Our **proximity towards youth (9000+ active students from nationwide) and industry** (also can be an advantage).



Local wisdom, creativity, deployment of immersive ICT, and social media funneling are important in science communication.



**The more we
collaborate,
the more
prepared the
community.
Thank you.**

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