

COMMUNICATION ORGANIZATIONAL PATTERNS TO REGIONAL DISASTER MITIGATION AFTER THE COVID-19 PANDEMIC

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Abstract

The COVID-19 pandemic, classified as a social disaster, continues to present challenges even in the post-pandemic era, especially in regions where public awareness and belief in the existence of COVID-19 remain low. This study focuses on identifying and analyzing the communication patterns employed by the Regional Disaster Management Agency (RDMA) of North Bengkulu Regency, Bengkulu Province, in mitigating the impact of the pandemic. The research aims to determine the organizational communication patterns within RDMA post-COVID-19 pandemic. A qualitative descriptive method was applied to explore the types and effectiveness of communication patterns—vertical, horizontal, and diagonal—used within the organization. The findings reveal that RDMA adopts a "wheel communication pattern" to coordinate disaster mitigation efforts, emphasizing the strategic use of digital platforms such as WhatsApp groups for instructions, reporting, and coordination among team members. This study provides insights into effective organizational communication strategies for regional disaster management and offers recommendations for future research to explore disaster mitigation efforts through digital communication channels and social media dissemination.

INTRODUCTION

The pandemic caused by the COVID-19 virus has resulted in inevitable radical changes in almost all areas of daily life. The pandemic has revealed perhaps the greatest crisis facing humanity in modern history (Karakose et al., 2021). We all believe that the Covid-19 pandemic has caused more severe problems in public health, quality of

life, and food security worldwide compared to previous pandemics (Borsellino et al., 2020). The Covid-19 pandemic as, a non-natural disaster that has spread to all provinces in Indonesia since it was declared a pandemic in 2020 still needs attention until now it is announced post-pandemic. Various impacts on social life, economic activities and the environment are still

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visible after the pandemic, but there have not been many studies that have studied this (Lüdtke et al., 2021).

The severe consequences of the COVID-19 Pandemic play a role in reviewing individual and collective choices and priorities. The COVID-19 disaster has brought about unexpected changes to the personal interactions and daily activities of individuals (Campedelli et al., 2020). The global COVID-19 emergency has caused unprecedented changes in interpersonal interactions and daily activities. Most of the current conditions show how we deal with disease by reimagining the human physical space (Megahed & Ghoneim, 2020). In response to this, the role of the government is very vital as a decision-maker. The government, as a decision-maker in handling disasters, obviously cannot work alone without supporting factors. The supporting factor in handling the disaster is that the community must participate in efforts to overcome the impact of the disaster. In this case, disaster communication is considered to be a study intended as an effort to improve after a reported handling action (Barbier & Burgess, 2020)

In the midst of efforts to overcome the COVID-19 pandemic that has spread almost throughout Indonesia, including in North Bengkulu Regency, Bengkulu Province, Indonesia, many people in these

areas still do not believe that this COVID-19 disease really exists, is accurate and dangerous. The results of the interview with the head of the Regional Disaster Management Agency (RDMA) of North Bengkulu stated. "A small number of people in North Bengkulu Regency still do not believe in the existence of the COVID-19 virus. I think covid-19 disease is the same as the common cold or fever".

Low public awareness is a challenge to prevent and deal with further infections after the COVID-19 pandemic. More and more residents are not obediently wearing masks when traveling, do not comply with their distance in public places from each other, there are still crowds every day in various places. It needs its own challenges to provide understanding to the community post-pandemic while maintaining the rhythm as it was during the pandemic, for example by distributing information on time so that the development of COVID-19 can continue to be monitored by the community (Rehm et al., 2021).

Based on COVID-19 recapitulation data from RDMA of North Bengkulu Regency, the first positive case of the COVID-19 virus in North Bengkulu Regency occurred in May 2020 with eight positive cases. From the data that has been recorded, there is a fairly slight increase in positive cases every month in 2020. Throughout 2020, from the beginning of

COVID-19 cases in May to December, North Bengkulu Regency was still in the green zone or it can be said to be safe with positive cases only reaching 421 cases, 328 patients recovered, and 20 cases of death due to exposure to the COVID-19 virus.

At the beginning of 2021, to be precise, in January and February, positive cases of COVID-19 continued to increase until they touched 530 people infected with the COVID-19 virus, 480 patients recovered, and 30 deaths. Then it had declined in March 2021. And it continues to increase until its peak in August 2021, North Bengkulu Regency is officially said to be a red zone, because it recorded 2501 positive cases of COVID-19 in five months, 2390 patients recovered, and 69 cases of death due to being infected with the Covid-19 virus (RDMA of North Bengkulu Regency 2021).

After being declared a red zone, North Bengkulu Regency implement bordering level 4 according to the government's recommendation to minimize or reduce the positive rate of contracting COVID-19. Then it dropped in mid-August 2021 to bordering level three.

In 2022, Covid-19 cases began to decline in North Bengkulu since the post-pandemic phase, but good and correct communication with the right communication patterns is still needed. The key to the success of a disaster risk

reduction effort is good communication from stakeholders who participate in disaster management activities. The communication process requires a thorough understanding of the environment in which communication is carried out, especially When sharing information about disasters, researchers can ensure connectedness in the process and availability of data in the field (Perreault & Perreault, 2021).

Traditional and modern approaches to the application of disaster mitigation communication play an important role as a potential channel for community discussion and feedback. With the presence of both, institutions, organizations, governments, media, business people and the community are expected to be able to determine strategic steps to reduce disaster risk effectively and efficiently (Ahmad et al., 2016, in Asteria, 2016). Well-established and effective communication can increase coordination cooperation within the RDMA of North Bengkulu Regency, this is to accelerate every activity of post-COVID-19 pandemic mitigation efforts that are carried out.

The novelty of this research lies in its exploration of communication patterns vertical, horizontal, and diagonal within the Regional Disaster Management Agency (RDMA) of North Bengkulu Regency in the context of post-pandemic disaster mitigation. Unlike previous studies

that primarily focused on the health, social, or economic impacts of the COVID-19 pandemic, this study aims to provide a comprehensive analysis of how communication processes among stakeholders influence the effectiveness of disaster risk reduction strategies. Furthermore, this research highlights the integration of traditional and modern communication approaches to address unique post-pandemic challenges in a regional context, contributing new insights to the field of disaster communication and risk management.

This study will identify patterns that occur in the context of vertical, horizontal and diagonal communication at RDMA of north Bengkulu in handling the Covid-19 disaster problem after the pandemic to produce findings that can recommend the best form of pattern for mitigating these social disasters.

METHODS AND THEORITICAL FRAMEWORK

This research uses descriptive methods and qualitative approaches. A qualitative study was conducted to explore the picture of the problems (Cadel et al., 2022) faced by the Regional Disaster Management Agency (RDMA) of North Bengkulu Regency in conducting organizational communication and educating the public in mitigation efforts

after the COVID-19 pandemic and organizational communication patterns that occurred in RDMA North Bengkulu Regency after the COVID-19 pandemic.

Research informants are determined based on *purposive sampling* procedures by selecting certain people to be used as informants based on predetermined criteria. Purposive sampling is used to collect samples according to certain criteria set by the researcher (Helmi et al., 2022). The researcher used the main informant and the supporting informant in this study. The criteria for informants selected by researchers are as follows:

1. Directly involved in the field dealing with COVID-19 from RDMA North Bengkulu Regency
2. Participate in coordinating in relation to covid-19 pandemic response activities.
3. Policy makers on RDMA activities in North Bengkulu Regency in overcoming the COVID-19 pandemic.
4. Knowing the policy of North Bengkulu Regency in overcoming the COVID-19 pandemic.
5. Willing and have enough time to be interviewed.

This research will describe the communication patterns of the Regional Disaster Management Agency (RDMA) of North Bengkulu Regency in handling post-COVID-19 through in-depth observation and interviews.

In this study, the data analysis technique used Miles and Huberman's analysis model procedure, through the process of data reduction, which is a process of simplifying through selection, focusing and validity of raw data into meaningful information, so that it is easy to draw conclusions. Miles and Huberman, who stated that activities in qualitative data analysis were carried out interactively and continued until completion so that the data was saturated (Nurjanah, 2022) . Data presentation in the form of narratives from the results of interviews about the communication patterns of the RDMA North Bengkulu organization for disaster mitigation and conclusions that are carried out by looking at the results of data reduction that corresponds to the problem through the purpose of the study. The data that has been compiled is corrected and then a conclusion is drawn as an answer to the existing problem.

To obtain the validity of the information after analysis, a check strategy is used. The procedure used to test the validity of information in this thinking is the triangulation method. Analysts use the strategy of checking the validity of triangulation information with the source. With the source triangulation method, analysts compare the interview results obtained from each source or ask the source's information as a comparison to

check the correctness of the data obtained. The information obtained through the interview is compared with the supporting information obtained by the analyst from the perception and preparation of documentation.

RDMA of North Bengkulu Regency was chosen because it is considered as a leading government agency that moves actively and maximally in disaster management efforts in the North Bengkulu Regency area. As observed, there are still many debates and communication problems in disaster communication management as a problem in society (Alnizar & Manshur, 2022). Coordination between agencies is essential for effective disaster management. Governments and organizations that deal with this are an important component of the ecology of disaster communication in the community (Liu et al., 2021).

The perspective of disaster communication can be used to study this phenomenon. The study of disaster communication so far is still very general, because the discussion is natural disasters such as earthquakes, floods, forest fires, volcanic eruptions and tsunamis. Meanwhile, social and health (non-natural) disasters such as Covid-19 that threaten human life are currently still not widely studied.

The communication carried out by RDMA of north Bengkulu certainly has a

pattern that is applied for the desired purpose. Communication Pattern is a form of relationship between two or more people in the process of sending and receiving messages or information using the right techniques so that they are easy to understand. In this case, the government must have and implement strategies and lessons that can be considered for the post-Covid-19 pandemic. For example, about going into custody in the face of the future, concerns about steps and strategies designed to create the next stability (Madeira et al., 2021). Communication patterns are necessary to convey the right message to at least one goal node of several set goals (Amirshahi et al., 2020).

The Covid-19 pandemic has raised awareness that efforts to uncover patterns that arise in disaster communication. The nature of post-pandemic handling will also raise awareness that communication and disaster management strategies need to be more targeted to be effective (Moorthy et al., 2018).

Communication that occurs in an organization follows several communication flows consisting of vertical, horizontal and diagonal. Vertical communication flows are established with people at different levels of hierarchy, horizontal communication is established with people at the same level of hierarchy,

and diagonal communication refers to the level of information between different levels in an organization. Changes in communication patterns occur especially for every movement of conversational activity that occurs (Heinzen et al., 2018). This is necessary to provide initial insight into communication patterns in different events (Hou & Cheng, 2021).

Different communication patterns need to be identified by maximizing communication and reducing its barriers (Farhadur Reza & Ampadu, 2019). In the practice of communication that runs, there is a form of communication patterns in a flow of information in an organization, namely: (1) Circle Pattern: in the circle pattern, each member can communicate with the two other members closest to him, namely his right and left. In this pattern they have no leader, each member has the authority and power to influence his group; (2) wheel Pattern: In the wheel pattern of having a clear leader, the strength of the leader is in the middle position and has an influence on the process of conveying the message where all the information obtained by the members must be conveyed to the leader first; (3) Chain Pattern : without a leader, members who are in a central position have a role as leaders rather than members who are in other positions. This pattern carries a leadership system up/down without deviations; (4) Star Pattern : all

members have the same power to influence other members regardless of the member in the middle position; (5) Y pattern : having a clear leader, members can send and receive information from two other members. Pola communication is a challenge to find the purpose of effective communication especially in layered networks (Amirshahi et al., 2020) . These communication patterns can be seen to influence relationships with each other (Bamford & Pollard, 2018). Alokasi to run the pattern of communication become a sufficient investment berprice (Giuffrida et al., 2020).

RESULT AND DISCUSSION

The interview results showed that the communication that occurred at RDMA North Bengkulu Regency went smoothly in carrying out tasks and coordination in efforts to deal with the post-COVID-19 pandemic in North Bengkulu Regency starting from the chief executive, head of field to members. After the Covid-19 pandemic, there are still disaster mitigation efforts in North Bengkulu Regency which are directly led by the Regent of North Bengkulu Regency.

The coordination carried out in each field dealing with the COVID-19 pandemic in efforts to overcome the post-COVID-19 pandemic is still adjusting to the work letter when disaster management is in accordance with their respective main duties and

functions. So that if coordination between fields is weak, it will reduce the effectiveness of interventions that should be optimized (Horowitz et al., 2018).

In obtaining initial information about data on the development of COVID-19 in North Bengkulu Regency, it was obtained through communication through the Whatsapp group media in which there was a Village and District Task Force, then a hospital that handles COVID-19 patients. This is in line with the results of an interview with the head of the prevention and preparedness division of RDMA of North Bengkulu Regency.

"Covid-19 disaster communication in this case is in accordance with the track, the field of prevention and preparedness of BPBD North Bengkulu Regency is a representative of RDMA North Bengkulu Regency and is the coordinator for the post of the COVID-19 handling task force in North Bengkulu Regency. In this case, the head of prevention and preparedness regarding every activity carried out makes a report to the Chief Executive of RDMA North Bengkulu Regency".

In addition to communication between the leadership and members and vice versa, there is also communication between fellow members in carrying out tasks at RDMA North Bengkulu Regency, because of course disaster management cannot work alone, it requires cooperation and support from each other in carrying out tasks. Clear and strong leadership, able to take relevant decisions even in crisis situations

communication (disaster) is actually effective if it involves stakeholders (internal and external); and concrete support provided by the organization's internal resources (Appolloni et al., 2021).

Based on researchers' observations, the communication that occurs between employees helps each other in carrying out post-COVID-19 counter measures activities. They coordinate with each other, besides that they also remind each other to obey health protocols.

There are also communication procedures to provide information, coordination, give directions and orders must be in accordance with communication lines that have stages in communicating in accordance with the organizational structure at RDMA North Bengkulu Regency.

The communication pattern applied at the Regional Disaster Management Agency (RDMA) of Bengkulu Regency applies a wheel pattern. In the application of the leader's wheel pattern to be the focal point of the center of attention, the leader has the function of sending information and messages to all his members and also receiving feedback back the information and messages conveyed to him. In the application of the wheel pattern in RDMA North Bengkulu Regency, the chief executive as a leader who manages, leads, makes plans, controls the implementation of activities and also has a function as a

supervisor of the ability of the team of members of the organization. Head of Pelaksana, Burman stated :

"The head coordinates what tasks the head of field and members must perform for post-COVID-19 mitigation, providing information or messages to the head of the field who acts as the coordinator of each field and also thoroughly to the members then conducting an evaluation of the performance of the tasks that have been completed".

The efforts made by the Regional Disaster Management Agency (RDMA) of North Bengkulu Regency for handling post-Covid-19 have experienced several obstacles, both technical and non-technical problems. The regional disaster management agency (RDMA) of North Bengkulu Regency members often go directly to the field in response activities after the COVID-19 pandemic and often encounter technical obstacles such as network difficulties so that they are constrained in providing information to superiors. However, the obstacles that occur in the field can be overcome.

Chief executive Burman explained that during the post-COVID-19 pandemic, there were few obstacles while in the field.

"The obstacles faced in handling COVID-19 when in the field are usually difficult to network, so sometimes in providing information in the field using Whatsapp groups is a bit disturbed. Then people who are less cooperative because they think that Covid-19 no longer exists".

The practice of communicating organization in an institution aims to create an open, honest, and ethical relationship with its society (Sowby, 2020). Organizational communication that occurred at RDMA North Bengkulu Regency in an effort to mitigate the post-COVID-19 disaster that occurred in four forms of organizational communication, namely communication from top to bottom, communication from bottom to top, horizontal communication and diagonal communication. Balanced or similarity patterns characterize good and effective communication (Meltzer et al., 2018), in addition, it is also necessary to have a trusted communicator to convey information accurately and precisely (Prayoga, 2020).

Pola communication organization occurs at the level of functional units in the organization. (Yoon et al., n.d.). Organizational communication that occurred at RDMA of North Bengkulu Regency in an effort to mitigate the post-COVID-19 disaster that occurred in four forms of organizational communication, namely: vertical communication from top to bottom, vertical communication from bottom to top, horizontal communication and diagonal communication.

1. Vertical Downward Communication

In the vertical downward communication (top to bottom) that occurs in RDMA of North Bengkulu Regency, the leadership or chief executive provides policies, instructions, instructions and explanations to the head of the field and members. Downward communication in RDMA of North Bengkulu Regency is an overall part of the delivery of information or messages, orders, discussions and interpersonal communication, this is done almost every day by direct communication or through the media of Whatsapp groups and cell phones, usually an evaluation meeting is also held regarding the discussion of problems that occur and then find solutions to these problems. In the implementation of evaluation meetings between the chief executive and the head of the field and staff, usually using the Zoom Meeting media. Somer esearch suggests that transformational leadership, which emphasizes socio-emotional support and recognition of team members' diverse needs and goals, can drive performance improvement (Salazar & Lant, 2018).

Vertical communication from top to bottom at RDMA of North Bengkulu Regency is going well, for example the leader or chief executive who always reminds and conveys messages to members to always follow the COVID-19 health protocol. In this vertical communication

from top to bottom, there are several instructions that are usually communicated from the leadership or chief executive to the head of the field and members, namely instructions on how to do work, instructions on the rationale for doing work, instructions regarding agency policies, information about employee performance and information in developing a sense of belonging to the task given by the leadership. Vertical communication from top to bottom that occurs in RDMA of North Bengkulu Regency after the COVID-19 pandemic is more or often done using Whatsapp message group media and using Zoom Meeting media during evaluation meetings.

2. Vertical Communication From Bottom To Top

Vertical communication from the bottom up is communication carried out from a lower level to a higher level. In vertical communication from the bottom up, members generally do to the leadership in reporting the results of work, providing suggestions and opinions, submitting complaints then requesting help and when members get problems while carrying out work, at that time members directly report to the leadership to ask for advice, direction and ask for leadership decisions regarding the work problems encountered. Vertical communication from the bottom up is

different from vertical communication from top to bottom, where members cannot directly report and communicate to the leadership, must pass through the head of the field first or there are stages that have been agreed upon at the institution.

Based on the results of the interview, it was found that communication from the bottom up that occurred at RDMA of North Bengkulu Regency, has stages or processes that must follow the organizational structure. When members provide reports, they must go through their respective field heads and then the head of field forwards to the head or chief executive. This also happens in the field when facing the problem of members on duty having to report first to the head of the field cannot be directly to the chief executive, but if it is urgent then the member can make a decision directly without waiting for a decision from the leader. Trustworthy communication during a disaster is effective leadership (Hilliard et al., 2021).

The success of vertical communication in an organization must have reciprocity between vertical communication downwards and upwards, because in the organization when looking for solutions to problems that occur in the organization when making leadership decisions as superiors must involve members who provide advice and opinions. Leaders must also have confidence in their members.

The executive committee always involves members in discussing and evaluating work to find solutions and suggestions in carrying out post-COVID-19 disaster mitigation efforts. The chief executive RDMA of North Bengkulu Regency allows members to make decisions on problems faced in the field if it is necessary to take action quickly. Because RDMA of North Bengkulu Regency when descending spaciousness sometimes needs to make decisions quickly if going through the organizational structure takes time so that in carrying out sudden counter measures activities will experience a little obstacle. The involvement of members in making decisions when facing problems in the field will help achieve common goals in the organization.

The vertical communication down and up that occurred in RDMA of North Bengkulu Regency has occurred reciprocally between members and leaders in RDMA of North Bengkulu Regency, such as leaders who provide instructions on post-COVID-19 mitigation activities and the implementation of health protocols to members that are well implemented by members. Then the chief executive of RDMA of North Bengkulu Regency always involves members at every meeting and evaluation that is carried out, then listens to the opinions and suggestions of the members. This has an impact on the

implementation of activities to handle or overcome the post-COVID-19 pandemic in North Bengkulu Regency properly and coordinated. Vertical communication from the bottom up in RDMA of North Bengkulu Regency is also mostly or more often done using Whatsapp message group media. A study by Figueroa (2013) also mentions that in creating a calming effect, leaders as communicators need to understand the emotional and social state of society. In addition to communicators, real-time and accurate information is needed to produce an effective response in the face of disasters (Marlowe et al., 2018).

3. Horizontal Communication

Horizontal communication is a type of interaction that occurs among individuals who hold the same level or position within an organization. This form of communication is critical in fostering coordination, mutual influence, and the exchange of essential information. It enables the dissemination and sharing of knowledge and strategies within departments or divisions that operate at similar hierarchical levels. The purpose of horizontal communication is to ensure alignment in decision-making, streamline workflows, and foster collaborative problem-solving processes.

In Regional Disaster Management Agency (RDMA) of North Bengkulu

Regency, horizontal communication played a pivotal role during the implementation of post-COVID-19 disaster mitigation activities. Team members at equivalent levels actively engaged in discussions related to their tasks and responsibilities. These interactions extended beyond formal work-related issues to encompass informal exchanges that fostered team cohesion and mutual understanding.

Horizontal communication within RDMA was characterized by its dual nature informal exchanges among team members and formal dialogues between heads of fields. Informal communication often occurred in day-to-day interactions or through digital platforms such as WhatsApp groups, where team members shared updates, clarified doubts, and sought peer support. This method allowed for real-time information sharing and enhanced flexibility in responding to emerging challenges. Conversely, formal communication was predominantly observed in structured meetings, particularly those involving field heads. These meetings were crucial for discussing and implementing policy adjustments related to post-COVID-19 handling, ensuring that every team member was aligned with organizational goals and directives.

One notable feature of horizontal communication in RDMA was the

integration of digital tools like WhatsApp and Zoom Meetings. These platforms served as vital channels for maintaining communication continuity during the pandemic and post-pandemic periods. They not only bridged geographical gaps but also complemented traditional communication methods by providing an accessible and efficient medium for collaboration. According to Mirbabaie et al. (n.d.), such social media tools do not merely replace conventional communication patterns but enhance them by offering greater convenience and reach.

Horizontal communication in RDMA was instrumental in fostering a culture of collective problem-solving. When faced with challenges, team members collaboratively brainstormed solutions, leveraging their collective expertise and experiences. This approach not only enhanced operational efficiency but also built trust and camaraderie among team members.

4. Diagonal Communication

Diagonal communication often occurs in an organization to solve existing problems. Diagonal communication is communication carried out from one party to another with different positions and different fields, where the two parties are not in the same field or organizational structure. Diagonal communication is used

by two parties who have different levels of the organization, but do not have direct authority to the other party. Diagonal communication itself has criteria and characteristics that can show diagonal communication, namely:

- a. Communication occurs cross-linking important parts of an organization. In RDMA of North Bengkulu Regency when the head of the prevention and preparedness division wants to govern or ask for help from members from other fields, it must coordinate with the head of the member field who wants to be asked for help first.
- b. Communication occurs in parts of the organization that have different obligations, duties, and interests between one party and another. Each field has its own role and function.
- c. This diagonal direction of communication can only run in organizations that have a large and more complex scope. RDMA North Bengkulu Regency itself is one of the institutions that has quite a lot of members and consists of several fields that have functions and tasks that are interrelated with each other.

Diagonal communication in RDMA North Bengkulu Regency frequently occurs during post-COVID-19 disaster mitigation activities, particularly in the context of regular evaluation meetings. These

meetings serve as a platform for collaborative discussions that involve all levels of the RDMA organizational structure, bridging the gaps between different hierarchies and fields. The inclusion of diverse perspectives from leadership to field staff ensures a comprehensive evaluation of ongoing disaster mitigation efforts.

During these meetings, information is exchanged across various departments, fostering an integrated approach to identifying challenges and formulating solutions. For instance, leaders may provide strategic directives while field officers share practical insights from on-the-ground experiences. This interaction enables RDMA to align its strategies with operational realities, improving the overall effectiveness of its disaster response and recovery programs.

Diagonal communication in RDMA not only enhances coordination across different organizational levels but also strengthens teamwork by promoting mutual understanding and cooperation. By facilitating open dialogue and feedback during evaluation meetings, RDMA ensures that every stakeholder's voice is heard, contributing to a more cohesive and adaptive organizational response to post-COVID-19 challenges.

CONCLUSION

Based on the results of the research conducted, it can be concluded that the communication pattern in RDMA of North Bengkulu Regency that occurs is a wheel pattern that occurs in the form of vertical, horizontal and diagonal communication flow.

There is vertical communication that occurs in the RDMA of North Bengkulu Regency has been running well and effectively. Lower communication or instruction occurs in the form of sending messages by the leadership to heads of fields and members related to post-COVID-19 disaster mitigation activities are more often carried out using Whatsapp group media. For the purposes of upward communication or reporting, the members make a work report to the leadership which is submitted to the head of their respective fields first and then submitted to the leadership.

In horizontal communication, namely communication between members who have the same position, the coordination that has been carried out between members in each field in RDMA of North Bengkulu Regency begins with communication using the Whatsapp group media first before going to the field. This has been done well in accordance with the procedures that have been set by the leadership. In an effort to overcome the post-COVID-19 pandemic in

North Bengkulu Regency, the COVID-19 response team is still in line with the post of the COVID-19 pandemic handling task force in North Bengkulu Regency. The team consists of a combination of various relevant agencies to carry out efforts to overcome the COVID-19 pandemic in accordance with their respective main duties and functions in each field.

Diagonal communication that occurs in RDMA of North Bengkulu Regency occurs during periodic meetings and evaluations that are carried out, consisting of several fields, cooperating between different fields in completing existing problems.

The recommendation for future research interests is that it is interesting to see and identify disaster mitigation efforts through digital communication channels that can be carried out using social media for its spread.

The implications of these findings highlight the importance of structured communication flows in disaster management and the role of digital tools like WhatsApp and Zoom in complementing traditional communication methods. This study also provides practical insights for improving disaster mitigation efforts by integrating digital communication channels, which can enhance organizational efficiency and responsiveness. For future research, it opens avenues to explore the broader application of social media in

disaster management and its impact on organizational communication practices.

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