ABSTRACT

At the end of 2018, natural disasters hits a various regions in Indonesia. Regardless of whether this was God's ordeal or not, the way out is to wise to respond the disaster, one of them was trying to prepare before the disaster arrived. In Bandung, the government prepares itself through communication of disasters carried out social media as Instagram. Therefore the researchers are interested in analyzing the strategy in Bandung city of managing disaster communication so that the following research is titled ***"Bandung City Government Disaster Communication (Analysis of Haddow Communication Model on Instagram @humasbdg)"*** The study was conducted using qualitative descriptive methods and constructivism paradigms. Research focuses on Haddow Communication Model on Bandung City Government's Instagram @humasbdg. The analysis theory used in this study is the concept of effective disaster communication according to Haddow (2008:5) which is consisting of five structures as Customer Focus, Leadership Commitment, Inclusion of Communications in Planning and Operations, Situational Awareness, and Media Partnership. The technique of data collection is done by observation and in-depth interview. The results of the following research show that there are eight upload of Instagram that has published as an attempt by the Bandung City Government to establish the disaster communication with the society community which is corresponding with the concept of effective disaster communication according to the theory.

Keywords: Disaster Communication, Government, Public Relations, Social Media, Instagram