

## **ABSTRACT**

*This research reviews the Using Instagram @bdg.siaga113 as a Preparedness Information Media. The city of Bandung is one of the cities in Indonesia that has a high potential for disasters. The existence of fast and accurate information media is very important in disaster management. Social media Instagram @bdg.siaga113 is one of the media used by the Bandung City Fire and Rescue Department to convey emergency information to the public. This thesis aims to analyze the disaster communication strategy of the social media Instagram @bdg.siaga113 as a media for emergency information in the city of Bandung. The research method used is qualitative with a descriptive analytical approach. Data collection techniques were carried out through social media observations, in-depth interviews, as well as business communication strategy concepts from (Haddow & Haddow, 2022). The research results show that Instagram @bdg.siaga113 has not made maximum efforts in disaster communication strategies. There are five disaster communication strategy concepts consisting of content plan, content transparency, time management, information accessibility, society relations. Instagram @bdg.siaga is only able to carry out one concept, namely content transparency, which causes a lack of awareness of disasters.*

**Keywords: Bandung City Emergency, Disaster Communication, Social Media**