The Use of Social Media Amid Government, Mass Media, and Non Government Organisations Responsibilities Due to Haze Disaster

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ABSTRACT

The haze disaster that have been devastating many regions in Indonesia from July to October 2015, was stated as national tragedy by the Government. As a consequence, there were many cases of public health deterioration.There were many efforts done to tackle this crisis due to provision of public information. In a contrary, there were also many angry public statements and dissatisfaction.

This paper will scrutinize the content of using social media, particularly twitter, as various channels and mediums employed in order to cast overwhelming information to public. This is because social media pervasively and easily gets through to wide range of public. It has a high promptness and simplicity in stating effective messaging. The observation conducted through collecting data during the haze have been occuring since July until October 2015. Furthermore, the research will pore over public communication that commited by the National Disaster and Mitigation Guard, Non Government Organization and Mass Media.

More over, the research is part of risk and crisis communication in overcoming the mitigation of haze disaster and due to public health. The outcome will be able to contribute to figure out the tendency of risk and crisis communication patterns in Indonesia.

Finally, the conclusion leads to the relevancy of connectivity amid society, state and capitalists in public communication.

Keywords : risk and crisis communication, haze disaster, social media.

INTRODUCTION
The Use of social media to get through crises.

The common practice of using social media is ubiquitous recently. Since communication devices are omnipresent and much more portable, the chance of disseminating crisis information are less difficult and convey more vast information. Exceptionally, Twitter that has facile feature in spreading and conveying overwhelming one- to - many information.

Due to information broadcasting, Twitter turns to be a proper media to address much information related to nouvelle update reports and real time activities. By utilizing Twitter, public will obtained prompt information and become familiarly updated of recent issues. It is cited from a research journal that Twitter transformed to be a media which is beneficial for many types of information. Firstly, it is very useful to watch over the trend and stocks prediction. Secondly, it is advantageous media in *monitoring* multi tasks. Thirdly, it is very beneficial to provide information during disaster. Fourthly, this social media is remarkably effective in increasing public opinion throughout political elections. Finally, this kind social media is extremely reliable to warn people when there is a chaotic circumstance occurs, such as a terrorist attack or an outbreak of risky contagious pandemic.

Twitter rapidly grows instead of meeting the demand of prompt information. As a consequent, many communicators raise the vital issue and learn aftermath that the message may goes viral. In addition, many mass media use Twitter as part of its media convergence platform in order to watch the public opinion. Nevertheless, Twitter has been modified the utility that previously used as social media to citizen journalism media. Many users are possible to update the actual news related to various issue. For instance, raising the disaster, accident, politics and entertainment issues is promptly spread globally. Related to this, it is essential to reveal how the use of Twitter to raise the issue about haze disaster.

According to Olteanu, Vieweg and Castillo (2011), they found that the affected particular populations, response agencies and other stakeholders whether can expect or not in various type of information. Their research outstandingly generated the prevalence of different type information and dissimilar sources due to crises. People would react so differently to various types of crises that many people inundated of vast information. Therefore, they should select advantageous messages rather than receive thousands which lead them confusing.

----Anecdotal evidence suggests that different types of crises elicit different reactions from Twitter users, but we have yet to see whether this is in fact the case. In this paper, we investigate several crises—including natural hazards and human-induced disasters—in a systematic manner and with a consistent methodology. This leads to insights about the prevalence of different

information types and sources across a variety of crisis situations. (Alexandra Olteanu. Et.al, 2013)

On the other hand, White (2014) had generated the finding of his research considering the effectiveness of social media to support disaster response. His explanation of the strength of Social Media consists of: allowing for instant communication, the ability to reach a broad audience, and direct communication amid disaster management organizations and those who affected by the disaster. In contrast, these strengths are weighed against to its limitations. The limitations include certain demographics not using Social Media, the speed with which rumors can spread, and the unrealistic expectations people may have of Social Media during disasters. He concluded that Social Media is overall an invaluable tool in disaster management.

Although disasters occur commonly in beyond expectation, they often take place suddenly.   Many organizations that in charge with this guardian responsibilities, recorded that a lot of disasters caused by natural hazards in one decade. Whilst occurring frequently, it is potentially caused by the similar hazards and or particular human action. In spite of their distinct nature, and in dissimilarity of public responses, the crises are usually experienced by many groups of people. It   is   showed   by   several   Sociologists   of   disaster that regardless the disimilarities among disaster agents (e.g. flood, earthquake, bomb, fire), there ought to be some real actions. A prompt action that should be well planned and emergency response teams must take that.

How people can employ the availability of social media in disasters is obviously important to figure out the implementation of communication on internet. Moreover, White (2014) explained this beneficiary and its contrary, the weakness of social media. Presumably, these social media are enormously worthy during the disaster and chaotic circumstances. It is outstandingly very indispensable to disseminate information. To comprehend this, it is necessary to separate the types of enduring time periods.

Pre occurring disaster is a prime time before a disaster occurring. In this period, it is extremely vital to be as prepared as possible. Social Media provides disaster management organizations warning messages and add some instructions to keep in public's mind what to do when an urgent emergency start. The simulation also is very crucial to prepare many people aware, alert, and get ready in case something hazardous happens.

The following ways are about how the social media is able to be employ before the disaster. Firstly, it is to inform the public on how to be prepared if a disaster occurs. Secondly, it shows the public where to look for information on a disaster if one were to occur. Thirdly, it provides the public confidence that the disaster management organization is capable of conducting emergency response when the time comes. Fourthly, it is available to maintain the public easy to access information pervasively and the progress of potential hazards.

During the disaster, is very chaotic moments and public will suffer devastating anxiety, confused and other calamities. It is very indispensable for government authorities to and disaster response organizations to be hand in hand communicate across the catastrophe. Since public require a crystal clear message of what to do and are very irresistible of complicating meaning, the authorized organization should lead them to comfortable and fulfilled information. Social media is widely opened for disseminating vital information very quickly.

The ways in which Social Media has been used **during** a disaster are mentioned further. Firstly, Social Media provides information on evacuations in specific regions. Secondly, it is strongly inform to keep the public aware of regions that they should avoid. Thirdly, it discredits rumors about the disaster before they can spread. Fourthly, the social media provides information restricted area and road closure. Finally, it is properly competent to Inform those who affected by the disaster, the victim inflicted, and assistance to support quick aid.

Post disaster is recovery phase. After the disaster usually meet the demand of revitalization, salvage, improvement and many progress for equilibrium state. In order to do quick recovery action, everyone may play part through Social Media. Disaster management organizations are able to provide information on recovery efforts to survivors. The Social Media is very potential to do these tremendous ways, such as reunites families and loved ones who have been separated apart, informs the public on recovery efforts, encourage the survivors of the disaster to hold on for aid support. Also, it is useful to provide information and connect charitable organizations that are seeking to assist the survivors of the disaster.

DISCUSSION

The drawbacks and inadequacy of social media.

While it seems to be very advantageous of using Social Media in some panic and high pressure situations, this technology is inadequately enough to tackle particular problems. Just because this technology has inadequate and drawbacks to support risk communication, it does not really mean that a disaster management organization not ponder on using Social Media. This is mostly because of the benefits show significantly are more important to the limitation. However, it is obviously highlighted that traditional forms of media such as television and radio are utilized in compliment with the weakness of new media

For instance, there are many people that non-use of Social Media avoid to use social media. Elderly people possibly will not to be as familiar with Social Media as younger generations. They may feel uncomfortable using these new technologies and prefer using traditional forms of media. In order to cope with this problem, it is important for disaster management organizations to use both traditional media and Social Media in order to reach this older demographic.

Another example is people who are Non-use of Internet. Nevertheless that internet is so pervasive that some people remain prefer the old fashion media.

Some Agencies have reported that a quarter percents of middle age are not very familiar of internet. Whether use it and do not have any access to the internet. For some people who do not have any access to internet, it is probably because of geographic factor so that the technology is yet uninstalled well. This may lead to a circumstance that this people are swept under the carpet when a crisis start. So, it is highly recommended for local government to combine the new media with conventional media.

Moreover, it is necessary to alert with the outbreak of rumors and hoax in case if exacerbating the infliction of damage. There are still irresponsible individuals who often broadcast hoax just for amusement purpose or other bad intention. Some cases may lead to an infringement cases, addressing intrusive issue or ethical clearance instead. The affected people and inflicted victim possibly will be very confusing, upset and dramatically furious of the perplexing information and rumors. To counteract these enigmatic messages, it is an obligation for Government agencies and officers to provide crystal clear information.

However, in this unpleasant circumstance there are still unrealistic expectations from the victims. Surely, it is very annoying for the rescue teams to accomplish what the victims or refugees want so immediately. According to a Indonesian National Board for Disaster have reported this kind of totally bother the rescue team. It occurred during the Sinabung Volcano erupted previous years while most of refugees in unmentioned area, insisted for some aid beyond the irrational one. As an illustration, they did write down completely in detail their private loss and claim it to the government to reimburse all. Even a broken spoon or crockery, they included in. They also are very food-picky of food donation so that the rescue teams were nearly furious and reluctant to support them. It was a big challenge to be more patient fort these difficult victims.

Furthermore, it is possible to be focus on Literacy Requirement. It is necessary to enhance the capability of literacy in utilizing most forms of Social Media. As an illustration, compare to vast majority of well developed countries such as Japan and America, countries that are below of literacy will be lack of information which particularly obtained from social media.

Poverty Areas also play important rule to contribute the inaccessibility of internet. It is distinctive to a circumstance of why people do not access internet. Due to this, it is remarkably necessary to empower these regions with supportive infrastructure. If they do have the infrastructure then it may not be very stable and could easily be damaged during a disaster.

The most vital to empowered the internet technology is electricity power support. Without it, no devices can be run or deployed. Anyway, the power of electricity fails frequently during a natural disaster. To deal with this chaos, it is vital to provide alternative power supply.

Eventually, social media may have unrealized potential. It merely stated that some governments do not ponder on exploring and experiencing yet to figure out the potential that Social Media in disaster management. It is recommended to use

social media in spreading information so that the affected people would not suffer information shortage anymore.

The hazardous haze of Indonesia.

This kind of catastrophe occurs very often in dry season and recently deteriorating. The regions mostly suffer are near forest area. Although it is distinct to wildfire, the smog potentially exacerbate devastatingly. The smog will cover up many populated area and then blown by the wind it will subsequently come to neighbor countries, obscuring the big cities show the large amount of pollutants being discharged to the atmosphere. The fires are extensive in areas with deep peat soils, suggesting high volumes of carbon are being released,contributing to climate change.

Some online media reported that this haze disaster in 2015 is the worst since 2013. Related to this disaster, Indonesia government faces big terrible problem with its surrounding neighbor such as, Thailand, Malaysia and Singapore. Indonesia is going to find a lot of difficulty in saving its face to explain this calamity in international forum. Moreover, the angry neighbor countries insist that Indonesia should process this infringement on legal trial. This is because the notorious haze disaster in Indonesia is not only a natural disaster, but it is an effect of human action.

Global Forest Watch, a new online system that tracks tree cover change and fires in near-real time, reported last year and in an ongoing series that clearing land for agriculture is the major direct cause of the fires. As before, roughly half of the fires are burning on land managed by pulpwood, palm oil, and logging companies. Global Forest Watch shows that some of the largest fires are on fully developed plantations, despite the fact that many of these companies are committed to eliminating fire in their management practices.

To cope with enormously flame of vast forest are, Indonesia showed helpless tremendous effort to put up fire promptly. The shortage of proper equipment and expert fire brigade teams seem to be worthless. In order to counteract that chaotic circumstance, President Joko Widodo asked for help to ease and put the flame up. He asked Russia, Malaysia and Japan officially for aid support.

Furthermore, this haze emergency leads National Board for Disaster to consider allocate fund approximately 385 billion rupiahs for this disaster. It is fantastically amount to imagine just for tackling this chaos. The estimate number of loss were unexpected because the prediction of long enduring crisis due to La Nina Storm that worsen the flame. This latest crisis is clearly linked to the extreme drought now affecting the region, which makes burning easier and increases the likelihood that fires will burn out of control.

The war of condemnation

From the initiation, the issue rise in public there are many pro and contra regarding the crisis.

As juxtapose, the government provided tremendous effort to control the wildfire as it went on worse. Whilst countering the accusation of protecting the bad palm oil plantation enterprises and the failure of policy enactment, public were addressing its anger, anxiety, depression and disappointment of overcoming the catastrophe to some ministries. As an illustration, public were very frustrated of the statement which Minister of Health claim that the public health risk due to haze discharge was not so dangerous that it was still in normal level in Borneo and Sumatra island. This lead public to plummet the trust of both government and palm oil corporations.

Amid these complicating statements, the social media twitter was used to express and reflect the anger and resentment over the danger of public health. The opinion public rose that the government and palm oil corporations were endangering the public health instead of overcoming the thick fumes.

This brings us to an interesting juxtaposition; the types and amounts of information broadcast on Twitter differ across each of specific crises issued. The pattern of broadcasting the issue during the hazard disaster and clearing the peat land for palm oil plantation leaded to war of condemnation. Some groups of community, independent institutions and non government institution were against the several ministries that fail of their performance. The conflict may potentially lead to a new form of environmental dispute in the future.

Analytical Discourse

This research was conducted during the period of haze disaster in 2015. The big focus was to scrutinize the content of messages posted in Twitter by chief of National Board for Disaster, Sutopo Purwo Nugroho some popular hashtag such as #Bebas Asap; #RevolusiLangitBiru; #AsapRiau, #Haze; #melawanasap; #TerimakasihIndonesia. In addition, Mr President Joko Widodo's Twitter account which the tweet represent the government, and Greenpeace and Walhi's account which represent the opposite part as pressure groups.

Moreover, there was a social media account owned by a man named Hendri who tweeted mostly complaining about his son's health to Mr President. He was so furious demanding the government to do something seriously. The issue about the children health deterioration was rose after then. Extremely, when a mass media and social media had rise the issue about couple children died due to this severe smog.

The findings of the intensive scrutiny on those social media are mostly about the anxiety of affected million of people in main lands and neighbor countries. It is potentially leads to worse bilateral diplomatic relationships. Furthermore, the Haze Disaster is common events that occurs regularly take place often, and obviously becaused by similar hazards and/or human actions. Some media have reported the forest fire due to palm oil plantation and ignoring the danger affliction that may affect human health.

The public and mass media judged the government and the palm oil plantation due to clearing peat land and forest by putting into fire. This brings us to an interesting juxtaposition; the types and amounts of information broadcast on. This can be viewed by the information of the messages and amid the public, The NGO, Society of Independent institutions and mass media.

Figure 1. The juxtaposition of discourse blaming others-topic of tweet

Who does communicate	Idea of Message	The objects of condemnation
Non Group Organization: Greenpeace, Walhi,	Do a real action to end up the companies that are responsible causing the fire	Some bad corporate of palm plantation
Independent Institution : National Board for Disaster	The severe damage and enormous loss.	Require prompt action and law enactment to put this calamities on trial.
Mass Media: TV One	Rising the issue of conflicts stories about victims death, the infliction, the worse lung ailment, the protests of other countries, political rivalry resumes on what recent actions by politicians.	Judge on the negative impact and reveal the government failure.
Government : Ministry of Health	The announcement of emergency circumstance was not necessary.	The level of health risk of affected people was not as good as she thought The medicine supply are expired and below the standard
Ministry of Education	The disturbance of student learning process	Necessity to control student study at home.
Ministry of transportation	The disturbance of many cancelled flights as well as traffic accident due to thick haze.	Force extra traffic control system due to natural hazard safety
Angry public	Getting tired of suffering routinely the haze disaster.	Demand extraordinary action to wash away the smog and relief of health.

Corporates	No significant action of counter back the negative publicity but some unmentioned corporate do the CSR action just by conveying masks.	The responsibility of damage causes and trial on certain cases in court.
Mr President	Felt so sorry and ask for help	Promises of putting the corporate on charges
Neighbour Countries	Protested about the causing wildfire. Offer aid to control the fire	Expectation of real verdict and law enactment for clearing the peat land using fire.

CONCLUSION

Obviously, the haze has been endangered public health. The public rhetorically, express the anger due to the calamity sharply and deeply in furious statements such as accusation of protecting the palm oil corporate to burn the forest.

It was remarkably noted that the government is to be charged with this terrible smog. In a contrary, the government has been requested to overlook and executed this infringement crises. If there is no actual legal action, there will be a new kind of environmental dispute.

The risk communication is totally recommended to be applied due to this chaotic circumstance in social media should be well improved.

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