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STRATEGIC COMMUNICATION ROLE OF AHA CENTRE CRISIS MANAGEMENT (ASEAN COORDINATING CENTRE FOR HUMANITARIAN ASSISTANCE ON DISASTER MANAGEMENT) IN RESPONDING TO THE 2018 CENTRAL SULAWESI HAMMER EARTHQUAKE

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Kata kunci:
AHA Centre, Strategi Komunikasi

ABSTRAK

Bencana alam merupakan masalah yang perlu diatasi bersama. Berkaitan dengan hal tersebut, kehadiran AHA Center merupakan solusi untuk memfasilitasi kerjasama, koordinasi, dan kolaborasi antar negara anggota dalam mengatasi bencana yang terjadi. Tujuan penulisan makalah ini adalah untuk memberikan hasil penelitian terkait gambaran dan strategi komunikasi risiko bencana AHA Center di negara-negara ASEAN, khususnya dalam penanggulangan gempa Palu, Sulawesi Tengah tahun 2018. Metode yang digunakan dalam proses penelitian ini adalah paradigma konstruktivis dengan pendekatan penelitian kualitatif. Hasil kajian menunjukkan bahwa AHA *Cente*r mencapai keberhasilan dalam perannya mengkoordinasikan strategi penanggulangan bencana gempa bumi Palu, pada tahun 2018 dengan mengambil tindakan untuk memfasilitasi kerjasama baik internal maupun eksternal melalui kolaborasi aktif kreatif dengan pihak luar selain ASEAN. Serta komunikasi strategis manajemen krisisnya selama ini cukup baik namun tetap berupaya untuk mencapai peningkatan yang maksimal sehingga dapat selalu bertahan dan membantu negara-negara anggota di ASEAN.

Keywords:
AHA Centre, Communication Strategy

ABSTRACT

Natural disasters are problems that need to be overcome together. In this regard, the presence of the AHA Centre is a solution to facilitate cooperation, coordination, and collaboration between member countries in overcoming disasters that occur. The purpose of this paper is to provide research results related to the description and disaster risk communication strategies of the AHA Centre in ASEAN countries, especially in response to the earthquake in Palu, Central Sulawesi in 2018. The method used in this research process is a constructivist paradigm with a qualitative research approach. The results of the study showed that the AHA Centre achieved success in its role to coordinate disaster management strategies for the earthquake in Palu, in 2018 by taking action to facilitate cooperation both internally and externally through creative active collaboration with outside parties other than ASEAN. As well as its crisis management strategic communication so far is quite good but still strives to achieve maximum improvement so that it can always survive and help member countries in ASEAN.

INTRODUCTION

An extensive cross-sectoral collaboration will be necessary to effectively implement a comprehensive disaster management strategy because natural disasters can impact numerous aspects of development. Thus, it is imperative to approach disasters holistically across the ASEAN Socio-Cultural Community, ASEAN Economic Community, and Political-Security Community. ASEAN is also the most natural disaster-prone region in the world with more than 50 percent of global disaster deaths occurring in the region during the period 2004 to 2014. Due to the fact that natural disasters can have an impact on all aspects of development, deeper cross-sectoral collaboration will be needed to effectively implement a comprehensive disaster management strategy. The *Ring of Fire*, according to the *National Oceanic and Atmospheric Administration* (NOAA), stretches over around 40,250 km, starting at the southernmost point of South America and extending up the west coast of North America, across the Bering Strait, throughout Japan, and eventually towards New Zealand. In addition, the *Ring of Fire* Zone includes a series of undersea volcanoes and earthquake sites around the edge of the Pacific Ocean. The *Ring of Fire* zone consists of more than 450 volcanoes. The exposure of Deutsche Welle (DW) explained that the countries in the *Ring of Fire* region are many ASEAN countries including; Indonesia, the Philippines, Malaysia, Japan, Australia and New Zealand, Papua New Guinea, and other island countries such as Solomon Islands, Fiji. Furthermore, there are many more nations in the Melanesia, Micronesia, and Polynesia regions and on the west coasts of North and South America.

The Indo-Australian Plate, the Pacific Plate, and the Eurasian Plate are only a few of the tectonic plates that make up the Pacific Ring of Fire. Southeast Asian countries near the mountains are vulnerable to volcanic and tectonic earthquakes as a result of their geographic location at the meeting point of continental plates and the geological activity of active volcanoes. Southeast Asia is a geographically vulnerable region to natural disasters. This is because most of the countries in the ASEAN region are influenced by climatic factors such as almost all countries in ASEAN have high air pressure and rainfall, as well as the opposite rainfall and hot sea surface temperatures in the eastern Pacific which also result in drought and natural fires. In addition, geographically, the ASEAN countries have the potential for natural disasters because they are located between tectonic layers that often result in natural disasters such as earthquakes, volcanic eruptions, tsunamis, and so on.

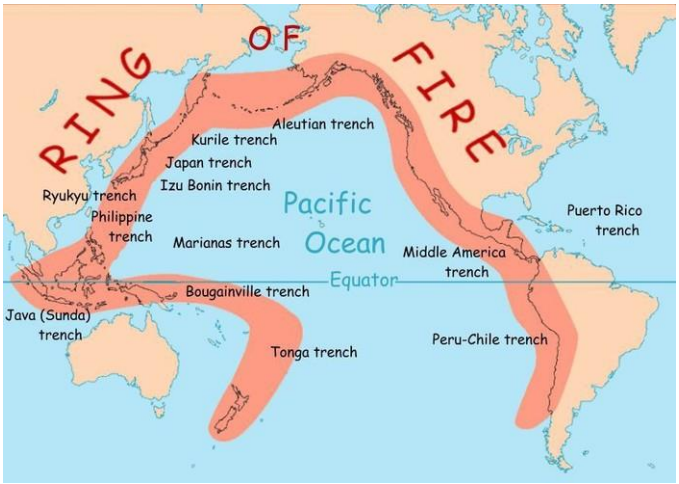

Figure 1. Description of the image showing the location of the *Pacific Ring of Fire*.
Image Source: National Geographic, 2022.

One of the largest countries in Southeast Asia, Indonesia, also has a high potential for natural disasters that can be brought on either naturally or artificially by human activity. Indonesia's geographical location, which includes passing through the *Ring of Fire*, also known as the *Pacific Ring of Fire*, is characteristically such that natural disasters that occur there can occur. Around the Pacific Ocean basin, the *Ring of Fire* is characterized by regular earthquakes and volcanic eruptions. This region spans 40,000 km2 and is shaped like a horseshoe. Approximately 90% of earthquakes that occur and 81% of the greatest earthquakes are along the Ring of Fire, which can also be referred to as the Pacific Earthquake Belt. One of the earthquakes natural disasters that occurred in Indonesia discussed by researchers is the case of the earthquake in Central Sulawesi on September 28, 2018, with a magnitude of 7.4 followed by tsunami waves. The areas affected by the disaster are Donggala Regency, Palu City, Parigi Moutong Regency, Sigi Regency, Poso Regency, Tolitoli Regency, and Mamuju Regency.

The increased frequency and intensity of disasters have resulted in greater economic losses, increased disaster mortality rates, and displaced populations in the region. Disaster risk reduction is one of ASEAN's top goals for ensuring that the region meets the *Sendai Framework for Disaster Risk Reduction* (SFDRR) targets and the Sustainable Development Goals by 2030. The *ASEAN Agreement on Disaster Management and Emergency Response* (AADMER) offers the policy framework for the ASEAN Member States to strengthen their cooperative efforts in reducing disaster risk and responding to disasters in the region. However, to ensure a comprehensive and robust disaster management and emergency response system is in place, a flexible and innovative implementation of AADMER is required. The three complementary strategic elements of Institutions and Communications, Finance and Resource Mobilization, and Partnerships and Innovation are the key guiding principles identified in the ASEAN Vision on Disaster Management 2025 to guide the future direction of AADMER implementation. As ASEAN moves towards a more localized approach, it is important to look beyond national capitals and engage with subnational entities such as cities and provinces as key players in disaster management.

At the 28th ASEAN Summit in Laos on September 7, 2016, the leaders of ASEAN ratified the *"One ASEAN One Response: ASEAN Responding to Disasters as One in the Region and Outside the Region"* Declaration, which outlines ASEAN's high-level and firm political commitment to achieve faster response, mobilise more resources, and strengthen cross-sector and cross-pillar coordination to ensure ASEAN's collective response to disasters. Through these complementary strategy components, ASEAN intends to reinforce its leadership to uphold ASEAN Centrality and position itself as a pioneer in reshaping the disaster management landscape in the region and beyond. ASEAN will continue to prioritize developing and putting into practice a people-centered strategy to accomplish this. The most vmobilizeulnerable, such as women and children, will be empowered by this strategy, which will ensure inclusivity .

In ASEAN, many initiatives have evolved concerning partnerships with civil society organizations that offer great advantages for rapid and timely emergency response. For example, the consortium of seven (7) international organizations called *AADMER Partnership Group* (APG), which has contributed significantly to the institutionalization of AADMER and in supporting the *ASEAN Coordinating Centre for Humanitarian Assistance on disaster*

management (AHA Centre) as part of ASEAN-ERAT, as well as contributing to building program capacity. It is important to maintain these relationships and invest in new ones to expand APG membership and the number of ASEAN-affiliated NGOs over the next ten years as societies evolve and new actors emerge. Ten ASEAN Member States formed the AHA *Centre*, an intergovernmental organisation, to promote coordination and cooperation in disaster management among ASEAN Member States. On November 17, 2011, the ASEAN Foreign Ministers signed the Agreement on the Establishment of the ASEAN Coordination Centre for Humanitarian Assistance in disaster management, and witnessed by the Heads of State/Governments of the ten ASEAN countries. In carrying out its mandate, the AHA *Centre* primarily works with the *National Disaster Management Organisations* (NDMOs) of ASEAN Member States. The Red Cross and Red Crescent Movement, the United Nations, and the AADMER Partnership Group are a few examples of international organizations, the private sector, and civil society organizations that the Centre collaborates with (AHA Centre, 2023b).

The ASEAN Member States' expectations for the AHA *Centre* in its second five years under the AHA *Centre* Work Plan 2020 are to live up to them and ensure its sustainability and relevance in the region's evolving humanitarian landscape. Making the transition from a new organization to one that is sustainable and effective while being relevant to the demands of ASEAN Member States and the larger ASEAN Community is a major task for the AHA *Centre* (AHA Centre, 2023a). The public's understanding of disasters, including basic facts, disaster types, disaster-prone areas, disaster preparedness and mitigation, emergency response, post-disaster recovery and reconstruction, and contingency or sustainability plans for disaster risk reduction potential different risks in the future, is greatly aided by disaster communication. Helping the community understand the foundations of disaster preparedness requires effective communication. By providing the community with reliable, up-to-date information, the community will be better able to absorb new information and act quickly and effectively in an emergency. In order to practise language use both verbally and nonverbally and be able to have an impact on changing attitudes in its users, effective communication is defined as communication that is direct, clear, exact, and comprehensive (Hardiyanto et al., n.d.).

Additionally, effective communication will serve as a link between the local government and the community, allowing the latter to benefit from the potential and capabilities of its surroundings and thus boost its own effectiveness. In order to maintain public awareness of diverse disaster information and strengthen disaster risk reduction efforts, it is anticipated that the accelerating development of science and technology will coincide with the intensity of disaster programmes or dialogues between the government, academia, and the community. As explained above, the main question of this study is the function of stakeholder communication in disaster risk reduction. This is due to the fact that disaster communication is crucial to disaster communication, but it is yet unclear what advantages and disadvantages disaster strategies for communication may have. The government has identified risks for both natural and man-made disasters through a variety of studies, one of which is a feasibility study, but the communication programme to share this information with the relevant stakeholders has not been executed well. This research aims to describe communication strategies as part of efforts to improve the disaster risk communication process in ASEAN. Therefore, the author will focus on the research problem, namely how the AHA *Centre's* disaster risk communication in ASEAN countries is described and what strategies are applied in improving disaster risk communication in ASEAN countries at the AHA *Centre*, especially in response to the 2018 earthquake in Palu, Central Sulawesi.

METHOD

According to Chau (1986), research is typically positivist, interpretative, or critical. The context of the researcher (such as the nation or university to which the researcher belongs) as well as aspects of the research problem, the researcher, and the research environment all have an impact on the research paradigm that is chosen (Trauth et al., 2009). It was decided to use an interpretive research paradigm because of the thesis's study challenge, the researcher's context, and the setting. Understanding the research paradigm in use makes it possible to comprehend the underlying assumptions of the researcher. It also helps to ensure that the research is genuine and that the right research methodologies have been applied (D. G. Myers, 2012). The constructivist paradigm is employed in this study. A framework that explains how the researcher sees the current realities of social life is referred to as a research paradigm. The paradigm also considers how scientists and theories that will be discussed in the research are treated by researchers (Dr. Juliansyah Noor, S.E., 2017). Additionally, the AHA *Centre* is the study's subject, and the study's main focus is on disaster risk communication during the time of a disaster, which in this case is the 2018 Palu earthquake tragedy in Central Sulawesi.

In this thesis, a qualitative research strategy is employed. This is consistent with the interpretive paradigm, which aims to gather narratives and descriptions from research participants. This thesis's data collection, analysis, and interpretation are all done using an interpretive paradigm. As a result of the compatibility between the nature of the thesis subject matter, objectives, methodologies, and techniques with the foundations and principles of the paradigm, it is regarded as the most appropriate research paradigm (M. Myers & Klein, 2001). The paradigm choice fits the environment and the nature of the communication tactics described, supports the methodologies and procedures, and makes it easier to fulfill the research aims. This research uses a qualitative approach derived from an interpretive/subjective approach. According to Kriyantono, this interpretive approach has two paradigm variants: constructivist and critical. The difference between these approaches can be known based on four philosophical foundations, namely ontological, epistemological, axiological, and methodological. Ontological concerns are something that is considered a reality. Epistemological concerns about how to obtain knowledge. Axiological is related to questions about the purpose or what to study something for. Meanwhile, the methodology is research that studies techniques for finding knowledge (Kriyantono, 2006).

This type of research uses a descriptive qualitative analysis approach. Qualitative research can present detailed information to present social situations and their perspectives, both in terms of concepts, perspectives, behavior, and basic research problems. Qualitative research can help assess a case and provide insight into individual experiences, both to evaluate regulations and introduce unknown values (Moleong, 2017). Data collection using case studies was conducted through participatory observation and interviews. Interviews were conducted with 2 informants who are employees of the AHA *Centre* in their role as communicators in disaster risk communication. In addition, observations that occurred inside and outside the AHA *Centre* were also observed. The data in this study were obtained from interviews with participants supported by observations to gain validity in the most used strategies, and documentation as transcripts of participants.

To test the validity of this research, Cohen's perspective will be used, namely, triangulation is a combination of two or more data sources, researchers, methodological approaches, theoretical perspectives, or methods of analysis, within the same study Miles, Huberman & Saldana (2014).

Mixing data types, known as data triangulation, is often considered helpful in validating data claims that may arise from initial pilot studies.

The data analysis technique is a process of organizing data so that it is easy to understand and inform. Data analysis in qualitative research is an inductive and going concern. Starting from detailed data to general data. The purpose of data analysis techniques in qualitative research is to produce understanding, concepts, definitions, and so on Miles, Huberman & Saldana (2014).

RESULTS AND DISCUSSION

Description of the data discovery results related to the collaboration between the Indonesian government through the BNPB (National Disaster Management Agency) and the AHA *Centre* in responding to the natural disaster Earthquake in Palu, Central Sulawesi in 2018. One ASEAN One Response reported the news published on April 16, 2020, that the targeted aid channel had been carried out by assisting and facilitating the disaster emergency faced by the community at that time (AHA Centre, 2020). When a 7.4 magnitude earthquake destroyed the city of Palu and its surrounding areas in the province of Central Sulawesi, it was explained that the AHA *Centre* acted immediately on the ground. The earthquake brought a series of other disasters such as inviting tsunamis, landslides, and liquefaction, which had a direct impact on the damage to local residential buildings and limited access to basic human needs.

The National Disaster Management Agency (BNPB), Indonesia's emergency response organisation, and the AHA *Centre* provided assistance during this crisis or emergency by implementing a crisis management strategy with three levels of coordination: strategic coordination, operational coordination, and finally field-level coordination. The AHA *Centre* was invited to continue its assistance as the Government of Indonesia moved into the recovery phase. The AHA *Centre* was then asked to distribute the necessary facilities to the impacted communities by several ASEAN members who wanted to assist Indonesia in its recovery efforts. An example is the assistance provided by the member states of the Philippines and Brunei Darussalam who provided funds for the construction of houses that were destroyed due to the impact of the earthquake disaster in Palu city, where the construction of these houses was permanently carried out to ease the burden on the affected communities which were then named as ASEAN villages. Additionally, the global collaboration of the AHA *Centre* contributed to the construction's success by securing funding support for operational expenses from the Australian government (AHA Centre, 2020). Then, from the permanent housing development assistance facility, the Tondo area in Palu City was chosen as the location of the ASEAN village project.

The construction process began with a groundbreaking ceremony held on August 6, 2019. Currently, 75 permanent housing units have been fully constructed, with each permanent house having 2 bedrooms and 1 toilet. The construction will continue into the second phase until the end of 2020 to build 25 additional permanent houses, one mushola using additional funds from Brunei Darussalam, and one additional health centre, which will be supported by Direct Relief. These facilities include community roads, drainage, clean water, and electricity access to all built houses. Based on the findings of the AHA *Centre's* 2020 report, the funds raised to facilitate relief to the affected victims totaled USD 723,647 and resulted in the construction of 75 permanent housing units covering an area of 22,600 square meters in Palu City. This is one of the successes of cooperation carried out by BNPB or Indonesian representatives with the results of AHA *Centre* coordination assistance in dealing with disaster emergency/crisis situations in

Indonesia.

The following are the data findings of the results of the analysis in the form of images of the process of distributing aid as a result of cooperation between BNPB representatives of Indonesia and the AHA *Centre*. The "crisis management strategy" of the AHA *Centre*, which was successfully put into practise with three coordination; strategic cooperation, operational cooperation, and lastly field-level cooperation, is also depicted in these pictures.

(1). Image caption showing the field-level process where BNPB representatives together with the AHA *Centre* conducted direct checks in the field.
Image Source: AHA *Centre* 2023.

(2). Image caption showing the results of operational coordination in the form of successful international aid distribution due to cooperation with the AHA *Centre* and other multilateral collaborations.
Image Source: AHA *Centre* 2023.

(3). Image caption showing the results of operational coordination.
Image Source: AHA *Centre*, 2023.

(4). Image caption showing the results of strategic coordination.
Image Source: AHA *Centre* 2023.

(5). Image caption showing the results of field-level coordination.
Image Source: AHA *Centre*, 2023.

(6). Image caption showing the results of operational coordination.
Image Source: AHA *Centre*, 2023.

(7). Image caption showing the results of operational coordination.
Image Source: AHA *Centre*, 2023.

(8). Image caption showing the results of field-level coordination.
Image Source: AHA *Centre*, 2023.

DISCUSSION

1. The role of the AHA *Centre* in coordinating the response to the 2018 Central Sulawesi earthquake.

The definition of AHA *Centre* is that as one of the international non-governmental organizations ASEAN created this forum specifically to deal with problems when facing emergency situations or crises due to natural disasters that are happening. Therefore, the role of the AHA *Centre* will be synonymous with the nickname of the ASEAN coordination centre in disaster management. The AHA *Centre* is also a forum for discussion and mutual coordination between member states so its initial goal is to facilitate cooperation both internally and externally through creative active collaboration with outside parties other than ASEAN such as the EU, Australian government, and so on.

In this case, the AHA *Centre* showed its role by being involved in the handling of the earthquake disaster in Palu, Central Sulawesi in 2018. The AHA *Centre* conducted further coordination with the BNPB in Indonesia in response to the earthquake disaster that affected the city of Palu, Central Sulawesi in 2018. The coordination carried out is the strategic preparation used, then operational coordination in the form of distribution of relief materials including food, health, and clothing to be distributed to victims of this earthquake disaster. And of course, the coordination that is carried out also occurs in the field, each crew on duty must be able to communicate well with each other so that every victim of this disaster has their needs met. As the results of the data in the form of descriptions that have been submitted previously are a form of coordination implementation of BNPB and AHA *Centre* representatives in Indonesia during the 2018 Hammer earthquake disaster.

Since it was established in response to the demands of member states with a focus on reacting to disasters that occur in each region of their individual countries, the AHA *Centre* established under ASEAN's auspices demonstrates the significance of its role. Based on this, it is also supported by the theoretical underpinnings of communication by quoting from (Oses-Ruiz et al., 2017) in human life, where this theory demonstrates the position of communication as an

applied science that significantly affects human beings. Where the correlation is in the AHA *Centre* there is also a strategic focus on disaster management communication both within the team, to the community, and to every stakeholder involved.

Therefore, the role is also divided into:

1. The first role is as a motivator, which means acting to encourage others to do something to achieve goals.
2. Second, its role as a communicator, meaning that it conveys all information correctly and can be accounted for, such as to donors, and other stakeholders who want to contribute and be involved in the action of handling natural disasters.
3. Third, its role as a facilitator, is to seek to obtain financial assistance, power, and efforts as well as expertise that are intended and distributed to the affected community in the disaster/crisis situation.

2. Process stages during disaster response, such as the stages during emergency response, and post-disaster conducted by the AHA Centre.

Responding to an ongoing disaster:

In disaster management activities, the AHA *Centre* took several actions, the first by carrying out its role as a Facilitator to carry out disaster management by mobilizing the ERAT Team as a first step to getting involved in helping Indonesia, such as assistance in taking action to evacuate victims, handle refugees, and provide additional information to the AHA *Centre* regarding conditions in the field. The AHA *Centre's* second action is that of a communicator; during this phase, it receives information from BNPB, the National Focal Point (NFP) for Indonesia, about the initial circumstances leading up to the earthquake disaster and the initial circumstances following its occurrence through the official website of the ASEAN Disaster Information Network, complete with various data records such as casualties, survivors, losses, and so forth. This is done to make it easier for parties who want to contribute and channel their assistance to Indonesia. The third step is to monitor and notify the development of status and conditions during a disaster which is carried out regularly starting from the date of the incident until it is continuously updated. The results of this information are also based on the results of coordination with local stakeholders such as BNPB, BMKG, and other related parties. The fourth step is for the AHA *Centre* to respond quickly and play a responsive role in distributing facilities in the form of logistical assistance to victims of this earthquake disaster.

In this stage of the disaster, AHA *Centre* confirmed the assistance in the form of; emergency tents from the Philippines and from the DELSA logistics warehouse distributed in four villages, including there are 55 family tents from the Philippines placed in the refugee location of Kabobena Village, Ulujadi District, Palu City., 2. 66 family tents from DELSA stockpile were distributed in Kabobona Village, Dolo District, Sigi Regency, 3. 27 family tents from DELSA stock were sent to Sambo Village, South Dolo District, Sigi Regency, 4. 23 family tents from DELSA were sent to Wala Tana Village, South Dolo District, Sigi Regency, and others (AHA Centre, 2020).

After the disaster

The AHA *Centre's* post-disaster role includes long-term reconstruction activities, namely by providing assistance in the form of the construction of 100 units of Permanent Housing which is the result of donor collection carried out by the AHA *Centre* for victims of the earthquake disaster in Central Sulawesi. This shows the success of the AHA *Centre* in coordinating and distributing special assistance to victims affected by the earthquake in Palu, in 2018.

3. Risk communication system and, (4). AHA *Centre's* strategy for improving disaster risk communication in ASEAN countries

Basically, every action or choice will always carry some element of risk. It also depends on the context because the context needs to be adjusted when discussing the strategy of risk communication efforts. In this instance, the AHA *Centre* is putting a lot of effort into developing a plan to enhance disaster risk communication for the ASEAN area based on data collection and information that will become its big data in managing strategies to cope with future disaster circumstances. Basically, the condition or emergency also interprets the risk communication. An emergency is an unanticipated, difficult situation that needs to be handled right away to prevent injuries or fatalities. As a result, strategies are needed to ensure that when this emergency situation arises, preparations are made so that the impact of losses and negative impacts is not too great, or in other words, can be minimized.

In the context of risk communication, Rogers (Lundgren & McMakin, 2013) offers a convergence communication method. According to this communication strategy, risk-related communication is a prolonged process that happens frequently. Organizational ideals that take into account cultural facets, experiences, and backgrounds are involved. The AHA *Centre's* efforts to compile fundamental knowledge about risks that might exist in the ASEAN area serve as the foundation for the organization's risk communication. The organization modifies and produces information aimed at the organization's public so that stages can be prepared for a strong risk communication plan, such as actions in conveying citizen preparedness when in a disaster emergency situation, then providing simulation material so that all communities in disaster-prone areas have basic knowledge in dealing with this emergency situation in the future. Theoretically, quoting Sandman's statement (Walaski, 2011) highlights a number of significant aspects regarding the traits of risk communication. First and foremost, by outlining potential future events. Second, it continues the delivery of the lengthy or drawn-out process that takes place between the communicator and the listener. Third, concentrate on the conversation between the two parties. Fourth, it is a two-way street. Fifth, the objective is to come to a decision regarding an activity or activities and a way to address the risk. The sixth and final function is safety, health, and environmental management, which sets standards used by the organization for delivering messages to the public that help them fully comprehend risk communication.

4. The barriers experienced by the AHA *Centre* in improving disaster risk communication in ASEAN countries

The obstacles faced in helping to deal with disasters in ASEAN countries, especially in the disaster in Palu, Indonesia, namely the difficulty of penetrating the journey to Palu and Donggala experienced by volunteers and government elements who want to contribute in helping to deal with this disaster emergency in Palu. As well as communication barriers are still an obstacle due to interrupted electricity supply, infrastructure damage factors, and all access to communication, transportation, and other public facilities. In the end, this has an impact on all humanitarian volunteers who are trying to mobilize to provide assistance.

5. Opportunities of the AHA *Centre* in improving disaster risk communication in ASEAN countries

Effective disaster communication in the context of disaster management essentially refers to communication that takes place not only during emergency response but also during pre-disaster preparation, as well as after the disaster or during the period of rehabilitation and reconstruction. Multiple parties must be involved in this since poor communication can negatively affect the loss of life and other losses (Walaski, 2011). The key to the success of a disaster risk reduction effort is good communication from stakeholders who participate in disaster management activities. In this situation, the government, neighbourhood, and businesses affiliated with the AHA *Centre* are the stakeholders. Good and effective communication can give significant benefits in disaster risk reduction efforts. The presence of excellent communication can improve the effectiveness of information receipt and delivery. quickly and accurately. Involvement must also be active so that it can provide pre-disaster mitigation and information, as well as post-disaster handling and evacuation properly and correctly.

After a disaster, having quick access to precise and reliable data is crucial for improving disaster risk communication. Geographic Information Systems (GIS) play a variety of spatial data responsibilities at each stage of the disaster management cycle, including prevention and mitigation, readiness, prediction and warning, response, relief, recovery, reconstruction, and rehabilitation. Examples of GIS utilization in the post-disaster or emergency response phase include situation analysis, creation of crisis maps, determination of evacuation routes, determination of evacuation and shelter locations, delivery of resources (aid), and initial damage assessment.

CONCLUSION

Natural disasters are a challenge that requires interdisciplinary solutions. In this sense, the presence of the AHA *Centre* serves as a tool to encourage member nations' collaboration, coordination, and cooperation in overcoming natural catastrophes. This paper's goal is to present study findings regarding the AHA *Centre's* description and disaster risk communication tactics in ASEAN nations, particularly in response to the earthquake that struck Palu, Central Sulawesi, in 2018. The study's findings revealed that the AHA *Centre* achieved success in its role to coordinate disaster management strategies for the earthquake in Palu, in 2018 by taking action to facilitate cooperation both internally and externally through creative active collaboration with outside parties other than ASEAN. As well as its crisis management strategic communication so far is quite good but still strives to achieve maximum improvement so that it can always survive and help member countries in ASEAN.

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