

## Digital Marketing Strategy for Disaster Education Media During Floods

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### ABSTRACT

*The fulfilment of logistical needs during floods is vital to address challenges such as access to clean water, medicines, drinking water, and hygienic ready-to-eat food. Desa Pasuruhan, located in Kayen Subdistrict, Pati Regency, faces unavoidable flooding every rainy season. Surrounded by the Kendeng mountains, the village's water source contains limestone, making it unfit for consumption. To mitigate these challenges, the Kosabangsa team from Universitas Ivet conducted a disaster education program from September to December 2024. The program targeted the village's youth group (Karang Taruna Bina Sejahtera) to prepare the community for recurring floods. Materials included disaster mitigation guides and educational pocketbooks for various age groups, distributed through micro-teaching sessions, both in-person and online. An innovative disaster service website was also launched as part of the initiative, providing access to disaster education resources. This platform offers a scalable solution for broader applications, combining tailored theoretical knowledge with the specific needs of the region. Accessible to both local residents and the public, it represents a unique integration of education and technology, showcasing its potential to address disaster challenges through digital marketing strategies.*

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### 1. INTRODUCTION

The flood season is a period experienced in flood-prone areas across Indonesia. Several factors, including the high rainfall during the rainy season cause this phenomenon. Pati Regency, Central Java, is one of the regions in Indonesia that has become a focal point for the *Kosabangsa 2024* program. *Kosabangsa*, an acronym for *Kolaborasi Sosial Membangun Masyarakat* (Social Collaboration for Community Building), is a program designed to provide solutions and assist in addressing disaster-related issues. The program is funded by the Directorate of Research, Technology, and Community Service. It involves collaboration between mentoring and implementation teams with target community partners based on mutual agreements and commitments.

The target community for this disaster program is Pasuruhan Village in Kayen District, Pati Regency. This village experiences annual flooding (BNRP, 2014). The increased rainfall significantly raises the likelihood of floods, which occur multiple times during the rainy season. Pasuruhan Village is surrounded by Mount Kendeng and lies in a basin, making it highly susceptible to flooding. This condition disrupts daily activities and routines.

Pati Regency, characterized by flat to concave topography, is highly prone to flooding (BPBD Pati Regency, 2014). It experiences flooding almost every year. According to data compiled by BNPB's Operations

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Control Center in 2024, a total of 4,521 people (1,094 households) were affected by floods across eleven districts in Pati Regency. The floods not only submerged residential homes but also public facilities such as schools, village halls, mosques, and roads.

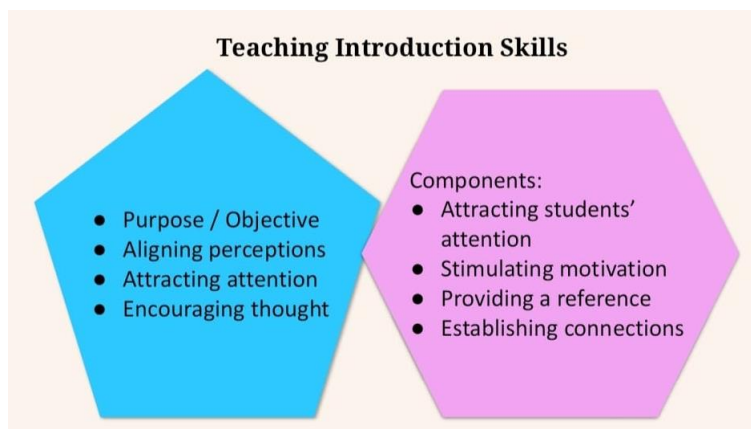
This situation calls for critical and strategic solutions to address the impact of disasters. One such solution involves technology-based innovations in disaster education. This education aims to provide balanced and sustainable training, which can be developed into valuable assets with the potential to expand market opportunities if managed properly with appropriate strategies.

The *Karang Taruna* (youth organization) of Pasuruhan Village, Kayen District, Pati, named *Bina Sejahtera*, was officially established by the village authorities in 2021 through Decree No. 141/002. It comprises 16 members, both male and female, from the local community. Initially, disaster mitigation efforts were simple and conventional, relying on annual routines such as distributing logistics using wooden boats to residents, particularly the elderly and children (Soleh, 2023). This practice has persisted for years without significant innovation. However, the *Kosabangsa* program introduces a positive solution through technology-based disaster education via a village disaster mitigation website for Pasuruhan, Kayen, Pati.

This technology-based disaster education initiative includes marketing strategies aimed at expanding market opportunities for other regions experiencing similar disasters. The educational materials developed include disaster mitigation guides, research-based educational pocketbooks, and educational tools for early childhood.

## 2. METHOD

The method used in this research is through the implementation of programmed and sustainable microteaching. Microteaching is an approach, model, or technique for training teaching practice in a limited scope to develop basic teaching skills, carried out in isolation and in a simplified situation (Halimah, 2017). This method is implemented to provide insights and open up the mindset of the audience, which in this case is the Karang Taruna Bina Sejahtera youth organization. Empowering an organization to develop quality human resources (Hapsara, 2023) with knowledge and to create strategic market opportunities is crucial amidst the recurring annual floods.



**Figure 1.** Introduction skill digital marketing implementation

**Figure 1** shows to everybody who read this article that step by step all micro teaching activities. This program very professional and keep quality for implementation. This microteaching is expanded to include insights into digital marketing materials, focusing on the development of ideas and concepts that can be adopted by individuals or groups, potentially fostering market growth.

## 3. RESULTS AND DISCUSSIONS

The digital marketing strategy through the sustainable empowerment of human resources within a group or organization, in this case, Karang Taruna Bina Sejahtera, is implemented routinely according to a mutually agreed-upon schedule. This implementation is carried out through the microteaching technique, as it is expected that the results of this training will be marketed through education, both directly and indirectly (Elyana, 2020). Therefore, Karang Taruna members need to understand teaching techniques thoroughly. Digital education through the disaster mitigation website contains guides and educational handbooks full of important information, serving as valuable resources for Karang Taruna in developing the markets needed for knowledge, especially in regions experiencing similar events.

The training flow for Karang Taruna Bina Sejahtera is presented in the following activity table:

**Table 1.** Digital Marketing Activities for Karang Taruna

No	Activity	Target	Description
1.	Introduction to Disaster Education Website	Completed	Understanding login, input, and access
2.	Micro Teaching 1: Developing Disaster Education Guide	Completed	Ability to educate through the guide
3.	Micro Teaching 2: Developing Disaster Education Handbook	Completed	Ongoing implementation
4.	Micro Teaching 3: Developing SOP for Flood Disaster Education	Completed	SOP for Learning and Healthy Living
5.	Marketing Techniques	Structured application	Finding digital-based marketing strategies
6.	Marketing Techniques	Structured application	Utilizing website, Instagram, Facebook, WhatsApp Group
7.	Reflection	All team	Review activity and find positive value
8.	Evaluation	All Team	Assess the overall program for what needs to be improved
9.	Follow up	Structured application	Follow up on findings during evaluation

The implementation of the activities, as outlined in the table above, was carried out effectively and in a structured manner, following the sequence of activities. The Kosabangsa team guided each step progressively, with the output being tangible activities and sustainable changes, initiated through a potential market strategy based on digital platforms. This approach ensures a continuous development process and fosters an ongoing transformation that leverages digital tools for market growth and empowerment.

#### 4. CONCLUSION

Disaster education is a crucial process for residents living in disaster-prone areas, such as the village of Pasuruhan Kayen Pati. The local youth organization, Karang Taruna Bina Sejahtera, serves as a key human resource in developing disaster education. Through Karang Taruna, disaster education services were brought to life via a website containing guides, handbooks, educational videos, and tutorials, all of which contribute to the development of market strategies through the activity flow outlined in this research. This study introduces an important innovation in the form of useful disaster education, offering valuable insights for sustainable community empowerment. Digital marketing steps through micro teaching experiences will be able to increase the selling power of Youth Organizations in collaboration with Kindergartens.

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