

IMPLEMENTATION OF REGIONAL REGULATION POLICIES IN HANDLING FLOOD DISASTERS IN SOUTH TANGERANG CITY (Case Study: Communication, Human Resources, Disposition and Bureaucratic Structure)

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Abstract

This study aims to analyze the implementation of local regulatory policies in handling flood disasters in South Tangerang City. The main focus of this study is to explore the factors that affect the effectiveness of policy implementation, including communication, human resources (HR), disposition, and bureaucratic structure. By understanding these factors, it is hoped that more effective solutions can be found to overcome the problem of flood disasters that often hit the area.

The research method used is a qualitative approach with a case study design. Data was collected through in-depth interviews with local government officials, analysis of policy documents, and field observations in flood-prone locations. This approach allows researchers to become more familiar with the dynamics that occur in the handling of flood disasters.

The results of the study show that effective communication between the government and the community is crucial in handling flood disasters. In addition, the availability of trained and experienced human resources also contributes to the successful implementation of the policy. The positive disposition of government officials and a flexible bureaucratic structure are significant supporting factors. Thus, the success of flood disaster management does not only depend on existing policies but also on effective execution on the ground.

The implementation of flood management policies in South Tangerang City still faces various challenges, especially in terms of communication and human resource management. This study recommends the need for increased training for human resources and strengthening communication channels between the government and the community to create a faster and more effective response to disasters.

Kata Kunci : Communication, Human Resources, Disposition and Bureaucratic Structure

response to disasters becomes slow and ineffective.

From the literature review, it can be seen that there is a relationship between policy implementation theory and the results of previous research. Effective communication and good human resource management are key factors in the successful implementation of disaster management policies. This research will test and strengthen these findings in the context of South Tangerang City. By linking theory and practice, it is hoped that this research can provide deeper insights into how disaster management policies can be better implemented.

Research Methods

The approach used in this study is qualitative, which allows researchers to gain a deep understanding of the phenomenon being studied. This approach also facilitates the exploration of aspects that cannot be quantitatively measured, such as individual experiences and perceptions of disaster management. Through in-depth interviews, researchers can dig into more detailed and contextual information about the challenges faced by governments and society.

The research design used is a case study, which focuses on an in-depth analysis of the implementation of flood disaster management policies in South Tangerang City. These case studies allow researchers to collect rich and diverse data from a variety of sources. In this way, researchers can see how policies are implemented in real-world contexts and how factors such as communication and HR play a role in the process.

The data was collected through in-depth interviews with local government officials, policy observers, and communities affected by

the disaster. In addition, analysis of policy documents and field observations were also carried out to obtain a comprehensive picture of policy implementation. Field observations provide an opportunity for researchers to see firsthand how the policy is implemented and how the community responds to it.

The location of this study is South Tangerang City, which is known as one of the areas that often experience floods. The research subjects consisted of local government officials, social workers, and people living in flood-prone areas. The selection of this subject aims to get diverse perspectives on disaster management, so that the results of the research can reflect more accurate conditions.

The collected data will be analyzed using thematic analysis techniques, where the researcher will identify the main themes that emerge from the interviews and documents analyzed. This analysis aims to find patterns and relationships between factors that influence policy implementation. With this approach, researchers can draw deeper conclusions about how communication, human resources, disposition, and bureaucratic structures contribute to the effectiveness of disaster management.

Results and Discussion

The results of the study show that communication between the government and the community in South Tangerang City is still not optimal. Many people do not get enough information about the steps that must be taken when floods occur. For example, when floods hit, many residents were confused and didn't know where to go or what to do. In addition, the lack of training for human resources is also an obstacle in disaster management. Without adequate training, officers on duty in the field

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