

CHAPTER II

GENERAL OVERVIEW OF THE COMPANY

2.1 Company Description

2.1.1 Organization Profile

Gugus Mitigasi Lebak Selatan (GMLS) is a community-based disaster risk reduction organization that focuses on strengthening community preparedness and resilience in facing potential disasters, particularly in the southern coastal area of Lebak, Banten. Community participation has been shown to significantly improve disaster preparedness and strengthen long-term resilience against natural hazards (Ryan et al., 2020). This organization was established by the people of Panggarangan Village on October 13, 2020, as a collective response to the awareness of the risk of disaster in the region, particularly the potential threat of earthquakes and tsunamis.

Not only was the establishment of GMLS a reaction to the occurrence of disaster events, but it was also a social transformation movement to build a disaster-aware society. Public awareness initiatives play a crucial role in fostering a disaster-aware society capable of responding effectively to emergencies (Marlowe et al., 2018). The organization applies the approach of community-based, which combines local knowledge (local wisdom) with the values of disaster preparedness. The integration of local knowledge into disaster mitigation programs can enhance community acceptance and the effectiveness of risk communication efforts (Rizal et al., 2025). Through this approach, GMLS wants to change the community's mindset from passive recipients of emergency aid to active contributors who autonomously understand and manage disaster risks.

Effective disaster risk reduction requires collaboration among governments, academic institutions, media organizations, humanitarian groups, private sectors, and local communities (Pawlik et al., 2024). GMLS as an NGO, uses a collaborative

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Source: (GMLS, 2026)

Image 2.1 GMLS Multi-Party Collaboration

Source: (GMLS, 2026)

strategic Communication perspective, the col
GMLS shows that disaster mitigation is not o
redness but also on the organization's ab
h stakeholders. Communication is a strategic too
raise public awareness and promote collectiv
In non-profit institutions

approach has been successful in various achievements, such as the Tsunami Ready Program which was acknowledged by the National Tsunami Ready Board (NTRB) and Tsunami Ready recognition by the International Commission of UNESCO (IOC-UNESCO).

accomplishments show GMLS as not only a local disaster mitigation organization but also as a community-based disaster preparedness model in Indonesia.

Here is the general organizational information of GMLS:

No	Information	Description
1	Organization Name	Gugus Mitigasi Lebak Selatan (GMLS)
2	Organization Type	Non-Government Organization (NGO)
3	Phone Number	085-888-200-600
4	Address	Villa Hejo Kiarapayung, Jl. Cimangpang–Panggarangan KM 1, Panggarangan District, Lebak Regency, Banten
5	Website	https://gmls.org/ (new) https://www.gmls.org/ (old)
6	Social media	Instagram: @gugusmitigasibaksel; YouTube: Gugus Mitigasi Lebak Selatan; Facebook: Gugus Mitigasi Lebak Selatan; TikTok: @gugusmitigasibaksel

2.1.2 Vision, Mission, and Organizational Motto

GMLS is an organization committed to building community resilience and envisions a society that is ready, aware and able to respond to potential disaster risks.

Vision : “The community in Lebak Selatan is resilient and ready to face any potential natural disaster.”

This vision is a reflection of the organization's commitment to building a culture of safety and preparedness within the community. In Strategic Communication the vision is an effort to create behavioral change through dissemination of information, public education and relationship building processes.

GMLS not only transmits disaster information but also fosters awareness of preparedness as an integral part of everyday life in communities.

To realize this vision, GMLS has several missions:

GMLS performs the following missions to realize its vision:

1. Developing a disaster database.
2. Establishing partnerships with government, businesses, and humanitarian organizations.
3. Providing disaster mitigation education.
4. Supporting community preparedness toward potential disasters.
5. Building responsive community networks during disaster situations.

These missions illustrate that communication is central to organizational activities. Communication processes including public education, stakeholder engagement and information management enable GMLS to develop common understanding between the organization and the community.

GMLS, together with its vision and mission, also embraces the motto “Ne Periculum Neglexeris” which is a Latin word that comes from the ancient Romans which means do not neglect potential risks or dangers. Risk communication enables communities to better understand hazards and make informed decisions before, during, and after disasters (Arwan, 2025). This motto reflects the organization’s principle that protection is preparation. In the context of risk communication, this principle is the need to communicate potential threats before they escalate into bigger crises.

2.1.3 Organizational Logo

The logo of Gugus Mitigasi Lebak Selatan reflects the identity of the organization as an institution that is concerned with disaster preparedness and community resilience. The logo serves not only as a visual identity but also as a

symbolic representation of the organization's core values, including protection, resilience, solidarity and collective responsibility.



Image 2.2 GMLS Philosophical Logo
Source: Organization Documentation (2026)

Visual identity is a crucial element in shaping public perception and organizational reputation from the perspective of organizational communication. The GMLS logo is a non-verbal communication medium that reinforces the image of the GMLS as a community-based organization committed to public safety and disaster preparedness

2.2 Company Organizational Structure

As a community based organization, GMLS has a collaborative organizational structure to support programs for disaster risk reduction. Each division has a specific role that supports the implementation of education programs, communication activities, stakeholder coordination and community involvement. The organizational structure consists of several main divisions:

1. Director

The Social Media unit is responsible for the management of digital communication activities, including dissemination of public information and audience engagement through online channels. This function is closely related with Public Relations practices because it supports two-way communication, audience interaction and image management of the organization.

2. General Affair

Disaster data, technology systems and development of early warning systems are managed by the Data and Technology wing. This division helps the organization deliver disaster information accurately and quickly.

3. Dissemination Facilitator

The volunteers are field implementers helping with GMLS's disaster education activities, community engagement programs and humanitarian initiatives.

4. Social Media

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5. Data and Technology

Disaster data, technology systems and development of early warning systems are managed by the Data and Technology wing. This division helps the organization deliver disaster information accurately and quickly.

6. Volunteers

The volunteers are field implementers helping with GMLS's disaster education activities, community engagement programs and humanitarian initiatives.

In this structure, the Media Relations Manager is strategically engaged in supporting external communication activities. This position is centered on building relationships with media outlets, managing the organization's public relations, disseminating information about the organization and enhancing the reputation of GMLS through strategic communication plans.



Image 2.3 GMLS Management Structure
Source: Organization Documentation (2026)

The student was assigned to the Media Relations function during the internship. Support organizational communication efforts through media exposure management, writing press releases, documenting activities and facilitating information dissemination to stakeholders and the public. Establishing strong relationships with media organizations can improve the reach and credibility of public communication efforts (Marx et al., 2018).

The Media Relations function is important in the organization's connection with external audiences. The division develops and implements communication activities such as media engagement, publication management and public information campaigns to promote public awareness on disaster preparedness and community resilience.

GMLS incorporates communication activities in organizational decision-making process. This integration highlights the increasing importance of strategic communication in nonprofit and disaster mitigation organizations, where public trust, stakeholder engagement, and information dissemination are crucial for program success.

2.3 Company Portfolio

GMLS understands that strong collaboration across sectors is critical for effective disaster mitigation. Therefore, the organization works with a number of organizations including government agencies, academic institutions, humanitarian organizations, media organizations, and private companies.

GMLS has several strategic partners such as Institut Teknologi Bandung (ITB), Badan Meteorologi, Klimatologi, dan Geofisika (BMKG), Universitas Multimedia Nusantara (UMN), Radio Antar Penduduk Indonesia (RAPI), Badan Nasional Penanggulangan Bencana (BNPB), etc. These partnerships support programs such as disaster mapping, community education, volunteer training, development of emergency communication and dissemination of disaster information. Community education and volunteer training programs are important elements in strengthening local disaster management capacity (Nugraheni et al., 2025).



Image 2.4 GMLS Activity Documentation
Source: Organization Documentation (2026)

From the perspective of Strategic Communication, The GMLS portfolio demonstrates the application of network-based communication strategies. The organization does not merely broadcast messages to the public; it develops long-term relationships with stakeholders that deliver varied resources and expertise.

Therefore, GMLS provides an example of communication as a strategic element of a community-based organization. GMLS builds community awareness and supports the development of disaster-resilient communities through effective stakeholder relations, media engagement and public communication strategies.

