

## Implementation of Brand Equity for Disaster Management Preparedness in Bengkulu

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**Abstract.** Bengkulu Province is a disaster-prone area in Indonesia, frequently experiencing floods, landslides, earthquakes, and tsunamis. The flooding in Bengkulu City is primarily caused by coal mining activities in the upstream areas of the Bengkulu River, combined with extreme weather conditions. Effective disaster management in such regions requires not only logistical, health, and accommodation support but also robust information systems for efficient communication. This study aims to evaluate the implementation of brand equity principles by the Regional Disaster Management Agency in Indonesia, known as Badan Penanggulangan Bencana Daerah (BPBD), in Bengkulu City to enhance disaster management effectiveness. The research adopts a qualitative method, utilizing case studies and in-depth interviews with key BPBD officials. The analysis focuses on seven indicators of brand equity: leadership, stability, market, internationality, trends, support, and protection. Findings reveal that while BPBD demonstrates strong leadership and market presence, it faces challenges in achieving stability and consistent community engagement. Additionally, BPBD has successfully established international collaborations and maintained a good public image through effective media use and ethical practices. However, promotional activities are not consistently executed, and there is a need for better budget management to support disaster mitigation infrastructure. The study concludes that strengthening brand equity in disaster management agencies can significantly improve their operational efficiency and public trust, ultimately reducing disaster impact and enhancing community resilience.

**Keywords:** bengkulu city BPBD, brand equity, disaster communication, management preparedness

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### INTRODUCTION

Bengkulu is one of the disaster-prone areas in Indonesia, frequently experiencing floods and landslides, as well as earthquakes and tsunamis as the effects of disaster vibrations that occurred in Bengkulu Province. The flooding that occurred in the city of Bengkulu was caused by high activity in the watershed due to intensive coal mining in the upstream Bengkulu River watershed. These floods persist throughout the year, especially during periods of heavy rain and extreme weather occurs in the upstream area, resulting in Bengkulu City, which is the downstream area, being

inundated by large volumes of water (Adhrianti, L., 2020).

In the natural disaster management process, it is not only logistics, transportation, accommodation, health, and clothing that are essential. Information systems, which serve as communication tools, are also crucial for ensuring systematic and well-coordinated operations. Therefore, the integration of information systems is vital for effective disaster management (Abdul Karim et al., 2021).

Each year, Bengkulu Province faces severe flooding, which poses significant challenges to the region. This



FIGURE 1. Bengkulu City Flood Disaster Infographic (BPBD Bengkulu, 2023)

phenomenon is closely related to the rise of coal mining activities in the area, which has been the focus of attention in several previous studies (Apriani et al, 2023). Additionally, changes in extreme weather also have significantly contributed to the severity of floods that occur, as confirmed in previous research by Dalifa et al. (2021). Unstable weather conditions, combined with prolonged periods of heavy rainfall, are the main triggers for flooding in Bengkulu Province. Data collected shows that during a flood in January 2023, three sub-districts in Bengkulu City were flooded following two days of continuous heavy rain. Similar incidents have continued to occur in the last three years, showing an increasing level of severity from year to year.

The ability to study disasters from a communication science perspective can become a strategic study for the future, in the field of disaster studies in Indonesia in particular, especially the City of Bengkulu which is in accordance with the research strategic plan at Bengkulu University. Disaster communication studies serve

as both crucial study material and transformative initiatives within the disaster management framework. As study material, they offer a comprehensive understanding of how communication processes occur before, during, and after a disaster, thereby enabling researchers to identify patterns and develop effective communication strategies (Asteria, 2016). At the same time, as a movement, disaster communication studies advocates prioritizing communication strategies in disaster management, mobilizing governments, NGOs, academic institutions, and communities to collaborate on awareness campaigns, workshops, and policy initiatives. In Bengkulu, Indonesia, a region prone to natural disasters, integrating disaster communication studies into research agendas and practical interventions can significantly strengthen community resilience and mitigate the impact of future disasters, ultimately saving lives and protecting livelihoods.

The Regional Disaster Management Agency, commonly known as the Badan Penanggulangan Bencana Daerah

(BPBD), operates as the cornerstone of disaster management and mitigation efforts. Key to its success is the development of a strong brand identity, encompassing its functional duties and responsibilities. This brand identity serves as the guiding principle for BPBD's operations, shaping its approach to disaster preparedness, response, and recovery. The thorough comprehension and application of this identity are paramount for BPBD personnel, as it forms the foundation of their understanding and execution of duties. By adhering to the principles embedded within its brand, BPBD can ensure consistency and effectiveness in its activities, ultimately enhancing its capacity to safeguard communities and mitigate the impact of disasters. Thus, fostering a deep-rooted understanding and commitment to its brand identity is imperative for BPBD to fulfill its mission of protecting lives and property in the face of natural disasters.

BPBD's significance transcends mere administrative function; it embodies resilience, stewardship, and unwavering commitment to safeguarding communities in times of crisis. As a cornerstone of Regional Government Organization (OPD), BPBD's imprint on disaster management resonates profoundly, underscoring its pivotal role in shaping perceptions and fostering trust (Alfarabi, 2022). Delving into the essence of its brand corporate value unveils a narrative steeped in dedication, expertise, and the relentless pursuit of excellence. Each endeavor and intervention contributes not only to disaster response, but to the cultivation of a formidable reputation, emblematic of reliability and unwavering determination. In understanding and nurturing this identity value, BPBD reinforces its status not merely as an institution, but as a beacon of hope, resilience, and unwavering support for the communities it serves.

A trusted brand, such as BPBD, is not just about recognition; it embodies consistency and reliability in fulfilling its institutional duties (Switala et al, 2018). To gain deeper insight into its effectiveness, it is essential to explore how BPBD's core values are embedded within its operational framework. The goal of this exploration is to understand how these values enhance BPBD's capacity to perform its roles effectively. Central to this analysis is the concept of brand equity, which encapsulates the inherent value associated with BPBD's identity (Pandiangan & Atmogo, 2021).

Brand equity, as defined by Voorveld (2019), encompasses a spectrum of assets and liabilities associated with a brand. These assets, comprising the brand's name and symbol, significantly influence the perceived value of BPBD's services. This perception extends beyond consumers to society as a whole (Crane & Glozer, 2016). Thus, building and maintaining strong brand equity is crucial for BPBD, as it directly impacts the societal value attributed to its endeavors. By understanding and leveraging its brand equity, BPBD can further fortify its position as a dependable institution, both internally and externally.

Brand Equity also encompasses aspects such as customer loyalty, brand awareness, perceived quality, brand associations, and brand image. The higher the Brand Equity of a brand, the greater the likelihood that consumers will choose products or services from that brand, even at a premium price compared to its competitors. Therefore, building and maintaining a strong Brand Equity is a strategic objective for any company aiming to succeed in a competitive market. (Fadillah, 2019).

As noted by Switala et al. (2018), brand equity encompasses the intangible assets linked to a brand that go beyond its tangible products or services. This

concept includes elements such as brand reputation, customer loyalty, perceived quality, and overall brand recognition, all of which contribute to the brand's market value and influence. It also encompasses the perceptions, associations, and relationships that consumers develop with a particular brand over time (Miller et al., 2014). This added value can be observed in various dimensions, including consumer attitudes, brand loyalty, and the willingness to pay a premium price for the brand's offerings.

Brand equity goes beyond mere recognition or awareness; it delves into the emotional connections and trust that consumers develop with a brand. When consumers have a positive perception of a brand, they are more likely to choose it over competitors, recommend it to others, and remain loyal to it, even amid competitive pressures (Krissanya & Widyaningsih, 2023).

Brand equity extends to tangible business outcomes for the company, such as market share and profitability. Brands with strong equity often capture a larger market share and can sustain higher prices, leading to increased revenue and profitability. Additionally, these brands typically incur lower marketing costs due to the benefits of word-of-mouth referrals and repeat purchases fueled by brand loyalty (Tien et al., 2019).

This study aims to evaluate the implementation of brand equity principles by the Regional Disaster Management Agency in Indonesia, known as Badan Penanggulangan Bencana Daerah (BPBD), specifically in Bengkulu City, with the goal of enhancing disaster management effectiveness. Given the significance of brand equity in shaping consumer behavior and business performance, it is crucial for companies to prioritize its cultivation and improvement. This involves maintaining a steadfast commitment to fulfilling brand

promises, ensuring ongoing relevance and resonance with target audiences, and strategically investing in marketing efforts that reinforce the brand's identity and value proposition.

The anticipated outcomes of this research include an assessment of BPBD's consistency in acknowledging, comprehending, and implementing its institutional identity philosophy to bolster its reputation in disaster management. Furthermore, the study aims to contribute to the field of disaster communication by examining it through a branding perspective, thereby expanding the understanding of brand equity theory within the context of disaster management.

### **Branding Concept**

According to Pandiangan & Atmogo (2021), Brand Equity is a brand liability and a set of assets related to a brand, including its name and symbol, which can either increase or decrease the value provided by a product or service to the company and its customers. Brand equity reflects the value that customers or consumers attribute to a brand and the functional characteristics of its products. According to Aaker, there are four dimensions of brand equity. The first dimension, brand awareness, refers to a buyer's ability to recognize and remember that a brand embodies a certain product category. The second dimension, perceived quality, involves the customer's perception of the overall quality or superiority of a product or service in relation to its intended purpose. The third dimension, brand associations, encompasses everything related to consumers' memories of a brand, whether directly or indirectly. Finally, the fourth dimension, brand loyalty, measures how closely customers identify with a brand. Brand loyalty significantly influences customer vulnerability to competitor attacks and is closely related

to the company's future performance. (Darabjerdi et al., 2016).

According to Ramadhani & Mujayana (2022), the strength of a brand, or brand equity, can be assessed using seven key indicators. Leadership refers to the brand's capability to influence the market through both price-related and non-price-related factors. Stability signifies the ability to sustain customer loyalty over time. Market denotes the strength of a brand in enhancing the performance of a retail store or distributor. Internationality describes the brand's success in expanding beyond its original geographic region into new countries or markets. Trends highlight the growing relevance of the brand within its industry. Support represents the financial resources allocated to brand communication efforts. Lastly, protection concerns the safeguarding of the brand's legal rights.

### Corporate Values

Corporate values are the principles a company adopts to serve as the foundation for all aspects of its business operations. A company's image is crucial because it affects stakeholders' decisions to engage in contact or business transactions with the organization, as well as their perception of the company's intentions, whether

positive or negative (Klimkiewicz & Oltra, 2017). Employees play a key role as both sources of information and determinants of the company's public value, as they are directly involved in communication with the audience. Therefore, the value of a company can often be assessed based on how effectively its employees communicate with the public.

Law no. 24 of 2007 concerning disaster management mandates that each region (province and district/city) establish a Regional Disaster Management Agency (BPBD). In Bengkulu City, The Regional Work Unit that fulfill this role is the Bengkulu City Regional Disaster Management Agency (BPBD), which was formed through the stipulation of Bengkulu City Regional Regulation Number 03 of 2010 concerning the Bengkulu City Regional Disaster Management Agency. The goal of the BPBD for the five-year periode (2019-2023) is to increase the capacity of local governments and communities in managing disasters. To realize this goal, the BPBD has set a target, "Increasing Disaster Capacity and Preparedness" which is supported by eight key indicators, namely: The Facilities Ratio and Disaster Infrastructure, The Number of Disaster Management Documents, The Percentage



FIGURE 2. Bengkulu City BPBD logo

of Early Warning Systems, The Percentage of Volunteers, The Percentage of Certified Disaster Management Apparatus, The Number of Implementers of Rehearsals or Simulations for the community, and The Percentage of Number of Buildings Renovated or Reconstructed.

The Bengkulu City BPBD plays a strategic role in organizing disaster management in Bengkulu. Disaster management is carried out in an integrated manner at three phases: pre-disaster, during disaster, and post-disaster. Accordingly, The Bengkulu City BPBD has three main tasks in disaster management, namely implementation, command and coordination (Farid & Mase, 2020).

## **METHOD**

This study design will use qualitative method through empirical observation to explore and confirm cause-and-effect relationships, which can be used to predict general patterns of certain social phenomena with the use of qualitative method. Study will obtain description from the behavior of man and deep social context of interaction social.

Case study research involves the in-depth collection of data and information regarding individuals, events, social settings, or groups, employing various methods and techniques and drawing from multiple information sources. Its aim is to gain a thorough understanding of how these elements operate within their respective contexts. This approach pays meticulous attention to all pertinent aspects of the subject under investigation (Sugiyono, 2018). Through such research, a nuanced and detailed portrayal of a situation or entity can be attained.

In this particular study, the focus is on examining the application of corporate values within disaster management to uphold the organization's reputation following the disaster in Bengkulu City

(Rahayu & Harsono, 2018). The method employed is a single instrumental case study, specifically focusing on disaster management strategies for mitigating losses in Bengkulu, with a particular emphasis on government-led efforts as outlined in disaster communications studies. Data collection involved interviews with key informants, including the Head of the Bengkulu City BPBD Emergency Agency, the Head of the Emergency Division of the Bengkulu City BPBD, and the Head of the Prevention Section of the Bengkulu City BPBD, all of whom have expertise in the implementation of Brand Equity for Disaster Management Preparedness in Bengkulu.

Data analysis will be conducted using the Miles and Huberman method, emphasizing in-depth depiction. To ensure data validity, triangulation of both sources and methods will be employed.

## **RESULTS AND DISCUSSIONS**

Research was carried out by interviewing the Head of the Emergency Sector and the Head of the Prevention Division of the Bengkulu City BPBD as the main resource person, along with two local residents near the BPBD office as additional resource persons.. The Bengkulu City Regional Disaster Management Agency, as a brand, implements itself through its duties and functions as a government agency. Based on interviews conducted by researchers, the results obtained were that, in operating the brand as a company, BPBD Bengkulu City had implemented 7 indicators in brand equity, although they were not optimal .

### **Leadership Indicators**

Indicator in the brand equity element is the leadership implemented by the Bengkulu City BPBD in accordance

with its duties and functions as disaster management coordinator by coordinating related agencies and also the community in handling disasters that occur. All Bengkulu City BPBD members also understand the concept and significance of the BPBD logo, reflecting their awareness of their own brand identity.

Based on the results of an interview conducted with the Head of the Bengkulu City BPBD Emergency Agency, he explained the BPBD's internal understanding of the BPBD logo:

“Regarding the logo, it clearly represents the Disaster Management Agency. Our logo features a blue triangle, symbolizing the three key elements that play the most significant roles in disaster management: society, business, and government.” (Interview, May 31, 2023).

The application of Leadership indicators through the coordination process demonstrates that the Bengkulu City BPBD philosophy has been effectively implemented. This reflects the core purpose of a brand, which is to be understood and applied with full awareness by its users. Based on the research results, it was found that the implementation of Bengkulu City BPBD leadership indicators was carried out by coordinating effectively with both government agencies and the community. This conclusion is supported by interviews conducted with the Head of the Bengkulu City BPBD Emergency Division. Therefore, Bengkulu City BPBD has succeeded in carrying out its role as a disaster management agency in Bengkulu City.

### **Stability Indicator**

The second indicator in brand equity is stability, which refers to a brand's ability to maintain its existence in society, which has not yet been

effectively implemented. Judging from the disaster situation reports submitted to the Bengkulu City BPBD, most of them were submitted by existing government agencies, indicating that the public has not yet fully understood BPBD's role as a disaster management agency (Alfarabi, 2021).

Based on the results of an interview with the Head of the Emergency Division of the Bengkulu City BPBD, he provided the following explanation regarding disaster report providers who submit to the Bengkulu City BPBD:

“We receive disaster reports from both parties, but we mostly receive reports from government officials or from the central BNPB of Bengkulu Province which are channeled directly to us. However, quite a few people also report directly to us.” (Interview, May 31, 2023).

The stability indicator, evaluated through communication patterns for disaster reports, reveals that feedback primarily comes from government sources. This indicates that the Bengkulu City BPBD has achieved trust and recognition mainly from internal parties and fellow government organizations. To enhance its effectiveness, BPBD needs to increase its efforts to engage and build trust with the broader community regarding disaster management. Based on the research results, it was found that Bengkulu City BPBD has so far received more reports or complaints from government agencies regarding disasters that occurred in Bengkulu City. City BPBD also has sub-district volunteers in the field. This was confirmed through interviews with the Head of the Bengkulu City BPBD Emergency Division.

### **Market Indicators**

The next indicator of brand equity is market performance. BPBD as a

brand must improve its performance so that it is more widely known and this can successfully implemented through various existing media. Demonstrating good ethics when on duty is also one manifestation of implementing market indicators. The implementation of Internationality indicators is realized by BPBD through collaboration with other regional BPBDs. By assisting with disaster situations that occurred in neighboring areas, the Bengkulu City BPBD succeeded in implementing this indicator. The Bengkulu City BPBD also succeeded in getting recognition from BNPB, indicating successful expansion beyond its geographical zone (Ovfianti, 2021).

Based on the results of interviews conducted with the Head of the Prevention Section of the Bengkulu City BPBD, he explained how the Bengkulu City BPBD creates a positive image of the organization:

“Our media efforts aim to build a positive image of the organization. Our ethics in the field are very crucial because when we deal with disasters we interact directly with the public, yes, people who are panicking, sad people who are suffering. Therefore, maintaining good ethics is essential.” (Interview, May 31, 2023) .

Market indicators, through a clear understanding its functions and tasks, demonstrate that the Bengkulu City BPBD (Regional Disaster Management Agency) is effectively upholding its brand reputation. According to the findings of the conducted research, it has been observed that the Bengkulu City BPBD has taken proactive steps to educate its agency members about the significance of the company’s brand and its critical role. All its members have been briefed on the meaning of the logo, functions, duties, and responsibilities as an agency

tasked with disaster management.

Providing information regarding the meaning of the BPBD logo itself was also held in the form of evaluations which they held several times. Additionally, the members who take part in the field also carry out their duties diligently, adhering to ethical standards to uphold the agency’s reputation. They are well-trained to interact with panicked individuals and treat all disaster-affected persons equitably (Lestari, 2019). This can be seen from the results of interviews conducted with the Head of the Prevention Section of the Bengkulu City BPBD.

### **Internationality Indicators**

A company’s success in branding is also assessed by how far the company carries out its branding efforts. The fourth indicator in brand equity, internationality, assesses whether the company can operate outside its original geographic zone. In this case, this involves determining whether it only manages disaster issues within Bengkulu City or if it also addresses problems in other regions (ALnizar, F. Fadlil, 2022).

Based on the results of an interview with the Head of the Prevention Section of the Bengkulu City BPBD, he explained how the Bengkulu City BPBD builds collaboration with partners outside the region:

“We received an award for our achievements in logistics. We are able to take part in the tent installation championship, meaning that the city BPBD is ready to provide services to the community in tent construction services as quickly as possible for the community. Additionally, we received direct acknowledgment from BNPB for logistical arrangements. This means that the logistics that we carry out are as fast as possible and can or are available. The award was given in 2014.”. (Interview, May 31, 2023)



Based on the results of an interview with the Head of the Bengkulu City BPBD Emergency Section, he explained how the Bengkulu City BPBD builds collaboration with partners outside the region:

“As often as possible. In accordance with the wishes of those who want to work together to help the community. Typically, these partners provide material support related to BPBD activities, such as installing evacuation direction signs, offering training assistance, and supporting initiatives that enhance the skills of our BPBD staff or employees.” (Interview, May 31, 2023).

Internationality indicators through the brand branding process shows that the Bengkulu City BPBD is not only able to solve problems within Bengkulu City. Bengkulu City BPBD as a Government Agency also succeeded in carrying out their duties as a disaster organization and received recognition from BNPB as a national disaster management agency. Bengkulu City BPBD demonstrated their feasibility in being alert in dealing with disasters (Farid, 2019). This can be seen from the results of interviews conducted with the Head of the Emergency Division and the Head of the Prevention Division of the Bengkulu City BPBD.

### **Trend Indicator**

The fifth indicator in brand equity is the trend indicator. As an agency that works for disaster situations, BPBD effectively carries out its duties in handling disaster cases that occur in Bengkulu City. BPBD Bengkulu City also provides disaster mitigation to schools or other community groups to carry out trend indicators.

Based on the results of an interview with the Head of the Bengkulu City BPBD Prevention Division, he explained

disaster simulation activities to the community:

“Usually, we carry out disaster mitigation outreach to the community through schools, sub-districts, business sectors, and directly engage with the community to socialize disaster mitigation.” (Interview May 31, 2023).

Based on the results of an interview with the Head of the Bengkulu City BPBD Emergency Division, he explained what the Bengkulu City BPBD does when there are no disaster cases:

“Most people and other agencies think that if there is no disaster, BPBD is not working, which is a big mistake. Because of the paradigm that we are dealing with a disaster and we are preparing to face a disaster. When there is no disaster, we usually analyze past disaster event and then we program disaster mitigation for sub-district schools and directly to the community. There are lots of activities that we engage in when there is no disaster . “ ( Interview, May 31, 2023).

Trend Indicators through the promotion process and carrying out tasks implemented by the Bengkulu City BPBD shows that the Bengkulu City BPBD effectively carries out its functions. Brand maintenance can be done through various activities. Based on the research results, it was found that the Bengkulu City BPBD has carried out outreach activities as a form of brand promotion to the public. Promotion of the brand is carried out through social media by having an active Instagram account and making posts within a certain period of time, as well as promotion through conventional media such as television or radio. Additionally, the Bengkulu City BPBD remains consistently vigilant, regardless of whether a disaster is occurring or not. They continue to carry out their function

as a disaster organization. This can be seen from the results of interviews conducted with the Head of the Emergency Division and the Head of the Prevention Division of the Bengkulu City BPBD. However, Bengkulu City BPBD has not effectively maintained its brand presence. This is evident from the irregular promotional activities and inconsistent branding efforts. Many people remain unaware of the BPBD's functions and responsibilities as a disaster management organization. While the BPBD has been actively engaged in disaster preparedness and mitigation, it has not successfully communicated its role as a disaster management organization to the broader public.

### **Support Indicator**

The sixth indicator in brand equity is the support indicator, which encompasses both material and non-material support. The non-material support refers to the preparedness of all company members in carrying out their duties as members of the BPBD and also as volunteers when a disaster occurs. Material support can be in the form of a budget, logistical assistance, supporting equipment assistance and other assistance which is included in the support indicators. Because BPBD's task and authority is to deal with disasters that occur, BPBD's budget allocation is mostly spent on office operations and employees. The duties and functions of the BPBD are only as officers who deal with disasters and communities affected by disasters, not as institutions which repair damage caused by disasters. This distinction means that the Bengkulu City BPBD does not require substantial financial resources to perform its field duties (Alfarabi, 2022).

Based on the results of an interview with the Head of the Bengkulu City BPBD Emergency Section, he explained the Bengkulu City BPBD budget allocation:

“More budget is allocated to operations and overtime funds because we work against the clock. The allocation then goes to equipment maintenance, equipment purchase, then toward programs that prioritize affected communities aimed at providing disasters education.” (Interview, May 31, 2023).

The application of the Support Indicator through organizational budget management found that in overcoming disasters, the Bengkulu City BPBD operates with a limited budget. As a disaster organization, the Bengkulu City BPBD is only tasked with dealing with disasters and allocating disaster victims, not repairing existing infrastructure. Based on the research results, it was found that the Bengkulu City BPBD allocates the largest budget to operations and also overtime funds due to their 24-hour duty cycle which requires more operational funds compared to other agencies. In handling disasters, BPBD does not spend a large budget because their main task is coordinating and they only deal with disasters, not repair them. So the budget allocation is mainly used for maintenance and repair of equipment, outreach and logistics needed when a disaster occurs. This can be seen from the results of interviews conducted with the Head of the Emergency Section of the Bengkulu City BPBD. The implementation of this indicator has not been carried out fully optimized, because there are not many monuments and infrastructure created by BPBD to deal with disaster cases. On the other hand, operational funds are mostly used for the company's internal needs.

### **Protection Indicator**

The final indicator in brand equity is the protection indicator. In the implementation of disaster management, Bengkulu City BPBD also collaborates with third parties and the community.

Bengkulu City BPBD is open to assistance from parties, such as in terms of logistics and other assistance. Bengkulu City BPBD as a government institution, has a legal basis that binds them. BPBD is listed in Regional Regulation Number 3 of 2010 concerning the Bengkulu City Regional Disaster Management Agency, there are PRB, KRB, Renkon documents and the same logo as BNPB so it has been registered in IPR (Nugroho, P.s., 2019).

Based on the results of an interview with the Head of the Bengkulu City BPBD Prevention Section, he explained about the IPR of the Bengkulu City BPBD logo:

“The BPBD logo is the same as BNPB, the logo belongs to the government, and it automatically has the rights. It already has both national and international permits. Because when providing assistance abroad, it is in the name of BNPB or BPBD.” (Interview, May 31, 2023)

Applying the Protection Indicator through the legal basis that oversees the BPBD as a disaster agency, it was found that the Bengkulu City BPBD, under the auspices of the BNPB, operates with a consistent legal framework. This means that fraud and crimes committed by the Bengkulu City BPBD will be subject to laws that apply nationally. Based on the research results, it was found that the Bengkulu City BPBD is protected in Regional Regulation Number 3 of 2010 concerning the Bengkulu City Regional Disaster Management Agency. Bengkulu City BPBD has many legal bases and logos that are used from BNPB to BPBD in every province and region in Indonesia. Bengkulu City BPBD officers also have certification based on their respective expertise. The certifications held by Bengkulu City BPBD members include boat certification, operator certification, and also preparedness certification. This can be seen from the results of interviews

conducted with the Head of the Prevention Section of the Bengkulu City BPBD.

## CONCLUSION

Based on the research findings, it can be concluded that the Bengkulu City Regional Disaster Management Agency (BPBD) has achieved significant progress in implementing its brand through the lens of brand equity. Among the seven indicators studied, BPBD has demonstrated leadership in its role as the disaster management coordinator in Bengkulu City. Specifically, the BPBD has effectively carried out its duties and functions as the primary disaster management coordinator, showcasing strong leadership. However, in terms of stability, the BPBD receives more complaints or disaster reports from government agencies, indicating that it still needs to work on building stronger community loyalty. The market indicator reveals that internally, the BPBD of Bengkulu City possesses a solid understanding of its duties, functions, and the meaning of its logo, reflecting a solid understanding of its brand. On the internationality front, BPBD's efforts extend beyond local disasters, as it collaborates with other regional BPBDs to manage various disasters, highlighting its success in building a network beyond its geographical area. Regarding the trend indicator, BPBD maintains a state of constant readiness, evidenced by its ongoing 24-hour alert system, regular archiving of documents, and equipment checks. However, there is room for improvement in this area. In terms of support, the BPBD's budget is primarily allocated for office operations, as disaster handling often receives assistance from third parties to meet the needs of affected communities. Lastly, the protection indicator shows that BPBD operates with a legal basis, such as Regional Regulation Number 3 of 2010 concerning Regional

Disaster Management Agencies.

Overall, the Bengkulu City Regional Disaster Management Agency (BPBD) has succeeded in achieving four out of seven indicators in brand equity, specifically the Leadership, Market, Internationality, and Protection. The other three indicators, namely Stability, Trend, and Support, require further improvement in their implementation.

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