

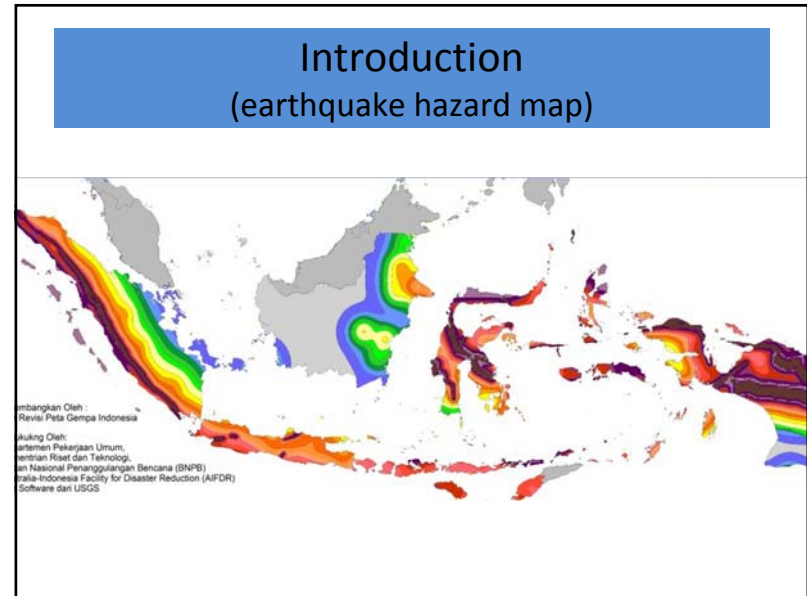




Dissemination Strategy for Standard on Earthquake Resistant Building for Better Preparedness on Earthquake Disaster

Tokyo, Japan 25 June 2012

Anita Firmanti
Research Institute for Human Settlements
Ministry of Public Works
The Republic of Indonesia

Earthquake Evidence in Indonesia


Last earthquake : 04 June 2012 at 18.18 Sukabumi area with 24 km depth and energy 6.1 Richter Scale.

Aceh case

Year 2007 :	27 times > 5 s/d 6,3 SR
(6,3 SR: 1) 27/4/07 8:02:49.6	
Year 2008 :	27 times > 5 s/d 7,5 SR
(7,5 SR: 1) 20/02/10 8:08:30.	
Year 2009 :	28 times > 5 s/d 5,8 SR
5,8 SR: 4/1/09 20:22:34.0)	
Year 2010 :	15 times > 5 s/d 7,2 SR
(7,2 SR: 1) 9/5/10 12:59:41.0 dan 2) 12/6/10 02:26:16.0)	
Year 2011:	5 times > 5 s/d 5,7 SR
(5,7 SR: 1) 18/01/11 18:33:43)	
Year 2012 :	26 times > 5 s/d 8.5 SR

Sumber: BMKG & Personal Report, Munirwansyah, 2012

Damages after Earthquake Disaster

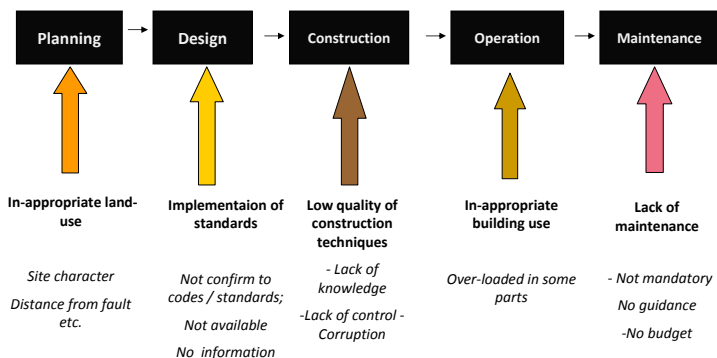


How to decrease the risks?
Increase the awarness

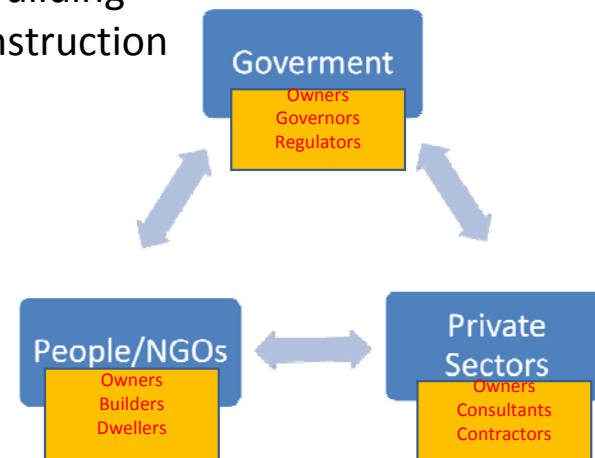
How????

Educate the people and stake holders

Factors Affected Building Failures By Earthquake Disaster



Actors in Building Construction



Roles of RIHS

- R & D for producing technologies & draft of policies
- Establishing Standards, guidance & manuals;
- **Dissemination of technologies & Standards, guidance & manuals;**
- Giving technical advices.

Dissemination Strategy

*learning to work together,
working to learn together*

Target Groups

- Central & Local Government officials
- Consultants including universities;
- Contractors;
- Student in any level;
- NGOs
- Ordinary peoples.

Strategy Process

- Methods of Raising Awareness
- Methods of Raising Interest
- Methods of Moving Individuals to Seek Out Information
- Methods for Decision-Making
- Methods to Move Individuals to Action.

Methods of Raising Awareness

- Socialization through media, printed, television etc.

- Focus on the importance of following standards, application of appropriate technologies;
- Wide range of target groups;
- Using more popular language than technical/scientific sentences;
- More animations.



Methods of Raising Awareness

- Presentation for stake holders in earthquake hazardous cities;
- Focus on the importance of following standards, application of appropriate technologies;
- Selected range of target groups;
- Using more popular technical/scientific language
- More technical presentation.



Methods of Moving Individuals to Seek Out Information



After people understand, they propose to get building permit, government approved the proposals

Methods for Decision-Making

- Bottom-up Vs Top-down
- More democratize
- Involvement of informal leaders



Methods to Move Individuals to Action.

- Intensive training



Transfer the knowledge from experts to the government officials, consultants, contractors in the form of Training for the Trainers

Methods to Move Individuals to Action.

- Consistency on guidance



Methods to Move Individuals to Action.

- Consistency on guidance



Methods to Move Individuals to Action.

- Apply together & give intensive technical advices



Assist the carpenters and workers in applying good building construction system

Some model earthquake resistant houses



Closing Remarks

- Since Indonesia lies in the earthquake disaster prone area, technologies, standards, guidance as well as draft of policy had been developed to support the earthquake safer condition;
- Since the target groups are various, the dissemination strategies developed are different from one to each other target group in the step of raising awareness, raising interest, moving individuals to seek out information, decision making and move individuals to action;



Thank you

Domo arigatou gozaimasu

© Research Institute for Human Settlements

Jl. Panyawungan, Cileunyi Wetan, Kab. Bandung 40393

Ph. +62 22 7798393 fax. +62 22 7798392

Website: <http://puskim.pu.go.id> Email: info@puskim.pu.go.id

