

ABSTRAK

Penelitian ini menganalisis respons audiens terhadap *WhatsApp Channel* Badan Meteorologi Klimatologi dan Geofisika (BMKG) dalam penyebaran informasi cuaca, iklim, dan bencana. Penelitian ini memanfaatkan metode kualitatif dengan jenis studi kasus, melibatkan wawancara dan observasi sebagai teknik pengumpulan data. Hasil penelitian memperlihatkan bahwasanya audiens merespons informasi yang disebarakan melalui *WhatsApp Channel* BMKG dengan beragam reaksi, mulai dari positif hingga netral. Faktor utama yang memengaruhi respons audiens adalah relevansi dan akurasi informasi, serta kemudahan akses. Audiens yang merasa informasi cuaca dan peringatan dini dari BMKG akurat dan bermanfaat cenderung memberikan respons positif, sementara yang merasa informasi kurang relevan memberikan respons netral atau negatif. *WhatsApp Channel* BMKG berhasil menjadi media komunikasi yang efektif, terutama dalam memberikan informasi yang penting untuk keselamatan dan keseharian pengguna.

Kata kunci: Komunikasi Digital, Respons Audiens, *WhatsApp Channel* BMKG.



ABSTRACT

This research analyzes audience responses to the WhatsApp Channel of the Meteorology, Climatology and Geophysics Agency (BMKG) in disseminating weather, climate and disaster information. This research uses a qualitative method with a case study type, involving interviews and observations as data collection techniques. The results showed that the audience responded to the information disseminated through BMKG's WhatsApp Channel with various reactions, ranging from positive to neutral. The main factors influencing audience responses are the relevance and accuracy of the information, as well as ease of access. Audiences who felt that the weather information and early warnings from BMKG were accurate and useful tended to give positive responses, while those who felt the information was less relevant gave neutral or negative responses. BMKG's WhatsApp Channel has succeeded in becoming an effective communication medium, especially in providing information that is important for users' safety and daily lives.

Key words: Digital Communication, Audience Response, WhatsApp Channel BMKG.

