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RESEARCH ARTICLE

STRATEGY TO RAISE INDONESIAN PUBLIC AWARENESS IN QATAR IN MITIGATION OF GULF WAR DISASTER

¹Kholil, ²Soehatman Ramli and ³Sugeng Riyadi

^{1,2}Lecturer in Post Graduate Sahid University, Jakarta, Indonesia

³Student Magister Program of Occupational, Health, Safety, and Environmental Post graduate program of Sahid University Jakarta

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ABSTRACT

Qatar is the country that has the lowest disaster risk from 172 countries in the world (World Risk Report, 2018). Besides, Qatar is a country with the lowest criminal index in the world (Numbeo, 2019). But on the other hand, Qatar is currently in a blockade condition by its neighboring countries since 2017. Another thing that could be a potential conflict in Qatar is the wealth of Qatar in the oil and gas sector. Even Qatar is also the main military base of the United States in the Middle East region. Amid the conditions of the country which has a level of disaster risk and a low crime rate, Qatar has a risk of political conflict in the Middle East region. Indonesian Citizens in Qatar as migrant residents should be aware of the risk of Gulf War disaster. The purpose of this study is to find out various alternative efforts to raise Indonesian public awareness in Qatar in mitigation of Gulf war and the efforts that have been made by Indonesian people in emergency preparedness in the event of a war disaster in the Gulf region. Data analysis using SAST (Strategic Assumption Surfacing & Testing) and prioritized using AHP (Analytic Hierarchy Process). Based on SAST and AHP analysis result showed that education and socialization is certain and most importance with score 5.50. While the first priority of raising public awareness strategy is community participation (0.441), consecutively followed by education and socialization (0.259), grouping of audience target (0.111), Standard Operating Procedure (SOP) development (0.107) and training (0.082). The justification and opinion of experts are considered consistent if the consistency value ratio (CR) is less than 10% or 0.10.

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INTRODUCTION

Disasters are serious disruptions to the functioning of a community or community at any scale due to dangerous events that interact with conditions of exposure, vulnerability and capacity, which lead to one or more of the following: losses and impacts on people, material, economic and environment (UNISDR). Disasters occur when hazards affect vulnerable people. The combination of hazards, vulnerabilities and inability to reduce the potential negative consequences of risks resulting in disasters (IFRC). Qatari nationals consist of Qatari natives and expatriates. The total population of Qatar as of February 2019 was 2,772,947 (MDPS). The expatriate population comes from various countries in the world, including India, Pakistan, Nepal, Bangladesh, the Philippines, Britain, America, Australia, South Africa, Indonesia and

dozens of other countries. As of February 2016, the Indonesian community in Qatar numbered 43,000 (Dsouza, 2017). Indonesia ranks 11th after India, Nepal, Qatar, Bangladesh, the Philippines, Egypt, Sri Lanka, Pakistan, Syria and Sudan. Paramitaningrum, Yustikaningrum and Dewi (2018) noted that there were 4 causative factors which were classified into 4 main categories of problems of Indonesian citizens abroad, namely immigration and citizenship, employment, legal issues and others. The problem of repatriation / evacuation in the case of natural disasters or other emergencies becomes one of the 4 problems that arise from the category "etc.". The negative thing that happened to migrant workers in addition to occurring on a global scale, also happened to Indonesian migrant workers. Indonesian citizens abroad are not only affected by the vulnerability of working conditions, but also by political instability and natural disasters (Setiawan, 2014). In Africa, disaster risk communication interventions are constrained by practices that diverge community roles from roles that will benefit themselves (Chagutah, Fourie, Niekerk, 2014).

***Corresponding author:** Sugeng Riyadi,

Student Magister Program of Occupational, Health, Safety, and Environmental Post graduate program of Sahid University Jakarta.

In the United States, there is a definite need to adopt a community-based mitigation program and further protect against loss of life and property damage in the United States (Pacheco, 2018). In Saudi Arabia, found that the majority of respondents' questionnaires lacked knowledge and information about the disaster in their place of residence. They are not ready to do so facing the risk of natural disasters and lack the knowledge of how to reduce their risks. However, some participants strongly believed that they could minimize disaster risk and they were enthusiastic to participate in disaster risk reduction efforts in KSA (Alshadadi, 2017). Qatar is committed to disaster risk reduction, preparedness and capacity development in line with the Sendai framework by integrating it into strategic policies, plans, programs and budgets across sectors and management levels. The 2011-2016 public security and safety sector strategy adopts a harmonious national security and safety policy, which includes an effective criminal information management system, improving traffic safety, reducing road traffic hazards, a national building safety strategy and effective disaster management preparedness (MDPS).

The Ministry of Foreign Affairs of the Republic of Indonesia has a main strategy to protect Indonesian citizens abroad. The three strategies are Prevention, Early Detection, and Immediate Response. The commitment of the governments of Indonesia and Qatar in protecting each of its citizens has indeed become an obligation and should be done. From some of the studies above mentioned that the role of the community or community is very important in disaster risk reduction efforts. Then, what about the role of Indonesian citizens in Qatar in their contribution to disaster mitigation, in this case the gulf war disaster. Is the Indonesian citizen in Qatar aware of their role and responsibilities in disaster mitigation?

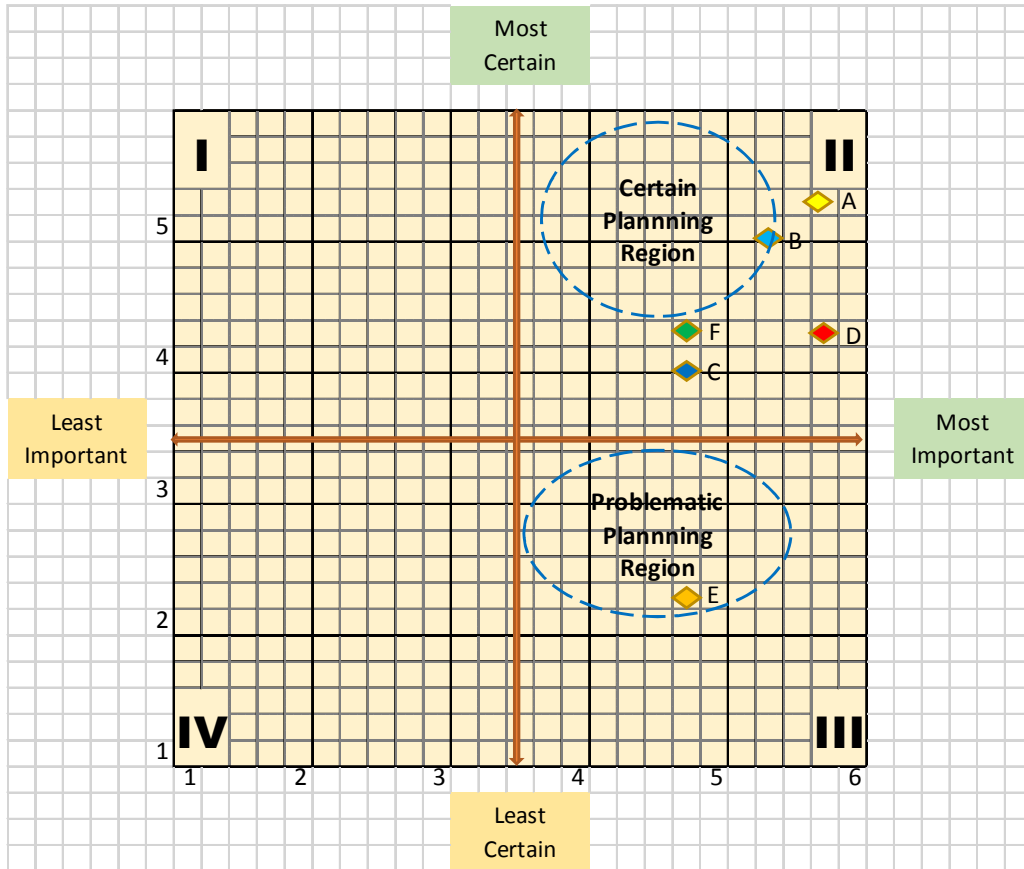
Literature Review: Awareness is conversion, a state of understanding, things that are felt or experienced by someone. Society is a number of people in the broadest sense and bound by a culture that they think is the same (KBBI Online). Public awareness campaigns are defined as "comprehensive efforts that cover many components (messaging, grassroots outreach, media relations, government affairs, budgets, etc.) to help achieve certain goals" (Bouder, 2013 in Bloomfield, 2015). Usually, the campaign seeks to raise awareness about the main problem and encourage changes in desired positive behavior (Coffman, 2002 in Bloomfield, 2015). Public awareness campaigns cover a variety of topics, from quitting smoking to environmental problems to the problem of domestic violence. The scale and scope of public awareness campaign is usually determined by the desired behavior change (Bloomfield, 2015). Weis & Tschirchart (1994) in Bloomfield (2015) components of public awareness campaigns include the target audience, messaging, planning, network development, and supplementary materials. It is important for campaign organizers to consider their target audience from the very beginning of development. Enhanced understanding of hearings helps organizers adjust public awareness campaigns to attract their views, needs and opinions. The audience determines the type of media used and the message delivery approach. It is important to use the principle of commercial advertising to create their message. Today, a world where consumers are bombarded by advertising, public awareness campaigns compete for limited space with other advertisements; they also try to capture an audience that has a smaller attention span than in the past.

For this reason, public awareness campaigns are most effective when their messages are creative, interesting and interesting.

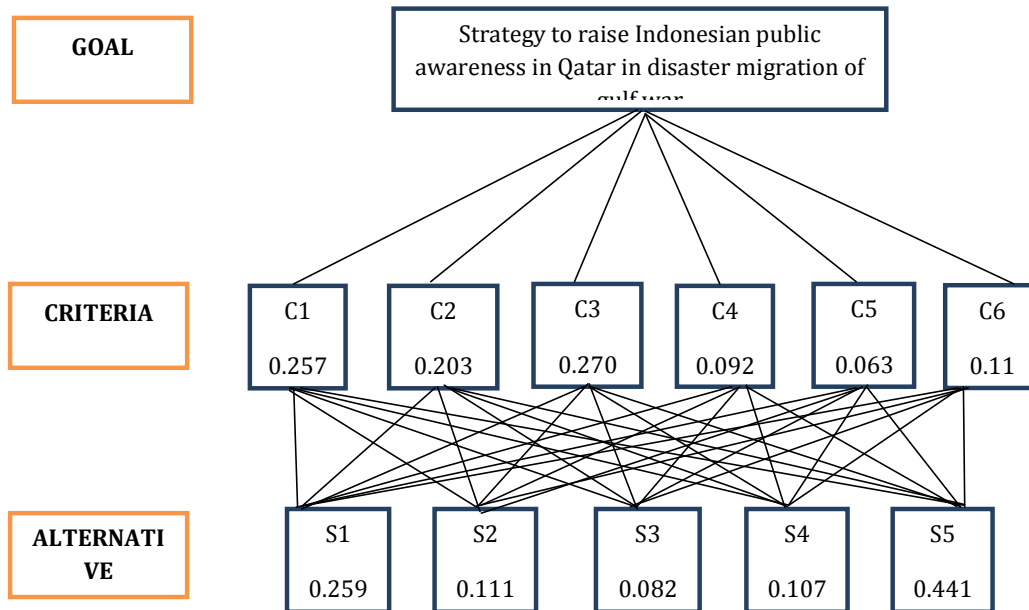
Organizers of public awareness campaigns generally develop overall design plans to guide campaigns. This plan includes information that is relevant to the message, but also allows organizers to consider how to scaffold media types (for example: radio, TV, twitter, Facebook) for lasting impact. During the development and implementation phase, organizers might want to check whether their public awareness campaigns are linked to other active initiatives at the regional, regional, state or national level; the organizer can endeavor to complement and collaborate with these initiatives. The committee often makes four additional types of material, including talking points, fact sheets, brochures, and training material. Sometimes a well-developed community awareness campaign will attract unexpected attention and become larger than originally intended, which can have positive results. The public awareness campaign organizer designs and implements an evaluation plan. As discussed in detail in the evaluation section of this report, evaluations are broad, complex, and varied. Until 2015, the estimated size of the Indonesian diaspora ranged from 2.9 to 8 million, with the lowest estimate tied to the number of Indonesians globally born abroad. While available estimates of the size of the diaspora vary greatly, data from the UN International Migrant Stock shows that the size of the diaspora has increased, and has more than doubled during the period between 1990 and 2013. Further estimates from the UN International Migrant Stock database show that nearly 60 percent of Indonesian-born migrants in 2013 were in Malaysia, Saudi Arabia, and the United Arab Emirates emirate (Muhidin & Utomo, 2015). Indonesian Diaspora in Qatar in September 2016 recorded around 43,000 people. The amount is around 1.7% of the total population in Qatar, both local residents and migrant residents (Dsouz, 2017)

METHODS

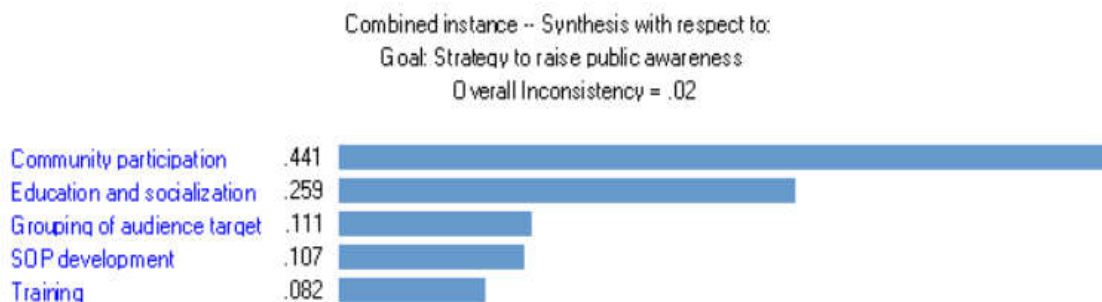
In recent years, the system approach has experienced extensive developments and is increasingly in demand as a method of solving complex problems. The importance of a holistic system approach in solving complex and dynamic problems requires understanding the methodology of the system so that the selection of the system can be done appropriately (Kholil, Nugroho, Nunung, 2016). The all-round research system is divided into 2 namely hard system methodology (HSM) and soft system methodology (SSM). Quoted Hardjosoekarto (2012), SSM, according to Checkland (1999), utilizes a system-wide thinking paradigm of at least two things: (1) in the use of the concept of human activity systems, and (2) in the SSM process which as a whole is a learning system (learning system). Strategic Assumption Surfacing and Testing (SAST) is a method used to identify strategic assumptions regarding what needs to be considered in designing a policy strategy or in making strategic planning (Kholil, 2018). In this research, SAST will be used to determine the strategy for improving emergency preparedness management for the resilience of the Indonesian community in Qatar. Strategic assumptions are included in the table to facilitate interpretation, based on the level of importance and level of certainty. Kholil (2018) added about the steps in using SAST: determine the desired complex problems, select relevant experts, arrange questionnaires, discuss with experts to get answers or inputs, tabulate expert answers to then be grouped, state in graphs / drawings, and interpret according to the results obtained.



Picture 1. SAST Analysis of raising public awareness strategy



Picture 2. AHP Hierarchy



Picture 3. Alternatives Strategy based on AHP analysis for Public Awareness Strategy

The assumptions of the strategy that have been assessed the level of importance and certainty using SAST then prioritized using the Analysis Hierarchy Process (AHP). According to Saaty (1993) cited by Kholil (2018) AHP is a method of making decisions based on multiple criteria (Multi Criteria Decision Making). AHP is used to define priority choices based on multiple criteria. AHP is based on expert judgment. Choices with multiple criteria will be compared to find out which is the best to choose. AHP carried out a comparison and structuring of the problem into smaller parts so that it was easy to see priorities at each level, and the final priority choice was an analysis of each level. The last stage is calculating the consistency index. The consistency value is calculated by the formula of consistency ratio (CR). $CR = \text{Random Consistency Ratio} / \text{Consistency Index}$. Consistency values of more than 10% are not consistent. The consistency calculation uses Expert Choice software. The AHP hierarchical structure can be simplified into Goals, Criteria and Alternatives.

RESULTS AND DISCUSSION

According to the Indonesian Embassy database, as of the end of June 2017, the number of Indonesian citizens who had reported and recorded was around 29,988 people with the following distribution of Indonesian citizens: Troubled Indonesian Workers (TKIB) at the Indonesian Embassy in shelters (91 people / 3 children); domestic workers (9,613 people); semi-skilled (1,718 people); skilled (2,994 people); nurses (59 people); pilots (43 people); cabin crew (84 people); Indonesian Embassy staff (30 people); students (15 people); crew / sailors (103 people); children (6,725 people); housewives 1,653 people); others / not including jobs (6,860 people). (Sidehabi, 2018). Based on domicile, Indonesian Citizens domiciled in the city of Doha are around 13,460 people, Wakrah 1,595 people, Al Khor 1,437 people, Messaieed 784 people; Dukhan 319 people, and about 12,393 people did not include the address. Of the registered number, the number of Indonesian citizens reached almost 30,000 (Sidehabi, 2018). The author's observations, since June 2017 Qatar has experienced diplomatic relations termination by 4 neighboring countries namely Saudi Arabia, Bahrain, United Arab Emirates and Egypt. Since then, Qatar has been blocked by land, sea and air transportation routes. This condition does not affect the daily lives of the population of Qatar, including the people of Indonesia. However, in the midst of safe conditions, as a migrant population must always be aware of the worst possible horizontal conflict, in this case the war. Both inside Qatar and if the war took place in countries around Qatar in the bay area. The Indonesian Embassy in Doha as a representative of the Indonesian government in Qatar since 2014 has several times provided education and socialization to Indonesian citizens regarding emergency preparedness. The preparedness in question is an important role of citizen preparedness in the event of conditions that require the evacuation of Indonesian citizens. The activity was carried out in several areas including Doha, Messaieed, Alkhor and Dukhan. Even though, this program does not conduct as regular basis. The results of these observations are taken into consideration to produce strategy assumptions. The assumptions of the strategy aim to increase public awareness in the mitigation of the Gulf War disaster, specifically related to the readiness of citizens when facing conditions that require the evacuation of Indonesian citizens from Qatar. This assumption was obtained by the SAST method.

The assumptions from each expert are then synthesized. The results of the synthesis of assumptions obtained 6 assumptions of strategies to increase public awareness. Those assumptions include (A) education and socializations, (B) Standard Operating Operations development, (C) training, (D) community participations, (E) periodic simulations, and (F) grouping of audience target. These assumptions are weighted based on the level of certainty and importance. Weighting is done by experts as picture below. According to the picture above, the assumptions of the experts who entered into quadrant II were then analyzed and synthesized. This is done because in quadrant II contains assumptions that have a relatively high level of importance and certainty compared to other quadrants. Identification in quadrant II is an assumption with a value of 5.50 (certain - very important) is A, an assumption with a value of 5.17 (certain - important) is B, an assumption with a value of 5.00 (certain - important) is D, an assumption with a value of 4.50 (somewhat certain - important) is F, and the assumption of 4.33 (somewhat certain - important) is C. All strategic assumptions from experts are in quadrant II. The assumptions of strategy in the second awareness have meaning as a strategy that has a high degree of certainty and importance to be applied. Values range from 2.33 to 6. From "not certain" - "not important" to "very certain" - "very important". Assumptions of the strategy that are considered certain and very important are assumptions A (education and socialization). Assumption A is considered to have the highest level of certainty and importance compared to other assumptions. Education and outreach related to community self-preparation when facing disastrous war conditions.

Residents are educated about the importance of having an emergency bag and knowing how to prepare themselves when there are conditions that require the evacuation of Indonesian citizens from Qatar. Education and socialization about emergency preparedness is a program that has been carried out by the Indonesian government (Indonesian Embassy in Doha) together with elements of the Indonesian community who are members of the Emergency Response Team (called: Diaspora Response Team). Disaster mitigation education needs to be given early to create a community with disaster awareness. Under various conditions, most people are not aware that the area they occupy is vulnerable to disasters (Priambudi, 2017). Disaster risk reduction priorities need to be implemented in the education sector with the aim of realizing disaster resilient generation. Increased understanding of disasters can be done through socialization activities that can educate with the aim of reducing the risk of disasters in an area (Pahleviannur, 2019). Sutopo stated in *Republika* that community preparedness to face disaster increased. But this knowledge is not yet an attitude, behavior and culture that links his life with disaster mitigation. However, according to the assumptions of experts that education and socialization about disaster is seen as an appropriate strategy and needs to be continued periodically for the people of Indonesia in Qatar. Public awareness programs should occur into both short and long term campaigns. Such programs need to be regularly monitored to make certain that the target audiences are maintaining their interest (Davis, Izadkhah, Hosseini, 2015). Strategic assumptions that have a high level and certainty include education and socialization, community participation, SOP development, training, and grouping of audience target. Then prioritize these assumptions as a strategy. Prioritizing the strategy is done with AHP. The AHP method involves five experts consisting of heads of labor

attaches, public security practitioner, occupational safety practitioner, and observers of the Indonesian diaspora in Qatar. Each expert filled out a questionnaire that was distributed directly by the researcher. The results of expert filling are then analyzed using the eleventh series of Expert Choice software. The level of expertise can be seen from the Consistency Ratio (CR). The data is considered consistent if the CR value is less than 0.10. The results of the largest value analysis are strategic priorities.

The analysis showed that the criteria for four principles (consistency and delivery of standard messages, legitimacy and credibility, scalability and sustainability) were the main priorities with an analysis value of 0.270. The next priority criteria in a row are Planning: questions to ask 0.257, four key approaches (campaign, participatory learning, informal education, school or community-based interventions) 0.203, managing knowledge 0.0116, tools 0.092 and ensuring quality 0.063.

Remarks of Picture 2:

- C1 Planning: questions to ask
- C2 Four key approaches (Campaign, participatory learning, informal education, school or community based interventions)
- C3 Four principles (Consistency and standard messaging, legitimacy and credibility, scalability and sustainability)
- C4 Tools
- C5 Ensuring quality
- C6 Managing knowledge
- S1 Education and socialization
- S2 Grouping of audience target
- S3 Training
- S4 SOP development
- S5 Community participation

Among five alternatives strategy to raise public awareness, community participation is an alternative strategy with the highest value of 0.441. Education and socialization in the second priority with a value of 0.259. Furthermore, grouping of audience target is 0.111, SOP development 0.107 and training 0.082. Comparison of values can be seen in Figure 3. Community participation can be realized from the level of individuals, families, communities to the level of government. Public participation is essential for public education to be effective and efficient (Altenejei, 2015). In many disaster response initiatives, community-based disaster response works well because it responds quickly to urgent needs that achieve relief at the stages (Zubir and Amirrol, 2011). Operational strategies that can be carried out from the selected strategies are:

Community participation: Society is both an object and subject in an effort to increase public awareness. Indonesian society in Qatar consists of a pluralistic society, which comes from across regions, across professions, across religions, and across cultures. Every individual in the community must be able to understand that the country they live in today is not their homeland. As safe and comfortable as a region, there is always potential for disaster threat.

Education and socialization: The education and socialization program that has been carried out by the Indonesian Embassy in Doha and the Diaspora Response Team is a good program. This program must be continued periodically so that the community is always aware of the potential dangers that can

arise when living abroad. Besides being carried out routinely, this program can also be given to the community incidentally when there are certain situations and conditions that require it. Education and socialization activities can also be done by utilizing technological and information advancements such as websites and social media (Facebook, Instagram, Twitter, YouTube, etc.). Of course by adhering to the rules and policies of public information delivery in force in the country of Qatar.

Grouping of audience target: The audience is the recipient of education and socialization. Audiences can be grouped into groups of domestic workers (domestic), professional workers and their families. Then groups that are touchable (can or are easily reached) and untouchable (not easily reachable). Indonesian people who work in the household sector include community groups that are not easily reached. Because they live separately in each house of their employers, and of course have limitations to be able to gather outside their accommodations.

SOP Development: Developing the main policies, objectives, and processes in the effort to mitigate war disasters that may occur in the the Gulf region. The SOP can be written in the form of a guidebook or booklet. This book contains the latest information about the efforts that can be done by the community in emergency preparedness independently. The SOPs contained in this manual must be updated regularly aligned with Indonesian Embassy Contingency Plan.

Training: To support preparedness, training on disaster mitigation is needed. Among them is about first aid (first aid course), risk management, communication management in a disaster situation, and other related trainings in disaster mitigation. Education and socialization have the highest importance and certainty based on SAST analysis. Therefore, the education and socialization efforts undertaken by the Indonesian Embassy in Doha and the Diaspora Response Team are good activities and need to be continued periodically. To analyze each factor and alternative strategies used the AHP importance ranking method. The results of the analysis show that the four principles (consistency and standard messaging, legitimacy and credibility, scalability and sustainability) are priority factors, and community participation is an alternative priority. Based on this, education and socialization activities that involve community participation need to be carried out continuously with reference to four principles: consistency and standard messaging, legitimacy and credibility, scalability and sustainability.

Conclusion

Education and socialization are certain and very important to increase Indonesian awareness of disaster in Qatar. Education and socialization is also the most appropriate strategy for increasing community participation in disaster awareness of the Indonesian people in Qatar in the effort to mitigate the gulf war disaster.

Suggestion

Based on the results of research that has been carried out, it is necessary to conduct an ongoing audit of the level of public awareness of disasters, especially regarding the ownership of emergency bags for each individual and family.

It is important to have an update data about Indonesian population in Qatar time to time. It needs an active participation from both Government and All Indonesian citizens in Qatar.

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