

Social Capital as Part of the Mitigation System: A Proxy using Google Trend Analysis in Indonesia's Disasters Cases

What is the most popular **development indicator** of a country?



GDP/ Gross Domestic Product
Economic power

Indonesia is geographically in a strategic position with immense potential of disasters occurrence.



Under the limited economic power and the lack of agile mitigation, the society do social roles, called **social capital**.

To see the trend and the correlation between the state of social capital and the disaster incident

THE AIM

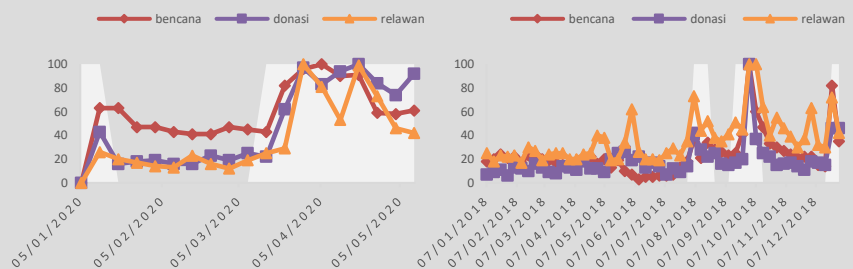
using proxy keywords search; donation (donasi), volunteer (relawan), and disasters (bencana) in Google Trend.

Association and Trend from 2018

r(donation, disaster): 0,83
r(volunteer, disaster): 0.60

➡ relatively strong correlation

People are more active to search for donation and volunteer information while disaster is happening.

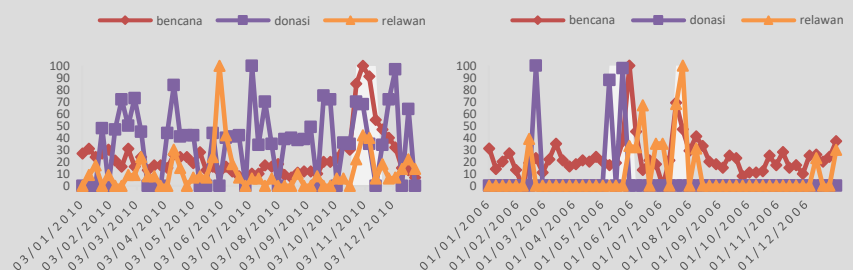


Association and Trend before 2018

r(donation, disaster): 0,11
r(volunteer, disaster): 0,36

➡ weak correlation

People were not used to finding any information on disaster, donation, or volunteer through Google.



Digitalisation Shifting

In contrast to after 2018, the digitalisation of social platforms had not been popular yet before.

There are digitalisation shifting both in the **people** **behaviour** and **technology** advancement.



61 per cent of 533 respondents prefer to donate through a **digital fundraising platform** to help the disaster mitigation.

Social capital, an irreplaceable strategy in disaster mitigation

- The Kolmogorov-Smirnov 2 independent population test at 5 per cent significance level:

“Different state of searching donation and volunteer keywords at the moment disaster happens.”
- Social capital benefits the mitigation act, especially in basic needs, financial and human resource matters without passing any bureaucratic system.

Indonesia national philosophy of "gotong royong" or work together as the root of social life.

Further study recommendation: measuring the social capital's role towards mitigation action (prevention and post incident) would enhance more impactful result.