

**EXPLORING COMMUNITY RESILIENCE, EMOTIONAL
SOLIDARITY AND PLACE ATTACHMENT FOR DISASTER
PREPAREDNESS
(Case Study: Rural Destination in West Sumatra)**

THESIS

*Submitted as Partial Requirement for a Master Degree in Graduate Program
Department of Management in Faculty of Economics and Business
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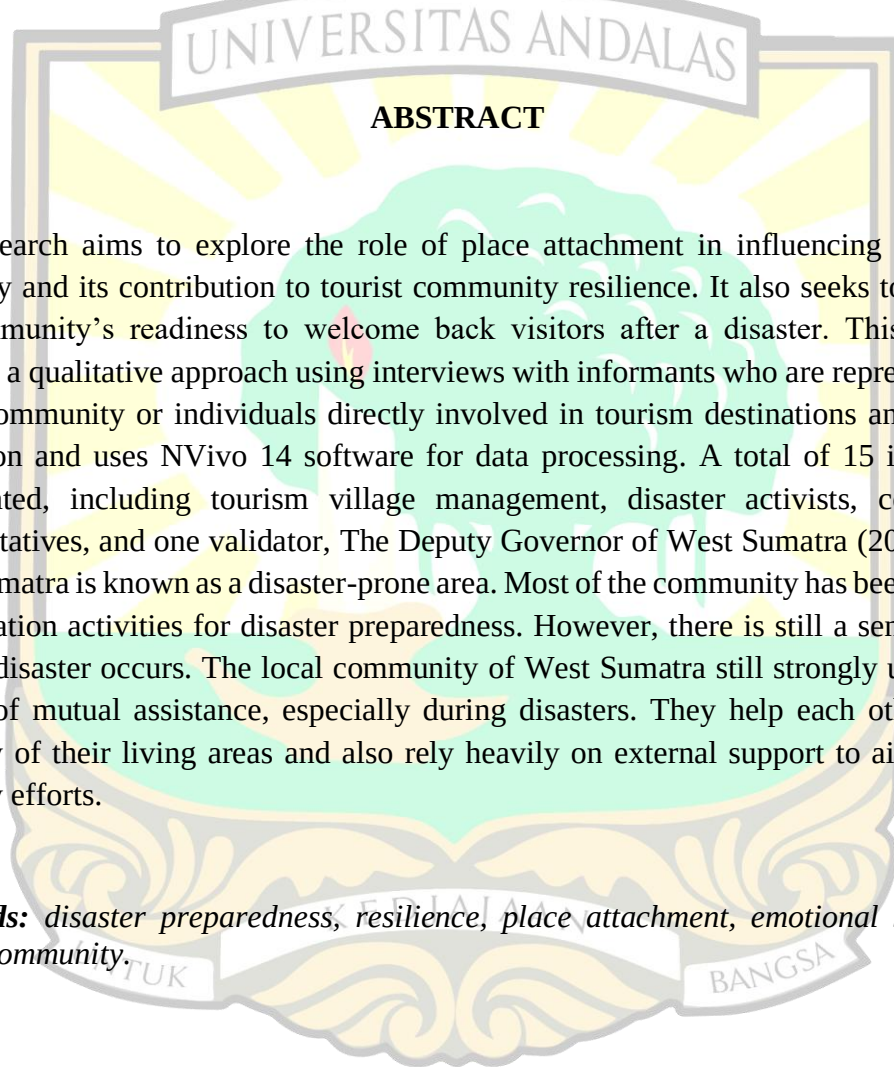
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ABSTRACT

This research aims to explore the role of place attachment in influencing emotional solidarity and its contribution to tourist community resilience. It also seeks to examine the community's readiness to welcome back visitors after a disaster. This research employs a qualitative approach using interviews with informants who are representatives of the community or individuals directly involved in tourism destinations and disaster mitigation and uses NVivo 14 software for data processing. A total of 15 informants participated, including tourism village management, disaster activists, community representatives, and one validator, The Deputy Governor of West Sumatra (2021-2025). West Sumatra is known as a disaster-prone area. Most of the community has been exposed to mitigation activities for disaster preparedness. However, there is still a sense of fear when a disaster occurs. The local community of West Sumatra still strongly uphold the culture of mutual assistance, especially during disasters. They help each other in the recovery of their living areas and also rely heavily on external support to aid in these recovery efforts.

Keywords: *disaster preparedness, resilience, place attachment, emotional solidarity, tourist community.*



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UNIVERSITAS ANDALAS ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi peran keterikatan tempat dalam memengaruhi solidaritas emosional dan kontribusinya terhadap ketahanan komunitas wisata. Selain itu, penelitian ini juga mengkaji kesiapan komunitas dalam menyambut kembali wisatawan setelah bencana terjadi. Penelitian ini menggunakan pendekatan kualitatif dengan wawancara terhadap informan yang merupakan perwakilan komunitas atau individu yang terlibat langsung dalam destinasi wisata dan mitigasi bencana. Data diproses menggunakan perangkat lunak NVivo 14. Sebanyak 15 informan berpartisipasi dalam penelitian ini, termasuk pengelola desa wisata, aktivis bencana, perwakilan komunitas, serta satu validator, yaitu Wakil Gubernur Sumatera Barat (periode 2021-2025). Sumatera Barat dikenal sebagai daerah yang rawan bencana. Sebagian besar komunitas telah terpapar kegiatan mitigasi untuk kesiapsiagaan bencana. Namun, masih terdapat rasa takut saat bencana terjadi. Masyarakat lokal Sumatera Barat tetap menjunjung tinggi budaya gotong royong, terutama dalam situasi bencana. Mereka saling membantu dalam pemulihan lingkungan tempat tinggal dan juga sangat bergantung pada dukungan eksternal dalam upaya pemulihan.

Kata Kunci: kesiapsiagaan bencana, ketahanan, keterikatan tempat, solidaritas emosional, komunitas wisata.

