



Safety Instructions through AI: A Case Study of Unforgettable Supporters Display in Sports Stadiums

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Abstract: *Clear information about evacuation procedures in case of emergency will make spectators feel safe and comfortable during the event. However, in reality, such safety features are still rarely found in sports events in stadiums, especially in Indonesia "Unforgotten Supporters" is a concrete example of a risk communication practice presented through the application of artificial intelligence (AI) based safety instructions. This study aims to analyze the risk communication strategy in "Unforgotten Supporters", which is the result of collaboration between Kompas Daily and Dentsu Creative Indonesia, two different business entities that build cooperation because they both feel responsible for participating in educating the public through an interesting, creative and effective safety instruction display intended for spectators in stadiums, where safety risks are quite high. The research was conducted using a descriptive qualitative method. The analysis involves the risk communication strategy model according to (Sandman, 1993), and five important stages in the Diffusion of Innovation theory proposed by (Rogers, 2003), namely the knowledge, persuasion, decision, implementation and confirmation stages. The results show that "Unforgotten Supporters" uses a "precautionary advocacy" communication strategy where this strategy can prevent mass panic or overreaction from the public to a risk that is not yet fully understood. The AI-based safety instruction "Unforgotten Supporters" is an innovative step to increase the effectiveness of risk communication. However, this effort still needs to be continued because the confirmation stage according to Everett Rogers' Diffusion of Innovation concept has not yet been achieved.*

Keyword: *risk communication, diffusion innovation, artificial intelligence, safety instruction*

INTRODUCTION

Sports stadiums as venues for various sports competitions, be it football, basketball, tennis, or other sports, are usually designed to accommodate many spectators so that fans can watch their favorite matches live. However, this situation actually poses safety risks for the audience inside. At Kanjuruhan stadium, Malang, East Java, on October 1, 2022, hundreds of people died and thousands of others were injured. The mass riot that occurred after the football match between Arema FC and Persebaya Surabaya at the stadium resulted in a heart-breaking humanitarian tragedy. This tragedy is not the only tragedy that occurred due to riots in sports stadiums. There have been several similar incidents in the world that have also

caused casualties due to riots or incidents in football stadiums. Some of the well-known events are:

- 1) The National Stadium Tragedy, Lima, Peru (1964): This is one of the worst football tragedies in history. More than 300 people died due to mass riots after the final match between Peru and Argentina. The main cause was the use of tear gas by the police.
- 2) The Hillsborough Tragedy, Sheffield, England (1989): This tragedy occurred due to errors in crowd management, which resulted in 97 deaths. This incident triggered major reforms in stadium safety in England.
- 3) The Heysel Tragedy, Brussels, Belgium (1985): Riots between Liverpool and Juventus supporters caused the stadium wall to collapse, killing 39 people. This tragedy led to a ban on English clubs participating in European competitions for several years.
- 4) The Accra Sports Stadium Tragedy, Accra, Ghana (2001): Riots due to match disputes caused the stadium wall to collapse, killing 126 people.

These tragedies caused deep trauma for the survivors, victims' families, and the wider community, and triggered awareness of all parties about the importance of prioritizing factors that could pose risks to security and safety in organizing sports matches. Because these things include a framework for the stages before a crisis, tools are needed that focus on educating the public about potential risks. *Journal of Medical Internet Research*, (2024). And this situation, when viewed from a communication perspective, always provides an overview of the nature and context that gave rise to the crisis. (Millar, D.P., & Heath, R.L. (Eds.). (2004). However, risk communication is said to become more important once the initial crisis phase has passed, it targets smaller groups and focuses on understanding long-term awareness. *Journal of radiation research* (2021).

In the context of organizing football matches in stadiums, Nugroho Setiawan, a FIFA licensed Security Officer and also included in the Independent Joint Fact-Finding Team (TGIPF) for the Kanjuruhan Tragedy, once told the media that there are at least three points that need to be noted in organizing matches that triggered the Kanjuruhan tragedy, namely the need for a common perception of security among all stakeholders. Second, the need for assessment of infrastructure conditions, and third is the need for engineering on supporter behavior (Mochamad Sadheli, 2022) Focusing on the third point: the need for engineering on supporter behavior, it can be said that "conditioning" is actually needed for football spectators so that if riots or other undesirable things occur in the stadium they can anticipate and take appropriate actions to save themselves. In August 2023, Kompas Daily and Dentsu collaborated to create a video to participate in educating the public through a safety instruction video for spectators in stadiums or sports buildings entitled "Unforgotten Supporters". This Artificial Intelligence (AI) based safety instruction display is specifically intended for spectators in sports stadiums where safety risks are quite high.

Who will deliver the safety instruction? In honoring the Kanjuruhan victims, they will become spokespersons for safety instructions in the stadium. This is to educate supporters on how to avoid riots, hence, there will be no more victims in Indonesian football game. The Idea is creating a safety film that has never existed within Indonesian football stadiums and has never been communicated to the stadium audience or even the fans. This is being achieved by creating a figure directly inspired by the victims of the Kanjuruhan tragedy to serve as the messenger of this message. This safety instructions will disseminate massively so that people become more aware of how to behave inside the stadium in case of an emergency. Our special brand ambassador will appear as a reminder, starting with LED displays in the main stadium or through an Augmented Reality (AR) experience via various touchpoints to make it more feasible, such as jersey tags, tickets, or even within every football-related article.

Safety Instruction Process based on AI:



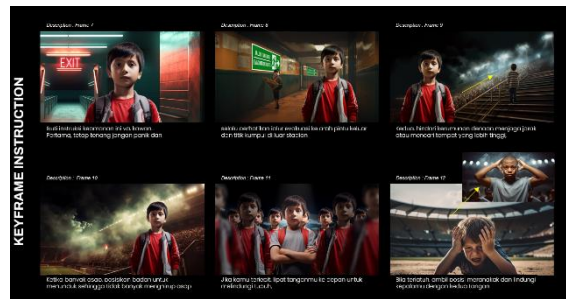
Source: Kompas Daily (2024)

Figure 1. Mock up “representing teenager supporter, using AI”



Source: Kompas Daily (2024)

Figure 2. "Key frame instruction using AI 1"



Source: Kompas Daily (2024)

Figure 3. "Key frame instruction using AI 2"



Source: Kompas Daily (2024)

Figure 4. "Key frame instruction using AI 3"

The explanation from figures 1 to 4 presented above is an example of a mock up "representing teenager supporter, using AI" and a story board which is the basis for making a video sequence of safety instructions using FIFA standards to be shown as a reminder for all viewers when an emergency occurs in stadium location.

In the video, a child called "Unforgotten Supporters" appears, "created" by combining journalistic data including photos of victims of the Kanjuruhan tragedy. "Unforgotten Supporters", as mentioned in the official presentation of the Kompas Daily x Dentsu Creative Indonesia Team, is a character full of love and empathy, representing the collective strength

of the football community. With the help of technology, "Unforgotten Supporters" acts as a safety instructor, providing safety instructions before the match. Its mission is to turn tragedy into a powerful force for education and prevention.

By embodying the spirit of unity and memory, "Unforgotten Supporters" serves as a supporter, ensuring every fan is equipped with the knowledge to enjoy a safe and secure football experience. By using this special figure, the "Unforgotten Supporters" safety instruction display is expected to be more effective in attracting the attention of football lovers in Indonesia, because the story behind this figure is very interesting. And considering that almost 69% of Indonesia's population likes football, it's time for all parties to understand how to reduce risks when watching matches live in stadiums.

Overall, "Unforgotten Supporters" is not just a video, but a campaign to build a culture of prioritizing safety among football supporters. Definitely, the purpose of this campaign is to address the lack of knowledge about spectator safety among football supporters. The campaign seeks to start a movement that spreads safety instructions, empowering fans to face chaotic situations, especially inside football stadiums. Through collective action, this campaign aims to rewrite the narrative, turning tragedy into empowerment, making every supporter their own safety guardian. And ensuring that every match day becomes a victory for all.



Source: Kompas Daily (2024)

Figure 5. "Unforgotten Supporters" Various Touch Points

"Unforgotten Supporters" uses AI technology to build connections and relevance with the younger generation. The campaign is carried out through various touch points, such as posters, jersey tags, print-ads and stickers. For Kompas Daily, as explained in its presentation deck when participating in the 2024 INMA awards event, this is in line with Kompas' efforts to reach the younger generation and get to know Kompas further. This campaign is also a form of Kompas' social responsibility as a business company. This phenomenon then attracted the attention of researchers to examine the Risk Communication Strategy of Kompas Daily and Dentsu behind the "Unforgotten Supporters" safety instruction video display, and also to explore their decision to use AI technology in its creation. So in this study, two research questions emerged, namely: How did Kompas Daily and Dentsu Creative Indonesia formulate a Risk Communication strategy for the "Unforgotten Supporters" safety instruction display? Why did Kompas Daily and Dentsu decide to utilize AI technology in the "Unforgotten Supporters" safety instruction display?

In communication science, safety instruction is a form of Risk Communication. Aristyavani (2022) in her book states that risk is the chance of an undesirable event or occurrence happening. While Risk Communication is a process of exchanging information and views about risks and factors related to risks among various interested parties. The main purpose of Risk Communication is to provide clear, accurate, and relevant information so that

the audience can understand the risks well. In the context of organizational communication, research on Risk Communication has been carried out by (Palenchar & Heath, 2007). They said that what is produced from the risk communication process is not just informed understanding as it is, but the quality of social relationships it supports. This means that risk communication becomes a tool to communicate values and identity as well as awareness, attitudes and behaviors related to the risk itself. On the other hand, the development of AI in Indonesia has experienced significant progress in recent years. In the 2000s, the development of AI in Indonesia was marked by many technology companies starting to invest in AI and increasing support for this technology from government agencies and academics.

Several large technology companies are aggressively investing in AI development, with investments ranging from hundreds of millions to tens of billions of dollars. In various processes and directions of its development, artificial intelligence (AI) technology has also recently changed the communication landscape significantly. One of its promising applications is in the field of Risk Communication. Mass media such as Kompas Daily, with its wide reach, plays an important role in educating the public about various risks, including risks associated with public activities such as attending music performances, sports matches and so on. As for Dentsu Creative Indonesia as a company in the advertising field that is at the forefront of this industry, through the power of technology and creativity, an important role is carried out in terms of creating creative and effective displays for delivering safety instructions so that people avoid risks.

The combination of these two strengths in a collaboration resulted in a "Unforgotten Supporters" safety instruction video which then became an interesting research object in this study. The results of research on the "Unforgotten Supporters" safety instruction video are expected to contribute to the development of more effective Risk Communication strategies, especially in the context of using AI technology. In addition, the research results can also be a reference for mass media and related institutions in efforts to improve public safety in the future.

METHOD

This study uses a descriptive case study research method by (R. K. Yin, 2018) which aims to describe a phenomenon that is understood as a "case" in a real-world context. In accordance with the use of this method, data and information collection techniques were carried out through in-depth interviews. As for some participants and informants who participated in the research, they are:

1. Agency collaborator for making the unforgotten supporter project (Participant 1), Defri Dwipaputra. In his daily work he serves as Executive Creative Director at Dentsu Creative Indonesia.
2. Managing Editor of Kompas Daily (Participant 2), Adi Prinantyo. His daily routine is to manage the running of a publication in the media and provide reports to the editor in chief of Kompas Daily, he is considered capable of answering various questions related to the implementation process in the Kompas editorial office, and understands the strategies carried out by Kompas in Kompas safety instruction movement activities.
3. Media planner (Participant 3), Putriyani Simbolon. Is responsible for disseminating promotional materials on Kompas Daily's own media and the Kompas Gramedia Group.
4. Andy Riza Hidayat (Participant 5), Journalist, as Lead team Project investigate editorial. His daily routine is to manage the running of a publication in the media and provide reports to the managing editor in of Kompas Daily, he is capable of answering various questions related to how to investigate and digging some information's process for safety and security movement activities.

In this study, the data validity technique used is data triangulation. While the analysis technique used in this study is pattern matching which tries to compare the findings related to case studies and analyse patterns that can be predicted by researchers based on theories and concepts before collecting data related to the case being studied. This is considered appropriate to use because researchers want to know the application of academic theories and concepts with practices that occur in a professional environment.

RESULT AND DISCUSSION

The object of this research is the Risk Communication Strategy of Harian Kompas and Dentsu in Educating the Public Through AI-Based Safety Instructions: A Case Study of the "Unforgotten Supporters" Display in Sports Stadiums. Therefore, the research subjects are the parties involved in the creation and display of the "Unforgotten Supporters" video, where the Risk Communication strategy is processed and discussed in these processes.

1. Risk Identification in Stadiums

Risk management is essentially an effort to avoid risks by identifying types of risks, tracking, and carrying out a series of efforts to minimize the impact of risks. Identifying the types of risks faced by spectators in stadiums is the first step in developing this Risk Communication strategy. Regarding this, Defri Dwipaputra, Executive Creative Director at Dentsu Creative, said that the infrastructure of Kanjuruhan stadium, which was the site of the tragedy and then became the main inspiration for the creation of the "Unforgotten Supporters" safety instruction, seemed inadequate, posing safety risks for spectators.

"As we know, the architecture of the stadium was inadequate. According to news on Kompas.id: PSSI noted several errors. These errors included supporters coming down to the field; exit doors that should have been open were still closed at the end of the match; and lighting around the stadium that was considered insufficient". (Defri Dwipaputra, September 2024)

According to Rakhmadi Afif K (President Director of the GBK sports complex), said that the infrastructure of stadium are not set properly for the spectators.

"We are lack of familiarity of safety instructions. That can lead to confusion. When there is an emergency situation, as written in article by Eko Prasetyo Prihananto, regarding "The initial and winding steps of the "Garuda" team (Kompas.id, 2023)

Furthermore, Defri referred to news coverage on Kompas.id, where PSSI Disciplinary Committee Chairman Erwin Tobing, on Tuesday (4/10/2022), in Malang City, said "He (the organizing committee) should have been observant. We saw that the implementing chairman was not ready and not careful, failed to anticipate the crowd coming, even though he had stewards." This means that the failure of officers to anticipate crowds can also pose safety risks.

Meanwhile, Managing Editor of Harian Kompas, Adi Prinantyo revealed that there were errors in crowd handling during the Persebaya versus Arema match at Kanjuruhan Stadium in Malang. Thus, risks were also caused by errors in crowd handling. Starting from concerns over what happened in Kanjuruhan, Harian Kompas then published special coverage about the tragedy, and subsequently began to think of ways to prevent similar events from recurring.

"Specifically, Kompas was concerned, and such tragedies should not happen again, and journalistic instinct led to this coverage being displayed on page 1 with a special layout with only one word title 'Tragedy'. And after that, Kompas thought that similar things should not happen again and preventive activities were needed and coincidentally there was a Dentsu Creative collaborator who had the same thoughts." (Adi Prinantyo, Managing Editor of Harian Kompas, September 2024)

This statement was also conveyed by Andy Riza, the person responsible for reporting the Kanjuruhan Tragedy in Malang for Kompas. He said that safety facilities for spectators were neglected so that they seemed like mere commodities. He also stated that this coverage, including large coverage and was carried out at a time when the situation was mourning and sad, at the same time as the month of achievement, actually became a disaster that killed 135 people.

"Kompas' position here in the discussion is where we stand as media, because in fact the error occurred not only by one party. You name it, the mistakes also lie with the supporters, committee, officers and other mistakes. Then where is the position of the Kompas? In essence, Kompas' interests are in the public interest or in fighting for the fate of the 135 lives lost. Why is that? Kompas wants to stand on the fate of the victims and wants to reveal why this happened."

"If it is related to the Campaign issue: This is important due to the fact that it was found that supporters were invited or asked to buy tickets with the promise of a prestigious match (Big Match) but the safety factor was often forgotten and even security was threatened. Supporter clashes are very likely to occur in the Kanjuruhan case because many ticket buyers were unable to enter the stadium whose capacity already exceeded the number of spectators. The facts found were that the security aspect was ignored, the safety of the audience was not prioritized. As a match that was actually entertaining, it ended in violence. And the situation is that as many tickets are sold as possible while there is not enough capacity, the committee wants to make a profit in the Big Match (Rivalry match) between Persebaya and Arema. Because the number of spectators was large and most of them couldn't get in even though they had bought tickets, it caused anger which could very well trigger a commotion." (Andy Riza, Kompas Daily Head of Investigation Desk, September 2024)

Andy also said that the incident occurred because there were spectators entering the field, according to the provisions this was indeed a mistake but it should not have been treated with the use of tear gas, meaning that the security officers were not working professionally. The initial hypothesis for safety and security factors was not prepared well. It seems that the audience has become a commodity. The majority of spectators who are members of football supporter clubs must be responsible for educating their club members.

2. Risk Communication System

Risk communication carried out by Harian Kompas and Dentsu through the "Unforgotten Supporters" display needs to consider important aspects to achieve the expected goals. One important aspect is knowing the communication system that will determine the Risk Communication strategy. In general, the system in question is the components, boundaries, inputs, outputs, and objectives of the risk communication being carried out.

"The most important idea is as a preventive effort.

"As we know, safety instructions are usually done on airplanes. The point is we want this to build awareness." (Defri Dwipaputra, September 2024)"

"From there came the initiative to create a safety instruction video that could be useful in sports arenas such as stadiums, sports buildings, basketball halls, or music performance buildings about instructions in emergency situations where it is actually common to do so as shown on airplanes but also needs to be held in sports stadiums where the masses are no less numerous, can be tens of thousands, like in GBK Senayan around 80 thousand, so proper and correct handling is needed." (Adi Prinantyo, September 2024)

Regarding the integration of AI technology into risk communication systems for spectators, Adi Prinantyo asserts that such an adoption has become a necessity

"We make it one of the components of Kompas quality journalism because AI elements can strengthen Kompas quality journalism, the backbone of quality journalism itself remains the journalists. Because the ability to empathize, care for those who are less fortunate is in

journalists, AI machines to reach that ability are certainly very far, but for data processing collecting certain data is still possible. And it turns out the Dentsu team concocted photos of Kanjuruhan victims into one supporter figure, And I think this is interesting that AI can support moral movements regarding the importance of safety instructions in sports stadiums". (Adi Prinantyo, September 2024)

And regarding which parties are involved in the display of the "Unforgotten Supporters" safety instruction video. Putriyani Simbolon, the person in charge of disseminating promotional materials in Harian Kompas' own media and the Kompas Gramedia group, said that some stakeholders involved include PSSI, GBK, and communities. Adi Prinantyo said something similar:

"In practice, the creation and display of the "Unforgotten Supporters" safety instruction video requires collaboration with parties who have interests. Such as sports stadiums, sports buildings. For football, of course with PSSI." (Adi Prinantyo, September 2024)

The "Unforgotten Supporters" video display also turns out to require socialization. This becomes part of Harian Kompas' "task" to spread news about the existence of this new safety instruction, which can be used in sports stadiums before matches. Communication activities for its socialization were first carried out through Kompas TV, and in several limited discussions in the Harian Kompas newsroom. And there was coverage in Harian Kompas, kompas.id, Kompastv and Kompas.com.

"Thankfully, it was first shown at the National Team match against Brunei (October 2023) at the GBK Senayan main stadium, this for Kompas and Dentsu was a great honor and is still being shown again in several subsequent sports matches." (Adi Prinantyo, September 2024)

For Harian Kompas, the "Unforgotten Supporters" safety instruction video display project is a movement or campaign to make people aware of the risks that can occur in stadiums or other crowded places. Such movements are realized to be important, especially since they are related to humanity.

"Movements carried out by Kompas start from Kompas values, namely humans and humanity. Things related to humanity are often concretized by carrying out various movements. For example, the activity of Mandate of the people's conscience for the country. The program's goal is to accommodate public unrest for the government. While unforgotten supporter began with collaboration with Dentsu, the background was the Kanjuruhan incident, the work process of marketing communication, editorial and social media, so it was agreed to create a movement to educate football fans". (Putriyani Simbolon, September 2024)

While the partners and stakeholders targeted include GBK managers, other sports stadiums. Because the video is still themed on football, it can be said that the main stakeholder is PSSI.

"Why was it first shown at GBK, because at that time it coincided with the Indonesia vs Brunei football match event. For the media used to promote besides inventory owned by Kompas and Kompas Gramedia. Insight from Dentsu to process data owned by Kompas. Kompas does it to educate the public and the channels owned by Kompas still have an impact to promote a movement activity." (Putriyani Simbolon, September 2024)

In its development, the "Unforgotten Supporter" project managed to become one of the nominees at the International News Media Award (INMA 2024) event held in England for the Best Media Services Campaign category, or social campaign movement by media. As one of five media in the world considered successful in organizing social campaigns, it means this work is appreciated as a media contribution to the public.

"That work has been and was used for Kompas already happy, but the success is better externally judged. For Kompas, it is indeed still not satisfied because its use has not been widespread, let's say Liga 1, Liga 2, in my opinion have not used it. As introspection Kompas must socialize this project, we invite competent, authorized parties to be able to utilize this work for the common interest." (Adi Prinantyo, September 2024)

According to article Kompas.id, more than 23,000 spectators were present and shown a video that was the result of a collaboration between Harian Kompas and Dentsu Creative Indonesia. A number of spectators welcomed the stadium safety instruction video, as they had previously been unaware of what to do in the event of a riot.

"The safety instruction video is something positive, especially after the incident at Kanjuruhan, so that spectators know what to do in case of an emergency" (Christopher, October 2023, Kompas.id)

Similarly, as stated by one of the spectators from Bekasi, who was present at the match between Brunei and the national team at the Gelora Bung Karno Stadium, Thursday (12/10/2023).

"This safety instruction is certainly very good, as a preventive measure in case of an emergency," (Riko, Bekasi 2023, Kompas.id)

From the football community's point of view, as stated by Andy Riza, to be able to enjoy performances comfortably requires awareness from football supporters who are usually members of football clubs.

"Football supporters who are usually members of football clubs should need to understand the regulations that apply when watching a match, so that spectators understand what actions must be taken in emergency situations, and Andy added that there was a request from one of the football clubs in the Malang area, namely Aremania who need an explanation of the safety instructions initiated by Kompas and Dentsu for them to use in educating their football club members." (Andy Riza, September 2024)

3. Utilization of Artificial Intelligence (AI)

The basis for utilizing AI in the "Unforgotten Supporters" safety instruction video is, among others, time efficiency because it can facilitate its creation. After the video is available, there needs to be encouragement for cooperation from stakeholders, whose end goal is the government, where the government is expected to be able to improve its policies in handling match organizing in stadiums.

"AI is just a technique. It should come from ideas, communication is the way it's expressed. Certainly AI is not the solution, AI is just a technique to help make things simpler. For example, AI as a learning machine and helps from the time side. In the past without AI, a long process was needed to produce work. The most important thing is the idea. As a pilot project, it can be said to be successful because there is support from Kompas. It can be said this is a baby start. Because it needs cooperation from various stakeholders for its success. Kompas, GBK, Dentsu, and others. And regarding stakeholders, actually the end goal is the government. It is hoped that the government can make things that are mandatory for safety instructions so that in the future it will not happen again." (Defri Dwipaputra, September 2024)

The AI feature used in the production of the unforgotten supporter display uses figures from the victims of the Kanjuruhan Tragedy who are created into meta humans. With a combination of resilience and technology, Unforgotten Supporters acts as a safety instructor, providing important safety instructions before each match. Its mission is to turn tragedy into a powerful force for education on safety issues and prevention of disasters in stadiums, as well as ensuring that every fan is equipped with the knowledge to enjoy a safe and guaranteed football experience.

"If from the ethical side, basically when collaborating with Kompas it can be said to be a way to get around because we know our difficulties must be in contacting victims, as we know there are two sides of victims, there are those who are willing to be asked and there are those who are not willing. Through AI, the elements should be easy for them (the public) to understand. Because there was previous research and communication activities with new channels." (Defri Dwipaputra, September 2024)

In the field of risk communication where risk communication does not aim to scare the public, but to give awareness and take preventive actions before risks occur, the key is effective delivery. When associated with research on how Harian Kompas and Dentsu's communication strategy in educating the public through AI-based Safety Instructions, the movement idea carried out is considered by many parties to be quite effective and interesting in giving safety messages to Indonesian fans in stadiums.

"The unforgotten supporter movement can be categorized as successful because this project has received various awards at home and abroad." (Putriyani Simbolon, September 2024)

Discussion

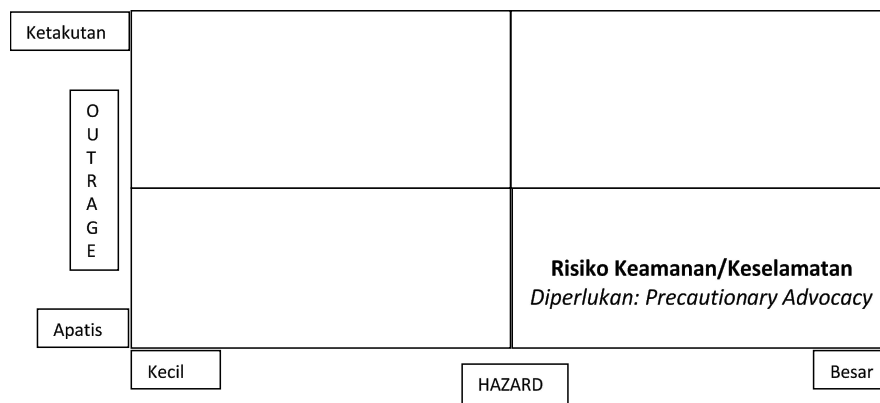
1. "Unforgotten Supporters" Risk Communication Strategy

An important aspect of the Risk Communication strategy is the model and design of risk communication that will play an important role in supporting the success of the program. Risk communication design is about the relationship between hazard and outrage which according to (Sandman, 1993) are two components that form risk. Hazard is objective risk, while Outrage is the emotion that accompanies a hazard and is therefore subjective. In a type of risk, between Hazard and Outrage often do not match. For example, high hazard but low level of outrage or panic, and vice versa. Analysis and mapping of research results on the communication design model according to Peter Sandman is presented and can be seen in Figure (6) below.

Research findings show that of the many risks that can occur in situations of crowds emerging during events in stadiums, such as security/safety risks (riots, terrorism, accidents), health risks (infectious diseases, extreme weather, poisoning), infrastructure risks (stadium damage, power outages, fires) or social risks (discrimination, social harassment) or other risks such as loss of goods or fraud, the "Unforgotten Supporters" display is actually directed at situations related to security/safety risks, in this case if riots occur.

Based on the findings, it was found that the condition of lack of awareness of safety is a factor that is quite influential for the occurrence of security/safety risks in the stadium. Not all spectators have a high awareness of the importance of safety. Some people may ignore rules and warnings from the organizing committee, thus increasing the risk of accidents. Thus, to overcome this problem, joint efforts from various parties are needed, such as the government, organizing committee, football clubs, and also the spectators themselves. Increasing security, educating spectators, and strict law enforcement are important steps to create a safe and comfortable atmosphere in the stadium.

Based on the above findings, a graph can be presented about the Risk Communication strategy carried out by Harian Kompas and Dentsu for the identified safety risks, as follows:



Source: Researcher's Processing, 2024
Figure 6. Condition of Hazard and Outrage Relationship on Security/Safety Risks in the Stadium

The concept of "precautionary advocacy" introduced by Peter Sandman is a strategic approach in risk communication, especially when facing situations full of uncertainty. Simply put, this is an effort to prevent mass panic or overreaction from the public to a risk that is not fully understood. Precautionary advocacy is important because uncertainty will trigger fear. When people are faced with incomplete or contradictory information about a risk, they tend to feel afraid and anxious. This can trigger unnecessary panic. On the other hand, misinformation or disinformation which is also very likely to occur in the midst of a riot situation in the stadium, can worsen the situation and trigger irrational reactions. In crisis situations, various parties have different interests, so effective communication is very important to maintain public trust.

Some principles that can be held when a message in Risk Communication will be delivered, are:

1. **Transparency:** Open and honest about what is known and what is not yet known. Avoid hiding information or making promises that cannot be kept.
2. **Empathy:** Understanding public perspectives and concerns. Communication must be done in language that is easy to understand and in a way that shows empathy.
3. **Credibility:** Building public trust through accurate information and credible sources.
4. **Collaboration:** Working with various relevant parties, including government, experts, and the community, to develop effective messages.
5. **Focus on Action:** In addition to providing information, also provide guidance on actions that can be taken by the community to reduce risk. In the case of the "Unforgotten Supporters" display, the principles of precautionary advocacy have been applied, and are expected to be a very useful tool in managing risk, especially in situations full of uncertainty. These principles are expected to prevent mass panic, build public trust, and encourage appropriate actions to reduce risk.

2. Utilization of Artificial Intelligence in the Creation of "Unforgotten Supporters"

In the case of the "Unforgotten Supporters" display, the principles of precautionary advocacy have been applied, and are expected to be a very useful tool in managing risk, especially in situations full of uncertainty. These principles are expected to prevent mass panic, build public trust, and encourage appropriate actions to reduce risk.

According to Rogers, there are stages in an adoption process (Innovative – Decision Process) which is the first step to determine whether an innovation can be accepted (adopted), discontinued or rejected (Lim et al., 2020; Bennett et al., 2018):

Knowledge Stage

This is the beginning of individual awareness and understanding of an innovation. This relates to individual awareness of the existence and function of innovation. Someone who does not yet have information seeks information through communication channels. At this stage, someone does not have any information about the innovation being carried out. Psychologically, most individuals who do not know anything about an innovation tend to avoid and look for other ways that follow what is considered easy. In the "Unforgotten Supporters" project by Harian Kompas x Dentsu Creative Indonesia, there are several approaches in giving knowledge about risks to the audience of spectators: First through the "Unforgotten Supporters" video display in the stadium, and second through media news activities, and third through promotional materials or campaigns in the form of jersey tags, stickers or posters.

Persuasion Stage

This stage focuses on individual attitude responses to approve or reject an innovation. So at this stage, individuals who are interested in AI innovation will actively seek

information about this new innovation. The innovation in question relates to the characteristics of AI itself, for example excellence, innovation, level of suitability, and complexity and whether this innovation can be tried and seen. At this persuasion stage, people will also start considering adopting innovations by adding information. In the "Unforgotten Supporters" project, opportunities for people to seek information are wide open. Through news through media channels owned by Harian Kompas, information is provided about the importance of being aware of safety risks and knowing important things related to safety in the stadium, such as evacuation routes and gathering places.

Decision Stage

This stage relates to an individual's choice to adopt the innovation or not. At this stage, individuals take the concept of innovation, consider the advantages and disadvantages of its use, and decide whether to adopt or reject it.

"Unforgotten Supporters" focuses on educating the general public by making them understand the risks they face when in the stadium, and what they need to know to save themselves if a riot occurs. The use of Artificial Intelligence technology plays an important role in this stage, because in addition to the creative element that attracts many young people who are the majority of spectators to pay attention, there is also an element of memory where the "Unforgotten Supporters" characters presenting safety information in the video are also figures or heroes who have become victims in the Kanjuruhan Tragedy. The understandings that begin with the decision to pay attention to these broadcasts are expected to encourage people to want to remember safety features before they enjoy the match.

Implementation Stage

At this implementation stage, individuals will choose to adopt the innovation. They will find out whether the innovation suits them or not. If the individual feels it is suitable, they will apply it in their life. Individuals who have applied new innovations to aspects of their lives are then said to be adopters of an innovation. If in the previous stage the process was more related to mental exercise, namely thinking and deciding, then in this implementation stage, an individual will be more towards behavioral change. \

In the case of "Unforgotten Supporters", many factors were found that would affect the effectiveness of the broadcast. The basis for utilizing AI in the "Unforgotten Supporters" safety instruction video is, among other things, time efficiency because it can facilitate its creation. After the video is available, there still needs to be encouragement for cooperation from stakeholders. The ultimate target of this broadcast is actually the government, where the government is expected to be able to improve its policies in handling match organization in stadiums. Clear regulations are considered to remain the main factor for spectators to be more encouraged to change behavior to be more aware of safety risks in the stadium.

Confirmation Stage

This stage occurs when individuals reinforce the decisions they have made. At this stage, individuals will try to justify their decisions. Confirmation becomes the final step by seeking opinions to strengthen the decisions that have been made. A person can later change their decision which previously rejected accepting innovation after evaluation. Confirmation becomes the final step by seeking opinions to strengthen the decisions that individuals have made. At this final stage of adoption, adopters will decide or confirm the adoption decision. In the "Unforgotten Supporters" project, the confirmation stage has not yet occurred, because this video broadcast only started on October 12, 2023 at Gelora Bung Karno during the match between the Indonesian National Team versus Brunei. After this premiere broadcast, GBK has also shown the "Unforgotten Supporters" safety instruction video in several subsequent match events at GBK. It is hoped that with the more frequent showing of this video, more

football spectators will become increasingly aware of safety risks in the stadium and know ways to save themselves if these risks occur.

CONCLUSION

The Risk Communication Strategy implemented by Harian Kompas and Dentsu Creative Indonesia in the "Unforgotten Supporters" project is in line with what is described in the concept of the relationship between Hazard and Outrage in Risk Communication by Peter Sandman (1993). It was found that "Unforgotten Supporters" uses a "Precautionary Advocacy" communication strategy where this strategy can prevent mass panic or overreaction from the public to a risk that is not yet fully understood. This strategy is further expected to have an impact on the formation of awareness among spectators of sports matches in stadiums.

The process of adopting AI technology in the creation of "Unforgotten Supporters" carried out by Harian Kompas and Dentsu Creative Indonesia is also in accordance with the stages according to the concept of Diffusion of Innovation by Everett M. Rogers, through several broadcasting activities and socialization through several media channels owned by Harian Kompas, as well as by carrying out cooperation with stakeholders such as stadium managers and the government. However, this effort still needs to be continued because the confirmation stage according to Everett Rogers' Diffusion of Innovation concept (2005) has not yet been achieved.

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