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## Adaptive Communication Strategies and Strengthening Social Resilience as a Response to the Dynamics of Uncertainty in the Modern Era

Febri Gunawan<sup>1\*</sup>, Nursahira<sup>2</sup>, Toni Budianto<sup>3</sup>

Fakultas Sosial dan Humaniora, Universitas Bhinneka PGRI, Indonesia

\*Corresponding Author: [febrigunawan09@gmail.com](mailto:febrigunawan09@gmail.com)

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**Abstract:** The dynamics of uncertainty arising from disasters, pandemics, and digital transformation pose serious challenges for communities in maintaining social cohesion and collective resilience. This study aims to analyze adaptive communication strategies and efforts to strengthen social resilience in response to various forms of uncertainty in the modern era. The research method used was a literature review, examining 20 relevant scientific articles published in the past five years. Data was collected through a search of academic literature from reputable journals and analyzed qualitatively using a thematic approach to identify communication strategy patterns and their impact on social resilience.

The results indicate that adaptive communication based on community participation, the use of digital media, the integration of local wisdom, and two-way interaction play a crucial role in strengthening community resilience. These findings confirm that communication strategies serve not only as a means of conveying information but also as a strategic instrument for building trust, strengthening social solidarity, maintaining economic sustainability, and enhancing crisis preparedness. Thus, this study emphasizes the importance of developing responsive, inclusive, and sustainable adaptive communication strategies as a foundation for strengthening social resilience amidst the complex uncertainties of the modern era.

### Introduction

The modern era is characterized by rapid, complex, and uncertain dynamics. Globalization, the development of digital technology, pandemics, the climate crisis, and social polarization have created unpredictable situations that often destabilize social stability. Ideally, society is expected to respond adaptively to these challenges by utilizing open, inclusive, and constructive communication, thereby maintaining social cohesion and building collective resilience. However, the reality on the ground shows that uncertainty often presents serious problems, such as rampant disinformation on social media, weakened social solidarity, and increased vulnerability to conflict and disintegration. This situation highlights the gap between

ideal expectations and empirical facts, while also reinforcing the urgency of the need for adaptive communication strategies that can serve as a foundation for strengthening social resilience amidst uncertainty.

Several previous studies have highlighted the link between adaptive communication and social resilience in various contexts. Rulandari, N et al, (2024) confirmed that post-pandemic resilience-based communication policies in suburban Bandung communities proved effective in strengthening community resilience through synergy between local authorities and community organizations. This research emphasizes the importance of communication governance based on collaboration and participatory engagement in addressing post-crisis challenges. In the context of civic engagement, Ekowati & Mada, (2025) found that civic participation and the use of social media contributed significantly to strengthening social resilience in Indonesia's multicultural society. This study demonstrates that adaptive communication based on public engagement can strengthen trust, solidarity, and inclusivity amidst diversity. Furthermore, research by Ida et al., (2024) in Surabaya revealed that community-based media literacy can be an effective instrument for building community resilience in the face of the COVID-19 pandemic. These results demonstrate how adaptive communication managed from the grassroots can prevent disinformation while strengthening social resilience.

Furthermore, research by Assegaff et al., (2022) in the hospitality sector in Bali highlighted how creative communication and crisis preparedness are important strategies in building industry resilience amidst global uncertainty. These findings confirm that adaptive communication is not only relevant at the community level but also crucial for maintaining the sustainability of business organizations. From a global perspective, Cubeddu & Martini, (2025) emphasize that social resilience and community adaptive capacity can be built through socio-cultural strategies rooted in community values. This study adds an important dimension, recognizing that cultural and social factors play a significant role in strengthening community capacity to withstand multidimensional uncertainty.

While these studies have enriched the literature on adaptive communication and social resilience, there is still room for further research. Most previous studies tend to focus on specific cases, such as pandemics or disaster crises, with an emphasis on one aspect of communication or resilience. This study differs in that it seeks to integrate an adaptive communication approach with a more comprehensive framework for strengthening social resilience in the context of modern-day uncertainty. The novelty of this research lies in its examination of the interrelationships between the dynamics of adaptive communication, digital

information flows, civic engagement, and the construction of social resilience in the face of multidimensional uncertainty, encompassing social, economic, cultural, and technological aspects.

Based on this description, this study aims to analyze adaptive communication strategies and mechanisms for strengthening social resilience in response to the dynamics of uncertainty in the modern era. Theoretically, this research is expected to enrich the social science and communication literature by offering a new conceptual model regarding the interconnectedness of adaptive communication and social resilience. Practically, this research is expected to serve as a reference for policymakers, communication practitioners, and the wider community in developing effective, adaptive, and inclusive communication strategies to strengthen sustainable social resilience amidst global uncertainty.

### **Research Methods**

This research uses a qualitative method with a literature study type that focuses on the collection, analysis, and synthesis of previous research results related to adaptive communication strategies and strengthening social resilience in facing the dynamics of uncertainty in the modern era. Literature study was chosen because it allows researchers to examine in depth various theories, empirical findings, and critical perspectives that have been published in scientific journals, books, and relevant official documents (Snyder, 2019). The main data sources in this study consist of academic publications indexed in Google Scholar, Scopus, and other credible databases, with a span of the last ten years to remain relevant to the context of contemporary issues (Ridley, 2012). Data collection techniques are carried out through systematic procedures such as keyword identification, selection of relevant articles, and critical review of the publication content (Booth et al., 2012). Next, the data was analyzed using content analysis, which involves classifying, comparing, and interpreting key themes emerging from the literature to gain a comprehensive understanding of adaptive communication strategies and social resilience (Krippendorff, 2018). This analysis was conducted iteratively with the aim of identifying patterns, gaps, and conceptual contributions that can enrich social science and communication studies amidst the uncertainties of the modern era.

### **Results**

To gain a more comprehensive picture of the application of adaptive communication strategies

and efforts to strengthen social resilience in the face of dynamic uncertainty, a review of several relevant studies published in recent times was conducted. The results are then summarized in the following table, which lists the article titles, research locations, and key findings that contribute significantly to the understanding of communication strategies and social resilience in various contexts.

Table 1 Literature Review Results

No	Article Title	Location	Key Findings
1	Intercultural Communication and Social Resilience: Javanese Transmigrant Communities in Lampung (Setiabasith, D. Z., 2025)	Lampung, Indonesia	Intergenerational communication patterns, informal communication & rituals & digital media strengthen cultural identity + social resilience.
2	Effectiveness of Communication Strategy in Disaster Management in Indonesia (Soelistyowati, Rr Dinar, et al, 2025)	Indonesia (Lombok, palu)	Utilization of social media & community training strengthens community preparedness in facing disasters and natural uncertainties.
3	Improving Disaster Response in Indonesia Through Culturally Integrated Communication Strategy (Permatasari, T. O. & Sinduwiatmo, K., 2024)	Sidoarjo, Jawa Timur, Indonesia	Communication strategies integrated with local culture and local leadership ,public campaigns, collaboration strengthen community preparedness and resilience.
4	Adaptive Strategy of Community Service in Improving HR Digital Resilience through Transformation of Online Marketing Techniques (Kraugusteeliana, K.; Muhamad, L. F.; Junaidi, A., 2025)	Indonesia	Adapting community service strategies digital training & online marketing based on local needs increases community digital resilience.
5	Resilience Communication of Micro-Enterprise	Depok, Jawa Barat, Indonesia	Adaptive communication practices in MSMEs: marketing adaptation, innovation, use of networks and

	Actors in the Service Sector Affected by COVID-19 in Depok, West Java (Ekayanthi, D., Lubis, D. P., Sumardjo et al. 2024)		community collaboration to maintain business during the pandemic.
6	Empowering Communities Through Risk Communication: Insights from a Decade of Global Research (Arwan & Sadli Syam, 2023)	Global	Effective risk communication strategies: message design, platform media, community participation as important variables in adaptive communication institutional trust in building community resilience.
7	The Influence Of Social Media On The Resilience Of Rural Communities During The Covid-19 Pandemic (Widodo, B. S.; Budiati, A. C.et al,2022)	Rural, Indonesia	The significant role of social media in increasing the resilience of rural communities to the uncertainty of the pandemic through the dissemination of information & communication between residents.
8	The Role of Two-Way Communication in Institutional Resilience During Crises (Hutagalung, M. 2024)	Indonesia	Two-way communication between institutions and communities as an adaptive mechanism to build institutional trust and resilience during crises.
9	A comparative analysis of experienced uncertainties in relation to risk communication during COVID-19: a four-country study	Multi-country	Analysis of types of uncertainty & how risk communication needs to acknowledge & respond to epidemiological & non-epidemiological uncertainties to maintain public trust and compliance.

(Cristea, F et al, 2022)

10	Global policy stocktake of urban climate resilience: A literature review (Han, H., Bai, X., & Dong, L. 2025)	Global	Urban policy & climate resilience; the issue of mismatch between resilience literature and policy practice; adaptive communication in policy is needed to make policy more responsive to uncertain climate risks.
11	The Role of Social Media in Building Pandemic Resilience (George, J. O et al, 2023)	Bangalore, India	Social media as an adaptive communication mechanism that supports resilience perceptions and actions in urban environments during the pandemic.
12	Strengthening the relationship between community resilience and health emergency communication: a systematic review (Vandrevala, T. et al. 2024)	Global	The relationship between emergency health communication and community resilience; factors of inclusive communication strategies, trust, community engagement.
13	Resilience organizing: a multilevel communication framework (Doerfel, M. L et al, 2022)	United States (non-profit case, network)	A communication model in non-profit networks that strengthens the adaptive capacity of organizations to major disruptions.
14	Building community resilience and calling for collective actions: how corporations and publics communicate	Tiongkok	Corporate disaster communication and public response on Weibo as a medium for building collective narratives and community resilience

disaster aid on social media (Ma, X.; Xia, S.; Ding, L. 2025)

15	Communication strategies to strengthen the resilience of micro, small and medium-sized enterprises during the COVID-19 pandemic: A systematic review (Ekayanthi, D et al, 2025)	Indonesia / global MSME context	Communication strategies to maintain business continuity and strengthen the resilience of small-scale organizations during the Covid-19 crisis
16	Intercultural Communication and Social Resilience: Javanese Transmigrant Communities in Lampung (Setiabasith, D. Z, 2025)	Lampung, Indonesia	Cross-cultural and adaptive communication as the foundation of social resilience of transmigrant communities
17	Effectiveness of Communication Strategy in Disaster Management in Indonesia (Soelistyowati, Rr Dinar et al.2025)	Indonesia	Effectiveness of disaster communication strategies, use of local media and public dialogue
18	Adaptive Strategy of Community Service in Improving HR	Indonesia	Transforming public services through digital channels as part of an adaptive strategy

Digital Resilience  
through  
Transformation of  
Online Marketing  
Techniques  
(Kraugusteeliana, K.  
et al. 2025)

19	Resilience Communication of Micro-Enterprise Actors in the Service Sector Affected by COVID-19 in Depok, West Java (Ekayanthi, D. et al. 2024)	Depok, Jawa Barat, Indonesia	Adaptive communication in service sector MSMEs to maintain operations during uncertainty
20	The Use of Global Uncertainty Reduction Theory in Communication (Xing, Y.2023)		The use of uncertainty reduction theory (passive, active, interactive) in modern communication studies

Based on the review of the 20 studies mentioned above, it can be concluded that adaptive communication strategies play a crucial role in strengthening social resilience and community resilience amidst various uncertain dynamics, whether in the context of disasters, pandemics, or social and digital change. Communication involving active community participation, the use of social media, the integration of local wisdom, and a two-way approach has proven effective in building trust, maintaining operational continuity, and strengthening community social identity. These findings emphasize that strengthening resilience depends not only on policies or institutional interventions, but also on responsive, inclusive, and adaptive communication capabilities to evolving change and uncertainty.

## Discussion

Based on research analysis related to adaptive communication strategies and strengthening social resilience, it can be seen that communication responsive to social, cultural, and digital contexts is a crucial factor in strengthening community resilience amidst various forms of uncertainty, ranging from natural disasters and global pandemics to economic dynamics and digital transformation. Adaptive communication serves not only as a means of conveying information but also as a mechanism for building social identity, community solidarity, and institutional trust. Intergenerational interactions, cultural rituals, and the use of digital media are effective strategies for maintaining social cohesion, as demonstrated by the Javanese transmigrant community in Lampung, which utilizes intergenerational communication and local cultural practices to strengthen social ties and adaptive capacity to changes in the social and economic environment (Setiabasith, 2025). These findings emphasize the importance of a communication approach that considers local wisdom as a foundation for building social resilience, in line with resilience theory and social capital theory, which emphasize the role of social networks, trust, and collaboration in facing crises (Arwan, & Syam, 2025; Doerfel et al., 2022).

Beyond cultural aspects, research also shows that digital and social media play a significant role as adaptive communication tools in increasing community resilience to health crises and pandemics, particularly COVID-19. Digital platforms enable the rapid dissemination of information, coordination of collective action, and the formation of appropriate risk perceptions, enabling communities to respond to uncertainty quickly and appropriately ((Widodo et al., 2021; George et al., 2023; Ekayanthi et al., 2025). In an economic context, adaptive communication strategies have also been applied to MSMEs through digital marketing innovations, leveraging community networks, and collaboration between business actors, which have proven effective in maintaining operational continuity and increasing local economic resilience during crises (Ekayanthi et al., 2025; Kraugusteeliana et al., 2025). These findings demonstrate that adaptive communication not only plays a role in building social resilience but is also a crucial instrument in strengthening community economic resilience.

The integration of local wisdom and a two-way communication approach has also proven to be an effective strategy in strengthening social resilience, as communication that is culturally relevant and relevant to community needs is more easily accepted, internalized, and serves as a basis for collective action. This approach aligns with uncertainty reduction theory, which emphasizes the importance of managing information through active interaction to reduce uncertainty, build trust, and increase community compliance with policies or collective actions

(Xing, 2023; Hutagalung, 2024). Therefore, adaptive communication strategies encompass not only information dissemination but also strengthening community capacity to actively participate, innovate, and collaborate in the face of various uncertain dynamics.



Figure 1 communication strategy

Compared to global literature, this study broadens the understanding of adaptive communication by emphasizing cultural and digital dimensions that have previously received less attention in social resilience studies. While global research emphasizes the importance of message design, community participation, and communication media in building resilience (Arwan, & Syam, 2025; Cristea et al., 2022), this study adds the dimensions of local cultural integration, digital transformation, and economic adaptation as key factors in enhancing community resilience. This shows that strengthening social resilience requires a combination of top-down communication strategies from institutions and bottom-up through active community participation, which complement each other and strengthen their strategic impact.

From a practical perspective, these findings demonstrate that the formulation of adaptive, responsive, and inclusive communication strategies is crucial in the context of disaster management, public services, pandemic impact mitigation, and societal digital transformation. Adaptive communication can be a means to build community capacity, enhance preparedness, foster economic innovation, and strengthen social cohesion. Scientifically, this research contributes by expanding the theoretical framework of adaptive communication and social resilience, emphasizing that communication strategies are multifaceted, involving social, cultural, digital, and institutional aspects, and fostering cross-sector collaboration. Thus, adaptive communication strategies are not simply information delivery mechanisms, but integral strategies for building sustainable social and economic resilience amidst the complexity

and uncertainty of the modern era.

### **Conclusion**

Based on the research results and discussion, it can be concluded that adaptive communication strategies play a crucial role in strengthening community social resilience amidst the uncertain dynamics of the modern era. The findings demonstrate that communication responsive to social, cultural, and digital contexts serves not only as a means of conveying information but also as a mechanism for building social identity, strengthening community solidarity, and fostering trust in institutions. The integration of local wisdom, two-way interaction, and the use of digital media have been proven to increase community participation, maintain economic sustainability, and optimize preparedness in the face of crises such as natural disasters, pandemics, and socio-economic changes.

Conceptually, this research contributes to broadening the understanding of adaptive communication theory and social resilience by emphasizing the importance of combining cultural, digital, and economic aspects as pillars of strengthening community resilience. Methodologically, this study demonstrates that a literature review approach can comprehensively summarize cross-context findings, thus providing a basis for developing adaptive communication models in the future.

However, this research has limitations because it relies solely on literature analysis without empirical field data. Therefore, the generalizability of the results remains to be tested. Therefore, further research is recommended to combine qualitative and quantitative approaches with direct case studies in various communities, so that it can produce more in-depth, applicable, and contextual findings in strengthening community social resilience.

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