

The Effectiveness of Public Communications of Medan Petisah Government in Preventing of COVID-19 Virus in Medan

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Abstract

This study aims to discuss about e Effectiveness of Public Communications of Medan Petisah Government in Preventing of COVID-19 Virus in Medan. This research is qualitative. The basis for the effectiveness of public communication that the researcher proposes is to put more emphasis on public trust to take advantage of cooperation and maintain behavior, which is supported by transparency and community involvement so that mutual understanding is achieved, feels mutual joy, can influence attitudes towards health protocols, maintain relationships with protocols. Health and modeling better behavior in preventing COVID-19. Responding to a pandemic is about public communication, social psychology, and health studies, as well as on epidemiology and virology. Therefore, effective public communication during the COVID-19 period requires a cross-disciplinary perspective that is truly evidence-based and reflects the values of a democratic society, so that the prevention of COVID-19 in Medan City can be realized carefully.

Keywords

effectiveness; communications; government; Covid 19



I. Introduction

COVID-19 is a global health problem including Indonesia. This was initiated from the information of the World Health Organization (WHO) on 31 December 2019 there was a case of a cluster of pneumonia with a new etiology in Wuhan City, Hubei Province, China and later expanded beyond China. On 30 January 2020, COVID-19 was set to become the public health Emergency of International Concern (PHEIC). On 11 March 2020, COVID-19 was designated as a pandemic. Indonesia first reported 2 positive cases on March 2, 2020 and a positive case continued to increase (Kementrian Kesehatan RI, 2020a). Until April 25, 2020, Indonesia already reported 8. 211 Positive cases, 689 cases died, 1.002 cases recovered from 50,563 people examined with the results of the examination is 42,352 negative. (Susilawati, 2020).

The government's public communication on the Covid-19 pandemic received a negative assessment. At least two non-governmental organizations (NGOs) gave negative ratings, namely: the Institute for Economic and Social Research, Education and Information (LP3ES) and the Institute for Development of Economics and Finance (INDEF). LP3ES' negative assessment of government media communications related to the Covid-19 pandemic was given because the government issued 37 blunder statements during the Covid-19 pandemic. Meanwhile, a negative assessment was given by INDEF based on survey results which stated that 66.28% of the public showed a negative response to communications made by the

government, especially communications made by President Joko Widodo and Minister of Health (Menkes) Terawan.

People when working outside the home are obliged to wear masks and follow health protocols. Based on the results of the first survey conducted in the city of Medan, people do not understand the importance of keeping a distance and wearing masks to prevent COVID 19, as well as the discipline of wearing masks correctly, it seems that many still stick to it. In the current situation and circumstances, the sensitivity of the entire community to respect and appreciate the implementation of health protocols plays a very important role, so that compliance with the health protocols needs to be emphasized to all people in the city of Medan.

The Task Force for the Acceleration of Handling (GTPP) COVID-19 North Sumatra Province informed that the COVID-19 data update in May 2020 recorded the number of recovered patients 145 people, the death toll was 41 people. Furthermore, Major Whiko also informed that there were additional positive cases of COVID-19 in the last 24 hours. It was recorded that there were 3 new positive patients from the previous 406 people, 140 people under surveillance (PDP) and 476 people under monitoring (ODP). The development of this data illustrates that efforts to protect themselves are still not going well.

Based on data confirmed by the North Sumatra Provincial Government in May 2020, there were 362 positive COVID-19 patients, of which 118 had recovered and 36 died. North Sumatra has 12 provinces and cities with COVID-19 pandemic status at Level 3. These include Deli Serdang, North Tapanuli, Karo, Pematang Siantar, Simalungun, Serdang Bedagai, Binjai, Tebing Tinggi, Padang Sidempuan, Nias, Humbang Hasundutan and Pakpak. In order to minimize the number of COVID-19 virus infections set by the President of the Republic of Indonesia, the government recommends a variety of actions by maintaining social distance, washing hands, using masks, and obeying social distancing rules.

The Mayor of Medan issued a circular on PPKM Mikro to limit the spread of COVID-19 by optimizing the COVID-19 handling orders at the village level. This city decision is effective from June 23, 2021 until July 5, 2021 and will impose sanctions in accordance with applicable regulations. The next step is mass vaccination. Even 10,000 residents of Medan City are reported to have participated in the mass vaccination. Tightening should be done from the neighborhood to the city level, and penalties for violators should be divided equally. Therefore, the preventive measures conveyed by the Mayor of Medan must be carried out consistently. However, in some Medan markets, there are still many traders and residents who do not follow the Health Protocol.

The COVID-19 virus pandemic that infected the residents of Medan City made the city government make various efforts to prevent the spread of the COVID-19 virus in Medan City. Recognizing the existence of this pandemic, Medan Mayor Bobby Nasution continues to strive to maintain consistency in the implementation of preventive programs to minimize the transmission of residents infected with COVID-19. Efforts to accelerate vaccination have also been carried out in collaboration with several stakeholders, and some of the latest policies from the Mayor of Medan are that access for all residents in the Medan City area in particular will be limited. COVID-19 causes residents who want to enter Medan City, especially by sea, to first undergo an antigen swab test. In addition, Medan Mayor Bobby Nasution said several isolation measurements were carried out in two environments, namely Environment 7, Gedung Johor Village, Johor Subdistrict, and Tanjung Sari Village 10, Medan Selayang Subdistrict. This started because five of the villagers were infected with the COVID-19 virus, and these two villages were classified as red zones.

Table 1. General Data Regarding COVID-19 Medan city

COVID-19 Positive Confirmation Data			
Healed	Die	Treat	Total
20371	676	6170	27217
COVID-19 Suspect Data			
Go home	Die	Treat	Total
36259	773	367	37399

Source: Medan City's Task Force for the Acceleration of Handling COVID-19 (29 July 2021)

Based on data from table 1, it can be seen that the confirmed data for COVID-19 in Medan City reached a total of 27,217 people who were infected, of which 20,371 people were declared cured, 676 died, and as many as 6170 people were under treatment. The following is the data on COVID-19 Suspects reaching a total of 37,399 people, of which 36,259 people were declared to have returned home, 773 people died, and 367 people were still being treated. In the maritime and investment sector, Mr. Agung Kuswandono noted that currently, the Indonesian government continues to work closely with various stakeholders to combat and overcome the ongoing spread of the COVID-19 virus disseminate and educate various stakeholders and the public so that the desired message is well communicated.

The success of a program is strongly influenced by the communication skills and abilities of each individual as well as the cooperation between team members in one goal. Communication is needed to build partnerships so that goals are achieved. Based on the technical implementation, communication is when a person sends messages to other people through certain media, receives the message and understands the range of his abilities, then the recipient of the message sends the message. After receiving the message and understanding the extent of his ability, the recipient of the message conveys a response through certain media to the public who conveyed the message to him.

II. Review of Literature

2.1 Communication Effectiveness

Effectiveness comes from English, namely effective which means successful, or something that is done works well. Effectiveness comes from the word effective which means the achievement of success in achieving the goals that have been set. Effectiveness relates to the relationship between the expected results and the results that have been achieved. According to Adisasmita, effectiveness is a condition or condition, where in choosing the goals to be achieved, the facilities or equipment used, accompanied by the desired goals can be achieved with satisfactory results.

According to Handoko, effectiveness is the ability to choose the right goals for achieving the goals that have been set. In other words, it is effective if you can choose the work to be done or the right method and way to achieve the goal. According to Mardiasmo, effectiveness is basically the achievement of policy goals or targets. Effectiveness is the relationship between output and goals or objectives to be achieved. Operational activities are said to be effective if the activity process reaches the final goals and objectives.

Effectiveness refers to two interests, namely theoretically and practically. This means that there is thoroughness that is comprehensive and deep in terms of efficiency and virtues to obtain input on productivity. Effectiveness is a condition that affects something that is memorable, efficacy, business success, actions or things that apply. Effectiveness is a job that can produce outputs that are in accordance with what is expected, it can be concluded that

effectiveness is a job well done in accordance with the time and targets that have been determined. A job done, successful and in accordance with what we expect. We can conclude that if the work is in accordance with the time and planning it can be said to be effective.

2.2 Public Communication

Public communication is defined as the activity of understanding, designing, implementing, and evaluating successful communication campaigns within a framework to serve the public interest. Programs in public communications use communication to inform or persuade, build relationships, and to encourage open dialogue within the organization or community towards long-term solutions. This is done by crafting a successful message through the application of research, theory, technical knowledge, and sound design principles. According to Dennis Dijkzeul and Markus Moke, public communication is defined as communication activities and strategies aimed at the target audience. The purpose of public communication is to provide information to the target audience and to increase awareness and influence the attitudes or behavior of the target audience. Sasa Djuarsa defines communication theory as a conceptualization or logical explanation of the phenomenon of communication events in human life. The event in question includes the production, process, and influence of sign and symbol systems that occur in human life.

2.3 Communication in Islam

Islam as a perfect religion will certainly be understood by its adherents to be more deeply internalized and practiced in a pure and consistent manner, if delivered by lecturers or dā'i who are able to carry out effective communication. Effective communication can internalize Islamic teachings in the minds and chests of all people so that they can act and behave as true Muslims. Many communication experts discuss the concept of effective communication, both related to issues of effective presentation techniques, public speaking methods, and rhetorical ways of speaking which generally come from the West.

Islam is one of the largest religions in the world. With the number of followers of more than one billion souls scattered throughout the world. But there is one interesting thing that we must pay attention to, namely about the success of the Prophet in spreading Islam. Where in only twenty-three years the Prophet was able to spread Islam throughout the Arabian peninsula and even to neighboring countries, which then continued his da'wah by friends so that the area of Islamic rule became wider. The problem here is how the Prophet and his companions spread their da'wah so that Islam was able to develop in a fairly fast time. One of the things that was very influential in the development of Islam at that time was the communication ability of the Prophet and his companions who were no doubt.

2.4 COVID-19 Virus Prevention

COVID-19 is an infectious disease that has the potential to cause public health. Therefore, preventive measures against these types of infectious diseases must be carried out as soon as possible. Indonesia as a state of law, the prevention of these types of infectious diseases must be established in a rule or regulation. The urgency to form regulations related to the prevention of COVID-19 must be established in Government regulations and Regulations of the Minister of Health because these two regulations are implementing regulations of Law No. 6 of 2018 concerning Health Quarantine.

Corona viruses are a large family of viruses that are transmitted zoonically (between animals and humans) and can cause mild to severe symptoms. Previously, there were at least two types of coronavirus known to cause disease in humans, namely Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). SARS-CoV2 infection

in humans causes acute respiratory symptoms such as fever, cough, and shortness of breath. In severe cases, the disease can cause pneumonia, acute respiratory syndrome, kidney failure, and even death. Symptoms of this disease can appear within 2-14 days after exposure to the virus.

The spread of the COVID-19 outbreak is very fast and very dangerous. Transmission occurs in public places, lack of public awareness of the importance of using masks and washing hands. In fact, according to the Research Center for Population Research LIPI, Deny Hidayati, the research reflects the behavior of the people who are not good. People actually know that washing hands and wearing masks has greatest impact on reducing the risk of transmission. Wearing a mask is an effective way to prevent droplets or splashes, or droplets from being exposed to other people. And become more convinced that washing hands with soap and running water kills germs. Keeping the place for washing hands clean and well-maintained can be an alternative as an initial step to prevent the COVID-19 virus. In conditions like this, the government should continue to straighten people's perspectives that our country has not fully recovered from the threat of the virus and does not mean that we can relax by ignoring health protocols.

Research on influenza, influenza-like illness, and human coronaviruses (other than COVID-19) provides evidence that the use of medical masks can prevent the spread of infectious droplets from infected and symptomatic communities (source control) to other communities and environmental contamination due to droplets. this. Limited evidence suggests that medical masks are useful in preventing transmission when used by healthy people at home, especially those living with sick people, or when used by people attending mass gatherings.

A recent meta-analysis of these observational studies, with intrinsic biases of observational data, showed that single-use surgical masks or reusable 12-16 ply cotton masks were associated with the protection of the healthy population within the home and among case contacts. . This can be seen as indirect evidence that supports the use of masks (both medical and non-medical) by healthy people in the wider community; however, these studies indicate that if you are in close proximity to an infected community in at home or in mass gatherings where physical distancing is not possible, these communities can be infected with this virus.

III. Research Methods

This research is qualitative, the researcher uses a qualitative approach because it is considered appropriate to be used in this study. Qualitative research is defined as an investigative process to understand social problems based on creating a complete holistic picture formed in words, reporting detailed views of informants, and arranged in a background.

According to Miles and Huberman, qualitative data is the source of a broad and well-grounded description, and contains an explanation of processes that occur in the local context. With qualitative data, researchers can follow and understand the flow of events chronologically, assess cause and effect within the scope of the minds of local communities and obtain many and useful explanations. And qualitative data is more likely to guide researchers to obtain previously unanticipated discoveries and to form new theoretical frameworks. Researchers will provide a descriptive description of the effectiveness of Medan City government public communication in preventing the COVID-19 virus in Medan City.

According to Mathew and Huberman, with qualitative data we can follow and understand the flow of events in chronological order, assess cause and effect in the minds of local communities and obtain many and useful explanations.

Researchers will conduct research in the city of Medan in the Medan Petisah sub-district, the determination of the research area is determined purposively with the reason that in this area there are many people who do not comply with the COVID-19 prevention health protocol, and the Medan Petisah sub-district has many modern hotels and malls, Medan Petisah sub-district Bustling, known as Pasar Petisah Medan, is a cluster of market traders selling clothing, fresh produce, and street food. The time needed to conduct this research is for three months, from February to April 2021.

IV. Discussion

The COVID-19 pandemic situation that is currently engulfing Indonesia has forced people from all walks of life to change their lifestyles and patterns of life to be able to adapt to the currently unfriendly environmental conditions. The 3M movement from the government, namely wearing masks, maintaining distance, and washing hands is an obligation for the community to break the chain of spreading the COVID-19 virus.

The government bureaucracy is also not spared from the impact of this pandemic. In order to suppress the spread of the COVID-19 virus, the Government through the Circular of the Mayor of Medan Number 440/4338, has begun to actively implement the Enforcement of Community Activity Restrictions (PPKM) and the Socialization of Micro-Scale Mayor Circulars. On this basis, the Medan Petisah government appealed to the public through online platforms such as Zoom Meeting, WhatsApp and other media to care more about this pandemic. This is in accordance with Mondry who stated that new media are tangible evidence of the development of communication technology that we can immediately feel. Communication is carried out more intensively, both through videotrons, banners, billboards, and so on, to the RT/RW level so that the public understands all information about this corona outbreak. However,

"The routine in educating the public can't be just an appeal, it has to come down to all of me, the village head, the village community, educating the residents, we discuss with the residents. With massive communication and education, finally the community can be a little more disciplined and with this community discipline the number of COVID-19 spreads in Medan Petisah can be suppressed."

"The recommendation to use a mask when doing activities in public places or crowds, including when going shopping for groceries and attending worship on holidays, for example Eid al-Adha is a recommendation that we always monitor amid the activities of the Medan Petisah community"

"The same thing was also conveyed by Ahmad Muhaisin B. Syarbaini, M.Agmosques should be found that serve as examples in the application of health protocols. And the sub-district must go down to the mosques in Medan Petisah to convey the implementation of health protocols for the community and people who will enter the mosque are advised to wear masks."

Effectiveness of communication where there is a goal that must be achieved and adjusted to the cost that has been set, the time has been determined and the number of personnel who will be involved. Effectiveness is a measure that shows how far the program or activity achieves the expected results and benefits. Effectiveness is related to the level of achievement of a goal. It is said to be effective if these goals can be achieved optimally and have a high level of accuracy from the initial planning.

Government communication to the public, in essence, is the delivery of ideas, ideas, programs and policies from the government to the public in order to achieve national goals. In today's digital era, government communication is very important. Today's society has experienced a cultural shift, where people no longer easily accept policies or regulations set by the government without them getting information about the benefits that can be an accelerator for their activities. Communication made by the government is important so that the public knows that the policies made by the government will only succeed if they get the full support and participation of the community.

Changes in the paradigm of government management from old administration to new public management and to new public services, followed by changes in public communication. The government is required to be able to communicate policies, work plans, and performance achievements to the wider community, through traditional media, conventional media, and new media by utilizing internet technology.

The researcher quotes what Mr. M. Agha Novrian said that "even though the government has absolute authority in the sense of being fully responsible for the community, this authority cannot be used as an argument for acting arbitrarily against the community."

The statement from the Medan Petisah Sub-district Head is in accordance with Walter Lippman in Effendy who explains that government communication is communication that tries to choose the right way so that the image in the mind and the content of consciousness of the communicator can be understood, accepted and even carried out by the communicant.

Effective communication produces a positive response in the form of actions from the community that support various forms of public policies issued by the government. "One of them is to take tactical steps periodically with the Health Office, namely to hold mass rapid tests at random in the midst of the community, especially in shopping centers. This strategy was taken to ensure that the easing of restrictions by the Medan City Government, especially Medan Petisah, would not create new problems. In addition, the Medan Petisah government will also spray disinfectant in bulk to end PPKM. Technically, the spraying of disinfectant will be carried out by dozens of water cannons along the Medan Petisah road.

"The public has received information from the Medan Petisah government, the ease of obtaining information is due to the access obtained through social media and also directly. However, the community is more dominant on social media, which can be seen together that at this time the people of Medan Petisah almost entirely use Android so they can get information quickly as well as those who have television radio but that needs to be considered." (Interview with Community Joko Priyono. On 13 August 2021. 3:00 p.m. WIB).

This is because communication can be said to be effective if it does not burden the recipient much in understanding the information or message so that there is no misunderstanding.

Mr. Joko Priyono's explanation is in accordance with what was conveyed by Widjaja that the community is the party who is the target of the information conveyed by the communicator. The communicator has a function as a decoder to translate message symbols into the context of their own understanding. Society as an important element in the process of public communication, because he is the target of the effectiveness of a communication.

The problem regarding the effectiveness of the Medan City government's public communication in preventing the COVID-19 virus in Medan City is carried out in a planned and measured manner, it is said to be planned because it has been regulated in such a way by the Medan Petisah government who is also the Chair of the Medan Petisah COVID-19 Handling Task Force. Meanwhile, it is said to be measurable because the prevention program is able to touch all levels of society.

The general purpose of public communication carried out by the Medan Petisah government is of course to provide information to a large number of people about the problems that occur. In addition, public communication also aims to establish a relationship between the government and the community. Public communications can also be used to provide entertainment. These goals are interrelated and difficult to separate. In addition to the general goals, there are also specific goals that need to be set. These specific objectives are stated in the form of statements in complete sentences.

V. Conclusion

Public communication during a pandemic draws on multiple disciplinary lenses. Effective government public communication relies on community engagement, carrying out a two-way communication process for ongoing public action and the scale of government response is critical. The basis for the effectiveness of public communication that the researcher proposes is to put more emphasis on public trust to take advantage of cooperation and maintain behavior, which is supported by transparency and community involvement so that mutual understanding is achieved, feels mutual joy, can influence attitudes towards health protocols, maintain relationships with protocols. Health and modeling better behavior in preventing COVID-19. Responding to a pandemic is about public communication, social psychology, and health studies, as well as on epidemiology and virology. Therefore, effective public communication during the COVID-19 period requires a cross-disciplinary perspective that is truly evidence-based and reflects the values of a democratic society, so that the prevention of COVID-19 in Medan City can be realized carefully.

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