

Social Marketing Communication Strategy on “Covid-19 Alert Village” of Central Java Regional Police (Case Study on Covid-19 Alert Village at Panggung Lor, North Semarang)

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ABSTRACT

Various efforts have been made by the Government of Indonesia in preventing and breaking the chain of spread of the Corona virus (Covid-19). Virus Spreading of Corona (Covid-19) is growing during this new normal phase. Since the beginning of the discovery of the Covid-19 case in Indonesia, the National Police has played a very active role in helping the Government overcome the Covid-19 pandemic. Various efforts have been made by the Police, particularly the Central Java Regional Police, to empower community potential and social solidarity by establishing 4.029 Covid-19 Alert Villages across 35 regions in Central Java aiming to explore the potential of the community in encountering the Covid-19 outbreak. Panggung Lor Village, North Semarang District, is the role model of Semarang Covid-19 Alert Village. This research focuses on the social marketing communication strategy of Covid-19 Alert Village including: program design, communication patterns, implementation process, and program development by the Central Java Regional Police. The method used in this research is qualitative method. This research found that social marketing perspective can be used as a tool for evaluation to community development. In particular, the most preferred strategy for maintaining community empowerment is interactive communication and identifying inhibiting factors in the formation of the Covid-19 Alert Village.

Keywords: communication strategy, social marketing, Covid-19 Alert Village

1. INTRODUCTION

Various efforts have been made by the Indonesian Government in order to prevent and break the deployment chain of the Corona virus (Covid-19). It started with the enforcement of an emergency response period of COVID-19 for 91 days, from February 29, 2020 to May 29, 2020, by implementing physical distancing, which is a condition when a person must maintain a minimum distance of 2 meters between others, not make any direct contacts with other people, and stay away from activities in any forms of crowds, gatherings, and avoid gatherings that involve large numbers of people. This concept is considered to be the most effective effort to prevent and to lessen the deployment of Covid-19, so the government amplifies the social distancing regulations by issuing Government Regulation No.21 of 2020 concerning Large-scale social restrictions (LSSR)/*Pembatasan Sosial Berskala Besar* (PSBB) and Ministry of Health's Regulation (Permenkes) No. 9 of 2020.

This regulation must be obeyed and to ensure this obedience, National police's participation is needed. In addition to the medical personnel, National police can be called as the frontline to break the deployment of the COVID-19. On the one hand, the National Police has a routine task as a law enforcer and guardian of security and public order so that the situation remains to be safe and conducive, while on the other hand, they can be instruments to enforce the PSBB regulations. It is as stated in UU No. 2 of 2002 concerning Republic of Indonesia's Police that the main duties of the Police are maintaining security and public order, enforcing the law, providing protection, and services to the community. Responding to the pandemic situation of the COVID-19, the main task of the National Police was emphasized through *Maklumat Kapolri* (Chairperson of Republic of Indonesia Police's Declaration) No.: Mak/2/III/2020 concerning the Compliance with Government Policies in Handling the Deployment of COVID-19. The key role is in line with the main task of the Police, there are at least two

important roles for the National Police during the pandemic. First, in relation to the spread of disease, the police play a key role in implementing health protocols. This is a challenge for the National Police to ensure that public health protocols are implemented. Second, in relation to law enforcement, the Police have a key role in preventing and taking action against certain crimes arising from the pandemic.

Since the beginning of the discovery of the Covid-19 case in Indonesia, the National Police has played a very active role in helping the Government to overcome the Covid-19 pandemic. Various efforts have been made by the National Police, including: spraying mass disinfectants simultaneously throughout Indonesia, carrying out social and humanitarian actions by distributing basic necessities for people affected by Covid-19 and blood donation activities, distributing PPE (personal protective equipment) to health workers, assisting medical officers in the funeral process for Covid-19 patients, and socializing Government policies in implementing Large-Scale Social Restrictions to the public.

Entering the transition period towards adapting to new habits or new normal aiming to move the public's economy by loosening the PSBB, the task of the Police is getting tougher. It takes a personal approach to society, such as: creating innovations for community strengthening, motivating people to survive the Covid-19 pandemic by creating, for example: *Kampung Tangguh* in East Java, *Kampung Siaga* in Central Java and *Kampung Tegap Mandiri* in Bangka Belitung. The initial adoption of new habitual adaptations was implemented in several areas because of the addition of positive daily cases of Covid-19 in Indonesia was still happening and experiencing an increase, even reaching more than 1,000. One of the provinces experiencing a significant increase in positive confirmed Covid-19 trend is Central Java Province. Previously, the regions reported to have many daily positive confirmed cases were DKI Jakarta and East Java, in the last few days there were relatively many daily cases in Central Java.

On early June 2020, the map of the distribution of the confirmed positive cases of Covid-19 per Province, Central Java was in the fifth largest case in Indonesia. The first province was DKI Jakarta with 7,623 cases, followed by East Java with 5,318 cases, West Java 2,319 cases, South Sulawesi 1,668 cases, and Central Java 1,455 cases. There are several areas in Central Java that have experienced an increase: Semarang Raya and Solo Raya. The cause of the high increase in cases in Central Java is due to the lack of community obedience to the health protocols. There are still many people who do not use masks and do social distancing when carrying out activities.

One of the innovations made by the National Police in this case is an effort taken by The Central Java Regional Police to anticipate an increase in the addition of positive confirmed cases of Covid-19 in Central Java Province by establishing The Covid-19 Alert Village. The Covid-19 Alert Village is an effort to deal with the new habits or new normal in society by prioritizing local potential and

social solidarity by involving all the elements of society to be able to carry out Covid-19 health protocol education and to create empathy building and social bonding in the community. The concept of The Covid-19 Alert Village is self-help and mutual cooperation with the aim of anticipating the deployment of Covid-19.

The Covid-19 Alert Village instills clean and healthy living habits in the community by implementing health protocols. A total of 4,029 Covid-19 Alert Village have been formed throughout the jurisdiction of the Central Java Regional Police. One of the them that has become a role model is in PanggungLor Village, North Semarang District, Semarang City. Before it was established, Panggungsbu district had implemented health protocols starting from the habit of its citizens wearing masks, the availability of places to wash their hands, spraying incoming vehicles, keeping a distance between one resident and another. There are public kitchens prepared by residents for residents and isolation houses also have been prepared for residents who are patients under surveillance or confirmed with Covid-19, and there is food resilience program established by residents by farming independently, starting from growing vegetables and living pharmacies, keeping fishes which will later be distributed to less fortunate residents. The Covid-19 Alert Village is a social marketing innovation to find solutions to problems arising from the Covid-19 pandemic.

This research is relevant to be conducted to study how the social marketing communication strategy of the Covid-19 Alert Village that includes: program design, communication patterns, implementation processes, and program development carried out by the Central Java Regional Police. In particular, the research is also directed to identify inhibiting factors in the activities of the formation of the Covid-19 Alert Village in PanggungLor Village, North Semarang, Semarang City.

2. LITERATURE REVIEW

2.1 Communication Strategy

In the world of communication, strategy means a comprehensive plan in achieving communication goals: (1) how to change attitudes (how to change the attitude); (2) change the opinion (to change the opinion); (3) changing behavior (to change behavior) and (4) changing society (to change the society). Thus, to achieve the goal, the communication strategy must be able to show how tactical operations must be carried out in the sense of the word that the approach can be different at times depends on the situation and conditions.

There are two reasons why communication activities require a strategy. First, the messages we convey must be received in the sense of receive. Second, thus we can get the expected response. Strategy is inseparable from the communication process which involves components such as communicators, messages, channels, communication and effects. Strategies are the convincing guiding steps that must be taken in achieving the goals, strategies are long-term in nature, while tactics are short-term. The success or

failure of effective communication activities is largely determined by the communication strategy, strategy is essentially planning and management to achieve goals.

According to Salusu there are four levels of strategy:

- a. Enterprise Strategy, this strategy is related to public response. Every organization has a relationship with the community. Society is a group that is outside the organization that cannot be controlled.
- b. Corporate Strategy, this strategy is related to the mission of the organization. This strategy is often called the grand strategy, covering the areas in which the organization is involved.
- c. Business Strategy, this strategy describes how to win the market in society, how to place the organization in the hearts of the rulers, businessmen, legislators, politicians and so on.
- d. Functional Strategy, this strategy is a supporting strategy and to support the success of other strategies.

The communication strategy has multiple functions, both macro (planned multimedia strategy) and micro (single communication medium strategy):

- a. Disseminating communication messages that are informative, persuasive and instructive in a systematic manner to the target to obtain optimal results.
- b. Bridging the cultural gap due to the ease of obtaining and operating mass media which is so powerful in case it is not supervised, it will destroy cultural values (local wisdom). [4]

Several components in a communication strategy include:

- a. Identification of communication goals
Before starting the communication, we need to learn who will be the target of communication depending on the purpose of communication, whether it is communication or it is intended to make the communicant just know or for the communicant to take certain actions.
- b. Selection of communication media
To achieve communication goals, we can choose one or a combination of several media, depending on the goals to be achieved, the message to be conveyed, and the techniques to be used. Messages through print or print media and social media can be reviewed repeatedly and stored as documentation.
- c. Assessment of communication message objectives
Communication messages consist of the content of the message and a symbol. The contents of the communication message can be one, but the symbols used can be varying [5].

2.2 Social Marketing

The thing underlying social marketing activities can be analogized as "selling" ideas to change behavior in order to improve the quality of life of the community. Kotler and Zaltman define social marketing as a design, implementation, and control of a program which is a calculation of the influence of how to accept a social idea. This includes considerations for product planning, communications, distribution, and marketing research. According to Kotler, social marketing is an effort or public

relations strategy to change the attitudes and behavior of audiences in overcoming various social problems. Social marketing is an application of the marketing concept to non-commercial activities related to social care, people's welfare and social services.

Social marketing is often called social campaign, because in its implementation it uses a campaign strategy. The thing that is being campaigned is social methods or products to solve social problems that exist in society. Social campaign according to Anna Gregory [1] is defined as an action aiming to achieve support by using various communication media to get public support.

According to Kotler and Roberto [8] the stages in the implementation of social marketing are as follows:

- a. analyzing the social marketing environment
- b. choosing the target adopter and market segmentation
- c. designing the goals and strategies of the social marketing program
- d. planning a social marketing program
- e. organizing and implementing programs
- f. taking control and evaluation of marketing programs

A strategy that aiming to overcome social problems by carrying out comprehensive activities for the sale and purchase of social products that are not profit-oriented aims to change attitudes and behavior. The concept used is formulated as the use of communication principles and marketing techniques to convey social products.[14] . A social product is everything that can be offered to the market to be noticed, obtained, used or consumed to meet the needs, desires and expectations of society in overcoming social problems which are healthier quality of life, more care for others. Social products include:

- a. idea, consisting of belief and attitude value
- b. social practice, consisting of act and behavior
- c. tangible product

In Kotler and Nancy Lee's book, *Social Marketing: Changing Behavior for Good* reveals that social marketing is about:

- a. influencing behavior.
- b. utilizing a systematic planning process that applies to marketing principles and techniques.
- c. focusing on target priorities, which is the community
- d. providing positive benefits for society.

The social marketing domain changes not only the conscious behavior and the environment, but also the social structures and increases individual potential. In social marketing, there are three ways that can be done to achieve goals, which are education (providing information), motivation (persuasive), and advocacy (taking socio-political action). Education and persuasion are aimed at changing behavior, while advocacy is aimed at making structural changes at the social, physical and legislative levels. Basically, persuasive activities are intended to encourage the communicant to change attitudes, opinions and behavior of their own will and not because of the compulsion. This persuasive communication is nothing but an attempt to convince other people to make the public act and behave as expected by the communicator by persuading it without coercing it /without violence.

2.3 Covid-19 Alert Village

The Covid-19 Alert Village is an effort by the Central Java Regional Police to face the new habits or new normal in society by prioritizing local potential and social solidarity by involving all elements of society to be able to carry out Covid-19 health protocols education and create empathy building and social bonding in the middle of the society. The Covid-19 Alert Village instills clean and healthy living habits in the community by implementing health protocols starting from the habit of residents using masks, the availability of hand washing stations, checking body temperature for residents outside the area, spraying vehicles entering the village and keeping a distance between one resident with others while doing activities. In addition to implementing the Health protocols, the Covid-19 Alert Village also teaches residents to work together to help ease the burden on people affected by Covid-19 by establishing public kitchens that come from donations from well-to-do residents, providing a halfway house as an independent quarantine place for residents who have just arrived from outside the region, as well as making food barns by cultivating vegetables and living pharmacies. It also includes inviting community members to always be productive during the pandemic period by continuing to carry out productive activities such as making masks, preparing handsanitizers, fish farming, and raising livestock.

Currently, the Covid-19 Alert Village, which has been formed throughout the Central Java Regional Police, totals 4,029 villages. The standby village is one of the prototypes to make residents strong, compact in discipline according to the rules of the Health protocols. One of the Covid-19 Alert Villages that was used as a role model was in the Panggung Lor Village, North Semarang, Semarang City, where the initial formation was an initiative of the community with the concept of self-help and mutual cooperation. Before the implementation of the new normal era in the Covid-19 Alert Village of Panggung Lor Village, the residents of the community have been prepare for establishing a health alert, security alert, food alert and productive alert citizen.

3. METHODS

The research method used is qualitative research and mapping the efforts of the Central Java Police Covid-19 Team in conducting social marketing communications and mentoring the community. Case study research makes it possible to investigate a particular event, situation or social condition and to provide insight into the processes that explain how certain events or situations occur [6]. The focus of research is on the social marketing communication strategy of Covid-19 Alert Village PanggungLor, North Semarang District, carried out by the Central Java Police. This research is an exploratory study which is still general in nature to obtain a map in analyzing effective communication and can be developed on the same issue or similar studies.

According to Sunyono [16], adding the unstructured interview technique works "circling and swooping", meaning that when conducting the interview process, the researcher does not know surely the data to be obtained, but when the interview gets more intense, the process conducted by the researcher will lead the subject/information to one main goal that the researcher wants as a result of the data. The unit of analysis is qualitative narratives obtained from the interpretation of in-depth interviews with informants / key informants, who is the Head of Covid-19 Team of the Central Java Regional Police, Muhammad Gunawan as an officer of Bhabinkamtibmas, Panggung Lor Village, North Semarang and additional informants, who is the Chairman of the Covid-19 Village RW 6, Sukrisno Hadi.

4. RESULTS AND DISCUSSIONS

4.1. The Covid-19 Village Design Program

One of the Covid-19 Alert Village which is a pilot in Semarang City is the Covid-19 Alert Village, which is located in Panggung Lor Village, North Semarang District, Semarang City, with an area of 123, 430 m². Panggung Lor Village, North Semarang District has 14 RWs with a total of 124 RTs. Covid-19 Alert Village originated from residents of RW 6 who took the initiative to carry out health protocols independently. Before the implementation of the new normal habit adaptation policy or new normal by the Government, this Alert Village had already implemented and practiced Protocol Health. The basic concepts of the establishment of Alert Village are self-subsistent and mutual cooperation.

"The ideas for the Covid-19 alert village program have actually been announced by the National Police. However, in Panggung Lor village, it turns out that they already have their own initiative to implement the Health protocols, but there are no covid volunteer officers yet. So, we, as the Central Java Regional Police Covid-19 Team, will find it easier to provide assistance". (M. Gunawan, Interview, 15 August 2020)

The establishment of the Alert Village in Panggung Lor Village began with one of the residents affected by Covid-19 in early March 2020, while undergoing treatment, other residents helped provide food supplies for his family members during the quarantine period. The preparation needed in establishing the Covid-19 Alert Village includes: Health, security, danger, food and productive residents, which is divided into four main service teams.

"We, The Panggung Lor Village residents, especially RW6, have prepared a special room which will later be used as an independent isolation area, public kitchen, etc. If there are other activities that we cannot handle, we will immediately be assisted by the Central Java Police

Covid-19 Team” (Sukrisno, Interview, 15 August 2020)

Considering the data obtained in the field, the facility already owned is a house with four rooms, which is used as an independent isolation area that is equipped with health standards and supervised by health workers from the public health center. The public kitchen, which was originally set up to handle flood victims, was later used for residents affected by Covid-19, whose sources came from self-subsistent. Alert Village is one of the prototypes for strong, compact citizens in the discipline according to standard operational health procedures.



Figure 1.1.
Covid-19 Alert Village in Panggung Lor Sub District, North Semarang

Researchers also found that along the village street, water taps were provided along with hand washing soap and hand sanitizer, residents were required to wear masks, firmly directing residents who came from outside the city to go to the independent isolation rooms that were equipped with health standards, providing food for families economically affected due to the impact of Covid-19 and the production of immune-boosting herbal medicine whose raw materials come from the planting of live medicinal plants by local residents.

“Here the community members are already independent in the Health protocols, but we want to pack the work program in a more structured way, such as the existence of Health Alert, Security Alert, Food Alert and Productive Citizen Alert. So, every citizen has their respective duties” (Gunawan, Interview, 15 August 2020).

In social marketing, marketers must determine goals and design strategic plans that will be carried out so that the goals can be carried out well, that is, specific and realistic targeted goals and strategies. Based on the results of the interview above, there are some goals that the Central Java Police Covid-19 Team wants to achieve in conducting social marketing communications: an improved knowledge and a deep understanding of human resources. The goals

of the Central Java Regional Police's Covid-19 marketing communication include:

- a. Health Alert
It is the readiness of the medical personnel if an early treatment is necessary for the residents with the status of people under monitoring (ODP), patients under surveillance (PDP), and people without symptoms (OTG).
- b. Security Alert
It is the presence of volunteers in disciplining people to obey the health protocols such as mandatory use of masks, checking body temperature, washing hands and maintaining distance.
- c. Food Alert
Food alert is to ensure nutritious food needs for residents in need is carried out jointly by capable residents. Food alert consist of the establishment of public kitchens and provision of food barns.
- d. Productive Alert Citizen
That is, asking cooperation among the residents to continue doing productive activities such as making masks, making handsanitzers, fish farming and raising livestock.

According to the research’s result, researchers found that the Central Java Police Covid-19 Team had realized this goal as evidenced by the activity report in the table below:

Table. 1.1
Covid-19 Alert Village in Panggung Lor Sub District, North Semarang Activity

Covid-19 Alert Village	Category			
	Health alert	Security alert	Food alert	Productiv e citizen alert
Panggunglor North Semarang	6	2	4	3

Source: Satbinmas Polrestabes Semarang

4.2. The Implementation of Social Marketing Strategies

The essence of the Covid-19 Alert Village Social Marketing activity is so that community members can apply health protocols in order to accept the adaptation of new habits or new normal continuously and sustainably. From the results of research in the field, the Covid-19 Alert Village program has several communication strategies to achieve goals.

First, in delivering the educational messages, the Central Java Regional Police's Covid-19 Team chose to hold a seminar as a media for socializing and opening questions and answers. The Central Java Regional Police's Covid-19 team chose three elements in delivering messages; which are the credibility of the communicator, the communicator's knowledge and the experience of the communicator. The health material and obeying health protocols subjects was delivered by doctors as health

experts and the Central Java Regional Police as the enforcer of policies to comply with health protocols. In general, the information presented in the seminar was related to the prevention of the covid-19 virus, such as; washing hands frequently, using a mask when traveling, coughing and sneezing etiquette, maintaining distance, self-isolation and punishment for violators.

"The Central Java Police held a seminar on preventing the infection of the covid-19 virus. The speaker is from the Central Java Police Team. We, as the head of the RW, gathered the community members to join the seminar. So that the community will understand more and be aware of the dangers of covid-19 "(Sukrisno, Interview, 16 August 2020)

In addition, in order to be successful in social marketing communications, the Central Java Police Covid-19 Team used the media to achieve its goals. The media used in delivering messages are print media and electronic media. The print media used are posters and banners that comply with health protocols made by Covid-19 team, while electronic media is the videos containing information regarding the flow of entering the Covid-19 Pangung Lor North Semarang village which can be accessed through the PangungLor village website (<https://pangunglor.semarangkota.go.id/>). The persuasive posters, banners, videos are made to get more attention from the public regarding general information about Covid-19 such as clinical studies, the infection process, preventive measures so that residents are educated indirectly in a continuous and sustainable manner.

"We, the Central Java Police Covid-19 Team, provide the tools, facilities and campaign media needed by the PangungLor community members to implement health protocols such as banners, posters, etc. We also made a video that contains the flow of entering the PangungLor Village District, North Semarang" (Gunawan, interview, 15 August 2020)

It can be concluded that the strategy used by the Central Java Police Covid-19 Team is educational communication and persuasive communication. Educational communication to provide a deep understanding to community members about the impact of the dangers of Covid-19 and preparation for the new normal era, while persuasive such as invitations to the citizens to carry out the Health protocols continuously and sustainably.

The involvement or active role of the community also greatly influences the process of successful communication. The community as a subject and object in the Covid-19 Alert Village of PangungLor Village is very open minded and supports the Covid-19 Alert Village program. This can be proven by several things, for example: mutual cooperation in the declaration and inauguration of the Covid-19 Alert Village, cooperation in checking the routine health of each resident / guest who

enters the village area, actively participating in building the Covid-19 standby post.

After these activities have been carried out, the next thing is who is responsible for carrying out the activity program. Below are the results of the interview with Sukrisno:

"For the person in charge of all activities here is the Central Java Police Covid-19 Team. As the head of the RW, I am the only chairman who leads all activities here. However, the activities that we hold do not have an organizational structure. We only divide the duties of each resident if there are activities only" (Sukrisno, Interview, 15 August 2020).

From the interview, it can be concluded that there is no communication integration in the Covid-19 Village, PangungLor Village, North Semarang. There needs to be assistance and guidance from the Responsible Team and the Covid-19 Alert Village Team Leader so that all program activities are carried out systematically, measured and properly integrated.

To ensure the achievement of goals in an efficient way, an effective control system is needed so that the program implementation can run well. Management control is a process to motivate and inspire people who carry out organizational activities to achieve goals. This is a process for detecting and correcting performance errors, both intentional and unintentional. To control the program of activities, the Central Java Police Covid-19 Team established a special task force team to evaluate program activities and monitor the progress of activities regularly.

4.3.The Development Of A Covid-19 Alert Village Program

The program development process in general begins with the Central Java Regional Police's plan to form 8,000 Covid-19 Alert Villages throughout the Central Java region as a step to reduce the impact of the pandemic.Covid-19 Alert Village, which became the Pilot Project for the Central Java Police, involved various parties by empowering RT / RW, Toga, Tomas with Bhabinkamtibmas and Babinsa. Various forms of activities carried out in Covid-19 Alert Village are through socialization of the delivery of health protocols directly in the community.

"PangungLor Village, North Semarang, has become the role mode for the Covid-19 alert village. Henceforth, we from the Central Java Police will implement and develop similar things in other areas "(Gunawan, Interview, 15 August 2020)"

The participation of those involved in the field explains the importance of the community following health protocols such as maintaining distance, wearing

masks every time they travel, washing hands to use hand sanitizers aiming to break the deployment chain of Covid-19. Various parties involved in the Covid-19 Alert Village program have participated in monitoring ODP, distributing basic food assistance, to checking the readiness of various layers of society in implementing new habits or new normal.

The Central Java Police as the facilitator in the formation of the Covid-19 Covid-19 Team in the PangungLor Village, North Semarang, Semarang City, plays the following roles:

- a. Formulating and establishing Policies
- b. Facilitating policy
Central Java Police provides facilities for the implementation of activities such as; providing banners, leaflets and stickers about the invitation for Health protocols in every corner of the Covid-19 village of PangungLor Village, North Semarang.
- c. Carrying out monitoring and evaluation by assigning one of the POLRI personnel.
- d. Giving guidance and supervision, coordination with the Health Office of Central Java Province and Semarang City.
- e. Increasing awareness of human resources. The Central Java Covid-19 team held a seminar socializing activity regarding readiness to accept the new normal era by inviting speakers.
- f. Assembling and compiling data on the Covid-19 Alert Village activities throughout the Central Java region.
- g. Conducting an assessment of the Covid-19 Alert Village competition throughout the Central Java Regional Police.

5. CONCLUSION

The Covid-19 Alert Village Program idea was launched by the Central Java Police. However, in its implementation in the field, PangungLor Village has taken the initiative to implement a Health protocol to make it easier for the Central Java Regional Police to convey messages. There is already involvement or participation of community members in implementing the program. However, a top-down approach or one-way communication from top to bottom must be done regularly, which is from the Covid-19 Team of the Central Java Regional Police to the residents of PangungLor Village, North Semarang.

In this research, the Social Marketing Communication strategy used by the Central Java Regional Police's Covid-19 Team to establish the Covid-19 Alert Village in PangungLor Village includes educational communication and persuasive communication. Educational communication provides community members with a deep understanding on the impact of the dangers of Covid-19 and preparation for accepting the new habits or new normal, while persuasive communication in the form of an invitation to carry out a continuous and sustainable Health protocol. Meanwhile, the media used are interactive face-to-face media, seminars or socialization by bringing in professional communicators to attract citizens to participate. The Central Java Regional

Police Covid-19 team also uses printed and electronic media such as banners, posters, leaflets and educational videos that contain education on health protocols.

In the evaluating program implementation, the Central Java Police Covid-19 Team should provide an understanding of how to make the organization of activities run integrated. In addition, there is a need for new innovations so that people are not bored in implementing the Health protocol.

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