

The Right to Obtain Covid-19 Information for Those with Disabilities

(Study of Government Communication on the Instagram Account of the Indonesian Ministry of Health)

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ABSTRACT

The Indonesian Ministry of Health is at the forefront of delivering the latest information related to the development of Covid-19 to reach all levels of society using mass media and social media. For social media, the Instagram @kemenkes_ri account is one of the social media which actively delivers Covid-19 information. This study aims to determine the fulfillment of the right to obtain Covid-19 information for people with disabilities through the @kemenkes_ri Instagram account. This study uses a qualitative approach by conducting discourse analysis and netnography methods for confirmation of people with disabilities. The results of this study show, the information posted on Instagram @kemenkes_ri is not yet fully accessible and cannot be easily understood by people with disabilities since numerous content did not use subtitles or sign language to help the hearing impaired. Then it was found that there were contents which only displayed the visuals but did not have any audio so it was impossible for the sight impaired to understand and access it, and various other unaffable information conveyed through the instagram account @kemenkes_ri.

Keywords: government communication, disability, covid-19, critical discourse analysis, the right to obtain information, covid-19 pandemic.

1. INTRODUCTION

The need for information about the Covid-19 pandemic is important for all people today. The Covid-19 pandemic which crippled all activities in the world including Indonesia, since its emergence at the end of 2019 in Wuhan China, Covid-19 has spread massively at a very fast rate of spread [1]. That is what requires all parts of the world to carry out social and physical distancing, to reduce the rate of spread of Covid-19. Work From Home - WFH in Indonesia itself has started since early March and until now [2].

This has been done to avoid an increase in the number of Covid-19 spread. Transparency of information and communication is carried out by the Indonesian government to suppress public panic and information about the latest developments of Covid-19. The process of sharing information is conveyed through mass media, mainstream media and digital media to

keep updating information about Covid-19 periodically and quickly. Information and communication delivered by the government is expected to be evenly distributed throughout all layers of Indonesian society. However, in the current pandemic situation, people with disabilities are the most vulnerable group of people to the information provided by the government and the handling of this disaster, even though it is clearly written in Law No. 8 of 2016 article 20 concerning Protection from disasters for Persons with Disabilities includes the right: to obtain easily accessible information regarding disasters; gain knowledge on disaster risk reduction; get priority in the process of rescue and evacuation in a disaster situation; get rescue and evacuation facilities and means, easily accessible; and get priority, facilities and facilities that are easily accessible in the evacuation site [3]

The new media is a middle way for some people with disabilities to dig deeper and more accurate

information. The public can access information openly and quickly through social media. Most people with disabilities are more confident in interacting socially with non-disabled people through social media. Most disabled claim to be more confident in using the Microsoft Office application and interacting socially with non-disabled people through social media [4]. Official Instagram accounts *kemenkes_ri* is one of the government's official Instagram accounts in the health sector in Indonesia that provides an explanation and development of Covid-19, which can be trusted for its accuracy and source. Information updates ranging from feeds, Instagram stories, live Instagram and highlights. All Indonesian people can visit the *@kemenkes_ri* account anytime and anywhere with a renewal speed that is not inferior to the mainstream media. Social media like Instagram are very flexible and fast. According to data, since the implementation of WFH, the increase in internet traffic in Indonesia has increased by 15-20% from normal [5]. The total number of active social media users in Indonesia is 160 million or 59% of the total population of Indonesia, and 99% of social media users surf through cellphones, and the average time spent by Indonesians accessing social media is 3 hours 26 minutes. YouTube is the platform most frequently used by social media users in Indonesia aged 16 to 64 years. The percentage of users accessing YouTube reaches 88%. The next most frequently accessed social media were WhatsApp at 84%, Facebook at 82%, and Instagram 79% [4].

The content or information conveyed by the government through the *@kemenkes_ri* Instagram account is official information from the government which makes the information a guide for the Indonesian people, including friends with disabilities in it. Therefore, a research question arises, how does the government communicate with persons with disabilities through the official government Instagram account *@kemenkes_ri*? Based on the research question above, there is a research objective for identify government communications to persons with disabilities through the official government Instagram account *@kemenkes_ri*?

1.1. Government Communications

Government communication is human communication that occurs in the context of governmental organizations. Messages that are delivered and received are not only in the form of information, but also the sharing of ideas, instructions, instructions or feelings related to government actions and policies [6]. The communication process that occurs does not escape blockages or obstacles in the communication system. According to Simon, Smithburg, and Thomson, there are seven types of communication blockages or barriers to effective

communication which are considered crises in government organizations [7]:

1.1.1. Barrier of language

This relates to the use of language that the recipient cannot understand because of differences in culture, level of education, or mode of transmission. Words are often misinterpreted or understood differently as messages passed from one individual to another in the organization.

1.1.2. Frame of reference

It is associated with giving, interpreting or receiving communications to have a "mental set" that blocks the strong perception of the problem, the response is incompatible with stimuli. Frames of reference so that perceptions of information vary among individuals.

1.1.3. Status distance

This is related to differences in status so that it is more difficult than communication between two people with the same status. So the distance status can be a communication barrier because as information moves up or down through various hierarchical levels of an organization, it causes filtering and distorting.

1.1.4. Geographical distance

This relates to the geographical distance between the informer and the receiver. This is a nuisance, especially in a centralist's government.

1.1.5. Self-protection of the initiator

It relates to a person's unwillingness to provide and or receive information, or to self-protection of individuals who play a reporting action role in the communication network.

1.1.6. Pressure of other work

This is related to various pressures from other working groups so that it becomes difficult to prioritize the information to be sent or received.

1.1.7. Deliberate restrictions upon communication

One problem with much government communication is to see that it reaches out to who should have information and what are the barriers to information.

1.2. Disabilities

The definition of disability according to the Convention on the Rights of Persons with Disabilities:

Recognizing that disability is an evolving concept and that disability results from the interaction between persons with impairments and attitudinal and environmental barriers that hinders their full and effective participation in society on an equal basis with others. Based on Law 8 of 2016 concerning Persons with Disabilities, persons with disabilities are divided into two main causes of disability, namely, factors that cause birth and factors that cause not from birth. Based on these two factors, people with disabilities are categorized into five major groups, namely:

1.2.1. Persons with Physical Disabilities

Persons with Physical Disabilities, namely the disruption of hand movement function, movement of foot function, movement of hands and feet, as a result of leprosy, and small people.

1.2.2. Persons with intellectual Disabilities

Persons with Intellectual Disabilities, namely Slow Learning, Grahita Disability, Down Syndrome.

1.2.3. Person with Mental Disabilities

Person with Mental Disabilities, namely Schizophrenia, Bipolar, Depression, Anxiety (Anxiety Disorders), Personality Disorders, Autism, Hyperactivity.

1.2.4. People with sensory disabilities

People with sensory disabilities, namely blind disabilities, deaf disabilities, speech disabilities, speech hearing disabilities.

1.2.5. People with Multiple / Multi Disabilities

People with Multiple / Multi Disabilities, namely Physical and Mental Disabilities, Physical and Intellectual Disabilities, Physical and Sensory Disabilities, Mental and Sensory Disabilities, Mental and Intellectual Disabilities, Physical, Mental and Sensory Disabilities, Physical, Intellectual, Sensory Disabilities.

Law Number 8 of 2016 concerning Persons with Disabilities states that Persons with Disabilities are every person who experiences physical, intellectual, mental, and / or sensory limitations for a long period of time who interacts with the environment can experience obstacles and difficulties to participate fully and effectively. The following is one of the sections in Law Number 8 of 2016 concerning Rights and Protection of Persons with Disabilities:

1. Part Eight, (Right to Health) Article 12, Right to health for Persons with Disabilities includes the right:
 - a. Obtain easily accessible information and communication in health services
 - b. Obtain equality and opportunity access to resources in the health sector
 - c. To get equal and opportunity for safe, quality and affordable health services
 - d. Obtain equality and opportunity independently and be responsible for determining the health services that are provided for themselves.
2. Part Fourteen (Right to Accessibility) Article 18, Right to Accessibility for Persons with Disabilities includes the right:
 - a. Gaining accessibility to make use of public facilities; and
 - b. Getting adequate accommodation as a form of accessibility for individuals
3. Part Fifteenth (Right to Public Service) Article 19, Right to Public Service for Persons with Disabilities includes the rights:
 - a. Obtaining adequate accommodation in public services in an optimal, reasonable, dignified manner without discrimination; and
 - b. Assistance, translation, and provision of easily accessible facilities in public service places at no additional cost.
4. Part Sixteenth (Right to Protection from Disasters) Article 20, Protection Rights from disasters for Persons with Disabilities includes the rights:
 - a. Obtain easily accessible information regarding disasters
 - b. Get knowledge about disaster risk reduction
 - c. Get priority in the process of rescue and evacuation in a disaster situation
 - d. Obtain rescue and evacuation facilities and means that are easily accessible; and
 - e. Get priority, facilities and facilities that are easily accessible at the evacuation site

1.3. New Media

According to Denis McQuail [8], New Media is a different electronic technology device with different uses. This new electronic media includes several technological systems such as: transmission systems, miniaturization systems, information storage and retrieval systems, image presentation systems (using a

flexible combination of text and graphics), and control systems (by computers). New Media has an 'open' character, the audience is not only given choices but can determine how to access new media according to what they want [9].

The main characteristics that distinguish the new media from the old media are decentralization (the procurement and selection of news is no longer entirely in the hands of the communicator), high capability (delivery via cable or satellite overcomes communication barriers caused by other broadcast transmitters), mutual communication (communicants selecting, responding back, exchanging information and being connected with other recipients directly), flexibility (flexibility in form, content and usage)[8]. Social media such as Facebook, Twitter, Instagram, Path, and YouTube are new types of media included in the online media category. These new types of media allow ordinary people to talk, participate, share and network online.

2. RESEARCH METHOD

A qualitative approach with the constructivism paradigm is used in this research. This study also uses the Netnography method. Netnography is an online, field-based participant observational research [10]. The unit of analysis is the Instagram @ kemenkes_ri account. Observations were made from March 2020 to August 2020. In the data collection method the author also uses the interview method and literature review.

In data analysis used critical discourse analysis [11] Norman Fairclough (2003) which includes micro, mezzo, and macro elements. The microelement is analyzing the text itself, in the form of cohesion, coherence, grammar, transparency, theme, modality, and lexical structures. Second, Mezzo element or referred to as discourse practice aims to find out the process of production, distribution, and use of text. Third, the macro element or called sociocultural practice aims to find out the social context that influences the birth of a text (discourse) which includes situational, institutional, and social levels. After data triangulation, it is followed by drawing the conclusions.

3. FINDINGS AND DISCUSSION

This section presents the results of the research used the three-dimensional critical discourse analysis by Norman Fairclough. The results are presented in the form of descriptions and are described in the form of discussions.

3.1. Micro-structural Analysis

In the initial dimension, namely Micro-structural Analysis, it has three analysis functions, namely

representation, relations and identity. Representation relates to how a person, group, events, and activities are displayed in the text. Relationship refers to how participants in the media relate to and are presented in the text. Identity sees how the journalist's identity or in this case the text maker is displayed and constructed in a text. These three stages are used to reveal and analyse posts from @kemenkes_ri.

Text Analysis of Norman Fairclough's post "Covid-19 Detection Flow"

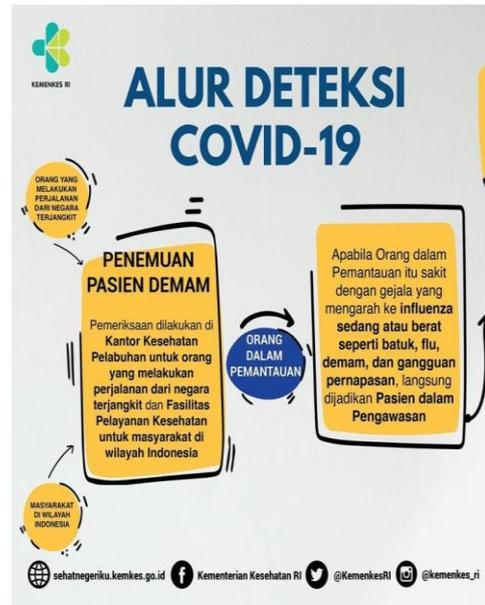


Figure 1 “The Covid-19 Detection Flow”

3.2. Mezzo-structural Analysis

At the level of discourse practice, the interpretation conducted on the processing of discourse which includes aspect of production, distribution and using text. This section analysis how the Indonesian Ministry of Health produce text. Therefore, through this discourse analysis, people not only know how the content of the instagram@kemenkes_ri is written but also how the message is delivered during the Covid-19 pandemic. Head of the Communication and Community Service Bureau of the Ministry of Health Widyawati revealed that she carried out a Communication Strategy in Crisis Management for the Covid-19 pandemic. Because the Ministry of Health is the government's frontline in the health sector in implementing a communication strategy to counter false information and fake news related to the corona virus. In addition, he and the team organize a media meeting to provide the latest information every day. The goal is to minimize public anxiety about Covid-19.

The following is an analysis of three stages in level
Table 1. “The Covid-19 Detection Flow”

Element	Analysis
Representation	The title “Covid-19 Detection Flow” written in capital letters and bold is the key message in this text. According to the Big Indonesian Dictionary the meaning of flow is the correct path (rules or customs). Meanwhile, the meaning of the word “Detection” according to KBBI is an effort to find and determine whereabouts. In this text, the aim is to find positive Covid-19 patients early.
Relation	@kemenkes_ri describes the flow of detecting patients in monitoring and patients under surveillance for Covid-19.
Identity	@kemenkes_ri is in the position of the official party that tells how the flow should be in detecting Covid-19.

discourse practice in relation to the Indonesian Ministry of Health:

3.2.1. Text Production

At this stage, it is analyzed the parties involved in the text production process itself (who is producing the text). At this stage the Head of the Communication and Community Service Bureau, Ministry of Health of the Republic of Indonesia, Widyawati acts as an editor who instructs the information managed by the Ministry of Health, one of which is a situation analysis starting from explaining the novel coronavirus, its spread in the world and Indonesia, the process of evacuating Indonesian citizens from China back to Indonesia. The aim is to increase public understanding of the situation and the government's efforts to create calm and alertness, and to build public awareness in maintaining personal health and the environment. The content / narrative messages made by the Indonesian Ministry of Health are in the form of the latest efforts developments, case developments, government preparedness, and preventive advice. Not only that, Widyawati mentioned that her team made talking points for Minister Terawan every day.

3.2.2. Disseminating Text

At this stage it is analyses how and what media are used in the distribution of previously produced texts. Widyawati mentioned in her interview that in making a communication strategy she must determine the media classification, whether it is media owned, paid, shared, earned media, etc.

3.2.3. Text Consumption

This stage analyses the parties who are the target recipients / consumers of text. Widyawati revealed that one of the communication strategies carried out was determining the target audience. The target audience of the Indonesian Ministry of Health at the time of the Covid-19 Pandemic was divided into three groups. Consists of primary (people who will / have recently travelled / returned from affected countries), secondary (Indonesian citizens and officials involved), tertiary (cross-program from the Ministry of Health, cross-sector, media, and other public.

3.3. Macro-Structural Analysis

In an analysis of the practical socio-cultural dimension, the writer links the issue of Inclusiveness in describing how government communication is related to people with disabilities during the Covid-19 pandemic. All communications that existed during the pandemic were delivered through online media, including Instagram @kemenkes_ri which informed the development of Covid-19 in Indonesia, everyone has the right to access and has the right to fulfil official information from the government regarding Covid-19 including friends with disabilities.

In the analysis at the text level, there are videos and info-graphics that do not have sound only in visual form, this makes it difficult for blind friends or low visionaries to understand the explanations shared on Instagram, some are audio complete but there is no additional text or sign language translators for deaf disabilities. So that the communication media Instagram @ kemenkes_ri is still not accessible for friends with disabilities. The issue of inclusion seems to be loaded only in value but not managed.

3.4. Responses of persons with disabilities

Analysis in knowing the response of persons with disabilities and communities or organizations that accommodate disabilities, the authors conducted interviews via Direct Message Instagram to find out how they responded to the official Instagram account @kemenkes_ri. The questions posed include basic questions, namely, according to the perspective of

persons with disabilities, has @kemenkes_ri become an inclusive and accessible media for friends with disabilities? Starting from this question, several informants stated that @kemenkes_ri was not yet inclusive and not yet fully accessible for persons with disabilities. Here's the response:

One of the informants, Chintia Octenta, who has Congenital Amelia syndrome and is also the community head of Konekin Indonesia, revealed that:

“Friends with disabilities have different access to information, such as example deaf friends who need visual information that provides written text like that. So, for example, if there is a video there must be text plus a caption so that they understand. Now, for blind friends, how does visual content or information still make sound, so there is still an explanation with the audio, so they can access or understand the information. So if it's just a picture they won't be able to understand like that” (Interview, 05, July 2020).

Bandung Independent Living Center-BILIC Indonesia also revealed that: Inclusive information is an information medium in which people with disabilities pay attention to accessibility, such as sign language in videos and live broadcasts, photos or written posters and colour combinations. That's enough if the government can accommodate it (Interview, 15, June 2020). The understanding or concern about disability in Indonesia has not been evenly distributed in society and the government, because in reality, the issue of disability is still difficult to implement in fulfilling its rights and protection, especially the right to fulfil information during the Covid-19 pandemic.

4. CONCLUSION

The results of this study indicate that the communication carried out by the government through updating the information uploaded on the official Instagram account of the Indonesian Ministry of Health @kemenkes_ri is not yet fully accessible and informative for persons with disabilities. The determination of the value of inclusion by the Indonesian Ministry of Health has not been fully implemented in various communication media in informing the latest conditions and developments regarding Covid-19.

The Ministry of Health as the government's frontline in the health sector in carrying out public communication to disseminate information to the public has not optimally improved public understanding of the dangers of Covid-19. The government's efforts to create calm and vigilance, and to build public awareness, especially for persons with disabilities, in maintaining personal health and the environment, in reality, have not

been fully fulfilled. Besides, being accessible for all Indonesians, especially people with disabilities who need the latest information about Covid-19, has not matched the expectations of Indonesians with disabilities. Ideally, the Ministry of Health can fulfil the information needs about Covid-19 following Law no. 8 of 2016 concerning Persons with Disabilities.

It is necessary to develop communication messages that can be accessed by persons with disabilities (including sensory, intellectual, cognitive, and psychosocial disabilities). Firstly, websites and fact sheets to ensure that people with visual disabilities can read important information about the Covid-19 outbreak. Secondly, Press conferences and news about the outbreak include sign language translators validated by persons with hearing and / or speech disabilities. Thirdly, forms of communication that do not rely solely on written information should be designed and used. This includes face-to-face communication or the use of interactive websites to convey information.

Inclusion is a dream for friends with disabilities in all fields of life in society and the state, therefore in fulfilling the rights and protection of many disabled activists who to voice and fight for inclusive rights for all citizens. Thus, all components of society must participate actively, including across sectors, professional organizations, business community organizations, and civil society and grassroots communities.

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