

The Communication Strategy of the Polewali Mandar Regency Task Force Team in Building Public Awareness in the Face of the Corona Virus Outbreak

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Abstract—The aims of this research are to determine appropriate communication strategies used by task force team (SATGAS) of polewali mandar regency to build public awarness in handling the outbreak of corona virus and to find out the factors supporting and inhibiting the effectiveness of communication strategies used by task force team of polewali mandar regency in dealing with the outbreak corona virus. This research used wualitative approach. The theories used in this reseearch were communicator theory, the theory of social change, and the theory of communication goals. The results of this study indicate that (1) the communication strategy used out by the task force team of polewali mandar regency is to optimize general communication elements involving communicators, massages, communicants, channels, and effects through the implementation of four main programs in handling the corona virus including gedoor covid, public service advertisements (printing media, social media, and electronic media), policing public places, influential figures (community leaders and religious leaders, (2) the factors supporting the effectiveness of the communication strategies used by task force team (SATGAS) in building public awarness against the outbreak corona virus are the utilization of all communication media either directly or indirectly, the involvement of people who have influence in the polewali mandar regency, and the ongoing efforts made by task force team (SATGAS) in handling the corona virus. Meanwhile, the inhibiting factors include the area size and population density of polewali mandar regency, the level of communitcy who uphold the culture and custom of polewali mandar regency.

Keywords—*communication strategy, task force team (SATGAS), corona virus, public awarness, supporting and inhibiting factors*

I. INTRODUCTION

Since the 2 positive cases of corona virus wereannounced by Jokowi Widodo, the president of Indonesia, on Monday 2nd March 2020, Indonesia has included in the list of countries affected by the outbreak. This subsequently went viral on the spotlight of most of the Indonesian media involving TV, radio, and online media. This important news was immediately entered in the Breaking News of various TV stations and occupied some unscheduled broadcasting times as known that this situation was previously unpredicted and greatly urgernt to stay updated the current condition.

The corona virus is a type of virus found to first infect a 55-year-old Wuhan resident which then China released news of an increase of the patients infected with the virus for up to 3 months to continue. The corona virus or currently known as the 2019-nCoV (novel coronavirus) is a new type of corona virus that has never been previously identified in humans which is generally a zoonotic disease or a disease transmitted from animals. The results of previous studies stated that the SARS-CoV Virus is transmitted from mongoose or civet cats to humans and the MERS-CoV virus is transmitted from camels to humans. Several other types of corona viruses have been acknowledged to live and circulate in animals, but they have not been proven to infect humans. The clinical symptoms caused by this new corona virus generally appear within two to fourteen days after exposure occurs. WHO recommends that everyone avoid contacting with animals "Without protection", cook meat and eggs carefully, and avoid close contact with anyone whose symptoms of colds or flu.

Government policies issued with the aim of suppressing the spread of the corona virus have changed the mindset and behavior of people in their

activities, although it is known that not all people comply with these policies, this can be seen from the results of surveys conducted in the field, and analysis of some news in the media which reported that several regions had returned to their activities after the PSBB (Large-Scale Socila Restriction) entered the New Normal Life period without following health protocols, then the positive cases continued to increase until the end of 2020. Furthermore, a study entitled “*Analisis Perilaku Masyarakat Indonesia Dalam Menghadapi Pandemi Virus Korona dan Kiat Menjaga Kesejahteraan Jiwa* “ (Analysis of Indonesian’s Behavior in Facing the Corona Virus Pandemic and Tips for Maintaining Mental Health) also shows that most of the society who do not obey the government’s appeal is based on cognitive bias or patterns of deviations in assessing a situation. In another sense, cognitive bias is a conscious prejudice or a mistake in thinking about someone or a situation resulting in opinions about the development and existence of viruses in society; some consider it complex, but some ignore it.

The Corona virus is not only a medical dimension, but also multi-dimensional, which is inseparable from religious, socio-cultural, political, governance, and bureaucratic issues, and the other things that are not less important are communication and information. Communication channels, both mainstream media and social media, are very active and widely used by almost all people ranging to all ages to get information and instructions on how to avoid and overcome the Corona virus outbreak, but on the other hand there are people who still panic. The importance of designing communication in handling crisis of this current condition of Corona virus requires a scientific approach with measurable steps to hit the mark.

During the pandemic, media plays an important role for the government and society which the existence of media in providing information regarding the updated situation of the virus in this country is kept being monitored by the society; this unintentionally changes many views and behavior towards people on seeing the news. Considering the views captured by Harold Lasswell in his dissertation, he said that the strong effect of the media has highly potential in changing people that are passive in receiving the information spread by the media. Another opinion comes from Defleur which is popularly recognized with his theory called “Instinctive S-R Theory” as one of theories concerning on the effect of mass media saying that the mass media the media in presenting stimulation has a uniform strength noticed by the masses. This such stimulation rises up emotion or thought process that is sometimes barely controlled by individuals.

Several cases have been published in various media including TV, Radio, and Online Media regarding exposed to the corona virus due to

negligence and non-compliance with government policies to follow health protocols. One of them was published in the online news Kompas.com which reported that one of the residents who tested positive for corona escaped when he was isolated. He was found pray at the mosque. As a result, all the mosque visitors were examined and some were then isolated. This incident occurred in Lombok on Tuesday April 28, 2020 at Praya Hospital. The case of escaping from the hospital is the most frequently encountered case in Indonesia after officers managed to find a patient who had fled. Various reasons were brought up to defend.

There have been many residents who have contracted to the corona virus occurring in almost all regions in Indonesia with various causes and inhibition in handling them, one of the regions is PolewaliMandar Regency located West Sulawesi Province. PolewaliMandar Regency is directly adjacent to the Province of South Sulawesi and is also the gateway to the traffic route of the community. This then becomes the main reason of making the community in PolewaliMandarRegency be highly risk of contracting the corona virus. It is noted that the regency has more corona cases if compared to the two other regencies in West Sulawesi, Majene and Mamuju. Polewali with the status of a densely populated area and as a border gate between provinces has a record of 657 corona cases as of November 2020 under a few factor although the government in related area, indeed, still keeps continuing to give voice to the public to suppress the spread of corona by complying with protocol health.

The application of this health protocol is valid both at the national level and in each region. One of them is also applied in the PolewaliMandar Regency as included in the scope of West Sulawesi province which is an area that has the highest corona cases in West Sulawesi from March to November 2020. PolewaliRegency was the first discovery of the highest cases of corona recorded by the cluster team at that time.

Indicators of the success of a policy implemented in the community is by looking at the community's response towards the policy, including changes in community behavior in regard to the the objectives of the policy making, especially in handling the corona virus outbreak, that can be seen by public compliance and discipline after the policy was issued by the government. However, the facts occurred in the field show that there are still many cases found where the public is lack of awareness of the implementation of health protocols in Polewali Mandar Regency.

The most violations upon the application of health protocols based on the initial survey conducted by researchers were the use of masks, disregard for not doing crowds, such as celebrations, visits to restaurants, and gatherings at various cafes, coffee shops, or gathering points called alun-alun Polewali

City, as well as a call for regular hand washing. There are various inhibiting factors in increasing public awareness of implementing health protocols and disciplining themselves in dealing with the corona virus outbreak which have happened since the first entry of the corona virus in the Polewali Mandar Regency up to November 2020. These phenomena described above underlie the writer to conduct this current research entitled "Communication Strategies used by the Task Force Team (SATGAS) of Polewali Mandar Regency in Building Public Awareness in Facing the Corona Virus Outbreak".

A research is designed to answer problem that arise from social phenomena that need to be further analyzed. Concerning this reason, the objectives of this study are as follows;

- To find out the appropriate communication strategy used by the Task Force Team (SATGAS) of Polewali Mandar Regency in building public awareness against the corona virus outbreak.
- To determine the factors that support and hinder the effectiveness of the communication strategy used by the Task Force Team (SATGAS) of Polewali Mandar Regency in dealing with the corona virus outbreak.

II. RESEARCH METHODS

The design of this research is qualitative research, which is a research designed to understand the phenomena experienced by the research subjects, it can be clearly stated that the qualitative approach used in this study is qualitative naturalistic.

The informants selected in this study is by using purposive sampling. They were the Head of the Department of Communication and Information, Statistics and Encoding of Polewali Mandar Regency, Head of Health Service of Polewali Mandar Regency, Head of the Human Resources Section of the Health Service, Head of Public Health Center, Tinambung, Polewali Mandar Regency, 3 residents of Polewali Mandar Regency.

The qualitative data analysis technique in this study refers to the model proposed by Miles and Huberman, which follows the following model; a. Data Reduction, b. Display data, c. Verification conclusion.

III. RESULTS

Communication Strategy used by the Public Communication Section of the Task Force Team (SATGAS), Polewali Mandar Regency in Building Public Awareness in Facing the Corona Virus Outbreak. Based on the research results, below are some effective communication strategies used by the the SATGAS team in handling the corona virus in Polewali Mandar Regency parted into 4 stages:

A. Data Collection

The process of collection required data before a communicator carries out communication activities to be then spoken out both verbally and non-verbally, to a person or several people; either done in person and in mass, it is necessary to find valid facts and data about the information to be conveyed to the wider community. This was explained in an interview with the Head of the Head of the Department of Communication and Information, Statistics and Encoding of Polewali Mandar Regency, Mr. I Nengah Tri Sumadana who said that:

"To get an accurate and valid data of the development of the corona virus in the community will certainly be conducted by the medical team first. The first data is collected by the health center or the hospital which is then immediately submitted to the Department of Health for the data processing, verification, recapitulation. Next, the fixed data will be proceeded to the SATGAS team in the health sector to be analyzed included as risk zoning of the corona virus, especially in Polewali Mandar Regency. Finally, the processed data is then submitted to us to be published through various media that we use"

B. Planning

Planning is conducted after the data and facts obtained which relates to what kinds of information should be conveyed and how they are delivered to the community. Based on the results of planning research carried out by compiling the communication strategy used by the public communication section of the Task Force Team (SATGAS) assisted by other sections of the SATGAS team to optimize all aspects of communication; as conveyed by the Head of the Head of the Department of Communication and Information, Statistics and Encoding of Polewali Mandar Regency that:

"There are several strategies that we are trying to implement, such as informative, educational, persuasive strategies, then we insert enforcement actions and collaborative strategies. Some of these strategies we involve several regional officials who are indeed joined with us in SATGAS including the TNI / POLRI (Indonesian National Armed Forces/Indonesian National Police, sub-district, village, BPBD (Regional Disaster Management Agency), Health Department, Public Health Centre, Babinsa (Village Guidance Officer), Babinkantibmas (Bhayangkara Trustee of Security and Public Order), Satpol PP (Civil Service) and many more including volunteer"

In addition, the public communication coordinator also said that things conveyed through informative, educational, persuasive strategies made use of information media both online, printed, electronic,

social media and through information mobile media. This was conveyed by the Head of the Department of Communication and Information, Statistics and Encoding of Polewali Mandar Regency saying that:

"in carrying out the 3 strategies, which are informative, persuasive, and educational strategies, we make use of online, printed, electronic, social media and mobile information media carried out continuously, except for the collaborative strategy that we implement in a program known as the Gedoor Bersih Covid program".

The next plan initiated was related to the control of public places by cooperating or collaborating with all stakeholders, local officials, community shops, religious leaders so that they could discipline the community properly and peacefully. The curbing process has been carried out since the entry of the corona virus in the regency. Until now, Polewali Mandar has carried out control under operational standards which have become the guidelines for the implementation of the task force team. This was conveyed by the head of the health department in an interview he conducted saying that;

"Curbing has been regularly carried out in Polewali Regency considering that the case data has increased, this has made us continue to monitor the crowd in public spaces, such as in markets, alun-alun, restaurants, cafes, other shops, we do control involving the reliable community leaders in providing understanding to the community, besides that there are also religious shops and security from the TNI / POLRI, this is done to anticipate conflict or refusal to the rule from the community "

C. Communicating

After going through the stages of fact finding, planning, then the next stage is communicating or the communication process. There are two teams that act as communicators in the SATGAS Team of Polewali Regency in building public awareness to face the corona virus outbreak. The first team is the coordinator of the public communication section as what has been conveyed by the head of the Department of Communication and Information, Statistics and Encoding of Polewali Mandar Regency through an interview as follows:

"The indirect communication that we do to the public is through online media, such as website and youtube channel, Facebook, Instagram, and Twitter accounts belonging to the Government of Polewali Regency to convey the updated information of covid. In particular, we also collaborate with local radio MARIO FM Polewali, and local TV. Besides, we establish a program named Gedoor Bersih Covid to support the efficiency in distributing the information".

Furthermore, the coordinator of the public communication section clearly stated that the communication process has been either directly or indirectly carried out since the entry of the corona virus in the regency. Until now, Polewali Mandar has made use of public communication media and through a program, this can be seen from the results of interviews disclosed by the head of the Department of Communication and Information, Statistics and Encoding of Polewali Mandar Regency saying that:

"The information we want to convey to the public is surely related to the corona virus, both the handling and development of the covid, as well as the government policies related to this virus. We convey the information through communication media that can reach the public at large scale and could certainly attract people's attention, some of which are like we put in billboards, distribute stickers, flyers, tv, radio, socials such as YouTube by presenting infographics, motion graphics, and video graphics. In addition, through a program that has been jointly initiated called Gedoor Bersih Covid program as one of the heading programs with the door to door movement. We can provide information, education, promotion and health services related to the corona virus directly to the public, and this is supported fully by the central government apart from being the first family-based program in Eastern Indonesia by inviting or involving religious extension workers, community leaders and surveillance so that the community is mostly moved to be aware of the spread of this virus"

Apart from being the coordinators of the health management, he also act role as a communicators in building public awareness against the corona virus outbreak, this was conveyed by the head of the Health Department. Of Polewali mandar Regency, Mr. H. Haedar who said that:

"The role and participation of the Health Department in handling the corona virus on a regency scale cannot be separated from provincial and central coordination, therefore in its implementation it always refers to mutually agreed guidelines. The activities carried out by the health department in collaboration with the team that are members of the task force (SATGAS) included the Gedoor Bersih Covid program in public places and people's homes, which took place from March to December 2020, including the Procurement of billboards, pamphlets, stickers. related to the corona virus".

D. Evaluating

After going through the communication stage, an evaluation will then be carried out by analyzing and re-evaluating the results of the communication. This

is important for further planning. Based on the research results, the SATGAS Team coordinator on the public communication section said that;

"So far, I think the communication strategy has been maximized, the involvement of various elements has also been synergized, efforts to repeat information and education have also been carried out regularly, persuasion and enforcement of protocol discipline are also very often voiced and carried out. Besides, people have changed their behaviour against the covid by wearing mask, keeping distance, and washing hands; although there are still others who are not aware of the information and appeals given".

E. Factors Supporting The Effectiveness of The Communication Strategies Used by Task Force Team (SATGAS) in Building Public Awareness Against The Outbreak Corona Virus.

Task Force Team (SATGAS) of Polewali Mandar Regency has made various efforts to build public awareness against the corona virus outbreak, with the aim of achieving the target in order to reduce the rate of spread of the virus, especially in the Polewali mandar Regency, in terms of achieving these objectives, the communication strategy used must also meet quality criteria or standards, as it is known that in carrying out its duties, it is inseparable from the instruction of the President of the Republic of Indonesia Number 6 of 2020 concerning increasing discipline and enforcement of health protocol laws in preventing and controlling the corona virus spread. There are several factors that support and inhibit the effectiveness of the communication strategy used by SATGAS of Polewali Madar Regency in building public awareness against the corona virus outbreak, this was conveyed by the head of ofthe Department of Communication and Information, Statistics and Encoding of Polewali Mandar Regency stating that;

"Apart from all the efforts and activities that have been carried out, there are several supporting and inhibiting factors; however we are greatly helped because of the fairly comprehensive policies for handling the corona virus issued by the later government, National Television, Radio, and Media, both printed and online media which also conducts education related to the corona virus and disseminates information on developments in the handling of the corona virus and economic recovery. Moreover, a more comprehensive information is available on the official website of covid, www.covid-19.go.id. Besides the supporting factors, there is also an inhibiting factor that is there are still 39% of areas in the PolewaliMandar Regency that have no communication signal, so that the local community cannot receive the latest information

the corona virus properly and completely. Hoax information related to covid cannot be controlled, it is massively spread through social media. Besides, the width area and population density that the task force team could not synergize made the handling of the corona virus service not spread throughout the PolewaliMandar Regency. The last inhibiting factor is that the diverse educational and cultural background possessed by the people of the PolewaliMandar Regency".

IV. DISCUSSION

A. The Communication Strategy Used by The Task Force Team (SATGAS) of Polewali Mandar Regency in building public awareness against the Covid Outbreak

Facts and data obtained from the results of the study indicate that the communication strategy carried out by the SATGAS team, in this case the coordinator of the public communication section assisted by the health management section, has carried out four stages of strategy by first collecting data, continued by carrying out a plan, and finally conducting communication and evaluation.

The communication strategy carried out by Department of Communication and Information, Statistics and Encoding of Polewali Mandar Regency by giving or conveying informative, educative and persuasive messages used direct communication media through mobile information cars, and implementing the GedoorBersihCovid program in collaboration with the task force team of Polewali mandar Regency. The Information conveyed aims to build public awareness against the corona virus outbreak which is carried out through social media, electronic, printed media to reach out the larger scale of public.

The implementation of the communication strategy that has been planned is to increase the synergy of the entire team in providing information related to the corona virus, whether through online, social, printed, electronic communication media or through program. Dissemination of this information is carried out by initiating data collection and checking the validity of the findings of the public who are declared to have been exposed to the virus done by the charged team of SATGAS. Then, the data is submitted to the coordinator of the public communication section for further publication so that the information that reaches the public is valid and accountable; also, to establish public trust in the information received provided credible communicator in providing information related to the corona virus.

Based on the theoretical assumptions used as a reference in this study, called communicator theory, the fundamental things that affect communication are traits or character, cognition and

information processing, a process in managing information and a person's frame of mind. Those all aspects have power to determine the way people think and behave. The next aspect is self, or how each individual interact to one another in their social environment, and finally, identity, where individual's identity is formed and constructed by various factors.

There is a question that arises in this theory that is what kind of resources an individual has that makes him/her able to communicate, and how a person's behavior can change from one situation to another. In this study, the person in charge as a communicator is a task force team which is specifically supervised by the the Department of Communication and Information, Statistics and Encoding of Polewali Mandar Regencyas the coordinator of public communication, with the credibility to convey informatio or able to provide messages either through the media or through family-based programs carried out face to face, GedorBersihCovid by going through the stages of collecting data and information related to Covid-19 originating from the health management section, then published by the Ministry of Communication and Information by prioritizing or maximizing the use of communication media.

The SATGAS team has carried out a series of communication processes by utilizing communication media, especially the coordinator of the public communication section as known that in the development of the situation the media plays a very important role for the government and society. The presence of the media as a channel of information on the development of the corona virus will change many views and behavior of the people in receiving messages conveyed.

In accordance with Harold Lasswell in his dissertation, that the power of mass media effects audiences, in his research he argues that the audience or listeners in receiving information broadcasted by the mass media are in a passive position. To support, Defleur, in his theory of "Instinctive SR Theory" states that the media in presenting stimulation has a uniform strength that is considered by the masses. Stimuli generate reactions in the form of emotions or thought processes that are sometimes almost uncontrollable by the individual. As found in observations and interviews with the public, most people received information related to the development of the corona virus provided by the government through the provision of stickers, pamphlets, billboards, posts on social media, content on one of the YouTube channels and also electronic and printed media that belong to the PolewaliMandar Regency.

B. Supporting and Inhibiting Factorts of The Effectiveness of Communication strategies used by task Force Team of Polewali Mandar Regency in Dealing With the Outbreak Corona Virus.

Middleton, a communication expert, defines that a communication is the best combination of all communication elements from the communicator, message, channel (media), receiver to (effect) which is designed to achieve optimal communication goals.

The factors that support the effectiveness of the communication strategy of the SATGAS team of Polewali mandar Regency in building public awareness to face the corona virus outbreak include the comprehensive policy for handling the corona virus issued by the government through National Television, Radio, and Media, both printed and online, which also provide education related to the corona virus and dissemination of information in the handling of the corona virus and economic recovery. The more complete newest updated information of corona virus is available on www.covid-19.go.id.

According to Robert Eyestone, public policy, broadly, is defined as "the relationship of a government unit to its environment". While another political scientist, Richard Rose, suggests that policy should be understood as "a series of activities that are more or less connected with their consequences for those concerned rather than as a separate decision". In fact, the policies that have been made by the government during the corona virus pandemic, according to the task force team, are very helpful in the process of handling the corona virus amid the society with a complete policy considering all common interests.

The SATGAS team of the Polewali Mandar Regency continues to strive achievingthe goals that have been jointly initiated to awaken public's awareness that the condition of the area is still in the emergency period of the corona virus until the spread of Covid can be managed. Many efforts have been made to maximize all aspects of communication contained in the implementation of family-based programs, as well as dissemination of information through various channels. However, it will meet various Obstacles or constraints when carrying out the program considering that the people who are going to be met are heterogeneous. Concerning on this reason, it is necessary to pay more attention to the implementation of the programs and activities that will be carried out. Thus, the message that is wanted to be conveyed finally can be accepted by the community evenly and quickly.

In accordance with the opinion expressed by Ruslan in his book, he states that in general there are two obstacles that can occur in the communication process, to wit channel interference and semantics. Semantic barriers in the communication process

include language, differences in education, social and economic status, place of residence, or environment, personal, physical, and cultural. In this study, it is explained that the factors that become the first obstacle are environmental barriers. There are several environmental factors that influence the effective communication process involving the messages conveyed by communicators that could be triggered, especially in unreachable blank spot area so that the message is difficult to convey to the people living in these areas.

Furthermore, personal barriers which are obstacles that can occur in communication participants both from communicators and communicants related to attitudes, emotions, stereotyping, prejudice, bias and others are also found in this study. It is related to the existence of sufficient hoax information about the corona virus intensely circulating in the community through social media platforms. Besides that, another personal obstacle is related to the population density that the unit team is unable to synergize that then result in unfairly spread information throughout the PolewaliMandar Regency. The last obstacle comes from cultural barrier, where communication with people whose different cultures and backgrounds. This condition have the team understand the differences in values, beliefs, and attitudes held by others. Barriers intended regarding culture involve language, beliefs, as well as the customs they adhere to. Besides, it was found in this present study that the other inhibiting factor is related to the culture and characteristics of the people of the Polewali mandar Regency originating from a diverse educational and cultural background.

Reaching a level of public awareness is marked by a real change in people's behavior and habits, this is also observed as a social change that occurs within a certain period of time. Changing community activities and mindset towards the desired direction are not as easy as imagined, especially changing the community to comply with health protocols, including wearing a mask, washing hands, and keeping a distance during the corona virus pandemic. As it is known that society is a group of people who hang out with each other or interact with each other regularly, so when faced with a new situation, the community needs time to adjust the current condition.

As stated in Syamsuddin Pasamai's book regarding the assumptions of the theory of social change, that society consists of a number of parts that are interdependent which each part is very helpful for the effectiveness of society. In this connection, this theory assumes that if there are social changes that are potential to disturb one of these parts, it will destabilize the society. Whenever society becomes shaky, there will be new changes which further result in additional changes in other areas. This will return

the community to a harmonious position, so that a balance will arise in society.

V. CONCLUSION

Based on the research results that have been explained on the previous pages, it can be concluded that the effective communication strategy carried out by the task force team of Polewali Mandar Regency is optimizing the elements of communication in general, communicators, messages, communication, channels, and effects through the implementation of 4 main programs in handling the corona virus, to wit the GedorBersihCovidprogram, public service advertisements, and public place control. Those implemented programs are then analyzed through 4 stages; including data collection, planning, communicating, and evaluating. Supporting factors are the use of all communication media, either directly or indirectly, and the involvement of influential people of the Polewali mandar Regency. Whereas, the inhibiting factors that hinder the effectiveness of the task force team's communication strategy in building public awareness against the corona virus outbreak are the width of an area and population density of the Polewali Mandar Regency, the level of understanding of the community influenced by the history of education, the characteristics of the community who uphold diverse culture and customs in the Polewali mandar Regency.

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