

Public Communication for Covid-19 Disaster Mitigation_2020

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Public Communication for Covid-19 Disaster Mitigation

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2 BSTRACT

Covid-19 (Corona Viruse Disease) is a non-natural disaster that has swept the world. Countries affected by the virus include China, Japan, the United States, Singapore, Korea and dozens of other countries including Indonesia. The purpose of this study was to determine the extent of public communication carried out through the media to the public regarding the dangers of the covid-19 pandemic". The research method uses the library research method which refers to the resources available online, literature studies and analysis of text framing in the mass media about news about Covid-19 both print and online. This research presents public communication for Covid-19 disaster mitigation. Public communication here is the government's public communication in handling Covid-19. The findings of the study are that public communication can support Covid-19 disaster mitigation. The limitations of this study limit the mass media under study and limit information about Covid-19. The results showed the role of public communication determines the success of the government and the region in providing information about the Covid-19 disaster that occurred. The problem that often arises is the lack of uniformity of understanding of the characteristics of the Covid-19 outbreak so that information confusion occurs. There are still many who do not know the dangers of Covid-19 so here the role of the mass media is needed. Optimization of public communication is essential for the success of Covid-19 Disaster Mitigation. Successful mitigation is expected to minimize the spread of Covid-19 and minimize fatalities. Synergy and cooperation between the central government, regional governments, mass media and the community are also very much needed in the distribution of Covid-19 information, including regarding the necessary mitigation. Successful synergy and collaboration are expected to be one of the solutions in reducing the spread of Covid-19 and fatalities.

Keywords: Public communication, mitigation, disaster, covid-19.

1. INTRODUCTION

Covid-19 (Corona Viruse Disease) is a non-natural disaster that has swept the world. December, 2019, a local outbreak of pneumonia with initially unknown cause was detected in Wuhan (Hubei, China), and quickly determined to be caused by a new coronavirus [10]. Countries affected by the virus include China, Japan, the United States, Singapore, Korea and dozens of other countries including Indonesia [6]. Corona virus or also called Covid-19 (Corona Virus Disease 2019) was first discovered in Wuhan City, China at the end of December 2019 [18]. The symptoms of Covid-19 are flu-like symptoms that are accompanied by fever, runny nose, dry cough, sore throat, and headache [24]. Covid-19 is very dangerous because the infectious virus quickly infects the respiratory system and kills [23].

The Covid-19 disaster has a very wide influence on the health and economic conditions of each [7]. The COVID-19 pandemic was the first health crisis and hit the whole world [2]. The Covid-19 disaster also influenced changes in consumer behavior in daily life including buying various

products to meet daily needs [3]; [22]. Many people lost their jobs, and many entrepreneurs closed their business activities [6]. There are still many people who do not fully know about the dangers of Covid-19. The limited information received by the public is one of the factors causing it. Seeing this it is very necessary for public communication.

Public communication will be successful and effective when there is clarity, accuracy of the contents of the message, the media used is easily understood and captured by the recipient [16]. Public communication is needed to support the success of Covid-19 disaster mitigation. The existence of public communication through existing mass media is expected to make it easier for the public to get information about Covid-19 and find out the symptoms and effects of Covid-19. It is easy for the community to obtain accurate information which is expected to make the community more obedient to the information and appeals from the government to prevent the spread of Covid-19. During this time there are still many people who are less

concerned with the existing appeal from the government so that the spread of Covid-19 is increasing [9]. Mass media is one form of public communication that exists. The current condition is the role of the mass media is very large such as the early warning system and education for the community. Through the mass media, the public can easily receive information. The more the public gets information about the dangers of Covid-19, it is hoped that the public will be more careful. Based on the existing background it is necessary to conduct research on Public Communication for Covid-19 Disaster Mitigation. The purpose of this study was to determine the extent to which the process of public communication through the media was related to education in providing Surabaya-related payments from the co-19 pedemic.

2. LITERATURE REVIEW

Communication is also seen as the process of giving signals according to certain rules [11]. The word signal in the form of verbal and nonverbal has certain rules [12]. Communication is the science related to how to achieve effective communication in human interaction to obtain existing information [15]. Communication here is public communication for Covid-19 disaster mitigation. Public communication using existing mass media. Communication will be successful if mutual understanding arises, between the two parties, between the sender and recipient of information can understand [15]; [19]. The recipient here is the public, while the sender is the existing mass media. The mass media in this study is the mass media that informs about Covid-19. Public communication will be successful and effective when there is clarity, accuracy of the contents of the message, the media used is easily understood and captured by the recipient [16]. Public communication at this time is needed because the spread and loss of life due to Covid-19 frequency continues to increase. The development of Covid-19 occurred in developed and developing countries. The impact of Covid-19 is very big for human health and survival. The death toll from Covid-19 continues to increase every day and every time, seeing this much needed public communication. Successful public communication is expected to minimize fatalities and reduce the rate of spread of Covid-19 (see figure 1).

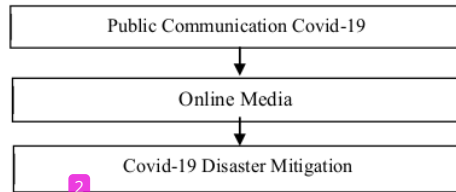


Figure 1 Public Communication for Covid-19 Disaster Mitigation

3. METHOD

This type of research uses qualitative and descriptive approaches. Qualitative research methods, namely understanding the phenomenon that is happening, which is being experienced by research subjects, both in attitude, behavior, motivation, and needs [6]; [17]; [14]; [9]. The important thing for the development of this work is the selection of a number of websites to be examined, the sample list used is representative of the main web site that contains content on the issue of Public Communication which is conducted in connection with the mitigation of the Covid-19 pandemic disaster [20]. Data collection through documentation study by collecting news texts purposively. The author describes the Covid-19 phenomenon by analyzing every information through print, electronic and online media, related to the foundation of public communication theory.

The unit of analysis is the reporting of the discovery of the first Covid-19 patient in Indonesia. Determination of criteria in the selection of news samples based on the first time found a case of Covid-19, March 2, 2020 (see Table 1). The reason for choosing the media is based on the highest rating and the highest number of readers. In addition, the news in the online media has a good reporting standard according to journalistic rules.

The framing analysis technique used in this study is the Robert M. Entman analysis model. Framing analysis seeks to uncover public communication carried out by the government then constructed by online media. The concept of framing to describe the selection process of news framing related to the Covid-19 disaster which was constructed by the mass media [13]; [1]. This study refers to the use of the credibility element where the observations made in various studies are based on references from books and previous studies that are guaranteed credible to be used as a reference [1]. Researchers chose the framing device Robert Entman because the framing device entman was able to assist researchers in describing the framing of news related to the covid-19 pandemic conducted by online media. Framing is seen as placing information in a more specific context so that the issues discussed get a larger portion than the other issues (see Table 2).

Table 1 Research Variable

Purpose	Variables	Data collection
Public Communication for Covid-19 Disaster Mitigation	Okezone.com	Secondary Data
	Tribunnews.com	Secondary Data

Purpose	Variables	Data collection
	Detik.com	Secondary Data
	Sindonews.com	Secondary Data
	Kompas.com	Secondary Data
	Liputan6.com	Secondary Data
	Merdeka.com	Secondary Data
	Suara.com	Secondary Data
	Idntimes.com	Secondary Data
	Cnnindonesia.com	Secondary Data

Source: [5,21]

Table 2 Analysis of Framing

Define Problems	1 First element as master framing. Here, we can see how an event is understood. Whether the news is positive or negative.
Diagnose Causes	Find and estimate the source of the problem. This dimension seeks or seeks to know how the event is understood, occurs and what or who is considered to be the source of the cause.
Make moral judgement	An assessment of the moral values used to legitimize or argue for an action or idea being made
Treatment recommendation	What efforts or solutions are offered and done to resolve the problem. This settlement depends on the issue and who caused the problem (the first element)

Source: [13]

4. RESULT AND DISCUSSION

This study focuses on examining how online media is framing news about the Covid-19 outbreak disaster. The mass media under study are focused on online media, because of the condition of the community's need for actual and factual news, the presence of online media as the main alternative to answer the wishes of the people who really need information quickly, precisely and accurately. The study was conducted on news published by ten selected

online media on 2 March 2020 because on the date of the test it can be assessed how responsive the government is in conducting public communication¹⁸ the public through the media to answer various curiosity and curiosity of the public regarding the discovery of the first case of Covid-19 in Indonesia. The role of the media here is very important in presenting news and education how the⁵ public should behave in the face of this epidemic. The role of the media here is in the news frame about Covid-19 (see Table 3).

Table 3 Framing Analysis on Online Media

No	19 Title News	Date	Time	Media	Explanation
1.	Menkes Terawan Sebut Korona COVID-19 Bisa Sembuh Sendiri, Ini Kuncinya [31]	2 maret 2020	13.42 pm	Okezone.com	Minister of Health urges people not to panic because the disease can be combated with a good immune system by maintaining health and hygiene
2.	2 orang yang tinggal bersama WNI positif Corona Dipastikan Negatif, Kemenkes jelaskan yebabnya [34]	2 maret 2020	22.24 pm	Tribunnews.com	After examining the Household assistant the results were negative. Keep in mind the symptoms that may be an indication of the corona virus, if it is not already done then it must be anticipated so as not to contract the virus
3.	Menkes: Tak Perlu Fobia, Gerakan Hidup Sehat Cukup Cegah Corona [26]	2 maret 2020	23.17 pm	Detik.com	Terawan said the healthy living movement could prevent the transmission of the corona virus, he hoped the healthy lifestyle would continue to be carried out by the community
4.	2 Warga Terinfeksi Corona, Pintu Masuk	2 maret 2020	14.52 pm	Sindonews.com	PDIP politicians say that Indonesia has a very large number of islands that serve as entrances from various countries, border areas need to be guarded

No	Title News	Date	Time	Media	Explanation
	Perbatasan Perlu Diperketat [32]				because they are very vulnerable to the entry and exit of citizens.
5.	Soal Virus Corona, Politisi PSI: Penanganan dan Sosialisasi Harus Masif [28]	2 maret 2020	23.36 pm	Kompas.com	Member of Commission IV Sulut Melky said that the Health Department must be massive in socializing to the citizens related to corona virus prevention and its handling policies. And the community is also expected to not be too panicked in the face of this outbreak, but must remain vigilant with maintaining personal health and hygiene and following virus prevention tips of corona
6.	10 5 Ciri-ciri Terinfeksi Virus Corona, Serta Cara Pencegahan Agar Tidak Tertular [29]	2 maret 2020	21.49 pm	Liputan6.com	Fever, headaches, flu / colds, severe cough and sore throat and shortness of breath are some of the characteristics of a person affected by covid-19. To prevent people affected are diligent hand washing, meet your nutritional needs, avoid direct contact with people who have a fever and cough, use a mask when having activities outside the home, smart to choose a trip, and follow the advice given by health care providers.
7.	7 Perhatikan Ciri-ciri Terinfeksi Virus Corona, Jaga Etika Batuk [30]	2 maret 2020	18.41 pm	Merdeka.com	The rapid spread of the corona virus epidemic requires careful handling, especially since Indonesia is a country that has a densely populated population. There are still many health agencies in areas that are not big cities that cannot handle corona virus infection patients. Therefore it is very important to minimize and prevent the spread of this virus wherever we are
8.	20 2 Warga Positif Corona, Jokowi Sebut Korbannya Ibu dan Anak [33]	2 maret 2020	11.43 pm.	Suara.com	President Jokowi in his speech said that there was information last week that there were Japanese people who went to Indonesia later and were checked there, apparently the Indonesian team's corona was directly searching. Who is this Japanese to visit to Indonesia. Searched and found. It has been found that people who have been affected by the corona virus are associated with two people (mother and child)
9.	[BREAKING] Indonesia Positif Kasus Virus Corona, Warga Depok Cemas! [27]	2 maret 2020		Idntimes.com	Minister of Health Terawan Agus Purianto said that two Indonesian citizens who were positively affected by the corona virus or covid-19 who were domiciled in Depok, had carried out house isolation. Terawan explained the case after a Japanese foreign national living in Malaysia visited Indonesia
10.	8 Kemenkes: Pembantu di Rumah Pasien Depok Negatif Corona [25]	2 maret 2020	22.30 pm.	Cnnindonesia.com	The two people living in the same house with patients who tested positive for co-19 had examined both of them and the results were that they were negative or did not have the virus. Secretary of the Directorate General of Disease Prevention and Control of the Ministry of Health (Kemenkes) Achmad Yurianto said he would continue to monitor the residence of the two positive corona patients. However, it will not clean

No	Title News	Date	Time	Media	Explanation
					the environment where the two patients live in Depok, West Java, using disinfectants.

Source: Secondary Data, 2020

Based on the results of framing on the news published in the media Okezone.com entitled "*Menkes Terawan Sebut Korona COVID-19 Bisa Sembuh Sendiri, Ini Kuncinya*". It shows that the news presented by this media focuses on the role of the government in "calming" the people so that they are not too panicked in dealing with the Covid-19 issue. The government was interviewed at that time, represented by Minister of Health, Terawan Agus Purnanto that basically this virus can be resisted as long as the community maintains good immunity, health and hygiene. The same thing is similar to the approach of framing carried out by detik.com media, in the news glimpsed by the media entitled "*Menkes: Tak Perlu Fobia, Gerakan Hidup Sehat Cukup Cegah Corona*", in its coverage highlighting more and focusing to educate the public on how to maintain health amid the co-19 pandemic. This was carried out by the Ministry of Health Terawan who said that the healthy life movement carried out by the community could prevent transmission of the corona virus, he also hoped that the community would maintain a healthy lifestyle.

The approach taken between online media Okezone.com and detik.com based on the framing model adopted by Entman, namely Treatment recommendation in frame of news emphasizing more on recommendations, suggestions or solutions that can be done by the community amidst the ongoing pandemic in Indonesia since the first case was discovered. Emphasis is placed on news, it is hoped that the community will further increase awareness in trying to protect themselves from being exposed to viruses.

Liputan6.com framing analysis entitled "*5 Ciri-ciri Terinfeksi Virus Corona, Serta Cara Pencegahan Agar Tidak Tertular*" and news articles published online merdeka.com "*Perhatikan Ciri-ciri Terinfeksi Virus Corona, Jaga Etika Batuk*" using a framing approach almost the same thing that emphasizes the Diagnosis Causes, which focuses on explaining to the reader what kind of attitude and addressing themselves in the spread of this virus. Liputan6.com focuses on educating its readers with very clear reviews relating to what the characteristics of someone who has been infected with Covid-19 and how to take precautions early so as not to become infected. The same thing is done by merdeka.com in framing and focusing on diagnosing Causes which focus on explaining to the reader how the characteristics of people are infected with the virus, and an appeal to focus on minimizing and preventing the spread of this virus.

Articles related to Covid-19 news published in Sindonews.com Online media have a pattern similar to the approach used in Kompas.com online media. The headline "*2 Warga Terinfeksi Corona, Pintu Masuk Perbatasan Perlu Diperketat*" emphasizes the aspect of Make moral judgment in which the framing of the news does not focus on describing what the corona or covid-19 virus is but focuses on packaging the news from the perspective of how

authorities should be in take action to prevent the increasingly massive spread of the virus, as quoted by PDIP politicians during an interview which said that Indonesia has a lot of islands that serve as entrances from various countries, border areas need to be guarded because they are very vulnerable to the entry and exit of citizens. The same thing was also found in a news article published in Kompas.com online media with the title "Corona Virus Problem, PSI Politicians: Handling and Dissemination Must Be Massive" which in one part of the news was quoted from a member of Commission IV of North Sulawesi DPRD which says;

"The Health Office must be massive in disseminating information to citizens regarding corona virus prevention and its handling policies. And the public is also expected to not be too panicked in the face of this outbreak, but must remain vigilant with maintaining personal health and hygiene and following corona virus prevention tips".

The piece of news article that we can see can be seen that there are different emphases made by the online media Kompas.com, which in framing the statement takes a different perspective on the moral and social approach. The community must remain calm and do not panic and the government must conduct more intensive socialization. The choice of perspective is certainly different from other media. When other media focused on the news relating to the discovery of the first covid-19 case in Indonesia, the online media sindo.new.com and kompas.com came with a different approach that of course the information presented was something that the public really needed.

The author groups online media Tribunnews.com, Idntimes.com, cnnindonesia.co.id and Suara.com in the same discussion because the four online media have almost the same characteristics in presenting news related to the co-19 pandemic outbreak. In the release of an article on Tribunnews.com entitled "*2 orang yang tinggal bersama WNI positif Corona Dipastikan Negatif, Kemenkes jelaskan penyebabnya*" and also in the online media Idntimes.com entitled "*[BREAKING] Indonesia Positif Kasus Virus Corona, Warga Depok Cemas!*" have the same point of view in writing news. This was also found in the article "Ministry of Health: Helper at Corona Negative Depok Patient Home" in online media cnnindonesia.co.id and article "*Kemenkes: Pembantu di Rumah Pasien Depok Negatif Corona*" in online media Suara.com.

The articles in the four online media that have been mentioned together raise friends related to information that corona positive patients have been discovered in

Indonesia for the first time in Indonesia. The four articles are in accordance with Robert Entman's "Define Problems" framing study, which in the framing of the news focuses on explanations related to events that occur as they are whether positive or negative.

5. CONCLUSION

- a. The online media which are the object of research have provided balanced information regarding the Covid-19 pandemic news.
- b. The emphasis of framing on each media has similarities and also differences according to the point of view of the media.
- c. Media information in the News is needed by the community to help the community related to the development of the spread of the Covid-19 virus, ways of prevention and prevention.
- d. The government has made public communication in the context of Covid-19 disaster mitigation to the public.

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