



ARRANGEMENT OF GOVERNMENT COMMUNICATIONS BASED ON POST-COVID-19 CRISIS COMMUNICATIONS

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Article history:	Abstract:
<p>Received: 6th October 2021 Accepted: 7th November 2021 Published: 17th December 2021</p>	<p>Purpose of this study was to obtain information from various perspectives on improving Government communication based on post-Covid-19 Crisis Communications by the Government both in handling Covid-19 and after the Covid-19 pandemic. With a literature review method that refers to available sources both online and offline, this paper presents a theoretical view on the arrangement of Government communication based on Crisis Communications Post Covid-19 Pandemic. Based on this theoretical analysis, it can be described, among others, uniformity of understanding about managing government communication through information confusion during the COVID-19 pandemic and socialization carried out by the government effectively in crisis communication after the COVID-19 pandemic. So that it can be seen that several cases of rejection of information submitted by the government due to their lack of knowledge about this outbreak have the potential to cause conflict in society. The government has made various efforts to prevent the COVID-19 pandemic by imposing Large-Scale Social Restrictions (PSBB) and the public's lack of compliance with government appeals on the grounds that they must fulfill their daily needs to fulfill their daily needs.</p>

Keywords: Government Communication, Crisis Communication, Covid-19 Pandemic

INTRODUCTION

Along with the development of the current era of globalization, everything has become sophisticated and modern, supported by technological advances that can cause various problems and crises in various institutions and organizations. Organizations and governments are never separated from the so-called crisis. The communication crisis that occurs is generally caused by internal and external factors in the government environment. One of the government communication crises occurred when Wuhan in Hubei Province, China, attacked pneumonia as the main cause of COVID-19. Initially, the Indonesian government did not really care about the news of the Covid-19 pandemic which was spreading rapidly in several countries. The government believes the Covid-19 pandemic will not reach Indonesia while the virus is spreading to other countries through people who have been declared infected through transmission. This is one of the causes of the many communication crises carried out by the government. (Febiana, 2021)

The occurrence of this communication crisis has an impact on government organizations and needs to be resolved or minimized immediately. Therefore, the parties responsible for establishing communication both internally and externally in order to restore or improve the image of the government organization itself when dealing with information about the spread of the virus in the country. Since the World Health Organization (WHO) declared the corona virus outbreak (Covid19) a pandemic or a global disease, people have experienced panic, fear, and fear that threatens their lives. Through the outbreak of the corona virus in Indonesia, the government's policies and communication patterns have been emphasized by various groups since March 2020, and the government's performance in dealing with the Covid-19 outbreak in Indonesia is considered negative in handling the prevention of the increasing spread of COVID-19. (Sulistiyowati and Hasanah, 2021)

In addition, information disclosure related to the spread of the virus is very much needed by the wider community about the location, characteristics, or characteristics of the corona virus outbreak, which must be communicated to the wider community in detail, clearly, and easily understood. Information disclosure is one of the keys to controlling the spread and transmission of Covid-19. In this very worrying situation, people really need correct information, not information that scares the general public (readers). Moreover, there are many rumors circulating on social media that Covid 19 can last up to 3 hours in the air. There are those who argue that it cannot be transmitted through the air, but it can be caused by coughing or sneezing from a liquid called droplet where a sick person coughs or sneezes causing splashes of liquid containing germs. If droplets containing germs enter the eyes, mouth or nose of a healthy person, that person can contract the disease. Through transmission like this occurs in colds, Ebola infection, and Covid-19 which is currently sweeping the world.

Therefore, after the Covid-19 pandemic, the government can reorganize crisis communication-based communication. It is important for the government to organize communication in order to understand how the communication messages conveyed do not provide negative feedback from the public. Because on the one hand they lack confidence, but this is part of their political communication strategy. Nurudin (2020) gave an example in the book "Communication Crisis During the Covid19 Pandemic". "So far, the government has often made communication errors. The community, on the other hand, from the bottom up, the community also provides information, conveys wishes, requirements and support, and tries to be a foothold for the government to listen. (Oktariani and Wuryanta, 2020)

In the midst of the Covid 19 pandemic, it is important to underline the pros and cons of government communication events to prevent the spread of the Covid-19 pandemic. This is a public communication event. Because communicators (audiences) have all kinds of knowledge, governments need clear disclosure of information. Therefore, when managing publicly transmitted information, the instructions used must be consistent and reliable. One of them is government, community or community communication, academics, professionals, entrepreneurs, especially the media, to educate the wider community about how to deal with the impact of the corona virus (Covid-19 pandemic). to include. Of course, this is true, based on accurate and reliable data and sources. Can reveal the truth (Heryanto, 2020) in (Sulistiyowati and Hasanah, 2021)

One of the views of communication science is a political view. According to Mc Braid (Cangara, 2017), Communication Policy is a set of concepts and principles that are used to develop and form the basis of work plans, leadership, implementation of actions, and editing of principles. Communication system rules or guidelines to be used as a framework for collaborative activities. By considering the method of selecting the impact of resource allocation and the structure of the following communication activities: decision-making and efforts to address and prioritize imbalances between external and internal factors. In addition to internal communication of bureaucratic organizations, the government also organizes external communication, namely communication with the environment. (Dwidjowijoto, 2008). The government's role as a leader is fully supported by the community, explaining the process of preventing the spread of Covid-19 and preventing the transmission of government news from Covid-19 infection.

METHOD

This research is *library research*. What is called library research or often too?called literature study, is a series of activities related tousing library data collection methods, reading and taking notesand processing research materials (Mestika Zed, 2008).Meanwhile, according to Mahmud inhis book *Educational Research Methods* explains that researchliterature, namely the type of research carried out withreading books or magazines and other data sources forcollect data from various literatures, both libraries andin other places. (Mahmud, 2011)

In this study, the author applies the library research method because at least there are several underlying reasons. *First*, that data sources cannot only be obtained from the field. Sometimes data sources can only be obtained from libraries or other documents in written form, either from journals, books or other literature. *Second*, literature study is needed as a way to understand new phenomena that occur that cannot be understood, then with this literature study it will be possible to understand these symptoms. So that in overcoming a symptom that occurs, the author can formulate a concept to solve a problem that arises. Thereason *third* is that the library data remains reliable to answer the research questions. (Mestika Zed, 2008)

However, information or empirical data that has been collected by other people, whether in the form of books, scientific reports or research reports, can still be used by library researchers. Even in certain cases the field data is still not significant enough to answer the research questions to be carried out. From the explanation it can be understood thatlibrary research researchers mustable to process the data that has been collected in stageslibrary research.

RESULTS AND DISCUSSION

Research results

Arrangement of government communication through information confusion

Various information related to the spread of the Covid-19 outbreak, both through mass media to new media that are more popular with social media (social media), at least since February until now, and we don't know when the end of the Covid-19 outbreak in Indonesia. Many experts according to their respective fields convey their statements, whether it is in the form of experience, research, even to the mystical and from the spiritual side. What is clear is that the more information that spreads widely in society, especially through social media which is difficult to control, people become confused because they no longer know which ones to choose and filter which are supported by facts and data, which ones are new predictions and predictions, even which ones are hoaxes or misleading. .

In terms of communication, information that is widely spread in an unclear society tends to be more trusted (*Uncertainty Theory of communication*). The theory of confining uncertainty in a conversation and building relationships and maintaining an established relationship. Where this theory puts each individual in a new situation or conversation with others by predicting the substance of the ongoing conversation. This theory is very important so that individuals can strategize, and utilize cognitive in dealing with these situations so that uncertainty and anxiety can be predicted properly. This theory actually describes the situation of conversation and builds relationships and maintains them, which is seen from the ability of individuals to unite in a complete conversation.

The lack of clarity of information (hoaxes) has made some people undisciplined. Worry as a result of the confusion of information is more dangerous than the virus itself. And how should the attitude of the general public who have very

minimal information at least take care of themselves, the environment, and be able to become an effective medium in breaking the chain of spreading the Corona virus.

The Big Indonesian Dictionary (KBBI) Fifth Edition defines hoax (absorption word *hoax*) as false information. In the midst of the Covid-19 outbreak, the hoax phenomenon is still distorting the virtual world, resulting in confusion of information related to the virus and causing confusion among the public, even misleading minds.

In order to increase public literacy against Covid-19, the government through the Ministry of Communication and Information is committed to sweeping up all hoaxes that exist in cyberspace, especially on social media. Based on the results of the identification of the Ministry of Communication and Information, as of April 20, 2020 there were 562 hoax issues related to Covid-19 spread across various digital platforms. If the distribution is calculated for each popular social media, then there are 1,231 hoaxes found on Facebook (861), Twitter (352), Instagram (10), and Youtube (8). The reason is, one type of hoax content can be spread to many social media. Although the numbers are small compared to the population of Indonesia, the speed with which hoaxes spread can affect many people in an instant. Moreover, everyone has differences in the ability to sort and select information, as well as distinguish which information is true and which is misleading. (Kominfo)

Minister of Communications and Informatics Johnny G Plate also ensured that his party will always confirm the truth of issues on social media that are of public concern. The goal, of course, is to protect the entire nation and society from the negative impact of incorrect information related to Covid-19. It is the AIS (*Team Automatic Identification System*) from the Directorate of Content Control, Directorate General of Informatics Applications, Kemkominfo, which works hard for 24 hours non-stop to identify and formulate clarifications on hoaxes circulating in the community. Every day, through the official website of the Ministry of Communication and Information, the public can access these hoax reports via the link <https://kominfo.id/inihoaks>.

Good and effective communication is important to prevent confusion in the news about COVID-19, whether intentional or not. In entering the initial phase of the crisis, the government needs to provide information through one door. This facilitates circulation and prevents news confusion. The government needs to compose a comprehensive message so that the public understands the crisis that occurred, the consequences, and anticipated actions based on the latest data. This is intended to alert the public to further steps.

In the crisis phase, the government needs to periodically distribute updated information so that people believe the crisis can be overcome. The government needs to do this by explaining the response to emergencies, correcting rumors and misinformation, and explaining post-crisis recovery plans.

The government needs to quickly change the pattern of communication.

1. The central and regional governments need to coordinate so that there is a synergy of one communication message. The government needs to use various media channels that reach the whole society to communicate the message.

2. The government needs to carry out continuous and integrated communication. Without proper crisis communication the people will not adopt the expected behavior and the government's goal of suppressing the spread of the virus will not be achieved.

Government information must become dominant in the public sphere, especially in the virtual realm which is the main source of information today. Stuttering in the first two phases can be a lesson so that it doesn't repeat itself in the future.

Informative information (able to eliminate confusion/vagueness) is actually one of the key words. In Indonesia, even the President himself has outlined that there is only one spokesman related to Covid-19, Ahmad Yulianto, who updates data which he always conveys through various media, equipped with an official website that is worthy of access and is very credible. In the regions, handling task units have also been formed, which will always coordinate with the Central Government.

If some time before there had been different data, it turned out that it was only a difference in interpretation and now there is no more. The problem is that social media users who are not literate in information, communication and technology, who seem to want to appear as top reporters, still spread various information and inaccurate opinions. Likewise, there are other small groups who unconsciously join themselves in as if criticizing the government, but with invalid information. The sanctions that have begun to be imposed by the Police in accordance with the Law and their Authority, even though they are starting to take effect, are still not optimal.

Seeing this reality, there are no less elites, such as Dahlan Iskan, virus expert Indro Cahyono, and even the Minister of Education and Culture to invite the public to fast on social media for six hours a day. Predictions or predictions, scientific whatever, still have the possibility of being wrong, especially those who use statistics which is the science of probability (*probability science*). Therefore, in statistical calculations the standard of error is always taken into account (standard error tolerance).

Therefore, specifically in Indonesia, we follow the recommendations from the government officially, with official information as well, according to the stages based on the zones determined based on the data. We ignore information on social media whose sources are not clear, moreover we know and are aware that this media is easily manipulated, including by editing that cannot be accounted for. Social distancing and physical distancing policies, the use of masks, staying at home, working from home, to efforts to clean the environment, even the handling of those who are infected and die and will be buried properly must be known and understood by the community.

Thus, there will be no more excessive rejection of doctors and nurses who are on the front lines, even those who become victims. For this reason, all parties, especially the mainstream media, provide complete, correct information, as well as cool and dispel hoax information and opinions from the earth of Indonesia, together with God willing, the covid-19 virus disappears from the earth of our beloved Indonesia.

DISCUSSIONS

Government in dealing with the COVID-19 pandemic are always carried out, both through mass media and electronic media. Socialization in the post-covid-19 crisis communication perspective can be interpreted as "an effort to disseminate the content or substance of a policy that has been made with the intention of generating knowledge and understanding from various related parties, including the target group so that they are willing and able to carry out his role in the success of the objectives as stated in the policy

CONCLUSION

From the results of research done, it can be concluded that the arrangement of the communications made based government crisis communications post-pandemic covid-19 took place both with respect to the role of government in deliver the information through print and electronic media. This is done so that the public can understand the message conveyed to prevent the spread of Covid-19 and provide knowledge about hoaxes that are spreading in the wider community.

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