

COMMUNICATION OF THE COVID-19 TASK FORCE IN INCREASING PUBLIC COMPLIANCE WITH HEALTH PROTOCOL IN PEKANBARU CITY

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ABSTRACT

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The people of Indonesia and even the world are faced with an outbreak of a dangerous, contagious, and deadly virus called Corona Virus Disease 2019 (Covid-19). Its presence has been around for quite a while, starting in 2019 and now having developed into the Omicron Variant, which was first detected in South Africa (<https://www.bbc.com>). This research uses a qualitative type of research with a focus on studies, especially on how the communication used by the Pekanbaru City COVID-19 handling task force improved community compliance to comply with health protocols. Qualitative methods are research procedures that produce descriptive data in the form of written or spoken words from people and observable behaviors. The results of this study indicate that the Task Force for Handling COVID-19 has a variety of strategies and patterns to perform functions both preventive and persuasive to residents. In addition to communicating with the community, the Task Force also formed an organizational structure to support the implementation of various programs, one of which was resilient villages. This structure involves the central government, local governments, in this case the mayor, and his ranks.

1. INTRODUCTION

The Indonesian people and even the world are faced with an outbreak of a dangerous, contagious, and even deadly virus called Corona Virus Disease 2019 (Covid-19). Its presence has been around for a long time starting from 2019 until now it has developed into the Omicron Variant which was first detected in South Africa (<https://www.bbc.com>). The new variant of the Omicron coronavirus is spreading around the world at an unprecedented speed, according to the World Health Organization (WHO) cases of this rapidly mutating variant have been confirmed in 77

countries. However, at a press conference, WHO Director General Tedros Adhanom Ghebreyesus said the Omicron variant might already exist in many other countries but not yet detected. At the beginning of the spread of Covid-19, after the government learned that many Indonesian people were exposed to the plague and many people died, the government then implemented a health protocol (Prokes), starting from 3 M (Using masks, washing hands and keeping their distance) to 5 M (keep your distance, wash your hands, wear a mask, avoid crowds and reduce mobility). Prokes is an important matter to be obeyed and implemented by the community. Where this rule applies to all

elements of society whose goal is to break the chain of transmission of Covid-19. Implementation of the health protocol begins in June 2020, at the same time as the implementation of the new normal. Several regulations for handling Covid-19 that must be implemented by the people of Riau began with the issuance of Mayor Regulation No. 74 of 2020 concerning Guidelines for Implementation of Large-Scale Social Restrictions (PSBB) on April 15 2020. Then, the Governor of Riau issued an appeal Number 96 of 2020 concerning the Use of Masks to Prevent Transmission of Corona Virus Disease 2019 (Covid-19) on 04 April 2020. The Governor of Riau's Instruction was also issued Number 111 of 2020 concerning Restricting Community Activities in the Context of Accelerating Handling of Corona Virus Disease 2019 (Covid-19) on 09 April 2020. After that, Governor of Riau issued another Regulation of the Governor of Riau Number 22 of 2020 concerning Guidelines for Large-Scale Social Restrictions (PSBB) in Handling Corona Virus Disease (Covid-19) in Riau Province on April 16 2020. From the author's observation, it is known that from several night raids carried out by the COVID-19 task force team, it was found that the people of Pekanbaru City gathered, crowded together, did not keep their distance, and many were even found not wearing masks. Based on the author's observations in the field in March 2021, amid the steadily increasing number of COVID-19 sufferers in the city of Pekanbaru, several points were found, such as the Nadayu Food Court cafe located on Jalan Arifin Ahmad and the Koro-Koro night entertainment venue located on Jalan Subrantas, a nightclub. Angel Wings, which is located on Jalan Sudirman, Pekanbaru, was found by the author, and almost all visitors ignored the health protocols set by the Riau Provincial Government and Pekanbaru City Government. Based on the data above, the formulation of the problem in this study is the communication used by the Pekanbaru City COVID-19 task force in increasing public compliance to comply with health protocols. The author uses Laswell's theory as a research analysis tool to find out the communicators of the Pekanbaru City Covid-19 task force in increasing public compliance to comply with health protocols, to find out the messages conveyed by the Pekanbaru City Covid-19 task force in increasing public compliance to comply with health protocols, to find out how to communicate the Pekanbaru

City Covid-19 task force in increasing public compliance to comply with health protocols, to find out the media of the Pekanbaru City Covid-19 task force in increasing community compliance to comply with health protocols, and to determine the effect of the Pekanbaru City Covid-19 task force in increasing community compliance to comply with health protocols.

2. METHODS

This study employs a qualitative research design, with a particular emphasis on how the communication used by the Pekanbaru City COVID-19 handling task force increased public compliance with health protocols. The qualitative method is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behaviors. This research uses a descriptive study method. The authors use various data acquisition techniques in their research, namely observation, interviews, and documentation.

3. RESULTS AND DISCUSSION

Communicators include all people who join the membership of the Pekanbaru City COVID-19 Handling Task Force based on the Decree of the Mayor of Pekanbaru No. 510 of September 21, 2020. with details as follows:

Figure 1. Pekanbaru Mayor's Decree

LAMPIRAN I : KEPUTUSAN WALIKOTA PEKANBARU
NOMOR : 510 TAHUN 2020
TANGGAL : 21 September 2020

**SUSUNAN KEANGGOTAAN SATUAN TUGAS PENANGANAN CORONA VIRUS
DISEASE 2019 (COVID-19) DI KOTA PEKANBARU**

No.	Jabatan	Kedudukan Dalam Tim	Ruang Lingkup Tugas
1	2	3	4
1	Walikota Pekanbaru	Ketua	1. Menetapkan rencana operasi dan melaksanakan aksi penanganan; 2. Mengkoordinasikan dan mengendalikan pelaksanaan kegiatan penanganan; 3. Melakukan pengawasan pelaksanaan penanganan; 4. Mengerahkan sumber daya untuk pelaksanaan kegiatan penanganan; dan 5. Melaporkan pelaksanaan penanganan kepada satuan tugas Covid-19.
2	Wakil Walikota	Wakil Ketua	Mewakili Walikota dalam melaksanakan tugas Ketua Satuan Tugas tingkat Kota.
3	Kapolresta Pekanbaru	Wakil Ketua	
4	Dandim 0301 Pekanbaru	Wakil Ketua	
5	Kepala Kejaksaan Negeri Pekanbaru	Wakil Ketua	
6	Kadis Pers Lanud Roesmin Nurjadin	Wakil Ketua	
7	Sekretaris Daerah Kota Pekanbaru	Sekretaris	1. Melaksanakan administrasi surat menyurat, keuangan, protokoler dan dukungan kesekretariatan lainnya; 2. Koordinasi dengan OPD terkait administrasi keuangan dan pendanaan Covid-19; 3. Melaksanakan pengawasan penggunaan anggaran; 4. Pengadaan logistik peralatan sesuai rencana; 5. Menyusun laporan pelaksanaan penanganan Covid-19; dan 6. Menyusun laporan pertanggungjawaban keuangan.
8	Asisten Administrasi Umum	Wakil Sekretaris	
9	Kepala Pelaksana Badan Penanggulangan Bencana Daerah	Koordinator Sekretariat	
10	Inspektur Inspektorat	Anggota	
11	Kepala Badan Pengelola Keuangan dan Aset Daerah	Anggota	
12	Kepala Seksi Perdata dan Tata Usaha Negara	Anggota	
13	Kepala Bagian Tata Pemerintahan	Anggota	
14	Kepala Bagian Umum	Anggota	
15	Kepala Bagian Protokol dan Tata Usaha Pimpinan	Anggota	

No.	Jabatan	Kedudukan Dalam Tim	Ruang Lingkup Tugas
1	2	3	4
32	Asisten Pemerintahan dan Kesejahteraan Rakyat	Koordinator Bidang Perubahan Perilaku Anggota	1. Menggalang dan mengkoordinasikan sumber daya unsur <i>pentahelix</i> dalam upaya edukasi, sosialisasi dan mitigasi;
33	Kepala Badan Kesatuan Bangsa dan Politik	Anggota	2. Melaksanakan kegiatan komunikasi publik terhadap perubahan perilaku dengan melibatkan kecamatan
34	Kepala Dinas Perhubungan	Anggota	hingga RT/RW;
35	Kepala Dinas Pendidikan	Anggota	3. Memberi dukungan terpadu kepada kecamatan dan kelurahan terhadap pembentukan dan pelaksanaan lembaga satgas dikecamatan; dan
36	Kepala Dinas kebudayaan dan Pariwisata	Anggota	4. Melaporkan secara berkala permasalahan dan capaian.
37	Kepala Kementerian Agama Kota Pekanbaru	Anggota	
38	Ketua Majelis Ulama Indonesia	Anggota	
39	Ketua Forum Kerukunan Umat Beragama Kota Pekanbaru	Anggota	
40	Pimpinan Cabang Bank Riau Kepri Pekanbaru	Anggota	
41	Ketua Perhimpunan Hotel dan Restoran Indonesia	Anggota	
42	Kepala Bagian Kerjasama	Anggota	
43	Kepala Bagian Hukum	Anggota	
44	Sekretaris Badan Penelitian dan Pengembangan	Anggota	
45	Kepala Bidang Pengaduan Kebijakan Pelaporan Layanan DPMPTSP	Anggota	
46	Kepala Bidang E-Government Dinas Komunikasi, Informatika, Statistik dan Persandian	Anggota	
47	Kepala Bidang Perdagangan Dinas Perdagangan dan Perindustrian	Anggota	
48	Kepala Dinas Kesehatan	Koordinator Bidang Penanganan Kesehatan Anggota	1. Memberikan dukungan untuk meningkatkan upaya terpadu peningkatan kapasitas sarana dan prasarana Kesehatan termasuk pemenuhan kebutuhan alat material Kesehatan untuk mendukung testing masif, <i>tracing</i> agresif, isolasi ketat dan <i>treatment</i> sesuai protap yang berlaku;
49	Kepala Dinas Pengendalian Penduduk dan Keluarga Berencana	Anggota	
50	Kepala Dinas Perumahan Dan Kawasan Permukiman	Anggota	
51	Kepala Dinas Pekerjaan Umum dan Pengairan	Anggota	
52	Direktur Rumah Sakit Daerah Madani	Anggota	

No.	Jabatan	Kedudukan Dalam Tim	Ruang Lingkup Tugas
1	2	3	4
53	Direktur Rumah Sakit Swasta se-Kota Pekanbaru	Anggota	2. Memberikan pendampingan dan dukungan untuk memastikan berfungsinya support system untuk pasien dalam pemulihan yang sudah keluar dari rumah sakit agar tetap termonevitor dan terpenuhi layanan dan kebutuhan dasarnya;
54	Ketua Ikatan Dokter Indonesia Kota Pekanbaru	Anggota	3. Mensinkronisasi strategi perubahan perilaku dengan strategi <i>trace, test</i> dan <i>treat</i> ;
55	Ketua Ikatan Bidan Indonesia Kota Pekanbaru	Anggota	4. Melaksanakan upaya penanganan di daerah secara menyeluruh dan terkoordinasi antar instansi sesuai dengan protokol kesehatan dan ketentuan yang telah ditetapkan oleh pemerintah; dan
56	Ketua Persatuan Perawat Nasional Indonesia Kota Pekanbaru	Anggota	Membuat rencana, pelaksanaan dan melaporkan progres kepada ketua satuan tugas.
57	Kepala Puskesmas se-Kota Pekanbaru	Anggota	
58	Kepala Bidang Pelayanan Kesehatan Dinas Kesehatan	Anggota	
59	Ketua Palang Merah Indonesia Kota Pekanbaru	Anggota	
60	Kepala Bidang Pencegahan dan Pengendalian Penyakit Dinas Kesehatan	Anggota	
61	dr. Rohani, Sp.P (K), FISR	Anggota	
62	dr. Muchnedi, Sp.P	Anggota	
63	dr. Rama Fadila, Sp.PD	Anggota	
64	Kepala Satuan Polisi Pamong Praja	Koordinator Bidang Penegakan Hukum Dan Kedisiplinan Anggota	1. Melakukan penegakan hukum protokol kesehatan secara yustisi dan non yustisi;
65	Wakapolresta Pekanbaru	Anggota	2. Mengkopi data terkait pendata warga rentan dan warga karantina untuk dilaporkan setiap hari ke posko satgas;
66	Kepala Staf Kodim 0301	Anggota	3. Melakukan sterilisasi fasilitas umum dan menutup area publik yang berpotensi menimbulkan kerumunan; dan
67	Inspektur Inspektorat	Anggota	4. Melaksanakan pengawasan dan pendisiplinan masyarakat.
68	Kasat Intel Polresta	Anggota	
69	Kepala Bagian Ops Polresta	Anggota	
70	Pasi Intel Kodim 0301	Anggota	
71	Kasat Sabahara Polresta	Anggota	
72	Pasi Ops Kodim 0301	Anggota	
73	Kasi Pidum Kejaksaan Negeri	Anggota	
74	Kasi Intel Kejaksaan Negeri	Anggota	

No.	Jabatan	Kedudukan Dalam Tim	Ruang Lingkup Tugas
1	2	3	4
75	Asisten Perekonomian dan Pembangunan	Koordinator Bidang Relawan Anggota	1. Melaksanakan penggalangan partisipasi aktif;
76	Kepala Dinas Pemadam Kebakaran dan Penyelamatan	Anggota	2. Mengelola relawan medis dan non medis;
77	Kepala Dinas Sosial	Anggota	3. Memberi dukungan penyediaan tenaga relawan bagi bidang-bidang dalam satgas;
78	Ketua Asosiasi Perguruan Tinggi Swasta Indonesia Pekanbaru	Anggota	4. Membantu masyarakat yang terdampak <i>Covid-19</i> ;
79	Ketua LPM Kota Pekanbaru	Anggota	5. Melaksanakan pencatatan dan pemutakhiran data base relawan; dan
80	Ketua Forum RT/RW Kota Pekanbaru	Anggota	6. Membuat laporan kerja capaian bidang relawan.
81	Ketua Forum RW Siaga Tanggap <i>Covid-19</i> Kota Pekanbaru	Anggota	
82	Direktur PT. Sarana Pangan Madani	Anggota	
83	Direktur PT. Sarana Pembangunan Pekanbaru	Anggota	
84	Kepala Bidang Kedaruratan dan Logistik Badan Penanggulangan Bencana Daerah	Anggota	

WALIKOTA PEKANBARU,

 H. DAUS

From the table above, it is apparent that there are 84 structural positions within the Pekanbaru City Government that are involved as chairmen and ranks as well as field coordinators and members.

Figure 2. Call for Coordination of the COVID Handling Task Force 19



Figure 3. Call for Coordination of the COVID Handling Task Force 19



The message conveyed by the Pekanbaru City COVID-19 Task Force in increasing public compliance to comply with health protocols is that all information related to COVID-19 includes how it is transmitted for prevention. On various occasions, the COVID-19 handling task force team conveyed messages about the importance of adhering to health protocols.

Figure 4. Website Pages that Contain COVID-19 Information for Riau Province



Figure 5. Corona information website for all districts/cities in Riau Province



The messages include the latest news about the corona virus, downloadable policy documents, COVID distribution maps, daily COVID-19 prevention task force report data, statistical data, isolation beds, 3T transportation, vaccines, sipgar checks, self-diagnosis, donations, appeals, hoax news, press conferences, opinions, and Riau Hears, which directly link to the Whatsapp number of the Pekanbaru City 19 COVID-19 handling task force team, namely as follows:

Figure 6. Whatsapp Riau Heardince

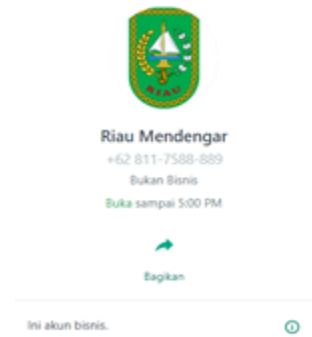


Figure 7. Appeal to use the right mask for the people of Pekanbaru



Figure 8. Appeal to comply with health protocols for the people of Pekanbaru



The success of the communication carried out by the Pekanbaru City COVID-19 handling task force resulted in a decrease in the number of case developments, in which two new cases that appeared were declared cured. This decrease is one of the effects of implementing health protocols among the people of Pekanbaru City.

Figure 9. Data on the distribution of confirmed cases of COVID-19 in Riau Province.



The personality element is influenced by the values and behavior of role models or role models. Even personality is influenced by the educational methods used. The attitude of loyalty to his beliefs will influence decision making. An individual will more easily comply with rules that are indoctrinated by the beliefs held. A conducive and communicative environment will be able to make individuals learn about the meaning of a rule, internalize it in themselves, and display it through their behavior.

NO	LOKASI	WAKTU	DETAILS
1	LOKASI 1	WAKTU 1	DETAILS 1
2	LOKASI 2	WAKTU 2	DETAILS 2
3	LOKASI 3	WAKTU 3	DETAILS 3
4	LOKASI 4	WAKTU 4	DETAILS 4
5	LOKASI 5	WAKTU 5	DETAILS 5

Figure 10. PPKM active report of Pekanbaru City

4. CONCLUSION

From the research conducted, it was concluded that the Task Force for handling COVID-19 has various strategies and patterns to carry out both preventive and persuasive functions for residents. In addition to communicating with the community, the Task Force also formed an organizational structure to support the implementation of various programs, one of which is Tough Village. This structure involves the central government, local government, in this case the mayor and his staff.

The author in this case advises the Task Force to always coordinate with various cross-

professional parties and various research results to produce new and more influential strategies for improving the quality of communication so that it has a greater impact and people comply with health protocols. For example, by involving communication experts and research in the field of communication

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