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

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ABSTRACT

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.

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. There are various elements to be discussed in this study. The following table illustrates the communicators of the Pekanbaru City COVID-19 task force in increasing public compliance to comply with health protocols:

<table>
<thead>
<tr>
<th>No.</th>
<th>Name of Communicator</th>
<th>Position</th>
<th>Communication Medium</th>
</tr>
</thead>
</table>
| 1   | Mayor of Pekanbaru   | Keter    | Media 
| 2   | Wali Kota Pekanbaru  | Wali Kota 
| 3   | Kepala Daerah Pekanbaru | Kepala Daerah 
| 4   | Kepala Daerah Pekanbaru | Kepala Daerah 
| 5   | Kepala Daerah Pekanbaru | Kepala Daerah 
| 6   | Kepala Daerah Pekanbaru | Kepala Daerah 
| 7   | Kepala Daerah Pekanbaru | Kepala Daerah 

Based on the author's observations, the communication used by the Pekanbaru City COVID-19 task force includes messages to increase public compliance with health protocols. The author uses Laswell's theory as a research analysis tool to find out the communicators of the Pekanbaru 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.

Figure 1. Pekanbaru Mayor's Decree
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

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

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.
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.

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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