

## **Public Health Communication, Madurese People and Covid-19**

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### **Abstract**

The purpose of this research is to find out how the knowledge, attitudes and behavior of the Madurese community towards Covid-19 and the Covid-19 protocol. The subjects of this study were Madurese people from various professions. The method used in this research is interviews using the media. The results showed that some people already know about the Covid-19 pandemic, one of the reasons is because they are active on social media. According to them, the cause of someone experiencing Covid-19 is due to a corona virus attack, bad habits such as not maintaining cleanliness, then still making physical contact during this pandemic and not following established protocols. The way to prevent transmission of this virus according to the results of interviews is by maintaining health and hygiene, starting from wearing a mask when traveling, always washing hands after handling something, eating nutritious foods balanced with vitamins, and most importantly reducing direct contact with many people. Regarding compliance behavior, informants who work as health workers comply with health protocols. However, other than health workers, there were informants who complied and some did not. The majority of informants get information related to Covid-19 from electronic media such as TV and social media such as Whatsapp, Facebook, Instagram and Twitter. The information circulating was deemed clear enough to them. There are several regions that still carry out routine activities such as recitation, a small part of which follows the existing protocol using masks. Most of the mass activities (involving large crowds) do not adhere to health protocols. The role of village administrators is said to be quite important because they can help realize the protocol recommended by the government. There are some people who have followed existing protocols and obeyed government regulations, but some still find it difficult to obey, such as not wearing a mask when leaving the house.

**Keywords:** Communication, Health, Covid-19 protocol, Behavior

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### **I. INTRODUCTION**

According to the Ministry of Health of the Republic of Indonesia, Coronavirus Disease 2019 (COVID-19) is an infectious disease caused by Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). Common symptoms and signs of COVID-19 infection include symptoms of acute respiratory distress such as fever, cough and shortness of breath with the longest incubation period of 14 days, which is 5-6 days. Covid-19 can cause kidney failure, pneumonia, acute respiratory syndrome, and even death. WHO on March 11, 2020, WHO has designated COVID-19 as a pandemic. (Ministry of Health of the Republic of Indonesia, 2020)

Health communication is the study and use of communication strategies to inform and influence individual and community decisions regarding health. (Thomas, Richard K, 2006)

Health communication studies the study and use of communication strategies to inform and influence the knowledge, attitudes and behavior of individuals and communities related to health and health care. (Thomas, Richard K, 2006)

Health communication is often used to influence health behavior. There are several theories that can be used to explain healthy behavior. There are several models developed in the health behavior model, namely at the individual, group and community level (Thomas Richard K, 2006)

Broadly speaking, there are several levels of healthy behavior models, namely the individual level, the interpersonal level and the organizational (community) level. At the individual level there are several theories, namely:

#### **Individual Level**

**1. behavioral intentions;**

**2. stages of change (five distinct stages have been identified in the stages-of change construct:**

*a.. Precontemplation*

*b. Contemplation*

- c. *Decision/determination*
- d. *Action*
- e. *Maintenance*

### **3. Health Belief Model**

The health belief model (HBM) was originally designed to explain why people did not participate in programs to prevent or detect diseases. The core components of the HBM include: ( Thomas Richard K, 2006)

- a. Perceived susceptibility—the subjective perception of risk of developing a particular health condition
- b. Perceived severity—feelings about the seriousness of the consequences of developing a specific health problem
- c. Perceived benefits—beliefs about the effectiveness of various actions that might reduce susceptibility and severity
- d. Perceived barriers—potential negative aspects of taking specific actions
- e. Cues to action—bodily or environmental events that trigger action

More recently, the HBM has been amended to include the notion of self-efficacy as another predictor of health behaviors, especially more complex ones in which lifestyle changes must be maintained over time. A wide variety of demographic, social, psychological, and structural variables may also impact people's perceptions and, indirectly, their health-related behaviors. Some of the more important variables include educational attainment, age, gender, socioeconomic status, and prior knowledge. ( Thomas Richard K, 2006)

### **Interpersonal Level**

Another type of model posits that behavior is a function of the influence of interpersonal relationships in which the individual is involved. These relationships provide clues—if not outright direction—for behavior. Effective communication must take into consideration the different forces that are generated through interpersonal transactions as demonstrated by the one example offered below. ( Thomas Richard K, 2006)

#### **a. Social Cognitive Theory**

Social cognitive theory (SCT) explains behavior in terms of triadic reciprocity ("reciprocal determinism") in which behavior, cognitive and other interpersonal factors, and environmental events all operate as interacting determinants of one another. SCT describes behavior as dynamically determined and fluid, influenced by both personal factors and the environment. Changes in any of these three factors are hypothesized to engender changes in the others. ( Thomas Richard K, 2006)

SCT views the environment as not just a variable that reinforces or punishes behaviors, but one that also provides a milieu in which an individual can watch the actions of others and learn the consequences of those behaviors. Processes governing observational learning include: ( Thomas Richard K, 2006)

- *Attention*—gaining and maintaining attention
- *Retention*—being remembered
- *Reproduction*—reproducing the observed behavior
- *Motivation*—being stimulated to produce the behavior

### **Organization/Community/Societal Level**

A third type of model operates at the more macro levels of organization, community and society. Communication activities at these levels may be geared to influencing organizational change, modifying the environment of the community, or influencing public policy. Given this, communication efforts under this model are likely to take a variety of forms and be particularly complex. ( Thomas Richard K, 2006)

#### **Organizational Change Theory**

Organizations represent complex social systems composed of many components. Organizational change can best be promoted by working at multiple levels within the organization. Understanding organizational change is important for establishing policies and environments that support healthy practices and create the capacity to solve new problems. While there are many theories of organization behavior, two are especially of interest to us here: stage theory and organizational development (OD) theory ( Thomas Richard K, 2006)

Stage theory is based on the idea that organizations pass through a series of steps or stages as they change.

Strategies to promote change can be matched to various points in the process of change. An abbreviated version of stage theory involves four stages: ( Thomas Richard K, 2006)

- Problem definition (awareness)
- Initiation of action (adoption)
- Implementation
- Institutionalization

### **Community Organization Theory**

Community organization theory has its origin in theories of social networks and support. It emphasizes active participation in developing communities that can better evaluate and solve health and social problems. Community organization is the process by which community groups identify common problems, mobilize resources, and develop and implement strategies for reaching specified goals. It has its roots in several theoretical perspectives: the ecological perspective, social systems perspective, social networks, and social support. It is also consistent with social learning theory (SLT) and can be successfully used along with SLT-based strategies. Some approaches to community change include: ( Thomas Richard K, 2006)

**Locality development** (also called community development) uses a broad cross-section of people in the community to identify and solve its own problems. It stresses consensus development, capacity building, and a strong task orientation; outside practitioners help to coordinate and enable the community to successfully address its concerns. ( Thomas Richard K, 2006)

**Social planning** uses tasks and goals, and addresses substantive problem solving, with expert practitioners providing technical assistance to benefit community members. ( Thomas Richard K, 2006)

**Social action** aims to increase the problem-solving ability of the community and to achieve concrete changes to redress social injustice that is identified by a disadvantaged or oppressed group. ( Thomas Richard K, 2006)

Although community organization theory does not use a single unified model, several key concepts are central to the various approaches. The process of empowerment is intended to stimulate problem solving and activate community members. Community competence is an approximate community-level equivalent of self-efficacy plus behavioral capability. ( Thomas Richard K, 2006)

OD theory grew out of the recognition that organizational structures and processes influence worker behavior and motivation. OD theory concerns the identification of problems that impede an organization's functioning, rather than the introduction of a specific type of change. A typical OD strategy involves process consultation, in which an outside specialist helps identify problems and facilitates the planning of change strategies (including communication approaches). ( Thomas Richard K, 2006)

Stage theory and OD theory have the greatest potential to produce health-enhancing change in organizations when they are combined. That is, OD strategies can be used at various stages as they are warranted. Simultaneously, the stages signal the need to involve organization members and decision-makers at various points in the process. ( Thomas Richard K, 2006)

This study wants to analyze the perceptions, knowledge, attitudes and behavior of the Madurese community about Covid-19 and the Covid-19 protocol

The factors that determine the perceptions, attitudes and preferences of healthcare consumers—and by extension their behavior—include demographic characteristics, lifestyle characteristics, and insurance characteristics, as well as the health conditions that they face. The demographic factors that affect health behavior patterns are summarized in the sections that follow.

## **II. METHOD**

The method used in this research is interviews using media, namely WhatsApp and cellphones. In addition, interviews were carried out in person (face to face) but continued to apply the Covid-19 protocol. The informants in this study were from various professions, including health workers, students, traders and housewives.

### **III. RESULTS AND DISCUSSION**

There are several informants in this study. Informants from medical personnel include Erin Ayu Ananda (23 years) who works as a nurse. She stay in Banyuajuh Kamal. The second informant is Nur Kholifah (29 years) who works as a midwife whose stay on Jalan Kusuma Bangsa Banyuajuh Kamal. The third informant is Irna Lestari (37 years old) who works as a Posyandu cadre (Ibu RT). The informant's house in Kusuma Bangsa, Banyuajuh Kamal.

The next informant was an elementary school student, Nita (9 years). The next informant is the parents of an elementary school student (3 years) named Moh Samir Hadromi. The two informants reside in Desa Buddan Kec. Tanah Merah, Bangkalan Regency.

The next informant is Surya (50 years), from Buddan Village. The informant said he did not know what Covid-19 was but had heard that currently there was Covid-19. The informant also said he did not know why people were infected with Covid-19. (Interview with Surya, 50 years old). The next informant was Ma`lan (52 years old), a resident of Buddan Village, the most recent high school informant was educated.

The next informant is Nur Jannah (20 years). Nur Jannah's profession is a TPA guru. The last education of elementary school informants.

Another informant is a widowed woman (head of the household) named Ponirah (40 years). Last elementary school education.

#### **Knowledge of Covid-19**

The first informant, Erin Ayu Ananda, works as a nurse.

"Covid is a virus found in humans and animals, which can attack the respiratory organs and can cause various diseases ranging from common ones such as flu to fatal diseases such as pneumonia, MERS, and SARS. For the cause of Covid, namely the SARS-COV2 or Covid-19 virus, there is a group of viruses that infect the respiratory system. For precautions that must be done, don't forget to wear a mask when going out of the house, wash your hands every 2 hours frequently, consume vitamins to maintain the body's immune system, eat nutritious food, exercise, avoid touching the face." (Interview with Erin Ayu Ananda, nurse)

According to the informant, she did not know the meaning of Covid-19, the causes of Covid-19 and the symptoms of Covid-19. Informants only know that now there is Covid-19 disease. Informants know to avoid Covid-19 (interview with Nita)

According to other informants, Covid-19 is a dangerous virus. The reason people get infected with Covid-19 is hanging out with many people, especially people who are not known. Symptoms of a person infected with Covid-19 are coughing, sneezing and fever. According to informants, the way to avoid Covid-19 is to always maintain body hygiene and use a mask when going out of the house. (interview with Nur Jannah, 20 years)

The following is an excerpt from the interview:

'Covid-19 is a dangerous virus. The cause of Covid-19 is gathering with many people, especially with people who are not known because they are afraid that one of them is positive for Covid-19. Symptoms of a person infected with Covid-19 are coughing, sneezing, fever. The way to avoid Covid-19 is to always keep your body clean and use a mask when going out of the house. (interview with Nur Jannah, 20 years)

The next informant was Ma`lan (52 years) as a mosque takmir officer. Informants knew about the Covid-19 from television and other people. The informant said he did not know the cause of Covid-19 because in his area no one was infected with Covid-19. The following is an interview with an informant.

'What causes people to become infected with Covid-19? I don't know, because in this area there are still no people infected with Covid-19' (interview with Ma`lan)

Furthermore, the next informant is Ponirah (40 years), she does not know what Covid-19 is, the cause of Covid-19 and how to avoid Covid-19. According to Ponirah, in her village there was no socialization about the dangers of Covid-19. Furthermore, in that village the Covid-19 protocol was not implemented such as wearing a mask, washing hands and maintaining distance.

#### **Attitude towards the Covid-19 Protocol**

According to the informant, she knows how to avoid Covid-19 but only one way is by not hanging out with many people (interview with Nita)

Another informant, Erin Ayu Ananda, a nurse, said:

"Regarding the current pandemic, how do you respond to the protocol ordered by the government, such as wearing masks, hand sanitizers, and several other policies? For health protocols that have been issued by the government, we all have to comply with these protocols because it includes important precautions that have been taken, let alone entering the new normal era at this time." (interview with Erin Ayu Ananda, nurse)

### **Behavior towards the Covid-19 Protocol**

According to the informant, Nita, the village did not implement the health protocol recommended by the government. Not wearing a mask when going out of the house and not washing hands. Informants said that if you leave the house you don't wear a mask because you are not used to it and don't have a mask (interview with Nita)

Another informant, Erin, because she works as a health worker, claims to apply health protocols. The following is an excerpt from the interview:

"For yourself and your family, do you also follow the established protocol? Yes, because I also work in the health sector and have direct contact with patients every day, so I also have to follow the existing health protocols to reduce the Covid-19 number "(interview with Erin Ayu Ananda, nurse)

Another informant, Surya said he did not apply the government health protocol because he did not have a mask (interview with Surya, 50 years old)

Informant Nita, (the researcher asked the informant). If the informant has a mask, will he continue to advise the government to wear a mask when leaving the house, the informant said he would not wear a mask if the distance was only close, if far away he would use a mask. This can be seen from the quote below:

"If I go out around my house I don't wear a mask, maybe if I go far from my new house I will wear a mask." (interview with Nita)

Another informant, the takmir of the mosque, said that he was not wearing a mask. According to the informant, when leaving the house, like going to a celebration or tahlilan, the informant did not wear a mask. The following is an excerpt from the interview:

Researcher: Is it like going out of the house when you go to the warmth or tahlilan, do you use a mask?

Informant: no, because usually here if there is a celebration or tahlilan event it is night and no one wears a mask and keeps their distance (interview with Ma`lan, 52 years old).

Another informant, Ponirah, said she would not wear a mask if she traveled to the market and attended weddings. The reason for the informant is being unfamiliar and uncomfortable (interview with Ponirah, 40 years)

Another informant, namely Halimatus Sakdiyah (17 years old, student) stated, if he does not wear a mask when he leaves the house (close to the reason of being embarrassed. The following is an excerpt from the interview:

"If only around the house and don't leave the village, I never wear a mask but when I travel far I wear a mask" (interview with Halimatus Sakdiyah)

Furthermore, the informant said that if you leave the house (at close range) you do not use a mask. The reason for the informant was that he was not used to and was embarrassed to wear a mask near the house:

"Because they are not used to and are ashamed to wear a mask if only near the house" (interview with Halimatus Sakdiyah)

### **Covid-19 Information Media**

The next informant is Felycia Dwi (21 years old, student). According to the informant, he knows Covid-19 information from social media, especially Instagram and Twitter. Regarding the large amount of information circulating about Covid-19, the informant stated that there was information that he did not understand, namely about people who were tested positive but were only limited to people who were still under surveillance. (interview with Felycia Dwi, 21 years)

### **Sanctions against Covid-19 Offenders**

In your opinion, what is the role of village officials such as RT, RW, and other administrators related to this pandemic? Is it sanctioned for people who violate the protocol? for this, there is still no application of sanctions for violating health protocols. (interview with Aisyah Maulidiah, 21 years old, student)

### **Mass Activities**

During the Covid-19 pandemic, mass activities such as in mosques were still ongoing as usual and did not apply the Covid-19 protocol. This can be seen from the excerpt from an interview with one of the mosque administrators (takmir) below:

"Yes, the activities at this mosque are still carried out as usual, as before the Covid-19 pandemic and also do not implement the health protocol recommended by the government. (interview with Ma`lan, 52). The mosque also does not provide public facilities for the prevention of Covid- 19 like a hand washing facility "

When praying in congregation, the worshipers at the mosque do not wear masks and keep their distance. There is also no appeal to the Jamaah to use masks and keep their distance. "Is there no appeal in the mosque itself to the congregation to wear masks and keep their distance? None (interview with Ma`lan, 52 years).

#### **IV. CONCLUSION**

The majority of Madurese people already know information related to the Covid-19 pandemic. They get information from electronic media and social media. The majority of informants with high school education and above know the causes and spread of the Covid-19 disease. Informants with high school education and below do not know the causes and transmission of Covid-19. With regard to behavior, the majority of informants did not comply with the Covid-19 protocol. Community activities that involve mass gathering still occur. There have been no sanctions for people who violate the Covid-19 protocol.

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