

Communication on Public Health and Covid-19 in Indonesia (Media, Messages and Information about Covid-19)

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Abstract

The purpose of this study is to analyze 1) what media and information are used by the public in accessing information about Covid-19. 2) What information do they know and don't know about Covid-19, 3) How is the implementation of health protocols in the area, 4) what hoax information is circulating in the community about Covid-19 and vaccines. The method used in this research is interview and observation. Research locations in 4 districts in Madura, East Java. The result of the research is that the Madurese people hear information about Covid-19 from several media, including social media (instagram, youtube, twitter) as well as television. In addition, they get information about Covid-19 from the government's official website. Some of the information that the informants did not know included the process of spreading Covid-19; Covid-19 healing methods, symptoms of people affected by Covid-19 and mutations in the Covid-19 form. In relation to health protocols, informants agree with health protocols, but many in their environment do not comply with health protocols. Regarding sanctions. The informant said that there were no sanctions for residents in their RT who were found not to follow the health protocols. In the Madurese community, negative information (hoax) is circulating about Covid-19 and the Covid-19 vaccine. The information included: Covid-19 is not just a conspiracy, made by Chinese (infidels), the covid-19 vaccine is dangerous, many people died after being vaccinated, Covid 19 is a biological weapon and was created to make money for the capitalists.

Keywords: *Covid-19, Media, Information, Hoax*

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I. INTRODUCTION

Health communication is part of human-to-human communication that focuses on how an individual in a group/community faces health-related issues and seeks to maintain their health (Northouse in Notoatmodjo, 2005). The main focus in health communication is the occurrence of transactions that are specifically related to health issues and the factors that influence these transactions. Transactions that take place between health experts, between health experts and patients and between patients and their families are a major concern in health communication. (Rahmadiana, 2012)

Health communication is a systematic effort to positively influence the health behavior of individuals and communities, using various principles and methods of communication, both interpersonal communication and mass communication. In addition, health communication is also understood as a study that studies how to use communication strategies to disseminate health information that can influence individuals and communities to make the right decisions related to health management (Liliwari, 2008 in Rahmadiana, 2012).

Health communication includes information about disease prevention, health promotion, health care policies, business regulations in the health sector which as far as possible change and update the quality of individuals in a community by considering scientific and ethical aspects.

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In relation to health communication, there is one theory of health communication used in this paper, namely the Health Belief Model. The Health Belief Model is based on 3 essential factors:

1. Individual readiness to change behavior in order to avoid a disease or minimize health risks. There is a drive in the individual's environment that makes him change behavior.
3. The behavior itself.

The three factors above are influenced by other factors related to the individual's personality and environment, as well as experience related to health facilities and workers. Individual readiness is influenced by factors such as perceptions of susceptibility to disease, potential threats, motivation to reduce vulnerability to disease, potential threats, and the belief that behavior change will provide benefits.

What is important in health behavior is the problem of shaping and changing behavior. Because behavior change is the goal of health education or counseling as a support for other health programs, there are many theories about behavior change.

The health belief model (Rosenstock in Sition, 2008) is very close to the field of health education. This model assumes that health behavior is a function of knowledge and attitudes. In particular, this model asserts that a person's perception of the vulnerability and efficacy of treatment can influence a person's decisions in health behaviors.

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The Health-Belief Model according to Rosenstock (1974) and Becker and Maiman (1975) states the relationship between a person's beliefs and behavior displayed. This model provides a way of how people will behave in relation to their health and how they comply with the given health therapy.

There are three components of the Health-Belief model:

- a. Individual's perception of his susceptibility to a disease. For example: a client needs to recognize the presence of coronary disease through his family history, especially when his family dies, the client may feel the risk of having heart disease.
- b. Individual perception of the seriousness of a particular disease. Influenced by demographic and sociopsychological variables, feelings of being threatened by illness, suggestions for action (eg mass media campaigns, family or doctor recommendations etc.)
- c. Individual's perception of the benefits derived from the actions taken. A person may take preventive action, by changing lifestyle, increasing adherence to medical therapy, or seeking medical treatment. According to the health belief model (Becker, 1974, 1979) behavior is determined by whether a person: (1) believes that they are susceptible to a particular health problem; (2) consider that this problem is serious; (3) believe in the effectiveness of the goals of treatment and prevention; (4) inexpensive; (5) receive advice to take health action.

In this study, the author will analyze how health communication actions taken by the community are related to Covid-19.

Speaking of Covid-19, East Java is currently the province with the highest daily addition of cases in Indonesia. The addition of Covid-19 cases in East Java is the highest in Indonesia. East Java is also the province with the highest number of Covid-19 deaths, with a total of 1,079 deaths per Tuesday including dozens of doctors and health workers. (Tirto. id July 9, 2020).

One of the factors causing the high number of Covid-19 cases in East Java (especially Greater Surabaya) is the low level of community compliance (FKM Unair Survey 2020). The study stated that in places of worship there are 70% of people who do not use masks, do not apply physical distancing, 92.8% of traditional markets are still open and 84% of people do not use masks, 89% of people do not use physical distancing. (Detik News Thursday 25 June 2020)

There are 88% of people in hangouts who don't use masks, 89% of people don't apply physical distancing. Then at the hangout, 88% of the stalls don't use masks and 89% don't use physical distancing. (Detik News Thursday 25 June 2020)

Meanwhile, in Madura, the 4 regencies on Salt Island are all in the red zone with the highest cases being Bangkalan, Pamekasan, Sampang, Sumenep. Madurese people are not paying attention to the Covid-19 protocol, regardless of the Covid-19 protocol.

There are many myths that think that Covid-19 is a conspiracy, people dying from Covid is destiny, Covid is not a dangerous disease, many people who are sick are infected with Covid. This is exacerbated by the myth that people can die after the vaccine. Public awareness of vaccines is low, one of which is Sampang, which is the lowest public awareness of vaccines in East Java. Based on the above background, this study focuses on how to communicate Public Health about Covid-19 in Madura. In particular, this research will focus on 1) what media and information are used by the public in accessing information about Covid-19. 2) What information do they know and don't know about Covid-19, 3) How is the implementation of health protocols in the area, 4) what hoax information is circulating in the community about Covid-19 and vaccines.

II. METHODOLOGY

The methodology used in this research is qualitative. The data collection techniques are interviews and observations. Interviews were conducted with informants from various professions, namely academics, health officials, task forces and the general public. Interviews were conducted while still applying health protocols. Interviews were conducted with informants to dig up data about what media they use to access information about Covid-19. Second, what information do they know and don't know about Covid-19. Third, how to implement health protocols in the area. Fourth, any hoax information circulating in the community about Covid-19 and vaccines.

III. RESULTS AND DISCUSSION

Covid-19 Information Media

Madurese people hear information about Covid-19 from several media, including social media (instagram, youtube, twitter) as well as television. In addition, they get information about Covid-19 from the government's official website. Here are the results of the interview.

'heard covid for the first time from social media' (interview with Firman)

Another informant, Nur Maulina, said that he knew information about Covid-19 from television, Instagram and YouTube.

"Television, Instagram, youtube" (interview with Nur Maulina)

From which media did the informant find out information about Covid-19? - You developed it yourself

"Social media such as Instagram, YouTube, Twitter, and the official Covid-19 website (interview with Kholifatul)

From which media did the informant get information about Covid-19?

"Covid 19 official website, from there we can understand the data and of course certain things about Covid-19 not hoaxes" (interview with Annisa Amalia)

"From mass media such as television and social media, Instagram, YouTube, Twitter and WhatsApp and from SMS from the Ministry of Health during the first two months of the pandemic in Indonesia." (interview with Ferdi, Sumenep)

Unknown Information

Certain information informants do not know. This information includes the process of spreading Covid-19; healing methods and symptoms of people affected by Covid-19. The following is an excerpt from an interview with an informant.

'Actually, I don't really know the cause of the virus, but I heard that it was said that it was from animals and that it was transmitted from the air... Well, if it's prevention, it looks like we're being asked to be cleaner. As far as I know' (interview with Firman)

"Another thing I don't know is the method of healing and the covid vaccine" (interview with Annisa Amalia)

"I don't understand about the characteristics and transmission of people affected by the mutated covid, because I think the blue mutation virus is getting more and more difficult to identify the characteristics and transmission" (interview with Nur Maulina)

There are still many people who don't understand how the Covid virus itself looks like and also how fast it spreads. In addition, many people do not understand how true the symptoms that are tested positive for COVID-19 are, because there are still many without symptoms but the results are positive. So that there is a need for socialization from the medical team or the health team directly so that there are no public misconceptions regarding covid (prejudice). (interview with GR Raas Sumenep)

Implementation of Health Protocol

Regarding the health protocol, the informants agreed with the health protocol, but many in their environment did not comply with the health protocol. Regarding sanctions. The informant said that there were no sanctions for residents in their RT who were found not to follow the health protocols.

'Yes, we often see only a handful of people who obey the protocol, many still take this lightly. If you use masks, you have to use... But if you don't wash your hands, you are not at home, but wherever you go, your family always carries a hand sanitiser' (interview with Firman)

Regarding the enforcement of health protocols, there are no sanctions for residents who violate it

What is the role of the RT/village and kelurahan apparatus in the Covid protocol? Are there sanctions or not for those who violate?

"There are no sanctions for violators, only a warning is given for those who violate" (interview with Nur Maulina)

"There are no people wearing masks here, Sis, because the average person here doesn't care about the corona virus" (interview with AlfianNur Laili)

"There doesn't seem to be any, sis, yes, in villages like here, no one believes in Corona, they say that corona is just a trick, sis" (interview with Alfian Nur Laili)

"In our place, people's activities are still the same, Sis, nothing has changed, yes, if there is a celebration and get-together, it's still the same as usual, Sis, no one is wearing a mask either." (interview with Alfian Nur Laili)

What is the role of the RT/village and kelurahan apparatus in the Covid protocol? Are there sanctions or not for those who violate?

"There is no sanction, only a warning for residents who do not apply health protocols" (interview with Kholifatul)

Is the Covid-19 protocol applied in the environment where the informant is?

Doesn't work effectively, just a formality (interview with AK, Raas Sumenep)

For residents who violate the Covid-19 protocol, no sanctions will be imposed by the RT/village apparatus.

It doesn't work and it's not very effective, it's just a formality. (interview with AK, Raas Sumenep) Activities in the village are still valid and many even don't comply with the prokes. (interview with AK Raas Sumenep)

"In my place, only about 30% carry out health protocols, because the data I have is taken from food stalls, cafes, most of them do not use health protocols, but in mosques and places of worship a health protocol system is applied. (interview with Ferdi, Sumenep)

There are also informants who only wear masks and wash their hands, do not keep their distance because of awkward reasons.

"The issue of wearing masks, keeping a distance and washing hands within the informant's family only applies to washing hands, but keeping a distance and wearing masks in the home environment is not done, because the first feels awkward and the second one is very close when you mingle with family. this informant apibala goes or has direct contact with other people, always wears a mask and obeys 3M." (interview with Ferdi, Sumenep)

Covid-19 Vaccine and Negative Issues Around Covid-19

In the Madurese community, negative information (hoax) is circulating about Covid-19 and the Covid-19 vaccine. This information includes: many people who abuse and take advantage of this virus, Covid-19 does not exist, Covid-19 vaccine causes death, etc. The following is an excerpt from an interview with an informant.

"There are also many people who misuse this Covid, such as taking advantage of this virus. (interview with Nur Maulina)

"There is also a neighbor of mine who has been seriously ill for a long time, but when he was taken to the hospital and died... He was immediately declared Covid' (interview with Nur Maulina)

"There are negative issues around covid-19, such as that there is no covid-19 and the covid-19 vaccine is dangerous" (interview with AlfianNur Laili)

Regarding vaccine 19, some people do not want to be vaccinated for reasons of fear of the effects.

'My own father is because he is afraid like him... Because he often hears about the effects that occur after being vaccinated. Yes, there are those whose feet are swollen because they have gout.... There are also those who don't feel well right away. (interview with Nur Maulina)

Are there people in your community who are not willing to be vaccinated? Why?

"There is. Because there are news of fake vaccines circulating, news that after being vaccinated they can die, and there are also people who are afraid because they have congenital diseases.." (interview with Nur Maulina)

'Based on the answer, Helliya and his brother, Rusmani, said that in their village no one had ever been vaccinated, because until now no officers had entered this remote village" (interview with AlfianNur Laili)

"Ada Mar, most of the people in my environment are not willing to be vaccinated because there are a lot of news circulating that people died when they were vaccinated" (interview with Mahmudah)

In addition to the general public, there are also medical personnel who have not been vaccinated for fear of negative issues surrounding Covid-19.

"That covid 19 is a biological weapon and was created to make money for the capitalists" (interview with Annisa Amalia)

Are there people in your community who are not willing to be vaccinated? Why?

"A lot, because there are still many negative issues about vaccine side effects. Many cases are affected by the side effects of the vaccine" (interview with Annisa Amalia)

Are there any negative issues around Covid-19 in your opinion?

"There are many, of course, such as conspiracies from the government. People who believe that the virus does not exist, to the issues where the virus is created because it is only for the needs of existing parties" (interview with Kholifatul)

Several issues regarding Covid-19 are developing in society. These issues include:

"There are so many negative issues about covid, such as covid as a political conspiracy, manipulating data as a business. (interview with Nur Maulina)

"There are negative issues around covid-19, such as that there is no covid-19, and the covid-19 vaccine is dangerous" (interview with Mahmudah)

'Even recently, what is currently an issue is the anti-covid vaccine, where many people still ask questions about the effects of giving the vaccine and also the side effects of the vaccine itself (interview with GR Raas Sumenep)

Lots of negative issues circulating. What he said was that there was no covid. The vaccine given is ineffective. So when there are people who think that Covid-19 doesn't exist, that person comes out not wearing a mask, etc. (interview with GR Raas Sumenep)

In my own environment, I still don't know because only teachers and village officials are vaccinated. For residents, there is still no vaccination information. If you hear from the residents, yes, some are willing and some are not. Those who are not willing because they are afraid of the side effects it will cause and whether it is true that the vaccine can fulfill the desired function, etc. (interview with GR Raas Sumenep)

The issue that is happening in the community is that Covid-19 is made in China, made by infidels, because many activities including religion are not allowed, so people here think it's just a conspiracy. (interview with AK Raas Sumenep)

If here only a few are willing to be vaccinated, for example, such as village officials, medical teams who directly come into contact with other people. There are still a small number of people who want it because the majority of people are still afraid. (interview with AK Raas Sumenep)

"Information that I did not know was about the mutation of the Covid-19 virus (interview with Ferdi, Sumenep)

IV. CONCLUSION

The conclusions of this research are: Madurese people hear information about Covid-19 from several media, including social media (instagram, youtube, twitter) as well as television. In addition, they get information about Covid-19 from the government's official website. Some of the information that the informants did not know included the process of spreading Covid-19; Covid-19 healing methods, symptoms of people affected by Covid-19 and mutations in the Covid-19 form. In relation to health protocols, informants agree with health protocols, but many in their environment do not comply with health protocols. Regarding sanctions. The informant said that there were no sanctions for residents in their RT who were found not to follow the health protocols. In the Madurese community, negative information (hoax) is circulating about Covid-19 and the Covid-19 vaccine. The information included: Covid-19 is not just a conspiracy, made by Chinese (infidels), the covid-19 vaccine is dangerous, many people died after being vaccinated, Covid 19 is a biological weapon and was created to make money for the capitalists.

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