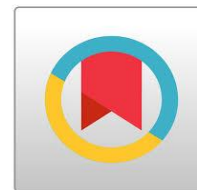


Digital-Based Public Communication of Public Relations of the Sleman Regency Government During the COVID-19 Pandemic

Komunikasi Publik Humas Berbasis Digital Pemerintah Kabupaten Sleman Di Masa Pandemi COVID-19



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ARTICLE INFORMATION	
<p>Keywords <i>Public Communcation; Government Public Relations Sleman; COVID-19; Digital;</i></p>	<p>ABSTRACT Public communication is important in handling Covid-19, both for prevention and as persuasion to apply the Covid-19 vaccination. As was done by the Public Relations of the Sleman Regency Government as the spokesperson for the Covid-19 Task Force which has proven to make Sleman the province with the highest handling of Covid-19 vaccinations. Public Relations of the Sleman Regency Government actively conveys public communication regarding the handling and prevention of the Covid-19 pandemic with a digital approach. This shows the importance of digital-based public communication during a pandemic. This study aims to determine the digital-based Sleman Regency Government Public Relations communication model in handling Covid-19. This research uses a descriptive qualitative approach with a case study method. The use of case studies considering that this research is very specific in discussing how the communication model carried out by the Public Relations of the Sleman Regency Government in communicating messages for persuasiveness to vaccination in Kab. Sleman is the highest. Data collection was carried out through in-depth interviews and FGDs with Public Relations of the Sleman Regency Government, Regional Apparatus Organizations (OPD), and the people of Sleman. The results of the study revealed that the Public Relations of the Sleman Regency Government was a spokesperson who was trusted to convey information related to the Covid-19 pandemic. The disaster communication model carried out by the Public Relations of the Sleman Regency Government, namely adapting the information determined from the Central Government then packaging it back in local languages and selecting trusted figures then utilizing digital media such as the Website, Facebook and Twitter @KabarSleman and on Instagram @HumasSleman to convey messages. In addition, Public Relations still uses conventional media such as newspapers, outdoor media and digital outdoor media such as LED. This research has a novelty value that the government must have one voice in public communication even though it uses various channels. The information provided to the public is designed to follow the central government's appeal to have the same news value so as not to cause public confusion.</p>
<p>Kata Kunci <i>Komunikasi Publik; Humas Pemerintah Sleman; COVID-19; Digital;</i></p>	<p>ABSTRAK Komunikasi publik penting dalam penanganan Covid-19, baik untuk pencegahan maupun sebagai persuasi untuk menerapkan vaksinasi Covid-19. Seperti yang dilakukan Humas Pemkab Sleman selaku juru bicara Satgas Covid-19 yang terbukti membuat Sleman menjadi provinsi tertinggi penanganan vaksinasi Covid-19. Humas Pemkab Sleman aktif menyampaikan komunikasi publik terkait penanganan dan pencegahan pandemi Covid-19 dengan pendekatan digital. Ini menunjukkan pentingnya komunikasi publik berbasis digital di masa pandemi. Penelitian ini bertujuan untuk mengetahui model komunikasi Humas Pemerintah Kabupaten Sleman berbasis digital</p>

	<p>dalam penanganan Covid-19. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus. Penggunaan studi kasus mengingat penelitian ini sangat spesifik membahas bagaimana model komunikasi yang dilakukan oleh Humas Pemkab Sleman dalam mengkomunikasikan pesan untuk persuasive hingga vaksinasi pada Kab. Sleman adalah yang tertinggi. Pengumpulan data dilakukan melalui wawancara mendalam dan FGD dengan Humas Pemerintah Kabupaten Sleman, Organisasi Perangkat Daerah (OPD), dan masyarakat Sleman. Hasil penelitian mengungkapkan bahwa Humas Pemkab Sleman merupakan juru bicara yang dipercaya untuk menyampaikan informasi terkait pandemi Covid-19. Model komunikasi bencana yang dilakukan oleh Humas Pemkab Sleman yakni menyadur informasi yang ditentukan dari Pemerintah Pusat kemudian mengemas kembali dengan bahasa daerah dan memilih tokoh terpercaya kemudian memanfaatkan media digital seperti Website, Facebook dan Twitter @KabarSleman dan di Instagram @HumasSleman untuk menyampaikan pesan. Selain itu Humas masih menggunakan media konvensional seperti koran, media luar ruang dan digital luar ruang seperti LED. Penelitian ini memiliki nilai kebaruan bahwa pemerintah harus memiliki satu suara dalam komunikasi publik meskipun menggunakan berbagai saluran. Informasi yang diberikan kepada masyarakat dirancang untuk mengikuti himbauan pemerintah pusat memiliki nilai berita yang sama agar tidak menimbulkan kebingungan masyarakat</p>
<p>Article History Send 20th February 2023 Review 4th May 2023 Accepted 20th June 2023</p>	<p>Copyright ©2023 Jurnal Aristo (Social, Politic, Humaniora) This is an open access article under the CC-BY-NC-SA license. Akses artikel terbuka dengan model CC-BY-NC-SA sebagai lisensinya.</p>



Introduction

At the end of 2019, the world was shocked by the emergence of a coronavirus disease (Covid-19) that seriously impacted all aspects of human life (WHO, 2020). The Coronavirus was first discovered in Wuhan City, Hubei Province, China, at the end of 2019. Currently, Covid-19 has infected more than 210 countries globally, including Indonesia. The Indonesian Government has declared Covid-19 to be a national disaster crisis. On a national scale, the handling of Covid-19 is managed by the central government directly under the President of the Republic of Indonesia through the Covid-19 Cluster. Likewise, the Special Region of Yogyakarta has a Task Force periodically conveying the development of Covid-19.

Law No.24 of 2007 states that a pandemic is part of a non-natural disaster. Subsequently, Presidential Decree No. 12 of 2021 determines the non-natural disaster of the spread of Covid-19 as a national disaster. The Special Region of Yogyakarta has become the fourth region with the highest number of Covid-19 cases. However, it has been declared the fastest province in completing the Covid-19 vaccination, expected to be completed in 11 months (Surianta, 2021). Sleman Regency has completed 78.03% of vaccination compared to other regencies (Wicaksono, 2021). This high desire for vaccination illustrates the education of the public on information related to vaccination and the role of Public Relations of the Sleman Regency Government in communicating policy to the public regarding the handling and prevention of the Covid-19 pandemic. Public communication is an activity with a communication strategy to provide information, form awareness, and influence people's behavior (Dijkzeul & Moke, 2005). In public communication, it is necessary to compose messages by creating a common meaning and adapting to the community's needs. Public communication should be consistent, formal, and oriented toward certain goals (Subandriyo, 2020).

Public communication is a communication process carried out by the government or public institutions that serves to provide information and policies that have been formulated. Public communication can be useful as a government tool in conveying effective messages as an effort to overcome disinformation related to Covid-19 (Nabila & Santoso, 2021).

The Covid-19 virus is relatively new in Indonesia, therefore the government must immediately adapt in terms of handling, including adapting to the character of communication in the Post Truth period which has three main characteristics. First, true information and evidence are not considered important as long as the sentences and thoughts conveyed can be accepted by the public based on the same way of thinking and beliefs. Second, there are manipulations made to trick the public into being influenced by using elements beyond the

power of thought and common sense. Third, the public acts as a distributor, producer and even consumer in disseminating information in the digital space. The above elements are then interpreted to be able to increase public confidence in the government's performance in dealing with Covid-19 (Muktiyo, 2020).

The government has regulated the management of public communications as stated in the Presidential Instruction (Inpres) Number 9 of 2015 concerning the Management of Public Communications. Compiled by the Ministry of Communication and Information with the aim of supporting the success of the working cabinet, absorbing public aspirations and accelerating the delivery of information on government policies and programs (Inpres, 2015). To convey public communication so that it is accepted by the public, careful and precise planning is needed. So we need the right communication strategy so that the message can be conveyed so that it functions as a space for open dialogue between the public and the Government.

During the Covid-19 pandemic, public communication can be performed through various media platforms. Based on Circular Letter document Number Hk.02.01/Menkes/199/2020 concerning Communication for Handling Coronavirus Disease 2019 (Covid-19), namely at No.1 part C which reads "Making Communication Products and Conveying / Disseminating Information in accordance with Public Communication Protocols (Letter Documents). Circular of the Minister of Health". The basis of this regulation is because it does not allow communication in the form of socialization or face to face directly, so that e-Government regulations are a solution for the government in providing information related to Covid-19 to the public quickly and efficiently. Based on regulations on Central Government policies submitted to Regional Governments, each Regional Government must have a digital media product to communicate with each other between the Government and the Community. This is what makes the Sleman Regency Government implement digital-based public communication.

Public Relations of the Sleman Regency Government has been actively using digital media to convey information and communicate with the public. Digital-based public communication is a form of public relations in carrying out e-government regulations that make it easier to provide services to the community. According to Ohmae (Wasisto, 2003), the future world will become borderless; there is no physical boundary between a country and a government administration. As McLuhan emphasized, communication as social interaction no longer has to be conducted face-to-face (physically) but can be through audio (sound) and visual (image) with the internet using a webcam (Windiasih, 2019).

This research uses the case study method to read problems in society, especially cases related to the massive Covid-19 vaccination in Sleman Regency, thus showing a uniqueness in this research. So this research will discuss how the on-examined digital-based public communication models carried out by the Public Relations of the Sleman Regency Government in tackling the Covid-19 pandemic are discussed. This study describes the form of public communication carried out by the Public Relations of the Sleman Regency Government as the Covid-19 Pandemic Task Force in its success in informing the public through digital-based communication. Interestingly, this research can be used as a reference for a digital-based public relations model for government public relations during the Covid-19 pandemic, which can be adopted by other districts. This research also adds empirical insight about social humanity, especially public communication and public relations communication.

Public Relations of the Sleman Regency Government has been actively using digital media to convey information and communicate with the public. Digital-based public communication is a form of public relations in carrying out e-government regulations that make it easier to provide services to the community. According to Ohmae (Wasisto, 2003), the future world will become borderless; there is no physical boundary between a country and a government administration. As McLuhan asserted, communication as social interaction no longer has to be conducted face-to-face (physically) but can be through audio (sound) and visual (image) with the internet using a webcam (Windiasih, 2019).

Therefore, this research focuses on examining digital-based public communication models carried out by the Public Relations of the Sleman Regency Government in tackling the Covid-19 pandemic. This study describes the form of public communication carried out by the Public Relations of the Sleman Regency Government as the Covid-19 Pandemic Task Force in its success in informing the public through digital-based communication. Interestingly, this research can be used as a reference for a digital-based public relations model for government public relations during the Covid-19 pandemic, which can be adopted by other districts. This research also adds empirical insight about social humanities, especially public communication and public relations communication.

This study develops previous research on public communication by government public relations. Nurjanah, Ishak and Sakir conducted a study entitled Implementation of E-Government Public Relations for Disaster Communication (Nurjanah, 2021). It describes disaster communication in five disaster-prone provinces in Indonesia through conventional media (direct communication, HTs, mosque horn speakers) and new media (websites, WhatsApp groups, social media, and applications). Government public relations play a role in

disaster communication in pre, during, and post-disaster events by prioritizing communication, information, coordination and cooperation (KIKK), together with OPD and the community (community leaders, religious leaders, and disaster care communities). In other words, the use of conventional and new media in public communication is inseparable.

Regarding the state of the Covid-19 pandemic as a non-natural disaster, preventive communication is important. This is like the research conducted by Masduki which examines government communication related to politics-economics. In a journal article entitled *Blunders of Government Communication: The Political Economy of Covid-19 Communication Policy in Indonesia*, it is explained that the government in dealing with Covid-19 is still confused in determining policies. This confusion appears marked by the fact that the communication between the Indonesian government during the COVID-19 pandemic (February–June 2020) was dominated by the desire to maintain a strong ruling power and to secure market stability. Two factors—pro-market communications policies and politicized COVID-19 data—have worked. This paper contributes to the literature by focusing on political and economic approaches to mediated discourse around pandemics (Masduki, 2020). In Masduki's research, it is interesting that there is communication on the government's interests in Covid-19, but it is still not focused on discussing how to implement public communication for the prevention of Covid-19.

Moreover, Rachmawati et al. carried out a study entitled *Innovation in Coping with the Covid-19 Pandemic: The Best Practices from Five Smart Cities in Indonesia*. They examined the innovation present due to the Covid-19 pandemic with the presence of smart cities, revealing that each case had the innovation to overcome the pandemic. They have exhibited uniqueness and local innovation adopted by the five areas. The innovation was demonstrated by using ICT-based applications in several public services as part of the implementation of smart cities (Rachmawati, et al., 2021). Rachmawati's research provides a new nuance for handling Covid-19 with an ICT approach, but has not specifically stated who the communication was carried out by. So different, this research will explicitly analyze in terms of Public Relations as well as Spokesperson for the Acceleration of Handling Covid-19 to find out more about the application of digital communication.

The fourth research was conducted by Firdaus, Tursina and Roziqin, entitled *Digital Bureaucracy Transformation During the Covid-19 Pandemic To Realize the Digitalization of the Indonesian Government*. It analyzed the changes in the Indonesian Government bureaucracy during the Covid-19 pandemic, discovering the challenges that must be faced in encouraging the transformation of the digital bureaucracy. Each stakeholder agreed that the

transformation must be accelerated. The government is rapidly being forced to move toward a digital future and take advantage of significant opportunities to advance the knowledge and innovation ecosystem with technology, collaboration and co-creation (Firdaus, Tursina, & Roziqin, 2021).

In addition, the fifth study that became a research reference related to the importance of using digital media was research from Rahmanto (2021). The results of his research show that social media has a positive and significant effect on public perceptions of good governance and its three aspects. The findings of this study support previous research that the use of social media can increase government transparency and citizen participation (Rahmanto, 2022). This is also supported by research by Roosinda (2021), research related to Communications of the Government of Surabaya In the Socialization Protocol Health through the Account of @sapawargasby shows the results that The government of Surabaya city is one that uses Instagram as a forum for delivering information to the people of Surabaya, especially during the Covid-19 crisis, the Instagram content of the Surabaya city government, namely @sapawargasby which is managed by the Surabaya Department of Communication and Information. The Surabaya Government responsive in making prevention and application of health protocols to inhibit the Covid -19 virus, not only that on Instagram, it also displays other policies that are very beneficial to the people of Surabaya (Roosinda, 2021).

Furthermore, there is a critical study conducted by Sukandar et al (2022), which considers that government communication, among others, still finds sectoral egos, inconsistencies in messages sent by government institutions, use of non-universal reference symbols, many ceremonial aspects. unnecessary, and the gap between the formulation and realization of ideas and the involvement of stakeholders in the spirit of volunteerism (Sukandar, et al 2022). Previous research on public communication by government public relations has not discussed the content of public communication model in the Covid-19 pandemic with a digital approach. The proposed research aims to fill the gap in previous research

Method

This study employs a descriptive qualitative approach with a case study method. A case study explores bounded systems or cases (Miles, Huberman, & Saldana, 2014). The discussion focuses on digital-based public communication by the Public Relations of the Sleman Regency Government during the Covid-19 pandemic, especially during the Covid-18 vaccination socialization period. The data were obtained through an in-depth interview and FGD with the Public Relations of the Sleman Regency Government, Regional Apparatus Organizations

(OPD), and the people of Sleman. The Public Relations of the Sleman Regency Government was chosen, namely Shavitri Nurmala Dewi, the spokesperson for the Covid-19 Task Force of Sleman. The selection of informants in this study was considered the most appropriate because Shavitri Nurmala Dewi was a Public Relations of the Government as well as carrying out her role as a spokesperson for the handling of the acceleration of the Covid-19 pandemic. Next, choose the Government that has direct contact with the handling of Covid-19, namely the Health Service, and the people of Sleman who are selected based on awareness to follow the Government's call for vaccination. Data display is done by means of narrative text in the form of notes in the field. By presenting the data, later the data will be organized and arranged in a relationship pattern, so that it will be easier to understand (Rijali, 2018). Regarding data triangulation, interviews were also conducted with the Sleman community to obtain valid information and data suitability. Secondary data were collected from the internet and related documents. A data validity test was run through source triangulation. The Miles and Huberman model was utilized to analyze the data (Miles, Huberman, & Saldana, 2014). This method was chosen to obtain in-depth and precise conclusions from research results related to the role of public relations and the use of digital media in an effort to communicate to the public regarding the handling of the COVID-19 pandemic.

Result and Discussion

Result

Public communication is the key to providing direction, policy, and persuasion to the community for a better life. Media can help accelerate the delivery of information and invite the public on a massive scale to make communication more effective and efficient. This study discusses the public communication in handling Covid-19 using digital media to support message delivery.

Public Communication of Covid-19 Handling by Public Relations of the Sleman Regency Government

At the beginning of the Covid-19 pandemic, the Public Relations of the Sleman Regency Government, as the regional government, could not take major preventive actions because the Indonesian Government system took policy following the direction of the central government. Thus, the Public Relations of the Sleman Regency Government carried out public communication when the Covid-19 was present in the community. The message conveyed was

up-to-date information regarding the development of cases and steps to reduce the spread of Covid-19, called Citamasjajar (Cuci Tangan Pakai Masker Jaga Jarak).

Based on in-depth interview with Dra. Shavitri Nurmala Dewi, as Public Relations of the Sleman Regency Government as well as Spokesperson for the Acceleration of Handling COVID-19, said that the limited and old information from above caused conflicts at the beginning by the central government and local governments. This is because the central government wants everything in one command, but the information conveyed takes a long time so that local governments must also take a stand in dealing with community.

This is also as stated in the results of research by Dunan, who said that the problem that occurs in disseminating information about central government policies to the regions is the lack of communication and coordination between government public relations at the central and regional levels. The problem that occurs in disseminating information about central government policies to the regions is the lack of communication and coordination between government public relations at the central and regional levels. (Dunan, 2020).

“We, as the government’s public relations officer, act as mediators between the government and the community. So, the messages we convey are the results of research, technical knowledge from meetings with agencies related to handling Covid-19, and the message of the importance of vaccination and Citamasjajar. Citamasjajar is an acronym for washing hands, wearing masks, and keeping a distance, a slogan created by the Health Department of Sleman Regency.” (Shavitri Nurmala Dewi, Public Relations of the Sleman Regency Government. Interview results on March 14, 2022).

Good handling of this disaster communication has implications for the presentation of the spread of COVID-19. Based on News on IDXchannel.com and Republikajogja.co.id states that Covid-19 cases in Sleman Regency tended to decrease (Erlin, 2022). On February 27, 2022, 769 cases were recorded, then dropped drastically to 322 cases on February 28, 2022, and 555 cases on March 1, 2022. On February 28, 2022, Sleman confirmed that the Covid-19 number of cases in the regency was not the highest in Yogyakarta (Suryana, 2022).

“We have to keep in touch with the community. That way, our goal is to provide information as community guidance and look forward to it being useful for the community to remind each other” (Shavitri Nurmala Dewi, Public Relations of the Sleman Regency Government. Interview results on March 14, 2022).

According to the Public Relations of the Sleman Regency Government, public communication for non-natural disasters, such as the Covid-19 pandemic, contains messages that must be delivered quickly, massively, and accurately.

“Conveying information on Covid-19 and Merapi eruption is different, despite both being natural disasters, because people can physically see the condition of Merapi and they will easily believe it. However, we cannot see what Covid-19 looks like; therefore, the delivery of messages must be clear, accurate, massive and fast to prevent people from receiving wrong information from untrusted sources.” (Shavitri Nurmala Dewi, Public Relations of the Sleman Regency Government. Interview results on March 14, 2022).

Proper public communication will provide useful information in reducing public panic due to unclear issues and rumors. This effort was carried out by the Public Relations of the Sleman Regency Government by providing accurate information with up-to-date and credible data.

“Mrs. Evi has been a public relations officer for a long time, and we, as the community, believe in the information she conveyed because accurate data always accompany it.” (Anton, Sleman Community. Interview results on April 2, 2022).

Public communication to reduce disaster risks in emergency and non-emergency situations has a variety of message strategies. These strategies can be adapted to local, regional, national and international conditions. Therefore, disaster communication is a dynamic and interactive process involving exchanges between various groups, as performed by the Sleman Regency Government. In handling the non-natural disaster of the Covid-19 pandemic, public relations has also collaborated with relevant regional apparatus organizations (OPDs).

“The cooperation relationship in handling Covid-19 adjusts the distribution of concerns, including the education, communication and information, social, operational, and economic sectors. Regional apparatus organizations (OPDs) related to education include BPBD, the Education Department, Bapeda, Prof. Warno (an Expert), the Health Department, and the Culture Department. OPDs related to communication consist of BPBD, the Health Department, Public Relations of Sleman Regency, and Kominfo). Furthermore, social OPDs cover the Social Department, Health Workers, the Health Department, Public Health, BIN, and P3AP Service). Then, OPDs related to operations involve the district head, BPBD, BKAD, POLRES, DANDIM, and BIN. Finally, economic OPDs include the Cooperatives, Industry and Trade Department, Economic Affairs, Banking, Bank Directors, and the Tourism Department.” (Shavitri Nurmala Dewi, Public Relations of the Sleman Regency Government. Interview results on March 14, 2022).

Public Relations of the Sleman Regency Government explained that it was important to establish cooperative relationships with other agencies to improve the quality of information delivery and minimize misunderstandings. In addition to collaborating with the local government, the Public Relations of the Sleman Regency Government also communicates with the pattern of forming a community from the community. This is important considering that

the government will not be able to run alone without the involvement of the community. As stated by the Deputy Mayor of Yogyakarta, Heroe Poerwadi said that:

"By inviting the community to participate in handling Covid-19, the Covid-19 disaster will be more easily overcome and the community can adapt to the existing conditions as well as find their own way to rise from their condition," (Heroe, Pemkot DIY,

The form of communication carried out by the Public Relations of the Sleman Regency Government in establishing direct public communication with the community is through Whatsapp Group. The group on Whatsapp consists of representatives from each Government Service related to handling Covid-19, the media, and representatives from each Kapanewon.

The Use of Digital Media by Public Relations of the Sleman Regency Government in Handling Covid-19

Based on regulations on Central Government policies submitted to Regional Governments, namely referring to Circular Letter document Number Hk.02.01/Menkes/199/2020 concerning Communication for Handling Coronavirus Disease 2019 (Covid-19), namely at No.1 part C which reads " Making Communication Products and Conveying / Disseminating Information in accordance with Public Communication Protocols (Letter Documents) Circular of the Minister of Health" also became the initial basis for implementing the use of digital media. Besides that, the media is useful for gathering information and conveying messages, appeals, warnings, or invitations quickly to change behavior to comply with health protocols.

"The growing media, despite its negative effects, helps us spread information and listen to reports from the public directly. Thus, the government can provide information to the public quickly." (Shavitri Nurmala Dewi, Public Relations of the Sleman Regency Government. Interview results on March 14, 2022)

The digital media used by the Public Relations of the Sleman Regency Government covers the website www.slemankab.go.id, Facebook Kabar Sleman, Instagram @HumasSleman, Twitter @KabarSleman, dan Youtube Sleman TV.

"In general, the message information we convey is relatively the same. However, it is back again to the community on what media and how often it is used. Therefore, we always try to provide as much information as possible from various existing digital media platforms." (Shavitri Nurmala Dewi, Public Relations of the Sleman Regency Government. Interview results on March 14, 2022).

Public Relations of the Sleman Regency Government has implemented digital communication technicians by compiling press releases every day for those published on

websites, Instagram, and Twitter by adding attractive designs so that information can be received properly and completely. According to Shavitri Nurmala Dewi, the preparation of digital content on Instagram and Twitter is the core message of press releases delivered to conventional media. It adapts to the nature of the social media audience, which prefers short and to-the-point information. As in the Instagram content above, the main message is an official circular from the Regent of Sleman Regency outlining the core policy established. The use of Instagram social media is sufficient to support the process of disseminating information for preventive steps. It has several features such as: uploading photos and videos, commenting, love (giving likes to a post), DM (direct comment), explore (providing other popular posts), Instastory (allowing users to upload photos or videos but not on the feeds). The forms of public communication implemented by the Public Relations of the Sleman Regency Government on digital media are as follows:



Figure 1. Instagram Content @HumasSleman

In addition to Instagram, the Public Relations of the Sleman Regency Government has employed Twitter to write core tweets. The information provided tended to be more interesting and clear with the help of infographics explaining the latest information on Covid-19 developments.

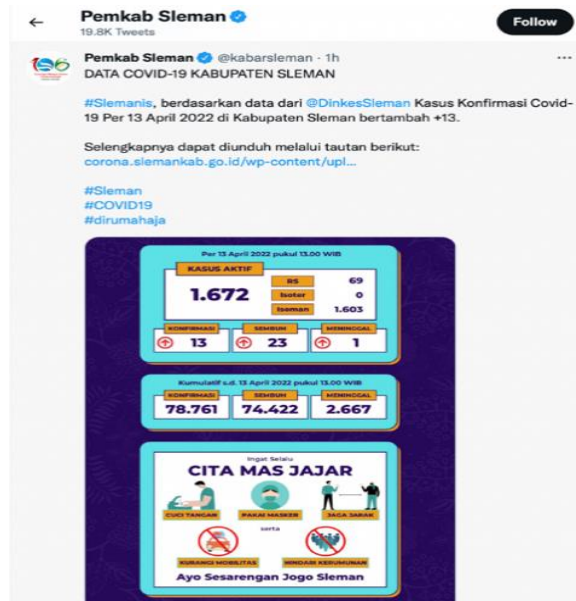


Figure 2. Twitter Content of @PemkabSleman

“With a supportive design, the information compiled in infographics by public relations makes it easier for us as the community to receive clearer information, images of visual aids become more points to help us process information effectively.” Miyosa (Community of Sleman Regency. Interview results on March 20, 2022)



Figure 3. Youtube Content of @HumasSleman

Furthermore, the Public Relations of the Sleman Regency Government also carried out public communication with a digital media approach through the Sleman Public Relations Youtube Channel. There is a video campaigning for the "Cita Mas Jajar" Movement. Cita is interpreted as washing hands. Mas means wearing a mask. Jajar stands for Keep a Distance of 1.5 meters. This visual socialization of Cita Mas Jajar was carried out in the early days of the

Covid-19 pandemic in Sleman, but the public's attention was relatively low (Pratiwi & Arisanto, 2021), only around 143 views watched the video.

The communication system within the organization depends on each section or level, technical communication. The flow and the communication media used from the leadership level to the subordinates will differ from subordinate to superior level. The same applies to the flow and media of communication between one level, such as between employees of one department (employee relations and communication media model). Therefore, the use of media with style and design follows the target audience of Sleman Regency.

The Public Relations of the Sleman Regency Government has also utilized conventional media to support public communication in handling Covid-19. The used conventional media included billboards, posters, banners, and pamphlets, of which the content was coordinated with the Health Department to misinformation.

In addition, Shavitri Nurmala Dewi, as public relations and spokesperson for the Covid-19 Task Force, wrote a book, "Sleman Tangguh," a step to educate the public and promote Sleman Regency. Then, the use of other conventional media aims to establish good relations with the media for print media publications such as Jogja Daily, Kedaulatan Rakyat, Jawa Post, Medcom, Tempo, Kompas, Sindo, Suara Updates, iNews, SCTV, Kumparan, Trans TV, RCTI, and SCTV. The Public Relations of the Sleman Regency Government has maintained two-way communication, facilitated communication with the public, and kept communication channels open. The various uses of the existing media would facilitate the smooth public communication carried out by the Public Relations of the Sleman Regency Government to its community.

Discussion

Public communication is defined as the activity of understanding, designing, implementing, and evaluating successful communication campaigns within a framework to serve the public interest. It is used to inform or persuade, build relationships, and encourage open dialogue toward long-term solutions within the organization or community (Pearson, Paul, Titsworth, & Harter, 2003).

Public Communication of a Non-natural Disaster of the Covid-19 Pandemic

Based on the data exposure, it is known that The Public Relations of the Sleman Regency Government carried out public communication when the Covid-19 was present in the community. The message conveyed was up-to-date information regarding the development of cases and steps to reduce the spread of Covid-19, called Citamajajar. The messages conveyed

by the Public Relations of the Sleman Regency Government depict a unique form of public communication because it provides persuasive messages, easy to remember (Nisa, 2015). Hence, in its application, every information message communicated by the Public Relations of the Sleman Regency Government could be accepted and carried out by the community. It was seen from the high enthusiasm of the community for vaccination and the rapid decline in cases in the regency.

According to Dennis Dijkzeul and Markus Moke (Dijkzeul & Moke, 2005), public communication is defined as activities and strategies aimed at the target audience. The purpose of public communication is to provide information to the target audience, increase awareness and influence the attitudes or behavior of the target audience. Public Relations of the Sleman Regency Government knows what steps must be taken in communicating COVID-19 to the public, so delivering quickly and based on accurate data is very appropriate as stated by Dijkzeul & Moke. This is also supported by the statement Coppola and Maloney described the importance of information about disasters for the community. Once the community is appropriately informed about a hazard, they will be ready to take appropriate action to reduce their vulnerability to hazard risks (Coppola & Maloney, 2009).

The role of government public relations in communicating disasters to the public is one of the important aspects of reducing uncertainty (Deane, 2015). It is in line with the characteristics of disasters, always accompanied by uncertainty. Public communication regarding natural and non-natural disasters is a comprehensive effort to prevent and reduce disaster risks by managing messages or information, distributing messages, and receiving messages from the pre-disaster, during the disaster, to post-disaster stages (Lestari & et.al, 2021).

Especially in public communication involving cooperation between Regional Apparatus Organizations (OPD), this provides a positive value for integration between Sleman Government OPDs. As a leading institution in handling the Covid-19 pandemic, the Regional Government can carry out internal consolidation and build synergies with external institutions. Internal consolidation is carried out to ensure that village, sub-district officials and all related OPD work optimally in dealing with Covid-19. The local government must ensure the availability of health facilities, medicines, health workers and the community to implement strict prokes.

This has been done by the Public Relations of the Sleman Regency Government in synergy with related institutions such as Central Government agencies, community/religious leaders, entrepreneurs and others. Regional heads are expected to be effective leaders in dealing with the Covid-19 pandemic.

Community/ religious/ political leaders should be role models for society as described by Ki Hajar Dewantara “Ing Ngarso Sug Tulodo, Ing Madya Mangun Karso, Tut Wury Handayani”. These figures are expected to build optimism, togetherness and support conduciveness in the community.

Entrepreneurs are strategic partners of the government in dealing with the Covid-19 pandemic. With the resources they have, entrepreneurs can help the government provide health facilities/alkes, medicines and others needed. Entrepreneurs are expected to increase compassion and avoid bad business practices, such as hoarding goods needed by the community. Students as future leaders of the nation can provide constructive thoughts in dealing with Covid-19 and become part of the problem solver. Real action can also be taken by helping the government increase people's awareness to implement the program, spreading optimism through massive social media. The role of the community in handling Covid-19 is very important by implementing strict procedures and maintaining health. Communities can also increase solidarity by helping others in need (Ayundari, 2021).

Digital-Based Public Communication Model of the Public Relations of the Sleman Regency Government

Local government information and communication technology (ICT) media embodied in government websites or electronic government (e-government) can be used as digital communication media in regional development to realize democratization, transparency, participation, evaluation, control and public interaction. Most government public relations practitioners believe that social media benefits their organizations (Wright, Kumagi, & Bonney, 2001), including in handling the Covid-19 pandemic. In Public Relations the Sleman Regency Government has developed a public communication model that is specific to persuasion for the Covid-19 vaccination. The public communication model is carried out as shown in Figure 4.

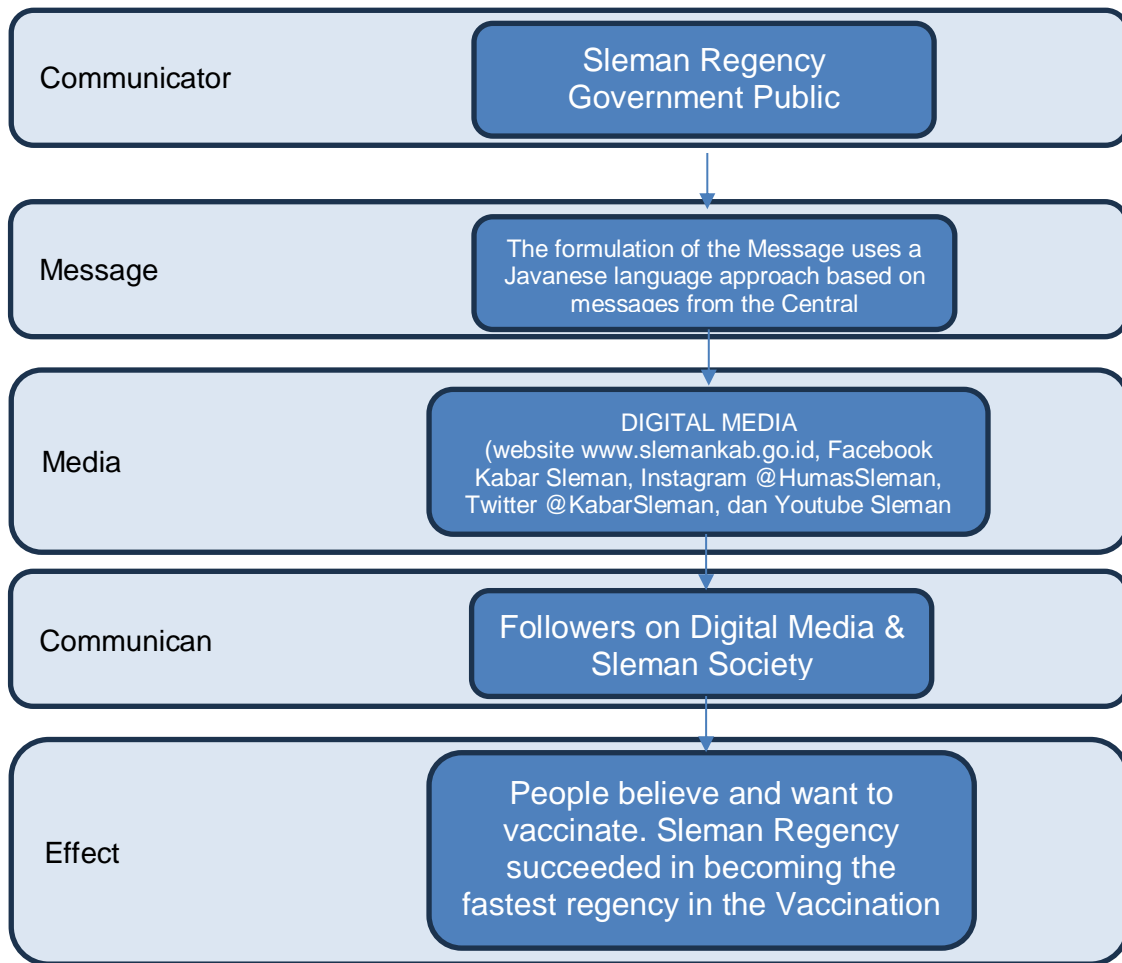


Figure 4. Digital-Based Public Communication Model of the Public Relations of the Sleman Regency Government

Based on the presentation of Figure 4. It is known that the public communication model carried out by the Public Relations of the Sleman Regency Government formulates messages based on information determined from the Central Government then repackages them in a language that is more friendly to the community, namely using the Javanese language approach and choosing trusted figures then utilizing digital media such as websites , Facebook and Twitter @KabarSleman and on Instagram @HumasSleman to share your message. The result is effective, that is, people believe and want to vaccinate. Sleman Regency succeeded in becoming the fastest regency in the Vaccination action of 80% of the population (Pranyoto, 2021).

The media is useful for gathering information and conveying messages, appeals, warnings, or invitations quickly to change behavior to comply with health protocols. Public Relations of the Sleman Regency Government has realized that the need for fast public

interaction in handling COVID-19 requires fast communication tools as well. So that the use of digital media becomes an important center point in communicating Covid-19. It same like research by Salahuddin et.al (2020) on how the Indonesian government uses Twitter to campaign for programs and policies to control the Covid-19 pandemic found the fact that social media has a significant and important role in which is sed as a means of overcoming the Covid-19 pandemic. Through social media, communication and coordination in overcoming Covid-19 are focused on the theme of overcoming Covid, namely requests and directives from the central government to unite against corona, know and understand the coronavirus, comply with central government policies, pay attention to the interests of the state, and care for Indonesia (Alnizar & Manshur, 2022).

It follows the concept of digital media to disseminate information with transparency and accountability to the public regarding the planning, implementation and development outcomes. According to Davis (Davis, 2003). the benefits of e-government digital media include (1) efficiency and effectiveness of administrative affairs and costs; (2) improving the ability to respond to various requests, proposals, and questions as well as criticisms about public services to be more practical, fast and effective; (3) providing access to services and communication networks for consolidation and dissemination to all departments and non-departments at all levels more quickly, effectively and efficiently; (4) establishing interactions, aspirations, accommodation and socialization and providing information; (5) participation, interaction and consolidation (unifying) media for the community to channel feedback freely, without fear. Moreover, Maksum (Windiasih, 2019) explained that the function of digital media through e-government is to strengthen and support the existence and function of public relations for the central or regional government. Public relations refer to an organization serving as a method to build public trust.

Subsequently, Rice (2009) asserted that digital media provides benefits in the production sector of the economy, improves public sector administration, especially transparency in the procurement process for public service contracts, has reduced corrupt practices and increases the potential for education. So that the use of digital media used by the Public Relations of the Sleman Regency Government including the website www.slemankab.go.id, Facebook Kabar Sleman, Instagram @HumasSleman, Twitter @KabarSleman, dan Youtube Sleman TV is very appropriate because it is supported by the form of messages conveyed which can vary. It is in line with the opinion of McQuail and Corner (Dijkzeul & Moke, 2005) that the role of technology can inform and describe all political activities through a communication network to reach a wider audience and in a more

attractive form. Through a multimedia system that integrates text, images and sound, the display of an event is easier to understand by the media audience. Therefore, the use of digital media by the Public Relations of the Sleman Regency Government can be effective and is proven by a decrease in cases of COVID-19 transmission in Sleman Regency.

However, the use of conventional media cannot be taken for granted, considering that digital media literacy is still not evenly distributed in the community. This is because there are consequences from the use of digital media, namely the existence of cybercrimes, technological limitations, people who are not literate on the content that needs to be shared, technical constraints in the form of inadequate network infrastructure, and inequality in the community's ability to modern media facilities (Windiasih, 2019). So that the steps taken by the Public Relations of the Sleman Regency Government, which are still collaborating with conventional media, are also the right steps to communicate to the public the prevention of the spread of Covid-19 effectively.

Conclusion

Public communication plays a big role in reducing the dangers of a non-natural disaster, the Covid-19 pandemic. Based on Circular Letter document Number Hk.02.01/Menkes/199/2020 concerning Communication for Handling Coronavirus Disease 2019 (Covid-19), namely at No.1 part C which reads "Making Communication Products, this regulation directing to the importance of digital media for public communication as a solution for the government in providing information related to Covid-19 to the public quickly and efficiently. Based on regulations on Central Government policies submitted to Regional Governments, each Regional Government must have a digital media product to communicate with each other between the Government and the Community. This is what makes the Sleman Regency Government implement digital-based public communication to urge the prevention of the transmission of covid and the appeal of the COVID-19 vaccination. This study discovered a big role in public communication delivered by the Public Relations of the Sleman Regency Government to convey preventive and up-to-date information related to case developments and appeals to reduce the spread of Covid-19 with the slogan Citasmajajar.

There are differences in public communication to communicate the Covid-19 pandemic, the messages must be conveyed quickly, accurately and massively, and using a cultural message so that the Public Relations of the Sleman Regency Government using digital media is a good decision. The public communication model carried out by the Public Relations of the Sleman Regency Government formulates messages based on information determined

from the Central Government then repackages them in a language that is more friendly to the community, namely using the Javanese language approach and choosing trusted figures and using digital media. The result is effective, that is, people believe and want to vaccinate.

Digital media is useful for obtaining information as government public relations can quickly convey information, appeals, warnings, or calls for behavior change to comply with health protocols. The digital media used by the Public Relations of the Sleman Regency Government included the website www.slemankab.go.id, the Sleman News Facebook Fanspage, Instagram @HumasSleman, Twitter @KabarSleman, and the Sleman TV Youtube Channel. Moreover, the Public Relations of the Sleman Regency Government has also been aware that digital media could not be separated from conventional media. Hence, to support public communication related to the effective handling of Covid-19, the Public Relations of the Sleman Regency Government continued to use conventional media such as billboards, posters, billboards, banners, and pamphlets and established the book "Sleman Tangguh" as a step to educate the public and promote Sleman Regency.

Through the development of digital media, it will facilitate communication from the government to the public, however, researchers see that the Public Relations of the Sleman Regency Government must pay attention to the attention and response of users. It can be seen from the lack of YouTube views, it shows that public awareness is still uneven about access to communication in digital media. Therefore, the researcher through this paper provides two recommendations, namely (1) the importance of developing communication with information and communication technology media through e-Government to improve good, fast and responsive public communication, active participation from the public and transparency of the two budgets. and program development. This research realizes that it still focuses on communication media content, for further research development it is necessary to examine related information technology gaps so that it is necessary to increase the competence of human resources in local government and community environments, as well as expand access to information network facilities to support effective and targeted public communication.

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