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RESEARCH ARTICLE

COMMUNICATION CRISIS IN THE NEW MEDIA ERA DURING THE PANDEMIC-19 IN INDONESIA

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Abstract

This study discusses the communication crisis during the Covid-19 pandemic, a study of the scope of the spread of Covid-19 through the air. This study uses the theory of SSCT (situational crisis communication theory) by Choombs, 2007. The method used in this study is descriptive qualitative. The crisis that occurred at WHO could result in a loss of public trust in WHO as a trusted source of world health information, WHO proved wrong. Based on the understanding of crisis communication, the crisis of discrepancies in information conveyed by WHO regarding the spread of the corona virus through the air is an information crisis that occurs due to human error, where WHO is considered negligent in reviewing any information before it is conveyed to the public. Based on research, that society in general lacks people's self-confidence so that they often get information through new media that they receive without finding out the truth, so that people only think about living during the covid-19 pandemic.

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Introduction:-

The presence of new media has changed the way public relations practitioners (hereinafter written with PR) think and carry out their practices. By optimizing the potential of social media, PR practices will be more global, more strategic, more two-way and interactive, symmetrical or dialogical and more socially responsible. It is quite underlying that in this new era social media can be used as one of the toolkits used in PR strategies in communicating with the public. One of the PR practices that have changed with the development of communication technology is crisis communication. The development of communication technology increases the potential for the presence of a crisis will be even greater.

As the world is currently being hit by the corona virus that has mutated and can cause fatal things for humans. Not only that, the virus also spreads very quickly which results in humans being attacked. COVID-19 is the name of the disease that is sweeping the world. All countries around the world must make swift efforts in responding to what must be done in order to stop the rate of spread of the virus.

In January 2020, the World Health Organization (WHO) declared an outbreak of the new coronavirus disease in China's Hubei Province a Public Health Emergency for International Concern. Who said there is a high risk of coronavirus 2019 (COVID-19) spreading to other countries around the world. WHO and public health authorities around the world are taking action to control the COVID-19 outbreak. However, long-term success cannot be taken for granted. All parts of our society, including businesses and entrepreneurs, must play a role if they are to stop the spread of this disease. It is understood that COVID-19 has caused many losses in all sectors and not just the health

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sector, according to WHO all countries must strike a good balance between protecting health, minimizing economic and social disruption, and respecting human rights (Indasari and Anggriani, 2020).

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WHO stated that COVID-19 is not just a public health crisis, it is a crisis that will touch every sector so every sector and every individual must be involved in the struggle. Countries must take a government-wide, whole-community approach built around comprehensive strategies to prevent infections, save lives and minimize impacts. The great impact is also felt in Indonesia, in various fields, but the amount of news that is confusing, not even referring to complete information makes people feel confused to follow the various rules that are done. People are afraid of various news headlines that report how COVID-19 entered Indonesia for the first time, but the news presented is incomplete.

One example of news that makes the public feel less satisfied with the information provided one of them is the news that mentions president Joko Widodo's efforts to announce the first two patients of Covid-19 in early March. This is because the news information is inaccurate and the identity of the victim has not been revealed at the time. Various circles continue to criticize the government related to the unclear information and handling of Covid-19. Communication problems that do not improve this makes public confidence decrease. People trust other sources of information from the internet and social media more than official government sources, such as covid.19.go.id and kemkes.go.id. Though other sources of information that do not come from the government web often cause confusion. Here is also a recent news that says that the corona virus can spread through the Air reported from the instagram account @Inheartperki 2020 (Indasari and Anggriani, 2020).

Before stating that the corona virus in the signal can be spread through the air there is the same statement but was tamed by who and said that it is a hoax. From these two WHO posts, the public becomes increasingly difficult to have complete trust in the mass media, and this situation must be improved so that the public can understand what is right or wrong in the news. In addition to these examples, of course, there are still many other cases of news that make it more difficult for the public to analyze accurate information so that the role of the government to evaluate good ways of communication to the community must certainly be done. One of the things that must be done by the government to convey information that can be received by the public is to use crisis communication. Communication science has an important role to play in helping to solve the COVID-19 pandemic in Indonesia and several other countries. Among them by using crisis communication, said the Head of the Department of Communication Sciences, Faculty of Dakwah and Communication UIN SGD Bandung, Darajat Wibawa.

Narayana Mahendra Prastya, in his journal "Crisis Communication in the New Media and Social Media Era" (2011), Pinsdorf said that the basis of crisis communication is to respond immediately once a crisis occurs, with an open and honest message to stakeholders (stakeholders) whether affected directly or indirectly. Companies or organizations have "a minimum of 40 minutes to a maximum of 12 hours" to explain their version of a crisis.

If within that time period the organization or corporation fails to release relevant information, then public confidence may have fallen in the information that will be released outside the time frame. Crisis communication is concerned with how organizations, companies, and individuals cope with aspects of crisis management communication. How do they, or should they, communicate with the news media, employees, and consumers? They must choose a possible word to convey their message, and the right and most appropriate public or media. Obviously there are

more methods of communication as time goes on. It's a challenging method choice. But ideas and principles still do what is far and true.

Basically a crisis can happen anywhere, and in any context, no institution is immune from crisis. Likewise with Indonesia, especially in the city of Jakarta, controversial and ambiguous statements can cause the public to become misperception, such as an appeal from the Governor who does not allow the public to hold mass gatherings continued by the Governor's action to attend the Prophet's Maulid together which causes community protests, and a loss of public trust in the government.

The time span has become increasingly short in the new media era, where information circulates so intensely and so quickly. Of course this requires PR must respond quickly to the crisis situation that occurs. This is where crisis communication comes into play. As the crisis begins to escalate, the most important thing to do is communication. Crisis communication is the "lifeblood" of all crisis management activities and plays an important role in crisis management. As previously explained, speed becomes something that must be considered by a corporation or organization when communicating in times of crisis. It is a challenge for communicators in the era of crisis to communicate immediately respond to all available news including answering issues, rumors, grapevines, rumors, and other things that can damage the company's image, but on the other hand the information or data owned is still not enough.

This article will provide some examples of how companies or organizations are using their social media in a crisis. At the end, the author will provide a recommendation that in crisis management planning, a company or organization should include the use of social media. The reason is, planning is the beginning of the success of a public relations activity including crisis communication.

Methods:-

This research was conducted with a descriptive qualitative scientific approach. Qualitative approach is a research method used with the aim of exploring, describing, and understanding a symptom centrally. In other words, qualitative research methods are used to examine, analyze, and examine a problem to the point where it is discovered. Qualitative research method is a study used to examine natural objects where the researcher is a key instrument, data collection techniques are done together, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization).

Qualitative research aims at maintaining the form and content of human behavior and analyzing its qualities, instead of turning them into quantitative entities. The purpose of this descriptive research is to create a systematic, factual and accurate description of the facts, properties and relationships between the phenomena investigated (Prasanti, 2018).

Research Site

This study focuses on descriptions that explain the communication of the crisis during the Covid-19 Pandemic (case study of news about the spread of coronavirus through the air in DKI Jakarta).

Data Collection Techniques

Data collection techniques in qualitative research are by conducting observations, interviews, and documentation studies (Prasanti, 2018).

1. Observation: The observations made in this study are observations. Observations were made by nonparticipant observation of adolescent girls who use communication media to seek health information.
2. Interview: Interviews are conducted to find out to complete the data and efforts to obtain accurate data and the right data source. In this study, the authors interviewed 5 informants, consisting of adolescent girls who came from health and who came from non-health.
3. Documentation Studies: Documentation studies in this study are needed to sharpen research analysis related to the use of adolescent girls' communication media in search of health information.

The data collection technique used in this study is through interviews (interviews) with sources (informants). The interview in question is a conversation and Q&A directed to get data and research information The interview will be conducted separately with three sources, namely the Medical Team, Office Workers, and Street Vendors.

Interview

Qualitative interviews are conducted to obtain knowledge of the subjective meanings that individuals understand with regard to the topic being studied, as well as to explore issues that cannot be done through other approaches (Poerwandari, 2007: 146).

Interviews are used as a data collection tool because of their high flexibility. Because the answers given by the source develop so that more straightforward and complete information will be obtained. Researchers have how to generate public trust in the new media.

Interviews can be distinguished in three basic approaches in obtaining qualitative data (Poerwan from 2007: 146):

1. Informal interviews based entirely on the spontaneous development of questions in natural interactions. This is done when meeting an expert online business informant.
2. In this interview process researchers are equipped with very general interview guidelines, listing issues that must be covered. This interview was conducted with a marketing communications expert.
3. Interviews with open standard guidelines. In this interview process the interview guidelines are written in detail, complete with a set of questions and their description in sentences.

The study will use interviews with public prosecutors. To get quality answers, researchers need to build good relationships with informants. To build trust that the results of the study were not misused and the researcher was not involved in any assessment of the informant's answer (judgement). The downside of interviews is the frequent gap in what informants say and do with the understanding of researchers (Daymon& Holloway, 2008).

Sources

1. The source criteria are as follows (Sugiyono 2005:54):1. The source has been long enough and intensively fused with activities related to the desired information. In addition, it also lived earnestly as a result of long-standing involvement with the environment or activities concerned. It is usually characterized by its ability to provide information, memorizing "out of the head" about something being asked.
2. The source is still actively or fully involved in the environment or activities of concern to the researcher.
3. Sources in providing information do not tend to be processed or prepared in advance (Bungin, 2003:54-55). Speaking as it is in providing information.
4. Sources are classified as still "unfamiliar" with research, so researchers feel more challenged to "learn" as much as possible from sources who serve as "new teachers" for researchers.

Observation:-

Observation is the method that underlies all research. Whatever methods researchers use in a variety of situations, it always involves observation to obtain evidence that helps understand the context of research (Daymon&Holloway 2008). Observation requires recording, systematic recording of an event, artifacts and informant behavior, which occurs in specific situations. Observation is very rarely used independently, but it can also be used in conjunction with interviews (Daymon& Holloway, 2008).

Observations made by visiting Tebet Hospital for medical personnel, offices for office workers at Bank BRI, and street vendors in the BKT neighborhood (east canal flooding).

Result:-

According to the Medical Team at Tebet Hospital, that the public in general is very affected by the information circulating in the new media both information that is not necessarily the truth or not. The public has been enthusiastic about the news, but the public must also be more observant in responding to the news circulating in the new media.

According to Rapidho Colleagues, people in office environments often get information from new media and usually fellow co-workers or colleagues of the news discussed the truth. There is a lot of news through new media that is hoax, so that the sense of public trust in the office environment becomes ineffective.

According to Mrs. Wiwin, the street vendor society is mostly middle to lower educated. Often street vendors think more about how to keep selling to connect family life. So that the trust of street vendors to the new media or information circulating becomes ordinary information.

Discussion:-

The use of the internet especially in times of communication crisis can identify problems with management to then be communicated to the public. The world of PR entered a golden age because internet technology has brought PR practitioners able to reach the target public directly without intervention from other parties such as journalists or mass media editors who usually act as goalkeepers and censor information to the public. However, most PR activities on the internet are still limited to the use of one-way media, from top to bottom. For the publication of information still using traditional mass communication patterns (Silviani et al., 2020).

The main obstacle in effective media communication of the Covid-19 pandemic is the controversy over patient privacy v.s. public interest in efforts to prevent the spread of pandemics. Efforts to prevent the spread of the Covid-19 pandemic require openness of information, especially with regard to patients who have tested positive for Covid-19. But on the other hand, it is contrary to the privacy of the patient. In South Korea, the government disseminates every covid-19 patient data along with his domicile, where he works, how he can contract covid-19 until the activities carried out. The series of texts delivered simultaneously to all South Koreans included the following: "A 43-year-old man, a resident of Nowon district, tested positive for the coronavirus", "He was at his workplace in Mapo district attending a sexual harassment class.

He contracted the virus from a classroom instructor." A series of SMS that until then convey there wherever the patient is. Even when we search online based on case numbers, it will appear personal detail information of patients from facial photos, to family photos and even information that is privacy such as going to what church. Information that is personal is a matter of controversy because it is conveyed openly through various media (Ardiyanti, 2020).

Despite the controversy, government public relations expert Frank Ahrens said various efforts to communicate important things in the crisis conditions facing the covid-19 pandemic have been successfully carried out by the South Korean Government. The South Korean government is considered successful in communicating transparent information (www.prnwsonline.com, March 16, 2020). The government policy related to transparency related to Covid-19 positive patient data is aimed at preventing the spread of pandemics in conjunction with national policies in handling Covid-19.

Other governments that choose to be transparent in conveying data related to Covid-19 patients are Taiwan and Singapore. Interestingly, although Singapore opened data related to the history of places visited by Covid-19 positive patients, but related to disclosure of names and other identities, the government still asked for prior approval to patients. While the governments of Iran and Saudi Arabia tend to be closed regarding Covid-19 patient data. While in Indonesia, controversy related to patient privacy even occurs in the level of its arrangements in the legislation. Based on Article 57 paragraph (1) of Law No. 36 of 2009 on Health, everyone is entitled to the confidential health condition that has been submitted to the health service organizer. But in paragraph (2) it is affirmed that the right does not apply in the case of: statutory orders, court orders, permits concerned, the interests of the community, or the interests of the person. On the other hand, based on Article 26 paragraph (1) of Law No. 11 of 2008 on Electronic Transaction Information (ITE), any information regarding a person's personal data must be done with the consent of the person concerned (Silviani et al., 2020).

In practice, the Jakarta Provincial Government chose the policy of displaying selected cases as representations to facilitate visualization in describing the chronology and development of Covid-19 cases. Personal or personal data is not displayed.

Conclusion:-

That the community in general lacks confidence so that the public often get information through new media received without finding out the truth, so that the community only maintains survival in the pandemic covid-19.

In the era of generation Z / Millennials, where all the information we get through New Media / Social Media. The public should be more aware of the selection of news disseminated through new media. To ensure hoax news or not, the government recommends:

1. We need to be more careful with provocative titles
2. Pay attention to the address of the site spread through whatsapp groups, etc.
3. Check news facts or just public opinion.

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