

Conference

Crisis Communication by the Indonesian Government in Handling Covid-19

Alfi Nurfadhilah*, Andre Rahmanto and Albert Muhammad

Magister of Communication Science, Faculty of Social and Political Sciences, Sebelas Maret University

ORCID

Alfi Nurfadhilah: 0000-0002-4140-1033

Abstract. This study aimed to explore the crisis communication strategy of DKI Jakarta and the Banten Provincial Government in handling Covid-19 through the @dkijakarta and @pemprov.banten Instagram accounts. According to SCCT, there are two functions of crisis communication, namely to ensure public safety and manage the reputation of the organization. This research was conducted using a qualitative content analysis method, where the researcher examined the content of the Instagram accounts @dkijakarta and @pemprov.banten in the period of June 2021. The results showed that DKI Jakarta and the Banten Regional Government used their Instagram accounts to disseminate instructions on handling Covid-19 and at the same time to publish their performance in overcoming the crisis. However, more posts contained performance details than instructions. Hence, the West Java Regional Government prioritized the image of their institution, rather than managing the public's safety. In addition, the researchers found that in providing instructive messages, @dkijakarta and @pemprov.banten used a persuasive strategy, which combined logical and emotional aspects to create behavior changes.

Keywords: crisis communication, government communication, social media

Corresponding Author: Alfi Nurfadhilah; email: alfi.nurfadhilah@student.uns.ac.id

Published 15 March 2022

Publishing services provided by Knowledge E

© Alfi Nurfadhilah et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the IAPA Conference Committee.

1. Introduction

The Covid-19 case in Indonesia has been running for more than a year since President Jokowi announced it for the first time on March 2, 2020 at the State Palace. Based on data obtained from the *covid19.go.id* website as of June 16, 2021, 1,531,005 were confirmed positive for COVID-19. The spread of the Corona virus in various regions of the world, including in Indonesia, has caused various new problems. The issues that arise are not only related to health issues in terms of epidemiology and virology, but also to a variety of other issues that are impacted by Corona's influence, including as economic, social, security, and information.

Following the virus's propagation, new issues occurred in terms of information, with a great deal of inaccurate material that was not widely disseminated. The term "infodemics" has recently become popular. According to WHO (1) *infodemics* is a situation

OPEN ACCESS

where there is an excess of information, making it difficult to identify true and false information. In a crisis situation, the public's need for information is increasing. The reason is, the crisis creates uncertainty which if left unchecked can lead to chaos (2). Therefore, the role of the government is very important in providing accurate and reliable information, so that it can be used as a reference by the public.

According to the *Situational Crisis Communication Theory* (SCCT), there are two types of messages issued by organizations to the public in crisis situations. First, *instruction information* (instructive information), It is a statement with instructions aimed at preventing physical or material loss or injury to the public as a result of the crisis. Second, information must be adjusted in order to safeguard the public from emotional injury (3). According to this theory, the public has specific perceptions about the crises, these attributions will determine the reputation of the organization. Attribution is basically the public's perception of the crisis. The public's perception of organizations and crises will be influenced by management's remarks. (Coombs & Schmidt, 2000). The situational crisis theory describes how stakeholder responses affect the relationship between crisis and reputation, as well as how the public would react to crisis management efforts in the post-crisis period (Wulandari, 2011).

Situational crisis communication theory (SCCT) attempts to map out "how crisis response strategies can be used to protect reputational assets" (Coombs 2008:263) and builds on what was once referred to as image restoration but is now known as image repair (Benoit and Pang 2008:255). SCCT incorporates attribution theory and is divided into crisis, response strategies, and recommendations. The crisis can be divided into types based on level of responsibility, factoring in crisis history, relationship history, and severity. Then possible response strategies, grouped into three postures (deny, diminish, and deal), are available to the manager. The crisis-response recommendations offer guidelines based on the situation and on the chosen response strategy. Although every crisis is unique and must be responded to accordingly, the prescriptive guidelines offered by SCCT can help crisis managers protect reputational assets and can assist managers in preparing for and responding to a crisis (Coombs 2008:263)

SCCT evolved from a number of studies that examined how a crisis might shape the selection of crisis response strategies and/or examined the effect of crisis response strategies on organizational reputation (Bradford & Garrett, 1995; Coombs, 1999a; Coombs & Holladay, 1996, 2001; Coombs & Schmidt, 2000; Fediuk, 1999). The idea was to articulate a theory-based system for matching crisis response strategies to the crisis situation to best preserve the organizational reputation. SCCT is designed to follow the use of instructing information. Instructing information tells stakeholders

what, if anything, to do to protect themselves physically from a crisis and what the organization is doing to prevent a repeat of the crisis (Bergman, 1994; Sturges, 1994). Attribution theory served as the guide for linking the crisis situations to crisis response strategies (Coombs, 1995, 1998, 1999b).

According to Barton (4), when carrying out crisis communication operations, the first thing to consider is the public's safety, which may be accomplished by providing instructive information and correcting information. However, long-term estimates concern how the organization's reputation will fare following the crisis. The reputation of an organization might improve or deteriorate during a crisis. To put it another way, an organization's capacity to overcome a crisis has a long-term impact on its reputation. In a health crisis, the information communicated refers to communicating the risks that each individual will encounter (risk perception). According to (5), risk communication, crisis communication, and emergency communication are all part of the government's Covid-19 communication strategy. During a pandemic, communication is a mix of crisis and risk communication, with crisis communication conveying the current situation and risk communication conveying the negative implications of not following the instructions as well as the likelihood of contracting the disease. The government provides information in Covid-19 that includes the most recent advancements in the handling of Covid-19, as well as instructions and advice to ensure that the public does not get the disease.

The assessment of the crisis threat is a two-step process. In the first step, the crisis team identifies the crisis type. A crisis type is a frame used to guide interpretations of the situation. People can focus on different cues in a crisis. A crisis frame emphasizes which cues should be the focus of consideration when evaluating the situation (Druckman, 2001). SCCT specifies 10 crisis types or frames: natural disaster, rumor, product tampering, workplace violence, challenges, technical error product recall, technical-error accident, human-error product recall, human error accident, and organizational misdeed. Table 1 provides definitions and key cues for each crisis type. Crisis types vary by how much crisis responsibility stakeholders ascribe to the organization. By understanding how much crisis responsibility a crisis type is likely to generate, a crisis manager can predict the reputational threat posed by the crisis type. Prior research demonstrated that the 10 crisis types will produce some level of crisis responsibility and be a reputational threat. As Weiner (1995) noted, responsibility is not a yes-or-no proposition; instead, it is a matter of degree or magnitude. Moreover, Perrow (1999) found that perceptions of accidents do include some element of organizational fault. Specially, an organization will likely be attributed some level of responsibility simply because it is in a crisis (Coombs & Holladay, 2002).

Messages about the risk of Covid-19 often convincing, with the goal of changing the audience's attitude and behavior. Persuasive communication information usually seeks to touch on two areas, namely cognitive and affective components. Lavidge and Steiner (6) developed the concept of a hierarchy of effects, which includes cognitive (knowledge), affective (feelings), and conative (activity) consequences (actions). The cognitive effect is the lowest stage, in which the audience "knows" about the message but does nothing about it.

The message delivered must contact the emotional side of the audience to be able to influence their behavior, since if it simply reaches the intellectual side, it will not drive the audience to change their behavior. Furthermore, the message must be delivered by communicators with a high level of credibility and persuasion (persuasiveness) over the audience, so that the audience is inclined to follow the suggested changes in behavior. This persuasion is explained by Aristotle's Rhetoric Theory, which claims that moving an audience requires three elements: ethos (ethics), pathos (emotions), and logos (information) (rational). The ethos (ethical) aspect has to do with the communication source's legitimacy (7).

SCCT specifies 10 crisis types or frames: natural disaster, rumor, product tampering, workplace violence, challenges, technical-error product recall, technical-error accident, human-error product recall, human-error accident, and organizational misdeed. Table 1 provides definitions and key cues for each crisis type. Crisis types vary by how much crisis responsibility stakeholders ascribe to the organization. By understanding how much crisis responsibility a crisis type is likely to generate, a crisis manager can predict the reputational threat posed by the crisis type. Prior research demonstrated that the 10 crisis types will produce some level of crisis responsibility and be a reputational threat. As Weiner (1995) noted, responsibility is not a yes-or-no proposition; instead, it is a matter of degree or magnitude. Moreover, Perrow (1999) found that perceptions of accidents do include some element of organizational fault. Specially, an organization will likely be attributed some level of responsibility simply because it is in a crisis (Coombs & Holladay, 2002). In Indonesia, the Corona virus is dealt with at two levels: the federal government and the local government. The handling of the central government is commanded by the Task Force for the Acceleration of Handling Covid-19, which consists of members from across ministries such as the Ministry of Health, the National Disaster Management Agency (BNBP), the Ministry of Foreign Affairs, the Ministry of Education and Culture, the Coordinating Ministry for Human Development and Culture and the Indonesian Presidential Staff Office. In the regional government, the handling is carried out by each regional head, by forming the Regional Covid-19 Handling Acceleration Task Force.

The organization in this study is a government institution, and the public is the community that falls under the jurisdiction of the government institution. The public is the entire Indonesian people if the government agency is a national institution with national responsibility. Meanwhile, the organization here is the local government, if the party functioning as the public is the local community. In order to avoid more losses as a result of the crisis, the government is required to notify the public on how the crisis is being handled.

There are several communication channels used by the government in communicating with the public in handling the Covid-19 crisis. First, the government uses a spokesman who is usually delivered by the Head of the National Disaster Management Agency (BNPB) as well as the Chair of the Covid-19 Task Force who will convey the progress of handling Covid-19 cases in Indonesia, which will be broadcast by mainstream media, both conventional media and online media. Second, the government uses the Covid-19 website (<https://covid19.go.id/>) as a *pool of information* for people looking for information related to Covid-19. This special platform for dealing with Covid-19 is important to make it easier for the public to find information. Currently, almost all local governments have special websites that contain information regarding the handling of Covid-19. Third, the government uses social media accounts from various government agencies related to Covid-19.

The handling of Covid-19 is mostly conveyed through digital media. This is caused by various factors. First, Indonesia has a large number of social media users. Internet users in Indonesia have reached 90% of the population, according to a poll conducted by the Association of Indonesian Internet Service Users for the 2019-second quarter of 2020 (8). Second, digital media has qualities that are not shared by traditional media, such as two-way communication that is not constrained by geography or time (9). In a crisis situation, where citizens require immediate information from the government, these features are critical. It is possible to share anything on social media, and it is a worldwide phenomenon. In order for everyone to have access to and share whatever is on social media. Because it is entertaining and easy to use, social media has been used by a wide range of people, including children, teenagers, and adults. Most people's everyday activities, from teenagers to adults, are inextricably linked to social media today. Whether we realize it or not, social media has truly become an integral part of our lives, from those who are simply searching for fun to those who are looking for revenue. Starting from those who are just looking for entertainment to those who are looking for income, whether we realize it or not, social media has really become a part that is always involved in it.

Research that has been done related to crisis communication in the new media era, for example: Diffusion of Traditional and New Media Tactis in Crisis Communication (Taylor & Perry, 2005), Fighting Social Media Wildfire: How Crisis Communication Must Adapt to Prevent from Fanning The Flames (Soule , 2010), and How Social Media is Changing Crisis Communication: A Historical Analysis (Landau, 2011). These studies conclude that social media has now become an integral part of communication behavior, and that businesses cannot ignore its use in their communications because social media has the ability to spread news – from complaints to rumors, and even attempts to undermine credibility – with incredible speed. However, there are numerous reasons why the internet and social media have yet to be fully integrated into the communication crisis. Regulatory issues, technological limits, and the public relations division's inability to construct websites are among the causes. The government can utilize social media to foster public relations and disseminate information about government attitudes and policies to various audiences, either directly or indirectly. Meanwhile, the website enables companies to engage with the media more effectively and efficiently, as well as serve as a clearinghouse for inaccurate information. (McLennan & Howell, 2011).

Based on the theory of *Social Mediated Crisis Communication* (10), In times of crisis, people turn to social media for three reasons: to keep track of what's going on, to seek and share information, and to express and receive emotional support. Other research reveals that social media is more commonly used at a later stage, when the problem is generally known by the public and the public requires moral support to continue to survive in the face of the crisis (10). This differs from the early stages of the crisis, when the public trusted statements submitted by organizations through traditional media over social media, because traditional media information has gone through an editing process based on journalism standards, ensuring the accuracy and reliability of the messages conveyed (10). In a long-term crisis, such as Covid-19, the role of social media is critical since the community requires emotional support throughout this time. On the other hand, the general public already has a basic understanding of this material, thus all that is required is a report on the most recent developments in the handling of the continuing problem.

The efforts made at the regional level are nearly identical to those made by the central government, particularly through a separate website that carries information regarding Covid-19's handling as well as the local government's Instagram account. West Java Province, for example, has created a specific website with the address <https://pikobar.jabarpov.go.id> that provides information about Covid-19 handlers in the province, and uses the Instagram account @pikobar jabar to communicate

information about Covid-19 in the media. The benefit of using a local government's Instagram account is that most of these accounts already have a large number of followers, making it much more likely that messages sent through these accounts would reach the targeted audience.

The objects in this study are Instagram accounts @dkijakarta and @pemprov.banten. Instagram was chosen because, in comparison to other social media platforms such as Twitter, Instagram currently has a huge number of users and a high level of interaction. Three world health organizations (Centers for Disease Control and Prevention, World Health Organization, and Doctors Without Borders) conducted a study on the use of Instagram and Twitter during the Ebola outbreak in 2017 and found that the engagement rate of information disseminated via Instagram was higher than Twitter (11). Engagement with public health information is crucial because it indicates that the information communicated has reached the targeted audience. According to the Global Web Index report conducted in 2020, Instagram is the second most popular social media platform in Indonesia, while Twitter is ranked fifth. (12).

This study aims to investigate how differences in the implementation of SCCT by local governments on Instagram accounts @dkijakarta and @pemprov.banten, where the theory states that communication carried out by an institution in a crisis situation serves two purposes: to ensure public safety from losses caused by the disaster and to maintain the institution's reputation and public trust. The researcher will investigate the trend of the topics that arise in the account and then use SCCT to examine the findings.

2. Research methods

This study employs qualitative research techniques, such as qualitative content analysis. In the timeframe June 2021, the Instagram accounts @dkijakarta and @pemprov.banten are being studied. This period was chosen because cases of covid-19 have increased again, or are known as the second wave, due to community mobility due to the 2021 Eid al-Fitr holiday and the existence of a new variant of covid-19, namely the delta variant originating from India, where the government began to tighten the program again to control the covid-19 virus surge.

All of the study's data will be assessed using SCCT, which claims that the information submitted by the organization to overcome the crisis comprises of educating and correcting information. Furthermore, crisis communication serves two purposes: to ensure public safety and to manage the organization's reputation.

According (9), the content analysis method cannot be fully classified as a quantitative method because the interpretation of data obtained through the content analysis method is always a qualitative process in which the data obtained is analyzed using the most recent socio-cultural dynamics.

TABLE 1: Themes found in @dkijakarta's Instagram posts

No	Theme	Description	Number of Uploads
1.	Publication of Local Government Performance	Contains the performance or work program carried out by the DKI Jakarta Regional Government in dealing with the pandemic	38
2.	Data	Contains data on the latest developments, such as a recapitulation of the number of residents exposed to COVID-19, the number of residents who have been vaccinated, the number of available beds in hospitals and so on.	36
3.	Public Service Information	Contains instructions for the public to implement health protocols and information on vaccine services	20
4.	Other information than Covid-19	Contains other information besides news about the covid-19 pandemic	68

TABLE 2: Themes found in @pemprov.banten's Instagram posts

No	Theme	description	Number of Uploads
1.	Publication of Local Government Performance	Contains the performance or work program carried out by the Banten Provincial Government in dealing with the pandemic	10
2.	Data	Contains data on the latest developments, such as a recapitulation of the number of residents exposed to COVID-19, the number of residents who have been vaccinated, the number of available beds in hospitals and so on.	7
3.	Public Service Information	Contains instructions for the public to implement the health protocol	0
4.	Other Information than Covid-19	Contains other information besides news about the covid-19 pandemic	34

Content analysis methods can also be used to examine content on online media in the digital era. Instagram is the platform that is being investigated in this study. Because Instagram makes a combination of images and writing the main feature, research with Instagram as an object takes a different approach than research with other social media platforms (13). As a result, the visual and text elements (captions) on the Instagram accounts @dkijakarta and @pemprov.banten were used as the unit of analysis in this study to see how the discrepancies between the two local governments' accounts inform about the covid-19 pandemic. The information gathered in this study will be organized into categories based on emerging themes, and then analyzed using SCCT.

3. Results and Discussion

The researchers discovered themes that appeared on Instagram accounts @dkijakarta and @pemprov.banten based on their observations. Tables 1 and 2 contain a list of these themes. Table 1 shows that uploads with the theme "Regional Government Performance Publications" account for the majority of Covid-19-related uploads. The researcher applies the Situation Crisis Communication Theory to the research findings, which states that the institution's communication serves two purposes: maintaining public safety and managing the institution's reputation.

Message Contains Instructions To Create Behavior Change

The DKI Jakarta and the Banten Regional Governments communicate messages that are directions and instructions for the community to avoid the transmission of Covid-19 in different ways. The message is to communicate the community's hazards (risk perception) in the hopes of changing people's behavior to follow the health regimen. The DKI Provincial Government posted 20 posts with information on public services to the @dkijakarta account for the period of June 2021, however the Banten Provincial Government did not upload information on public services to the @pemprov.banten account for the same period.

The material supplied by the organization is instructing and adjusting information in SCCT. The study discovered that information for instructing and adjusting can be found in the same upload. In other words, an organization can send a message that includes both advice and emotional support in the same communication. The content uploaded on June 7, 2021, shows a combination of instructional and correcting information in the same post. The article is named "How to Stay Safe from Viruses When Working in Jakarta." As illustrated in Figure 1, the visual component of the material provides

information on recommendations for persons who are still at work and transmission prevention measures, which are given in the form of visual media.

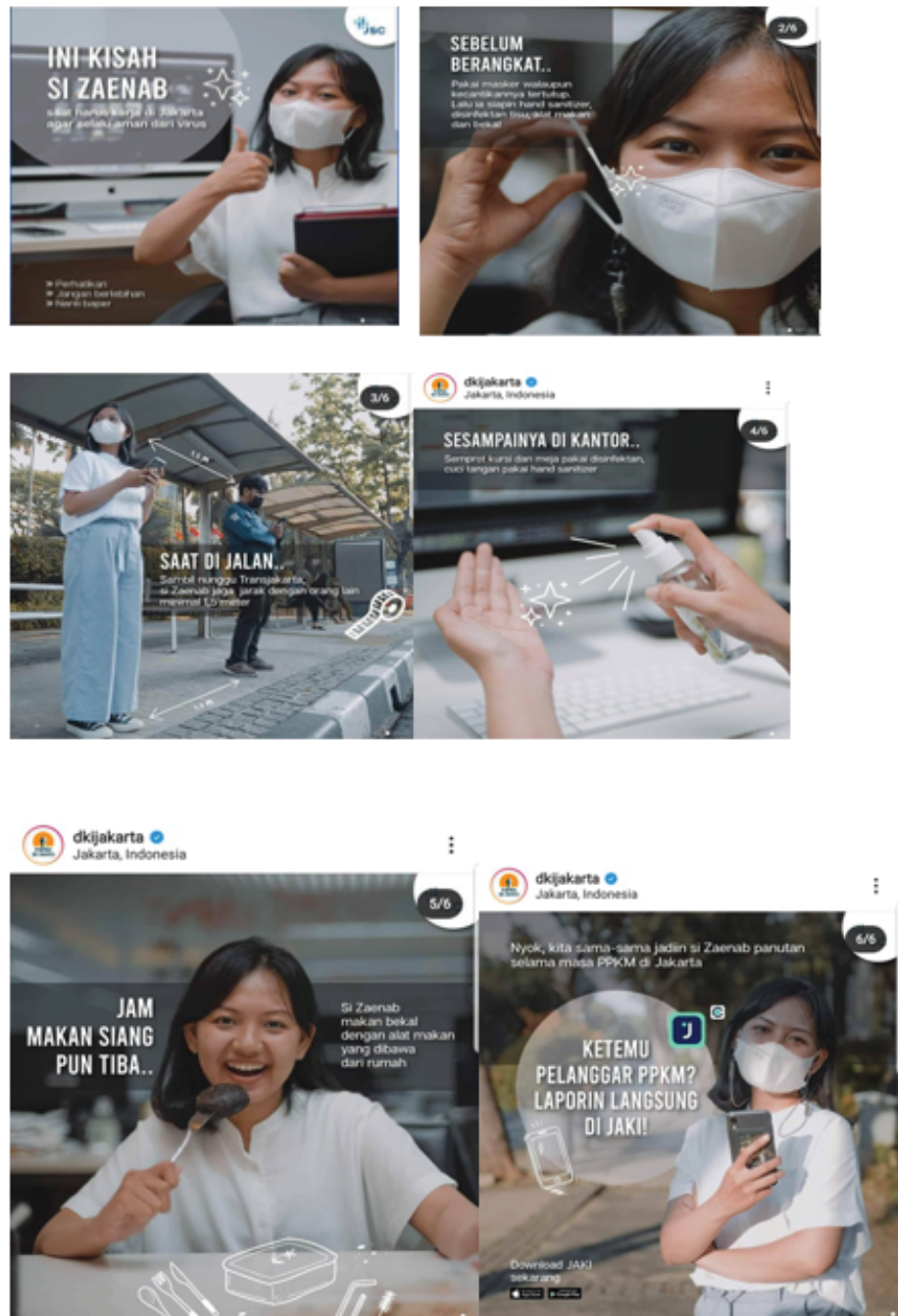


Figure 1

For those of you who still have to do activities outside the house, Zainab has tips that you can follow to stay safe as well as to prevent Covid-19 19.” The caption contains an invitation sentence for residents to keep themselves safe and report when they meet PPKM violators, as follows: ”For those of you who still have to do activities outside the

house, Zainab has tips that you can follow to stay safe as well as to prevent Covid-19. What do you mean? For more information, see the infographic below! Don't forget to look after each other and the people around you" (material from Instagram @dkijakarta, posted on June 7, 2021).

In other words, the visual component contains instructive information, and the text section contains adjusting information (caption). Giving instructions and altering information is not done in a sequential manner, according to this study's findings. Instructional information is offered at the start of a crisis when people need clarification, while adjusting information is given when individuals need emotional support to endure a crisis, according to (Liu et al., 2011). This information can be uploaded concurrently or alternately to the @dkijakarta Instagram account. There are no posts with instructions and adjusting information on the @pemrov.banten account.

Furthermore, the study discovered that the information presented was not only accurate and informative, but also appealing (persuasive). The choice of words used, the factual aspects conveyed, and the person who appears as a spokesman all contribute to the appealing nature. The combination of these three elements follows Aristotle's Rhetoric Theory, which states that for a message to be effective, it must contain three aspects: ethos (ethics), pathos (emotions), and logos (logos) (rational). The ethos (ethical) aspect has to do with the communication source's legitimacy (7). These four criteria must be completed in order to persuade the audience to change their behavior. The desired behavior change is the community's willingness to follow the government's regulations and rules as well as the suggested health measures.

The source (ethos) of the campaign message in the @dkijakarta account is the DKI Jakarta Regional Government itself, which is the appropriate body that ensures the safety of people's lives and has a team of experts in their domains. The campaign's spokesman or communicator is also a part of the ethos. In order for a communicator to be trusted, he must meet a number of criteria, including appropriate experience and expertise, physical and non-physical beauty, and community trust. Persuasive messages on handling Corona are frequently sent through spokespersons on Instagram @dkijakarta and @pemprov.banten, specifically parties who have credibility and influence in the community. A communicator must satisfy three elements, according to (14), namely trustworthiness (trust), expertise (which is determined by experience and knowledge), and then attractiveness (both physically and non-physically). Popularity, familiarity, and emotional connection are all examples of non-physical attraction. Throughout June

2021, those who appeared to deliver messages pertaining to the handling of Covid-19 on the Instagram accounts @dkijakarta and @pemprov.banten were the Governor himself, particularly Anies Baswedan and Wahidin Halim.

Anies Baswedan and Wahidin Halim, as regional leaders, satisfy the elements of trustworthiness (both have an excellent track record as leaders), knowledge (due to their position as regional leaders), and non-physical appeal (great popularity in the eyes of the community). Anies Baswedan and Wahidin Halim, who are leaders in the area and are responsible with addressing Corona cases in the region, should be chosen as spokespersons. Anies Baswedan and Wahidin Halim delivered a message to the public, urging them to observe the health protocols and avoid returning to their homeland.

The DKI Jakarta Regional Government also delivers information gathered from credible institutions in addition to presenting a credible spokesperson. It was said in the post "Let's wear two masks, for" uploaded on June 22, 2021 that it was time to transition to wearing two masks. The DKI Jakarta Regional Government cites the CDC (Centers for Disease Control and Prevention) as a source of information in cases where the CDC is a reliable source.

Another point to consider is reasonableness. A logical assessment of the message communicated is a part of rationality. This feature of rationality is vital in health messages so that people feel the information being transmitted to them has been scientifically tested and is safe for them to follow. "How can we know the Covid-19 vaccination is safe?" asks the author of an article titled "How can we know the Covid-19 vaccine is safe?" On June 24, 2021, there is a rational explanation of how the government ensures the safety of the vaccinations used in the nationwide Covid-19 vaccination program. The data was obtained from the Indonesian Ministry of Health, which is a reliable source.

Without two other parts of reason, notably emotional, this aspect of rationality is less appealing. This is due to the fact that this feature just delivers existing facts and information, rather than encouraging the audience to follow the message. The emotional aspect of the audience must also be affected in order for the audience to be engaged in changing their behavior. The post "The Family Story of Mr. Slamet Stays at Home to Be Safe" in the DKI Jakarta Regional Government is one of the posts that seeks to stir the emotional side of the citizens. For the sake of the public good and safety, the upload presents an invitation to stay at home. Similarly, the DKI Regional Government released a photo featuring the actions of the Governor of DKI Jakarta visiting a special covid cemetery and meeting the grieving family in a post on June 25, 2021. Residents of DKI Jakarta are expected to follow health procedures and deliver immunizations using touching text and graphics.

Publication regarding the performance and work programs of the DKI Jakarta and Banten Regional Governments in dealing with Covid-19

According to the researcher's findings, the DKI Jakarta Regional Government and the Banten Regional Government not only communicated messages containing directives to the public, but also reported on their performance and work programs in handling Covid-19 via their respective Twitter accounts, @dkijakarta and @pemprov.banten. According to SCCT, how an organization responds to a crisis has an impact on the organization's future reputation (15). Publication is one method of letting the public know about the organization's attempts to overcome the situation. Publication of government institution performance is one strategy to increase public trust in institutions while also ensuring that they have carried out their responsibilities appropriately.

According to (4), companies use four techniques to respond to crises that harm their reputation: denial, diminishing, rebuilding, and strengthening. The local administrations of DKI Jakarta and Banten began rebuilding activities, including accepting full responsibility for the catastrophe that transpired and compensating impacted communities through social assistance. The Covid-19 problem is classified as a low-responsibility crisis, meaning that the situation was not created by the Regional Government's own activities. However, both DKI Jakarta and Banten Regional Governments elected to bear responsibility for the disaster that happened.

The actions taken by the DKI Jakarta and the Banten Regional Governments to publicize their performance in relation to Covid-19 are in accordance with Presidential Instruction No. 9 of 2015 on public communication, which requires government agencies to publish their performance and work programs to the public. The government is required to report its performance as a measure to enhance public services, according to Law No. 14 of 2008 (Law on the Disclosure of Public Information No. 14 of 2008., 2008). This material falls under the heading of "information that must be provided and announced on a regular basis," as defined in article 8 of Law No. 14 of 2008.

The DKI Jakarta and the Banten local governments, on the other hand, have not fully exploited the functions of social media that traditional media lack, namely two-way communication and exchanges that transcend place and time. The community on Instagram accounts @dkijakarta and @pemprov.banten regularly interacts and asks questions on each upload, however the account manager does not answer to any of the public comments. People, in fact, require immediate information in a crisis situation to overcome terror and secure their safety.

The DKI Jakarta and the Banten local administrations, on the other hand, have not fully exploited the functions of social media that traditional media lack, such as two-way

communication and exchanges that transcend geography and time. The community actively interacts and asks questions on each upload on the Instagram accounts @dkijakarta and @pemprov.banten, however the account manager does not respond to any of the public comments. People, in fact, require immediate information in a crisis situation in order to overcome terror and protect their safety.

Instagram @dkijakarta and @pemprov.banten include a recapitulation of data on the development of Covid-19 cases in DKI Jakarta and Banten, which is part of the directives made by the central government to local governments, in addition to information containing publications regarding the performance of the DKI and Banten Regional Governments in dealing with Covid-19. This is significant in terms of the DKI and Banten Regional Governments' accountability and openness in carrying out their responsibilities.

The data in messages with the "Data" category on the @dkijakarta and @pemprov.banten accounts is real-time, accurate, and up-to-date data that the community need. These data, according to Article 10 of Law No. 14 of 2008, are data that can be classified as information that must be released immediately, such as information on the lives of many people and public order.

The message including the Covid-19 patients' recapitulation data does not fall within the categories of instructing information, correcting information, or publicizing government performance, but it is included in information that must be made public in order to resolve the situation.

4. Conclusion

Based on the findings, it can be stated that in dealing with Covid-19, the DKI Jakarta and the Banten Regional Governments place a higher priority on the organization's reputation than public safety. This is demonstrated by the content with the theme "Local Government Performance," which has 38 uploads for the DKI Jakarta and 10 uploads for the Banten Regional Governments. This amount is higher than content with the themes "Government Service Information" and "Data" that tries to save public safety. The DKI Jakarta Regional Government is more active in presenting information to the public than the DKI Banten Regional Government, as evidenced by the amount of posts on the @dkijakarta and @pemprov.banten accounts.

The lack of two-way interaction on the @dkijakarta and @pemprov.tangsel accounts is also noted, indicating that the benefits of social media in developing two-way contact between government agencies and the community have not been fully utilized. Indeed,

by actively connecting with locals during a crisis, you may optimize the public service efforts offered, which will improve the community's perception of government institutions and increase trust in them. As a result, the DKI Jakarta Regional Government and the Banten Regional Government must continue to engage communities on these two fronts.

It is suggested that the DKI Jakarta and the Banten Regional Governments create separate platform accounts for providing information on COVID-19's progress. The publishing of performance data is another step that other local governments can take. This publication is significant in terms of public information disclosure and accountability, demonstrating that the government has carried out its responsibilities effectively. In this situation, the DKI Jakarta and Banten Regional Governments have implemented the Law on Public Information Disclosure and Presidential Instruction No. 9 of 2015, which requires the government to publicize all of its performance.

More research is needed to assess the efficacy of using social media to interact with the community during a crisis, both in terms of influencing people's behavior and improving the institution's reputation. In addition, more research into the use of social media accounts by other municipal governments is required.

References

- [1] Department of Global Communications. UN tackling infodemic misinformation and cybercrime Covid-19. Available from: <https://www.un.org/en/un-coronaviruscommunications-team/un-tackling-'infodemic'-misinformation-and-cybercrime-covid-19>. February 2020
- [2] Public Information Disclosure Act no. 14 of 2008. Testimony of the Minister of Law and Human Rights. Putra: IGN; 2008.
- [3] Kim S, Avery EJ, Lariscy RW. Reputation repair at the expense of providing instructing and adjusting information following crises. *International Journal of Strategic Communication*. 2011;5(3):183–199. <https://doi.org/10.1080/1553118X.2011.566903>
- [4] Coombs WT. *Situational theory of crisis: Situational crisis communication theory and corporate reputation*. 2013 .
- [5] Wahyuni H. *Local government policies and public communications handling RCCE: Risk communication and community. DIY local government policy & public communication on COVID-19 handling*. Yogyakarta. 2020 .
- [6] Barry TE, Howard DJ. A review and critique of the hierarchy of effects in advertising. *International Journal of Advertising*. 1990;9(2):121–135.

<https://doi.org/10.1080/02650487.1990.11107138>

- [7] Venus A. Campaign management: A theoretical and practical guide to effective public communications campaigns. Rekatama Symbiosis ; 2019.
- [8] Association of Indonesian Internet Service Providers & Indonesian Polls. Penetration survey report and profile of Indonesian internet user actors. Jakarta. 2019 .
- [9] Maulida RA. Tabsyir Journal of Islamic Broadcasting Communicati on, At-Tabsyir IAIN Kudus. 2020;7(1):1–20. <https://doi.org/>: <http://dx.doi.org/10.21043/at-tabsyir.v7i1.7455>
- [10] Liu BF, Austin L, Jin Y. How publics respond to crisis communication strategies: The interplay of information form and source. Public Relations Review. 2011;37(4):345–353. <https://doi.org/10.1016/j.pubrev.2011.08.004>
- [11] Guidry JPD, Jin Y, Orr CA, Messner M, Meganck S. Ebola on Instagram and Twitter: How health organizations address the health crisis in their social media engagement. Public Relations Review. 2017;43(3):477–486. <https://doi.org/10.1016/j.pubrev.2017.04.009>
- [12] Dahono Y. Data: This is the most popular social media in Indonesia 2020-2021. Beritasatu; 2021. Available from: <https://www.beritasatu.com/digital/733355/data-inimedia-social-most-popular-di-indonesia-20202021>. Februari 2021
- [13] Sloan L, Quan-Haase A, Kitchin R, Beninger K. Social media research methods. University of Aberdeen ; Aberdeen. 2017. <https://doi.org/10.4135/9781526413642>
- [14] Hovland CI, Janis IL, Kelley HH. Communication and persuasion: Psychological studies of opinion change. Yale University Press; United States.1953 .