



Original Article

The Implementation of Government Public Relations (GPR) in Anticipating the Issue of Covid-19 Case Surge Through Social Media (Content Analysis of Instagram @lawanCovid19_id During the Early Phase of Omicron)

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Abstract:

This study discusses the implementation of Government Public Relations (GPR) in anticipating the spike in COVID-19 cases during the early phase of the Omicron variant through social media, with a case study of Instagram content analysis @lawanCovid19_id. The results of the study indicate that the implementation of GPR by the government has not fully met the eight objectives of GPR, according to Mordecai Lee, but only covers three main aspects, namely providing public information, reporting to the public, and educating the public. The government has shown an improvement in communication strategy compared to the previous pandemic phase with information transparency regarding policies and preventive measures taken. However, the use of social media is still limited to one-way communication in the form of disseminating information without significant interaction with the public. The stage of information socialization still dominates the implementation of government social media (GSM), and it has not moved on to the stage of collaboration or social transactions. In addition, the role of public relations organizations such as Public Relations Association and Bako-Humas is still not seen significantly in managing crisis communications nationally. The results of this study indicate that the effectiveness of GPR and GSM in dealing with the spike in COVID-19 cases can still be improved, especially in terms of public interaction and involvement through social media.

Keywords: Government Public Relations, Government Social Media, Covid-19, Crisis Communication, Social Media



<https://jurnal.usk.ac.id/riwayat>

Introduction

Currently, the government is facing demands for public trust at an unprecedented stage. The Covid-19 pandemic has made the government one of the most trusted institutions by the public. According to a survey conducted by Edelman, public trust in the Indonesian government is at 72%. This is a high figure compared to other countries, such as the United States, where public trust in its government is only 48% ([Edelman, 2021](#)). The unpredictable COVID-19 pandemic has made the public dependent on and demanding the role of the government, which plays a strategic role in taking quick and appropriate steps to keep the situation under control. The public has no choice but to put their trust in policymakers. Communication is one of the key aspects of successfully handling a pandemic. In addition to preparing technical matters such as making policies and preparing health facilities, the government also has the task of making the public willing to cooperate and trust to be involved in efforts to manage the pandemic. Communication is needed to bridge policies with public involvement, cooperation, and collaboration ([Abraham, 2011](#)). The characteristics of the COVID-19 virus, which can spread quickly, with a medium of transmission between humans, encourage the government to be able to provide information and understanding to the public regarding the dangers, risks, and potential of the situation being faced (Abrams & Greenhawt, 2020). This aims to create public awareness that leads to changes in behaviour to protect themselves and others so that the public can take steps to anticipate the spread of the virus and implement all policies and directions that have been made.

The above seems to agree with the quote "trust can save lives" because countries with low infection rates have a high level of public trust in the government. It is unimaginable if the trust in the government has been lost so that the public chooses to do the opposite of what is directed ([Dieleman, 2022](#)). However, at the same time, this is ironic because when we look back and flash back to government communications, it is not uncommon for things to happen that have the potential to harm public trust. For example, the incompetence of government representation made LP3ES note that there were more than 35 blundering statements from the government in just 4 months (Mawardi, 2020). Moreover, deny the science by challenging Harvard researchers who said the virus had entered Indonesia. When you think back, this is only a fraction of the many sad incidents ([Aziz & Wicaksono, 2020](#)). The situation gradually improved when many studies and various public discussions began to evaluate the communication of the Indonesian government. One of them was the encouragement to create a unique integrated institution to avoid inconsistencies and mixed messages, such as blunders that confuse the public and have an impact on the adoption of unexpected public behaviour so that the Committee for Handling Covid-19 and National Economic Recovery (KPCPEN) was formed which was explicitly designed to handle the Covid-19 Pandemic both from a health and economic aspect simultaneously ([BPMI Setpres, 2020](#)).

This topic is interesting to study further because of its crucial role. However, the existence of communication carried out by the government, when viewed from a theoretical perspective, is at a crossroads. Various perspectives can be taken to examine this, such as public communication, public relations, political communication, and even organizational communication ([Sanders & Canel, 2013](#)). This study examines it from the government public relations (GPR) perspective because continuous collaboration between the public and government is needed to become part of the solution jointly. Learning from previous pandemic experiences that public behaviour will not change

quickly, the implementation of reciprocal and continuous communication from the government plays an important role ([Supriyadi et al., 2021](#)). Social media is the right medium to accommodate this. Social media was created for "connection" to bridge the exchange of messages between one another. The DataReportal survey even mentioned that reading news and stories is one of the top three reasons people use social media, as it has to-the-point and free access characteristics, making it easier for its users. Social media is also called an "aggregator of news and entertainment", where all information and entertainment are collected in one place. This also makes most public seek information through social media ([Kemp, 2022](#)).

KPCPEN has an official social media account called "Lawan Covid-19 ID", spread across various platforms. This study focuses on KPCPEN's Instagram social media, namely @lawancovid19_id, because the use of Instagram is considered adequate in times of crisis due to its visual-based characteristics. Instagram allows for higher engagement than other social media platforms ([Malik et al., 2021](#)). This is proven because the KPCPEN Instagram account has the most significant number of followers when compared to KPCPEN social media accounts on other platforms, so it is assumed that the most interactions occur on Instagram. Head of Data and IT for the Covid-19 Handling Task Force, Dewi Nur Aisyah, said that the early phase of Omicron was very crucial because public health protocol compliance began to loosen due to the very flat curve after going through the tense period of the delta variant. The timing also coincided with the celebration of Christmas and New Year and the easing of PPKM policies, which resulted in increased public mobility (BBC, 2021). The government should take the proper anticipatory steps and re-educate the public to adopt the correct behaviour. Of course, we all do not want to be caught up like the previous wave phase, namely the delta variant, which made the news about Indonesia very concerning in the eyes of the world. Such as "Indonesia near catastrophe" ([AL JAZEERA, 2021](#)) and "Indonesia is the new epicenter of covid-19" ([Dyer, 2021](#)).

Therefore, this study aims to see whether the government has carried out its role as a trusted agency in anticipating the spike in COVID-19 cases seen from the Government Public Relations (GPR) perspective through social media. It is hoped that this study can provide insight or input for better GPR practices on social media and may be used as a reference and applied by other Public Relations (PR) Practitioners to their respective agencies in dealing with various issues, one of which is the Covid-19 Pandemic which is constantly evolving and cannot be predicted.

Methods

1. Research Approach

This research uses a qualitative research method to systematically describe its findings. The qualitative approach is used to explain and analyze social activities, attitudes, events, phenomena, and thoughts. Qualitative research will explain the findings based on the researcher's point of view and has one goal: to describe and explore or describe and explain ([Machmud, 2016](#)).

2. Research Type

This type of research is interpretive because it focuses on content as the object of its study and requires the role of researchers to understand and interpret the codes in the content. The interpretive research type is one of the stages in obtaining an interpretation of an object in a study ([Schreier, 2012](#)).

3. Data Sources

The primary data source in this study is the feed content on the Instagram account of the Committee for Handling Covid-19 and National Economic Recovery (KPCPEN), namely @Lawancovid19_id for a period of 20 days starting from November 26, 2021 (when WHO first announced Omicron as a variant of concern) to December 15, 2021 (one day before the government announced the first case of the Omicron variant in Indonesia) with a total of 40 contents. Meanwhile, the secondary data sources in this study are various supporting literature in the form of books, journals, and articles with topics by those studied.

4. Data Collection Techniques

Data collection in this study uses documentation techniques, which are used as a data collection process to capture past data (Nilamsari, 2014). In this study, each feed content on the Instagram account @lawancovid19_id during the period mentioned above was downloaded in jpg image format using the website <https://igram.io/id/?code=301>.

5. Data Analysis

This study uses a qualitative content analysis method proposed by Margrit Schreier in her book *Qualitative Content Analysis in Practice*. Qualitative content analysis systematically describes the meaning of the material being studied based on aspects that have been specifically determined in advance (Schreier, 2012).

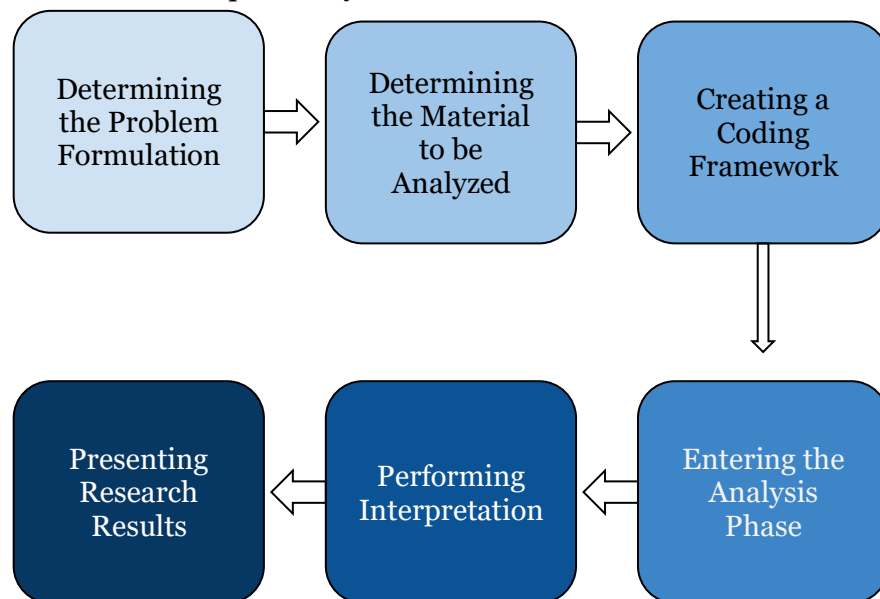


Figure 1. Data Analysis Stage

The stages carried out by the researcher in conducting this research refer to the theory put forward, namely as follows;

a. Determining the formulation of the problem

Problem formulation is important in this study because it determines the researcher's perspective on viewing and interpreting the data. The formulation of the problem in this study is "How is the Implementation of Government Public Relations in Anticipating the Spike in Covid-19 Cases through Social Media?".

b. Determining the material to be analyzed

The researcher chose to examine the feed posts on the Instagram account @lawancovid19_id for 20 days, starting from November 26, 2021 (when WHO first announced Omicron as a variant of concern) to December 15, 2021 (one day

before the government announced the first case of the Omicron variant in Indonesia), with a total of 40 contents, because that time is crucial. The researcher wants to see what actions the government took at that time.

c. Creating a coding framework.

The researcher used Mordecai Lee's Government Public Relations (GPR) Theory and Gohar F. Khan's Government Social Media (GSM) theory as a coding framework.

Table 1. GPT Coding Framework

CODE	DEFINITION
OBLIGATION: DEMOCRATIC GOALS OF GPR	
Public Information Facilities	Providing information to the public, stakeholders, media, etc. regarding matters or issues they have questions about.
Reporting to the Public	Voluntarily provide reports on matters of interest and benefit to the public by adapting to the public's ability to understand the information.
Responsive to the Public	Responding to complaints, questions, concerns, and problems currently being experienced or felt by the public.
OPTIONAL, BUT USEFUL: PRAGMATIC GOALS	
Increasing Service and Product Utilization	Information about various services provided by the government.
Education and Campaign to the Public	Changing public views, attitudes and behavior through various educational programs.
Bringing Public Compliance to Regulations	Efforts to reduce violations by educating about the law and the sanctions that will be received.
Using the Public as Eyes and Ears	Opening up opportunities for the public to participate in government.
DANGEROUS, BUT POWERFUL: POLITICAL GOALS	
Increasing Public Support	Increase support for the government by demonstrating healthy public politics. Such as involving the community in public discussions, etc.

Table 2. GSM Coding Framework

CODE	STAGE 1 Information Socialization	STAGE 2 Mass Collaboration	STAGE 3 Social Transactions
DEFINITION	The government uses social media channels to disseminate information and news to the public.	The government is moving from disseminating information to creating mass collaboration efforts through social media.	The government is trying to use social media to provide real online services to its public.

d. Entering the Analysis Stage

Researchers use the NVivo 12 application to help them conduct data analysis. NVivo is an application that can help process and analyze qualitative data. Qualitative research usually processes data manually. Because of this, NVivo acts as a tool for researching qualitative data, assuming that researchers understand the data that will be processed and analyzed.

e. Interpreting Research Findings

Qualitative data will not mean anything before its interpretation is presented, so at this stage, the researcher will interpret the data found by continuing to use the Nvivo software tool for data description.

f. Presenting Research Results

After carrying out the interpretation process, the researcher presents the research findings.

Results

Sub 1 Instagram image @lawancovid19_id



Figure 2. Instagram view @lawancovid19_id

The Committee for Handling COVID-19 and National Economic Recovery Or Komite Penanganan Covid-19 dan Pemulihan Ekonomi Nasional (KPCPEN) was officially formed to become an institution that handles COVID-19 in Indonesia in various aspects. KPCPEN has an official Instagram account, @lawancovid19_id, as a medium for disseminating information about COVID-19. When this research was written, the account had 103 thousand followers with 2,345 posts. The account has also been verified. In the account description, it can be seen that the account is categorized as a Government Organization. The bio on the account contains an appeal

in the form of a tagline with the hashtags #TetapPakaiMasker #VaksinHarusLengkap and #CuciTanganPakaiSabun, which are an invitation to comply with health protocols. Don't forget that the Instagram account also provides a hotline number to make calls and a website that can be clicked directly to their official website, namely www.covid19.go.id. Researchers are limited in knowing when the Instagram account was created because it can only be traced by the account owner. However, when conducting research, the government has been active and consistent in uploading various content. The table below recaps the number of posts on the Instagram account @lawancovid19_id during the research period.

Table 3. Summary of Number of Posts

26/11/21	27/11/21	28/11/21	29/11/21	30/11/21
3	2	-	3	3
1/12/21	2/12/21	3/12/21	4/12/21	5/12/21
3	2	1	1	-
6/12/21	7/12/21	8/12/21	9/12/21	10/12/21
3	3	4	3	2
11/12/21	12/12/21	13/12/21	14/12/21	15/12/21
1	1	1	-	4

Sub 2 Topic Overview of Uploaded Content



Figure 2. Feed Content Topics @lawancovid19_id

Overall, it is clear that the government in the early phase of Omicron had dual tasks and focuses. In addition to anticipating an increase in cases in the run-up to Christmas and New Year, the government also needed to provide information to the public regarding the emergence of the Omicron variant. These two things are outside the routine content around various programs and other regulations regarding COVID-19 in general, both in terms of health and economy. These two things—anticipating Christmas and New Year and the Omicron variant—must be done simultaneously because both are crucial issues requiring attention. When Omicron was first detected in South Africa, it was only one day before the first Omicron case was reported in Indonesia. The topics conveyed by the government through its Instagram account mostly still revolved around policies, directives, and government appeals to the public to anticipate a spike in cases during the Christmas and New Year holidays.

Content discussing Omicron has not yet dominated, but the government has started to provide information about Omicron and education about words that are

still unfamiliar, such as "mutation" and "imported case. The government also directs public behaviour by providing education about the steps that the public must take to reduce the spread of the virus. To maintain credibility and gain public trust, the government has been transparent in conveying various anticipatory steps to anticipate a spike in cases, such as establishing quarantine policies and prohibiting foreign nationals from certain countries from entering Indonesia. At this stage, the government wants to show that they can be relied on to handle this case well so that the public does not need to worry.

Sub 3 Implementation of Government Public Relations (GPR)

After conducting a content analysis to see the Implementation of Government Public Relations carried out by the Committee for Handling Covid-19 and National Economic Recovery (KPCPEN) using the GPR theory by Mordecai Lee on a total of 40 feed contents uploaded to the Instagram account @lawancovid19_id during a period of 20 days, namely from November 26, 2021 (WHO first announced Omicron as a variant of concern) to December 15, 2021 (one day before the first case of Omicron was announced in Indonesia). The results were found, which the researcher will describe after explaining the data analysis process below.

The researcher used the NVivo 12 application to help code by entering 40 Instagram feed contents that had been downloaded using the website <https://igram.io/id/?code=301>. The feed content was downloaded in the form of images in PNG format. The downloaded images were then entered into cases in the NVivo application. Because each case represents one content, there are 40 cases in this study. To facilitate analysis, each content file and case is named as follows: Content 1, Content 2, Content 3, etc. This naming is sorted according to the time sequence of content posting from oldest to newest.

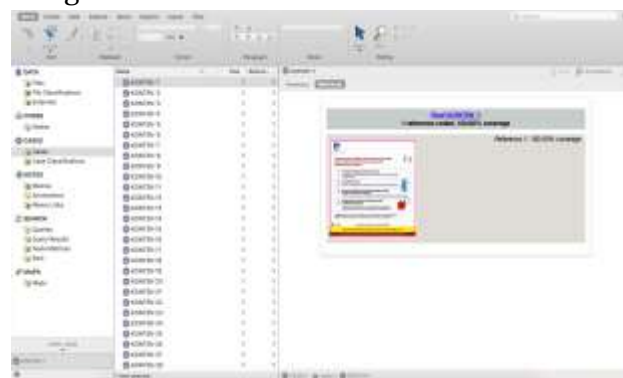


Figure 3. NVivo Cases View

After entering the images to be studied in the cases, categorization is made on the NVivo application nodes. Categorization is made before the analysis process begins because this study uses the inductive coding method, which means that the codes are made at the beginning by the Government Public Relations (GPR) theory by Mordecai Lee and the Social Media Utilization theory by Gohar F. Khan which the researcher has explained in the previous chapter. There are 8 codes divided into three categories to assess the GPR aspect. There are three codes to assess the GSM aspect. The appearance of the nodes in the NVivo application is as follows:

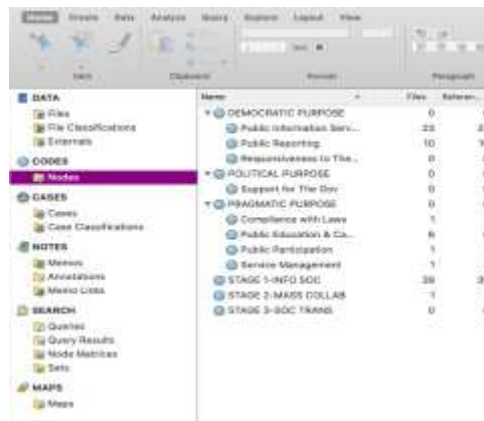


Figure 4. NVivo Nodes View

The first coding stage begins after the data input process, which involves Instagram content on cases and code creation according to GPR and GSM theory on nodes. This coding stage aims to map each piece of content according to the purpose of GPR. Each piece of content is identified individually to see its characteristics according to Mordecai Lee's description. Then, each piece is coded into the most appropriate category. After all is complete, the second coding stage continues to analyze GSM using the same process.

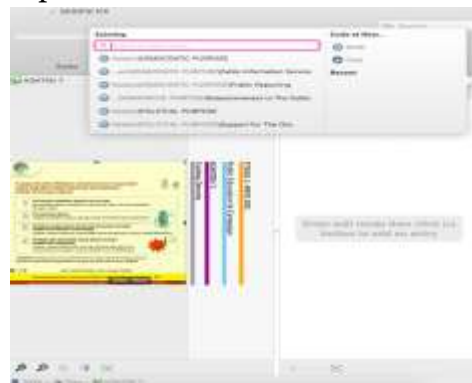


Figure 5. NVivo Coding View

After all content is finished coding, the data description process is carried out using the matrix coding feature in the NVivo 12 application. The matrix coding feature helps determine the correlation between the studied variables. The table below shows the results of the first stage of coding, namely, finding out the purpose of GPR in each content.

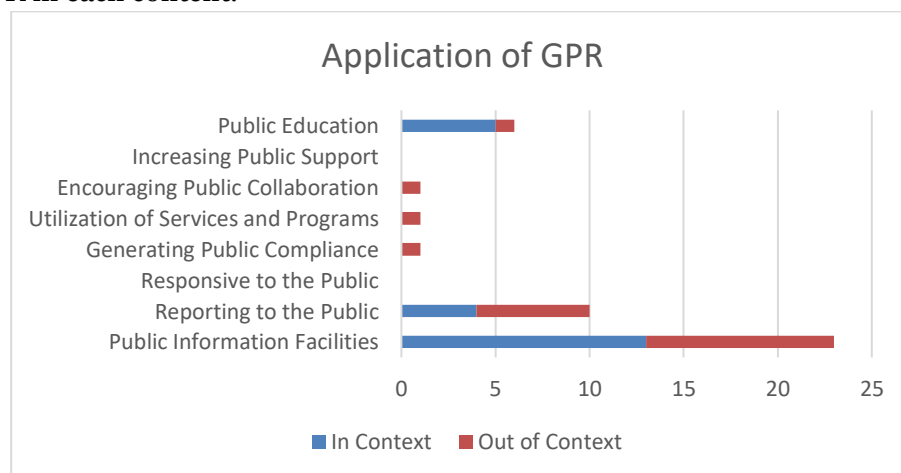


Figure 6. GPR Implementation Coding Results

Based on the table above, not all content uploaded during the studied period is included in the research context. The research context here is posts that aim or impact the spike in COVID-19 cases. Content that is out of context is mostly information about routine government programs, such as vaccinations, the National Economic Recovery Program (PEN), and so on, that have no implications for the context being studied. Therefore, the researcher's discussion only focuses on content in the studied context.

Looking at the table above, it can be seen that the government has not met all the objectives of the GPR. The points that have been carried out the most are providing public information, which has 13 contents, followed by public education and campaigns, as many as 5 contents, followed by public reporting, as many as 4 contents. Meanwhile, no content has been found for other categories. Further explanation of each point will be explained by the researcher below:

a. Public Information Facilities

Based on the research that has been conducted, most of the content is about public information, which is 13 out of a total of 40 content uploaded during the research period. Learning from SARS and previous pandemics, government intervention has a crucial role and significantly impacts the spread of the virus. In a situation like this, the government must prepare the public to understand the current situation and conditions and their effects and dangers. Moreover, the public needs a reliable source of information from the many sources of information and vulnerable psychological situations. The Indonesian government has fulfilled this aspect, as the study results show that the government has provided the information the public needs.

The Google search trend during the studied period shows that the government has met the public's information needs. Previous research has shown that the Indonesian public relies on the Internet for health information; therefore, the Google search trend is one of the benchmarks for finding topics of public interest. The researcher tried to search for Google Trends with the keyword Omicron. Setting a specific region in Indonesia, from November 26, 2021, to December 15, 2021. Then, the following results were found:



Figure 7. Google Trends Queri

Public interest is around the new variant of Covid-19, namely omicron in general. If the answer is searched in the content of the Instagram account @lawancovid19_id, several contents are found that answer these things. One of them is as seen in the image below.



Figure 8. Omicron Variant Information

It is also apparent that the government wants to emphasize that they are present and have taken steps, and invite the public to trust that the government can handle the situation well by transparently conveying the various preventive steps that have been taken. This also aims to calm the situation so that the public does not panic because of the emergence of the Omicron variant. This is a good step so that the public knows that the government is also alert. In addition to providing information related to Omicron, the government also consistently provides information about other things that are equally important in anticipating a spike in Covid-19 cases, such as conveying various regulations made regarding the celebration of Christmas and New Year's holidays which are predicted to also be one of the causes of the spike in cases. If summarized, at this point the government provides the following information:

1. Informing about the efforts, strategies, and steps that will and have been taken by the government to anticipate the entry of the Omicron variant into Indonesia.



Figure 9. Travel Regulations

2. Provide information about the Omicron virus, such as its origin, characteristics, and symptoms.
3. Provide instructions on implementing Christmas and New Year's holidays and anticipatory steps that the government has prepared to prevent a spike in cases.



Figure 10. Christmas and New Year Celebration Provisions

Figure 10. above is an information poster regarding the provisions for the 2021 Christmas celebration and worship from the Ministry of Religion, which was created by the Ministry of Communication and Informatics of the Republic of Indonesia. In the picture, a medical officer is seen wearing personal protective equipment (PPE) such as a mask, face shield, gloves, and medical apron, examining an older woman wearing white clothes. In the background is a banner that says "Christmas Worship" and several people doing activities. This poster also contains an invitation to continue wearing masks and immediately get vaccinated with the slogan "Come on, Wear a Mask, Come on, Get Vaccinated Quickly." In addition, the KOMINFO and KPCPEN logos are at the top, and source information from kemenag.go.id and covid19.go.id.

b. Reporting to the Public

The government must directly convey to the public--as citizens--the output of various programs that have been carried out. Submitting reports to the public should be made voluntarily, and regarding matters that attract attention and benefit the public by adjusting the public's ability to understand the information. If adjusted to the context of anticipating a spike in COVID-19 cases, the type of report submitted by the government to the public, in this case, is in the form of a report and evaluation related to the implementation of the PPKM program and a report on controlling Covid-19 cases in various regions with the aim that the public knows and can assess for themselves what the situation is in the field. The point that needs to be appreciated here is the government's openness to the situation by providing credible data, for example, regarding areas that have increased COVID-19 cases. This is good for preparing the public for situations that might occur and shows that the government has anticipated the situation before it happens by studying the available data so that preventive measures can be prepared.



Figure 11. Evaluation of PPKM Implementation



Figure 12. Indication of Increase in Cases

c. Responsive to the Public

The government must be responsive to all questions, complaints, and public concerns; as stated in Chapter 2, the GPR also acts as the eyes and ears of the government to find out what the public is feeling. The government is not like other sectors, such as business or the private sector, because the public are citizens who have the right to receive information, obtain information, and even participate in government. Good GPR can help improve the achievement of government missions by investigating public complaints to improve services. However, in this study, researchers found no content included in Responsiveness. This point is one of the mandatory or mandatory aspects of GPR. The government can use this category to answer frequently asked questions (FAQ), which can be known from questions asked by the public in the comments column. In this case, the government can also maximize the use of the direct messages feature and then inform the public to be able to ask questions directly through this feature. Still, this has not been done during the research period. This situation confirms the often-heard ironic statement that most governments only convey the information they want to convey, not the information the public needs.

d. Education and Campaign to the Public

The government can reduce the risk or negative impacts of public behaviour by encouraging the public to change it before it happens. One way

is to provide public education programs and campaigns on various issues, anticipating a spike in COVID-19 cases due to the emergence of a new variant of concern, Omicron, which coincides with Christmas and New Year celebrations. Content around this category is the second largest after Public Information, totalling 5 contents. In this case, the government provides education on what steps each individual can take to prevent the spread of the virus, in addition to various health education programs, such as how important ventilation is. The government has also implemented an evaluation from the previous phase, namely providing education on new phrases that may be unfamiliar to some of the public, making them difficult to understand. The government also provides education about the Omicron virus so that the public understands and is more prepared to accept various policies made by the government.



Figure 13. Steps to Prevent the Spread of Viruses



Figure 14. Virus Mutation Education

e. Generating Voluntary Public Compliance

This point aims to increase public compliance with various government regulations by explaining the regulations and sanctions that will be given to create a sense of fear that is expected to discourage the public from doing the opposite. Unfortunately, only one content was found that was outside the context of the study, namely regarding the provisions on PCR costs. The

government can use this point to control compliance with public health protocols that are starting to loosen by emphasizing the sanctions that will be obtained if the public violates or explaining the regulations related to quarantine policies that were being widely discussed at that time to create compliance by the public.



Figure 15. PCR Cost Provisions

f. Increasing Utilization of Services and Products

Mordecai Lee said it would fail if the government created a program or service that could help the public, but only a few utilized it. Therefore, socialization is needed so the public knows the various programs and services offered. Because if most of the public does not know, it is questionable whether the program is truly successful. Of the many contents analyzed, only one post mentioned this. However, the context was also outside the research topic. Namely around the government's website and chatbot to report hoax news.

g. Encouraging Public Collaboration

This point aims to attract the public to become the eyes and ears of the government or, in other words, to ask for cooperation and collaboration from the public to become an extension of a policy or regulation that the government has made. Unfortunately, the government has not implemented this point optimally because only one content was found outside the research context. In fact, at crucial times, the government must ensure that the information conveyed can reach the public massively and widely. The government can maximize this point by involving public participation to help spread the content posted on their respective social media.

h. Increasing Public Support

Lee stated that this point falls into the category of political goals that have extraordinary impacts but are also dangerous. The Indonesian government has not yet implemented this point because it is likely not brave enough to take risks. However, this point can be utilized by holding public discussions about the Omicron variant and the various steps taken to create mutual understanding or even surveying to determine what the public is concerned about. Of the eight GPR points put forward by Mordecai Lee, KPCPEN, in anticipating the spike in COVID-19 cases through social media, only implemented three: providing information to the public, reporting to the public, and educating the public.

Sub 4 Utilization of Government Social Media (GSM)

After conducting the coding process to see the implementation of GPR, the research continued with the second stage, which aims to see the implementation of Government Social Media (GSM). The coding process was carried out only on material that was in context, namely content entitled "to anticipate a spike in Covid-19 cases," and with the same stages. Still, the content was mapped into different categories, referring to the GSM implementation coding framework explained in CHAPTER III. The data visualization process was still carried out using matrix coding so that the following results were found.

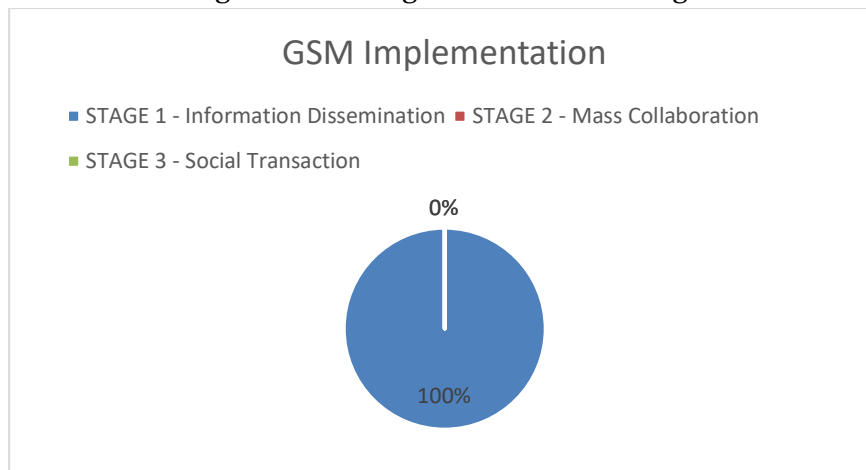


Figure 16. GSM Implementation Coding Results

Based on the graph above, the utilization of GSM is still entirely at stage one, namely information socialization, because there has been no invitation to collaborate instead of conducting social transactions. All uploaded content is still one-way information delivery without any invitation to interact or collaborate in other forms, such as sharing posts. This is unfortunate because the essence of social media is more than that. The point emphasized in using government social media in the theory and regulations discussed is interaction and building two-way communication with the public. The government conveys, becomes a listener and even attracts the public and other institutions to collaborate to achieve goals.

This also makes the culture that should be applied to government social media, namely Sharing, Transparency, Openness, and Collaboration (S.T.O.C), incomplete because it has not been fully fulfilled, where the absence of aspect C, namely collaboration. Another point is that researchers consider the use of Instagram social media to be based on its characteristics, namely visual-based, by uploading visual-based content, such as infographics or posters, with the message conveyed in the uploaded image instead of just in the caption. Each uploaded content is equipped with illustrations or supporting images to make it easier to understand. The selection of colours that are not monotonous can also attract public attention.



Figure 17. Example of Instagram Content

The government, through KPCPEN, also consistently includes public behavioural guidelines in the form of health protocol recommendations in every post, such as "Let's Wear Masks" and "Let's Get Vaccinated Quickly," so that the message sticks in the public's memory. An example is shown in the image below.



Figure 18. Health Protocol Instructions

Discussion

Based on the research results above, the establishment of KPCPEN as an institution that explicitly handles the COVID-19 pandemic in Indonesia is the right step to avoid communication errors that occurred in the previous phase. The delivery of messages has become more consistent, and it feels like they have been carefully prepared by considering various factors. Moreover, its presence on social media, especially Instagram, is reliable in meeting the public's information needs amidst the flood of information circulating. If we talk about the need for information and public education, the government can be given a thumbs up. Because it has responded seriously to the various evaluations submitted, and there has been no repeat of the communication errors in the previous phase. In this case, the government has taken the threat of the COVID-19 pandemic seriously. The delivery of messages is carried out consistently and with one voice to avoid mixed messages. Several posts also include quotes from competent sources in their fields. Education regarding words that are still unfamiliar has also been carried out to create an even public understanding.

In the early phase of Omicron, the government can be said to have given a quick and responsive response, as seen from the presentation of known information and daring to be honest about what is still unknown. The government has also directed public behaviour by providing education about health protocols that can protect themselves and others. The government has protected the public from exposure to hoaxes by providing hoax-buster content containing counter-narratives to various circulating hoaxes. Controlling public behaviour has also been carried out using a tagline consistently repeated in every post, namely #AyoPakaiMasker #AyoCepatVaksin.

Another interesting thing is that there are no longer any gestures or statements that trivialize the threat of COVID-19; it is clear that the government is taking it seriously and not taking the threat of the virus lightly. The government is also not only focused on good news. Still, it is already open to various threats of increasing cases that may occur in the future. Still, at the same time, it continues to convince the public that the situation is under control and can be overcome together. In other words, the government has successfully balanced risk perception with the public's self-efficacy, which is the right thing to do. Because if the risk perception is low, the public is likely to underestimate the threat of the virus; likewise, if the public is not confident in their self-efficacy, they will choose to ignore the rules that have been directed.

Overall, the government has implemented several points of the GPR proposed by Lee's theory and various regulations, such as providing information that the public needs, providing education, conducting risk communication, and utilizing social media to disseminate information. However, implementing GPR is not just the above, but more than that. GPR is not only limited to communication that is planned, delivered, and then finished. However, it is a process to achieve mutual understanding, where communicators and communicants create, share, and exchange thoughts, opinions, and information to create a climate of mutual support. The theory proposed by Lee, various regulations, the RCCE strategy proposed by WHO, and the rules for utilizing social media encourage reciprocal communication, two-way communication, interaction, and collaboration between the government and its public. However, it turns out that the government does not make the government fall into the soapbox category, where social media is only used to spread information. It isn't perfect because the government's presence on social media facilitates and enables this to happen. This makes the government's communication no different from traditional media, which occurred several years ago. Clearly, people's behaviour in using media has changed, so if the government does not adjust, they will seem to be in a "silent and empty arena" and will not get a significant impact, said one member of Perhumas. WHO also directed the government to see communication not only as a means of conveying information but as a means of dialogue.

The role of public relations organizations and institutions in controlling this is also still not visible. Bako-Humas focuses on implementing GPR in regional agencies. Meanwhile, Perhumas, as far as researchers know, is only involved in designing strategies and evaluating public communications for the DKI Jakarta provincial government after the "shock effect" controversy by Anies Baswedan in 2020. Another finding caught the attention of researchers, namely the continued existence of negative public sentiment in the comments column, especially around various government regulations. Researchers assume that this is due to the continued distrust of the public due to communication errors made by the government in the previous phase. The lack of openness from the government to discuss and dialogue with the public, as simple as responding to comments through social media, may make the public feel unheard, thus making the situation drag on.

Conclusion

The implementation of Government Public Relations (GPR) through social media in anticipating the issue of a spike in COVID-19 cases during the early phase of Omicron has not fulfilled all of the GPR objectives put forward by Mordecai Lee because it only meets

three of the eight points, namely public information facilities, reporting to the public, and public education. However, overall, the government has learned from previous communication mistakes by providing the information the public needs, such as information about the Omicron virus and directions on how the public should behave by providing education on health protocol actions that can be taken, not forgetting to provide education on words that are still unfamiliar such as "mutation" and "imported case" so that public understanding of the information conveyed is maximized. The government has been transparent in explaining various regulations and preventive steps to anticipate a spike in cases, routinely provides reports on case progress, and even explains predictions about the worst possibilities so that the public can know the conditions that might occur. However, GPR is not only limited to communication that is planned, delivered, and then finished but a process to achieve mutual understanding, where there is an exchange of thoughts, opinions, and information so that a climate of mutual support is created and in this case, the government has not done this. Government Social Media (GSM) implementation is still dominated by content included in stage one, namely information socialization. The government has not used social media efficiently because it only communicates one way by providing information to the public without any reciprocity. Public relations organizations such as Perhumas and Bako-Humas have not played a significant role. As far as the researcher's findings, Bako-Humas focuses more on public relations activities in each regional agency, while Perhumas has contributed to designing strategies and evaluating public communication during the Covid-19 pandemic, but only within the scope of the DKI Jakarta Provincial Government. Overall, the two theories above can be used to examine the implementation of GPR and GSM by government agencies and other agencies in further research.

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