Indonesian government crisis communication facing coronavirus pandemic

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ABSTRACT

Many Indonesian officials have joked about the coronavirus outbreak. The Indonesian government has come to a point, namely crisis communication. With qualitative descriptive research, with data sources from scientific journals, articles from experts and intellectuals related to coronavirus, mass media news, and other relevant information. Analysis using triangulation techniques. This paper aims to reveal the communication side of the government's crisis and see society's reality in responding to information conveyed by Indonesian government agencies. As a result, the communication crisis that occurred was preceded by weak government coordination in dealing with the outbreak. Then the result is policymaking that is not correctly aligned and integrated. The government's various information to the public is also different and changing, confusing the community. On the other hand, people through social media convey a lot of information that has not been verified. So that it adds to the complexity of the problem of handling the coronavirus outbreak. In conclusion, informing and providing guidance for the community to deal with pandemics is the key to successful communication during a crisis.

1. Introduction

In China's seriousness in overcoming the Coronavirus virus outbreak, many countries seem relaxed and can even be underestimated. America's reaction under President Trump has been to say that America is unlikely to be affected by the outbreak. So are the EU countries. If the leader has declared the virus harmless and will not reach their country, it will undoubtedly be one of the triggers for apathy and underestimate the virus's spread. Even when the government has determined the danger of the coronavirus, many people still do not comply. As is the case in Italy, India, America, and many other countries. Including in Indonesia.

In Italy, India, and Indonesia, many people flocked home when it was declared a holiday to reduce human interaction. While in America, March is during the semester holiday season. So the public has scheduled well in advance for the holidays. Many beaches and tourist attractions are crowded with tourists. This is where the virus is the mass transmission. After thousands of people were infected, the government immediately established an emergency response status. Italy, America, Malaysia, Spain, France set a lockdown for people in several cities [1]. People are starting to panic. Buying masks, hand sanitizer, groceries. Even Italy, India, Mexico, and some countries reported riots. Saudi Arabia even stopped pilgrims and implemented a policy of delaying the hajj in 2020. Whereas WHO has warned if the potential spread of coronavirus is enormous, countries in different parts of the world are asked to anticipate the end of February 2020, WHO designated coronavirus as a Global pandemic [2].

Indonesian government officials' response can be said to be similar to Trump, underestimated. The problem of public panic and the stalling of the wheels of the economy may be the reason. However, some state officials say the coronavirus virus will not spread to Indonesia because of the hot season during the year. Still, the evidence is thousands affected after the virus infects many. Minister of Indonesia Luhut Panjaitan said the virus would die if the rainy season subsided. Before the outbreak, even the vice president said Indonesia was immune to the virus because it likes to read *qunut* prayers. Another Indonesian minister said Indonesia would not be affected because it wants to eat cat rice. Many government statements are blundering and causing a stir in the community. Besides, it is not clear that the policy is taken caused confusion in institutions' line under it. Coordination does not go hand in hand, and the end of the community is the victim.

Table 1. The list of blunders made by the government

No.	Name and position in government	Statement
1	Terawan, Minister of Health	"Of the 1.4 billion people there, the most 2,000s, 2,000 of the 1.4 billion are like what it's like because it's preventative don't panic, don't fret, enjoy it, eat enough."
2	Terawan, Minister of Health	Responding to Harvard research. "It's called insulting to our equipment yesterday in fixed by the ambassador of the United States. We use kits from America."
3	Jokowi, President of Indonesia	Talk about asking airlines to be intensive.
4	Mahfud MD, Coordinating Minister for Law and Security	Coronavirus will not enter Indonesia due to licensing.
5	Terawan, Minister of Health	Indonesia owes God because Coronavirus does not enter Indonesia is constrained because of licensing.
6	Doni Monardo, Head of the Disaster Management Agency	About drinking herbal medicine. "Is it possible because we often drink herbal medicine or maybe because we've been immune from the past because it's usually got a cold cough so once there is a virus just a little bit mental virus. "This could probably be one of the ways we are delivering to promote even to master the world's spice-based medicine market of our homeland."
7	Airlangga Hartarto, Coordinating Minister for the Economy	About the budget for influencers for the sake of boosting tourism.
8	Wishnutama, Minister for Creative Industries	about the budget for influencers for the sake of tourism.
9	Ma'ruf Amin, vice presiden Indonesia	"Every morning many Kyai and Islamic Scholars who always read the *qunut prayer*, I also do, read Qunut, O Allah keep away bala and disease outbreaks then coronavirus will move away from Indonesia hopefully continue to be maintained."
10	Jokowi, President of Indonesia Jokowi, President of Indonesia	"Different incentives we provide for tourists from areas that have been estimated that are not the epicenter of coronavirus. Because we want the case resolved, but our economy is also in good shape and normal. Tourists from countries that are not affected are not all over the world because only 54 or 52 have been hit, so we have to be careful but not until paranoid as well, we do good prevention according to the procedures expressed should not be paranoid by who."

11	Ma'ruf Amin, vice president of Indonesia	About wild horses, milk is believed to be the tangent of the coronavirus.
12	Jokowi, President of Indonesia	The thing about the new civil emergency option. "All scenarios we prepare from the lightest, moderate, moderate, to the worst possible, civil emergency that we prepare what in case of abnormal conditions, we will prepare the device."
13	Tito Karnavian, Minister of Home Affair	"We understand the coronavirus is a virus whose fatality rate is relatively low, and the impact of death is relatively low compared to other viruses. We don't want the issue that comes out to the public to make the public panic, which eventually comes another impact besides the disease itself. Once again, the coronavirus mortality rate is relatively low, and many show that many heal by themselves when the immune system is strong, but we are obliged to prevent transmission."
14	Luhut B Panjaitan, Coordinating Minister for Investment and Maritime Affairs	"From our modeling results, there is a hot equatorial Indonesian weather, and also the high humidity for coronavirus is not strong."
15	Akhmad Yuriyanto, Spokesman for the Minister of Health	"The rich protect the poor to live fairly and the poor to protect the rich from the disease."
16	Mahfud MD, Coordinating Minister for Law and Security	About corruptors, it's better to be isolated in prison than at home.
17	Jokowi, President of Indonesia	"Motorcycle taxi drivers, drivers, taxis, and fishermen who currently have a motorcycle or car loans, I tell them not to worry because interest payments or installments are given leniency for one year."
18	Fajroel Rahman, Presidential Spokesman	"President Jokowi confirmed that there is no official ban on Eid al-Fitr 2020, but travelers must be self-isolated for 14 days and have ODP status following WHO health protocols supervised by their respective local governments."
19	Idham Azis, Indonesian Police Chief	About the rules of mass gathering during coronavirus and about Jokowi's insults
20	Yasonna Laoly, Minister of Law and Human Rights	About the possibility of freeing elderly corruptors.

From the above exposure, this study seeks to uncover how crisis communication was conducted by the Indonesian government in dealing with the coronavirus outbreak and see how the public responded to information submitted by the Indonesian government.

2. Theoretical Framework

Communication is an essential point in every public relations activity in maintaining government institutions' positive image in the public's eyes. Poor communication will lead to a un good relationship between government public relations and the public. So when there is a problem with a policy that causes controversy and debate in the community, if public relations can not handle it quickly, it can develop into a crisis. A crisis is a critical time related to an event that may have a negative effect on the organization. An organization can be a private institution as well as a government institution. Therefore, quick and appropriate decisions need to be made not to affect the entire operation and organization system. Decision making requires careful and measurable processing of information to minimize unintended consequences. A crisis tends to have adverse

effects that affect the organization's relationship with the public, the products it produces, and its reputation [4].

There is some standard definition regarding crisis communication. Coombs & Sherry [5] say, "Crisis communication is the collection, processing, and dissemination of information needed to resolve a crisis." This means that crisis communication can be defined as a process of collecting, processing, and disseminating information needed to overcome crises. The above definition explains that crisis communication is an essential part of crisis management to conduct intense communication with the community and filter out the information needed. Growing knowledge about the spread, countermeasures, and coronavirus treatment process is sometimes unclear from where the source and many spiced hoaxes. The truth is still questioned and can bring up rumors that will confuse the public. Therefore, public relations' role must always be proactive in responding and providing information quickly and appropriately to minimize the rumors [4]. Fearn-Banks [6] argues that "crisis communication is the dialogue between the organization and its publics before, during, and after the negative occurrence." The point is that dialogue takes place between companies and the public before and after the crisis. It is understood that communication carried out during the crisis includes before, during, and after the crisis's onset, must be maintained intensely for the crisis communication process to run comprehensively and get results as expected.

In crisis communication there are several principles. The first principle is oriented towards public safety. Second, Public Relations also implements crisis communication strategies designed to reduce the risk of public panic. Third, reduce the concerns felt by the public. Fourth, reduce speculations, especially in the early days of the crisis. Fifth, protect institutions from the criticisms of an assumption that usually arise from public discourse in the mass media. Sixth, they are trustworthy and open. Seventh, then based on the balance of interests and designed to minimize damage to the organization's image [7].

Crisis communication can perform three functions: instructive information that informs how it should react to a problem. Then adjustive information helps people overcome uncertainty and internalize the information that refers to information that helps organizations manage their reputation [8]. In keeping with this tradition, the communication crisis focuses on developing rhetorical strategies to reduce errors and support organizations, especially companies, to return to their daily activities with minimal losses to their reputations [9]. Crisis-related communications have been studied in the broader field of emergency management. In this context, communication relates to interpersonal influence, media relations, technology systems, and inter-organizational networks [10]. Theoretically, government institutions should handle the coronavirus outbreak using language that is straightforward and direct at the core of the problem to be affected interpersonally. Then use the media and technology massively to socialize government policy. Not the other way around, maintaining a buzzer that aggravates the atmosphere. Also, it operates religious-based community organizations such as Muhammadiyah, which has hundreds of hospitals and disaster management agencies and already has an international reputation for helping people deal with outbreaks.

There are several dimensions to handling crisis communication. The first dimension is an operational and strategic component. Crisis communication is related to disseminating relevant information about the crisis to those most affected by the corona virus to make the right and effective decisions in overcoming the pandemic [11]. The second dimension relates to the two objectives of communication, namely maintaining the government's reputation and instilling resilience for the community. The first objective is a reputation to maintain the correct name and image of an institution or organization. In the case of the coronavirus outbreak is a government agency. The second objective is resilience and a focus on providing information essential for communities and individuals to survive and recover in times of crisis. In general, the concept of resilience encourages people to reflect after accepting a problem: the ability to adapt and rise to new situations, thereby creating long-term calm [12].
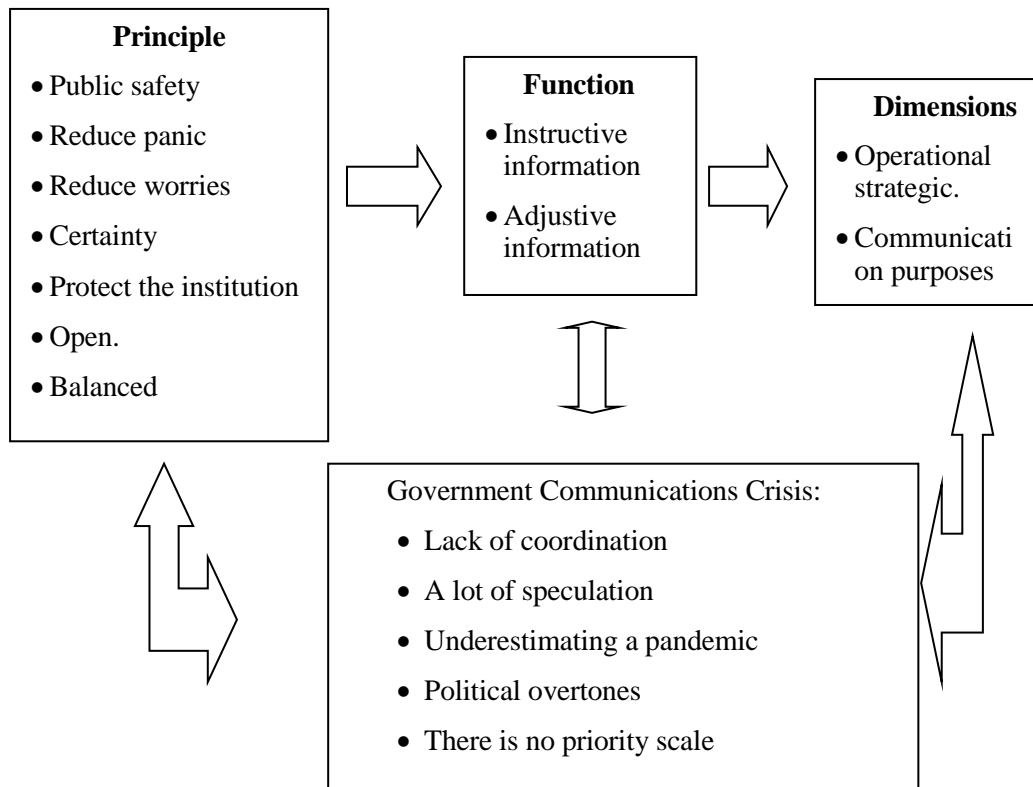
Principle

- Public safety
- Reduce panic
- Reduce worries
- Certainty
- Protect the institution
- Open.
- Balanced

Function

- Instructive information
- Adjustive information

Dimensions

- Operational strategic.
- Communication purposes

Government Communications Crisis:

- Lack of coordination
- A lot of speculation
- Underestimating a pandemic
- Political overtones
- There is no priority scale

Fig. 1. The theoretical framework can be described as the following schematic

3. Method

The approach carried out in this research is a qualitative approach. This is done to provide an overview or understanding of how and why a symptom or reality of communication occurs [13]. That is to describe a government crisis communication phenomenon that occurred in Indonesia. Qualitative research methods in social science studies are based on the constructivism paradigm. Constructivists or interpretivism believe that to understand the world, this meaning, and one must interpret it. Researchers must explain the processes of forming meanings and explain the context and meanings of social actors' language and actions [14].

Data sources excavated come from scientific journals, articles of experts, and intellectuals related to coronavirus, mass media news, and other relevant information. Triangulation (combined) is a data collection technique. In this study, data analysis is inductive, emphasizing meaning rather than generalization between research variables [15]. The qualitative approach makes researchers the main instrument of research in drawing conclusions based on studying various documents. Researchers use descriptive analysis to create systematic, factual, and accurate descriptions of an object's facts. This study illustrates the reality between variables without explaining their relationship [16].

4. Results And Discussion

4.1 Between Economic Interests And Life

The government's policy looks clear in the face of the coronavirus pandemic. Confused, which should first be made a policy priority. Between health or economic recovery. Unfortunately, amid the government's diversity, there is a new issue that is no less habit, namely the politics that joined the call between the two. This has caused a lot of criticism among the public seeing the sluggishness and confusion of the government in taking the policy.

Said Didu, Former Secretary of the Minister, said that Coordinating Minister for Maritime Affairs and Investment, Luhut Panjaitan, only attaches importance to every policymaking economy. So, Luhut Panjaitan gave 2x24 hours to apologize. I do not apologize. He will be reported to the

police with defamation accusations and snared with the ITE law. Then Faisal Basri, an economist, said and has become the mainstream news that Luhut Panjaitan is more dangerous than coronavirus.

Seeing the sluggish economic condition, especially in tourism, the government provides stimulus discounts on hotels and entrepreneurs' airfares and subsidies. It even attracts influencers by spending 72 billion to attract tourists. Decisions opposed by health workers and academics. In the middle of other countries are wary of the spread of the virus, Indonesia even makes it easier for foreign tourists to come to Indonesia [17]. Many people on social media highlight, "not coming with money, but carrying the disease."

Researcher Pierre van der Eng from Australian argues, the Government of Indonesia may be contemplating lockdowns such as in Wuhan or Italy, and other countries. China's Hubei province successfully imposed a lockdown on January 23 to contain the spread of the coronavirus [18]. However, there are three reasons for Indonesia not to carry out a lockdown like in China. First, the detection of the coronavirus's spread is unclear about the location of Indonesia's transmission center. Second, Hubei province's 60 million inhabitants are concentrated in urban centers suitable for lockdown. Meanwhile, in Java, the spread of transmission is not only concentrated in Jakarta. There are Bandung, Yogyakarta, Surabaya, and Semarang. Where the city is one of the economic drivers. If it is locked, it can mess up the Indonesian economy. Third, from a financial point of view, Hubei only produces 4 percent of China's GDP, while West Java produces 35 percent of Indonesia's GDP, and the entire island of Java produces 60 percent. The lockdown in Jakarta will burden the central government there. And the lockdown in the whole Java region would hamper Indonesia's economy. This is the reason why the Jokowi administration hesitates in making policies. Whether to lockdown or not.

Quarantine is essential to stop the spread of the pandemic, but if it is carried out for a long time, the people can scream because the state cannot guarantee their daily needs. Some regional governments' policy being taken to quarantine their territories has caused a lot of public reactions. On the other hand, Yuval Noah Harari's view in the Times magazine states that pandemics' prevention is not segregation but rather collaboration. Yuval's explanation, First, pandemics spread rapidly. Even before the era of globalization, the world had been hit by an epidemic. So there is no single government in the world that can stop this epidemic. However, limiting themselves from interactions with other countries. Second, disseminating or covering up data is not the right step in overcoming, but international solidarity and an open attitude in conveying data and facts. Do not then, for the sake of economic safety, the government then delivers false news or covers up facts. Collaboration and building trust not only in the country, between people and government. However, honesty needs to be built between countries. This is where the real form of collaboration between countries to tackle the outbreak [19].

Meanwhile, because the government has underestimated the pandemic, and now the outbreak has spread throughout the country, the government has a stuttering economic policy issue. The policy has been widely highlighted for potentially violating the constitution. Former 6th President of Indonesia Susilo Bambang Yudhoyono reminded the government not to take unconstitutional actions. This is related to the policy of allocating a budget of 405.1 trillion rupiahs by issuing *perpu* no. 1 of 2020, where the government determines the fund and its allocation without going through discussions in the House of Representatives and without entering the system of budget changes [20]. This would likely set a bad precedent for overseeing the constitution.

From this, it is clear that the government does not have a comprehensive economic design in the Coronavirus pandemic face. The government needs to be wise in providing policies that allow workers in this sector to get bank facilities. During a bad situation, economic growth is shallow, even predicted minus. Small businesses are also out of business, and many are disconnected. Therefore, there needs to be a large investment both from within and outside the country. Also, the vital thing for the government to do is to tighten unnecessary state spending. Routine activities that usually attract a lot of budget attention need to be reduced, diverted to the real sector, and involve the community. Administrative and office spending needs to be tightly saved. [21]. But, unfortunately, there is still a lot of corruption committed during the covid outbreak. One of them is the corruption of government social assistance for people affected by the pandemic.

4.2   Cross-Examination Coordination

"Esuk dele sore tempe," meaning that the morning is still soy, but the afternoon has become tempeh. An impossible process. Those are some of the Javanese memes that spread on social media. A satire on the government's inconsionaccuracy in dealing with the coronavirus virus. At the beginning of the president, it established social distancing, physical distancing, and PSBB (large-scale social application). Whereas many areas do lockdown locally. It's like Tegal. In Papua, all arrival routes, both land, sea, and air, have been closed. The governor of Jakarta suspended inter-provincial bus operations. Still, he was arrested by the coordinating minister for maritime affairs and investment, who is also the acting minister of transportation Luhut Paanjaitan because the minister of transportation is positively coronavirus.

Fajroel Rahman, the president's spokesman, on April 1, said that the Eid al-Fitr 2020 homecoming was allowed. Still, he corrected himself in the afternoon, even until the state's secretary corrected the president's spokesman's statement. By saying homecoming is permitted. Whereas at the same time, the community and local government are anxious and wary about the spread of the virus that can not be controlled because many people are homecoming.

Data on the number of deaths in the Jakarta and central governments are different. Similarly, the data on the number of West Java residents who are infected with the virus with the central government at the same time is also other. Of course, this illustrates not corresponding coordination and not good communication between institutions and stakeholders. In Jakarta in March, the number of deaths increased by almost 50%. Usually, the average end ranges from 3000 people per month, but it reached 4,700 people in March. At the same time, Anis Baswedan, the governor, mentioned 400 people in DKI Jakarta during March buried with provisions coronavirus. However, the number of patients dying throughout Indonesia has not reached 200 versions of the central government. Netizens were split, who defended Anis, saying the central government was corrupting the bodies, while government supporters said Anis was doing a markup of the number of bodies.

While 600 West Java residents confirm coronavirus, the government announced 190 new patients with coronavirus in Indonesia. This has further led to public distrust of the government. The public suspects that something is covered up with this pandemic. Even the Governor of Yogyakarta's unique region, Hamengkubuwono X, asked for data on the spread of patients in his area, but the central government did not provide it. The governor of Yogyakarta's desire is not to publish it to the public but to take measures against anyone who includes *ODP, PDP*, and positive patients to prevent and minimize the spread. During the coronavirus pandemic, effective media communication has caused controversy over patient privacy regarding the identity and public interest in preventing the transmission of covid19. Efforts to contain the coronavirus virus require disclosure of information, especially regarding patients who tested positive for coronavirus. To minimize news confusion and reduce public anxiety, the Provincial Government needs case data selected as a symbol to make it easier to explain the chronology and development of coronavirus cases. Meanwhile, personal data or personal data is not displayed in the media [22, pp. 29–36].

Yasona Laoly as minister of justice and human rights, granted remission so that many prisoners were released. There is even a corrupt discourse with over 60 years of age on the release, under the pretext of preventing the spread of the virus to prisons. This provoked a public backlash. And circulated a video of the coordinating minister for politics, law, and security, Mahfud MD. That corrects Minister Laoly's statement. That the policy will not be carried out. But the policy of granting remission to ordinary inmates continues to roll.

Mathew W Seeger, in Best Practice in Crisis Communications: An Expert Panel Process [23, pp. 232–244], reminds us of the importance of crisis communication management where this management is one of the steps that must be taken in the event of an outbreak. Because it will determine the next action, namely prevention, preparation of crisis management, making a pattern of activities that should be done when the community is exposed to the virus, creating a system to ward off the spread of the virus is not repeated.

A valuable lesson, at the beginning of the spread of the SARS outbreak, the Chinese government did not listen to the public's voice and tended to cover up information. Finally, the Chinese government used the media to gain sympathy and gain public support. By making posters and leaflets and also mobilizing the mass media. The results are excellent. People support flows. The

communication process in a health emergency is essential to uncover information. With transparency and public trust, ten years later, when the H7N9 outbreak hit China, China was relatively able to control the spread and finally be able to contain it. The Chinese government opens communication services, including WeChat. Always update the information on time and schedule.

And last but not least is fighting fake news on social media. Hoaxes are a problem for all countries when there is a health emergency. With a vast population, China needs to get appreciation in tackling fake news on social media [24]. And the progress of the Chinese government's handling has also succeeded in controlling the coronavirus pandemic. The key is the unity of all society and government components, good coordination, and crisis communication that runs effectively.

4.3 Communication Crisis Resulted In Many Hoaxes In The Community

President Jokowi has social media that has quite a lot of followers. And Jokowi is quite active in using social media, especially tweeters. However, the update of information related to Jokowi's policy dealing with the coronavirus outbreak is considered too late. Also, there is an impression of a lot of information covered. Besides, officials under him are also incorrect in intesrpreting orders from the president. So many institutions run alone without coordination[25].

The Indonesian government's communication pattern by trying to cover up information causes many problems. The difficulty of dealing with the outbreak also makes the public have different perceptions about coping with the pandemic. Transparency of coronavirus data in Indonesia still lacks, as seen and displayed on the official coronavirus website. The government also did not provide comprehensive data on the spread of the virus. The lack of transparency is also evident in the process of tracking cases that are not done openly. Some case tracking is too late for release, and mass tests to track instances are also not running optimally. It even tends to be commercialized. Information and data submitted to the public through policy messages are inconsistent and closed [26].

A study in Indonesia of 500 people found that public perceptions of government transparency in dealing with the coronavirus outbreak are still low. The level of trust of the Indonesian people only reaches 8%. Finally, the Indonesian government launched a website. Namely, www.covid19.go.id to create a dead end as a communication channel during a pandemic. However, there are many contradictions between central and local government data, so that many people are confused and distrust the community. [27].

Context covering information, Harold Adams Innis [28], asserts as a monopoly on knowledge. Information belongs only to the authorities and those concerned and then made into commodities. The more covered the data, the more pungent the smell so that the public more and more people shout. Of course, it is unfortunate if the death data suspected because of coronavirus in Jakarta between the central government and Jakarta's governor is different. Also, the Indonesian government underestimates the spread of the virus. Consider the disclosure of information on the discovery of the coronavirus virus as a troubling act. Pathetic see the style of public communication officials in Indonesia. At the same time, an official who can get valid information should organize the message well [29]. Good communication organizing has won at least half of the battle.

But the information submitted by the government in Indonesia and the public response on social media that is rowdy and has been disproportionate will undoubtedly eliminate the concentration of all in dealing with a disease. What happened was precisely the opposite, dissolving into a useless debate and draining all potential. It is also strongly influenced by mass media framing [30, pp. 219–231].

Then, coordination and communication between institutions, leaders, and all stakeholders are very poor. In Indonesia, presidents with many local governments are not in line. As if communication was jammed, instructions were unclear. Borrowing the term Janet Beavin Bavales [31], the Indonesian government created Equivokal Communication, which conveys information that is not clear so confusing. Whereas Coombs [5] has reminded us that crisis communication's main principles are open, consistent, and proper information delivery. In Indonesia, officials and the rich have the privilege. They are free to check coronavirus. Later on, poor people have not been examined if it is not severe and if the negative results have to pay a lot of money.

Disorganized government communication caused many hoaxes during the coronavirus pandemic in Indonesia. Data from the Ministry of Communication and Informatics has at least 60 fake news spread in the community [3], including: Coronavirus virus dies if drinking a lot of herbal medicine, especially ginger, kencur, etc; Virus dies if exposed to heat; Daniel Radcliffe 'Harry Potter' infected with coronavirus; Urging anticipation of looting in coronavirus outbreak; 2016 forecast related to coronavirus; Chain message containing coronavirus prevention on behalf of UNICEF; Malioboro and tourist places in Yogyakarta close; Hot lemon can kill coronavirus; Bali conducts lockdown on March 25; Chloroquine malaria drug can cure coronavirus; Minister of Home Affairs Tito Karnavian affected by a coronavirus; Actor Tom Hanks dies of coronavirus; Cigarette smoke can kill coronavirus; Coronavirus discovery in toilet paper; Drinking alcohol can reduce the risk of coronavirus; Cow urine becomes a coronavirus drug; Coronavirus appearance; Silver colloids capable of killing coronavirus; Indonesian passenger Saliva test in Singapore city; Healing coronavirus with garlic; Jokowi: Coronavirus drink bodrex 5 minutes immediately cured; Coronavirus can be transmitted through free fire games; Ablution can destroy coronavirus. According to the WHO, risk communication's primary purpose is to allow at-risk people to decide to protect themselves and their loved ones from harm. [32].

On the other hand, in Indonesia, many religious-based community organizations have high social and health care. Like Muhammadiyah, which has hundreds of hospitals and medical faculties. But so far, it has not been involved intensely to tackle this outbreak. They are reminding the importance of encouraging partnership and cooperation. Philanthropic institutions in the world and Indonesia are numerous. Inviting them to collaborate means easing the burden on the government and making it easier to overcome the crisis. Besides that, it also influences risk communication and can inspire others to join hands in easing others' burdens. No one knows when this coronavirus pandemic will end. And in the future, of course, there will be another threat of outbreaks that may occur. So strengthening resilience in risk communication is very important. so that every country and society has the readiness to anticipate [33].

Research in China during coronavirus found that the importance of content in new media (e.g., WeChat) greatly influences individual perceptions in dealing with communication effectiveness in the coronavirus epidemic. Media variables, users, communities, types of information, or content are closely related and interconnected. [34]. So, if government communication goes well and the public gets the right information, it has a massive influence in dampening the spread of covid [35].

The public's high negative sentiment on social media related to handling the coronavirus pandemic is one indicator of the government's weak communication strategies and practices. To improve it, there is an alternative communication model for managing pandemics that is more systematic, namely the crisis and emergency risk communication (CERC) model. Crisis communication management must be comprehensive, namely before, when it occurs, and after. And CERC has the advantage in dealing with these problems. Besides that, it is also practical in dealing with non-technical issues such as the psychology of people affected by the plague. On the other hand, this model is continuously updated according to the context and has the principle of upholding the truth, credibility, prioritizing empathy, showing respect, and inviting to continue to act, don't give up on the situation [36].

5. Conclusion

As a leader facing the coronavirus crisis, the most crucial communication objective is to share information about the audience's specific problems, and dangerous certainty must be given. It is necessary to say what the community should do. Facts must be put forward, and the government is obliged to convince the public that the authorities are taking measures to handle the outbreak as much as possible. Also, if there is information, the government will immediately update and disseminate it to the public. The government must ensure and coordinate communication between national and regional authorities with accurate information, not to provide misleading, confusing, or outdated messages. The government should not make speculation, let alone joke around in a state of a health crisis. Citizens need to be provided with clear technical guidance. The government needs to immediately respond to questions in the community with definite and convincing answers. joking during a pandemic, apart from being an attitude of non-empathy, is also a form of ignorance. Therefore leaders must reduce joking during the pandemic. Moreover, there were corruption cases in

social assistance funds for the poor during the coronavirus pandemic. It must be dealt with firmly, and the government and law enforcement officials must ensure that it does not happen again so that public trust can be restored. Knowing in advance how to focus communication remains on track according to the main objectives.

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