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Disaster Communication Representation on BNPB's Instagram as COVID-19 Response Acceleration Task Force

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ABSTRACT

Indonesia is one of the countries in Asia that has experienced a severe impact due to the COVID-19 virus. This message was conveyed by the president of Indonesia officially on March 2, 2020. The Indonesian government received various criticisms. The Indonesian people considered the government to be slow in taking a stand on this global pandemic. BNPB (National Disaster Management Agency) was then appointed as the COVID-19 Response Acceleration Task Force. As an agency engaged in disaster issues, BNPB strives to carry out the disaster mitigation process for the COVID-19 case. This study aims to determine how BNPB carries out the representation of disaster communication through Instagram @bnpb_indonesia. The disaster communication process is inseparable from disaster mitigation itself. The concept of successful disaster communication emphasizes the affected, the commitment of the leadership, communication as part of planning and operations in the field, awareness of the situation, and cooperation with the media. This study uses Barthes's semiotic method to see how denotative, connotative, and mythical forms are formed on BNPB's Instagram. This preliminary research shows that in general, BNPB Instagram has worked hard to fulfill its organizational profile as a representation of the foremost organization dealing with the COVID-19 disaster in Indonesia. However, in terms of successful communication, several things are not fulfilled on the existing BNPB Instagram display, especially the lack of focus on those affected.

Keywords: Representation, disaster communication, covid-19, Instagram, BNPB

ABSTRAK

Indonesia menjadi salah satu negara di Asia yang mengalami dampak sangat serius akibat virus Covid-19. Hal ini disampaikan presiden Indonesia secara resmi pada tanggal 2 Maret 2020. Berbagai kritik dituai oleh pemerintah Indonesia, masyarakat Indonesia menganggap pemerintah lamban mengambil sikap atas pandemik global ini. BNPB (Badan Nasional Penanggulangan Bencana) kemudian ditunjuk sebagai Gugus Tugas Percepatan Penanganan Covid-19. Sebagai badan yang bergerak pada isu kebencanaan, BNPB berupaya keras melakukan proses mitigasi bencana atas kasus Covid-19. Penelitian ini bertujuan mengetahui bagaimana representasi komunikasi bencana dilakukan BNPB melalui Instagram @bnpb_indonesia. Proses komunikasi bencana tidak terpisahkan dari mitigasi bencana. Konsep keberhasilan komunikasi bencana menekankan fokus pada yang terdampak, adanya komitmen pimpinan, komunikasi sebagai bagian dari perencanaan dan operasi di lapangan, kesadaran atas situasi, serta adanya kerja sama dengan media. Penelitian ini menggunakan metodologi semiotika Barthes untuk melihat bagaimana denotatif, konotatif dan mitos terbentuk atas Instagram BNPB. Penelitian awal ini menunjukkan hasil bahwa secara umum Instagram BNPB berupaya keras memenuhi profil organisasinya sebagai representasi organisasi terdepan yang menangani bencana Covid-19 di Indonesia. Namun dari sisi keberhasilan komunikasinya, ada beberapa hal yang tidak terpenuhi pada tampilan Instagram BNPB yang ada, terutama kurang fokusnya pada yang terdampak.

Kata Kunci: Representasi, komunikasi bencana, covid-19, Instagram, BNPB

INTRODUCTION

In late December 2019, an outbreak of mysterious cases with unexplainable pneumonia were progressively detailed in a few clinics in Wuhan city. The cases had a history of exposure to a huge seafood market in Wuhan city. It has been affirmed to be an acute respiratory contamination caused by a novel coronavirus. (Wu, Wu, Liu, & Yang, 2020) The city of Wuhan, China is in the spotlight since December 2019 because of the outbreak of a febrile respiratory syndrome due to a pneumonia caused by a new unknown coronavirus. According to National Health Commission of the People's Republic of China, on March, 2020, a total of 80,302 Covid-19 cases in China have been confirmed in 31 provinces and Xianjiang Production and Construction Crops, including Hong Kong, Macao, and Taiwan. (Wu, Wu, Liu, & Yang, 2020)

This novel corona virus emerged from Wuhan, China and expended globally, including to Thailand, Republic of Korea, Japan, United States, Philippines, Vietnam, and Indonesia. Corona virus disease (referred as Covid-19) is a virus that has a symptoms of fever, coughing, sneezing, and shortness of breath for suffers. The spread of this novel coronavirus can develop at various temperatures. The most common symptoms of Covid-19 are fever, feeling tired, and dry cough. Some patients may experience aches and pains, nasal congestion, runny nose, sore throat, or diarrhea. Some people who are infected don't show any symptoms and still feel well.

The efforts made by doctors have been to take hygienic steps and increase the patient's immune system by giving antibodies or antivirus that are generally possible for antivirus SARS or even bird flu (H5N1). (Seregig, Hartono, & Waskito, 2020) Indonesia has recorded 19,514 coronavirus deaths since the first casualty was confirmed on March 11, according to the Health Ministry data published on Friday. (Andriyanto, 2020) With the significant numbers of new cases continuing to be announced by the Government of Indonesia daily, which are spread out across 34 provinces and in almost all districts in Indonesia, the current administration need to take impactful actions carefully. (Susana, 2020)

On March 2, 2020, Indonesian President Joko Widodo (Jokowi) announced the first two cases of COVID-19 in Indonesia. On the same day, at a different place, Minister of Health Terawan Agus Putranto explained the same thing, and it is also re-explained by the Secretary of the Directorate General of Disease Prevention and Control of the Ministry of Health Achmad Yurianto at the Presidential Staff Office (Sebayang & Windarty, 2020). This condition seems to be getting more serious, especially the World Health Organization (WHO) officially sent a letter to the President of Indonesia stating that the COVID-19 pandemic is an exceptional condition, a national emergency.

On March 14, 2020, Corona Virus or COVID-19 Outbreak was declared a National Disaster by the President through the Head of the National Disaster Management Agency, Doni Monardo (Widyawati, 2020). The handling task was given to the Head of BNPB, Doni Monardo, as Chair of the COVID-19 Response Acceleration Task Force. For the public's communication process, apart from using the website, BNPB is still actively managing data and issues of Covid on their Instagram social media @bnpb_indonesia. On March 18, 2020, the COVID-19 Response Acceleration Task Force launched a special portal, www.covid19.go.id, as an official source of information on the corona virus's response. This site was developed by the Risk Communication and Community Engagement Team for COVID-19 Response, which consists of various elements, such as the government, UN Agencies, international development partners, civil society organizations, and the business world (Arifin, 2020).

Communication activities in disaster situation, also called disaster communication, are very important to do. All situations, conditions, and data related to disaster must be informed to various stakeholders involved. According to Budi (2012), the system approach is an essential key in disaster management. The disaster communication aspect is also significant, especially for education, information communication during disaster events, and disaster recovery.

As time goes by, the pandemic situation shows no signs of improving, and Indonesia's economic conditions are experiencing significant obstacles. President Joko Widodo then decided to dissolve the COVID-19 Response Acceleration Task Force and establish a National Economic and COVID-19 Recovery Team, which is under the Coordinating Minister of Economic Affairs. The COVID-19 Recovery Team continues to be led by the Head of the BNPB, Doni Monardo. However, the Spokesperson for the COVID-19 Recovery Team, previously carried by Ahmad Yurianto, was replaced by Prof. Wiku Adisasmito (Nugraheny, 2020). An unavoidable condition that makes many parties question the performance of BNPB itself.

In general, various mass media reports seem to indicate that BNPB has tried to carry out its duties properly. It includes the communication process with the broader community, especially in disseminating information about the prevention and handling of COVID-19. One of the BNPB social media that gets many followers is Instagram @bnpb_indonesia, followed by more than 369 thousand followers.

The existence of Instagram is undoubtedly fascinating to study. According to the data released by Napoleon Cat January – May 2020 period, Instagram users in Indonesia reached 69,2700,00 users. Instagram is one of the social media that is often used by Indonesian people and is one of the fastest media information source in this current era. The urgency of this research is to know how BNPB carried out the representation of disaster communication

through the information they conveyed via Instagram @bnpb_Indonesia using Roland Barthes theory on semiotics, theory of symbols, theory of denotative and connotative meaning.

Successful Disaster Communication

The disaster communication process is inseparable from disaster mitigation itself. The success of disaster communication is closely related to (1) the process of paying attention to the affected parties, (2) the commitment of the leadership, (3) making communication activities part of the planning and implementation of activities, (4) understanding situations, and (5) making the media as a working partner (Haddow, 2014). A condition that is often very difficult to do, considering that many problems must be handled and involved in a disaster situation.

The COVID-19 pandemic is an unprecedented public health challenge for the modern world. Health psychologists are presented with a unique and historic challenge to work together with epidemiologists, within-country health officials, political leaders, NGO's, and health care workers to examine ways to mitigate the spread of the pandemic (Coetzee, et al, 2020).

A leader who is reliable in crisis management and able to carry out the process of disaster communication is the main requirement for the successful implementation of communication during the disaster period. In short, the disaster communication leader is required to be an efficient communicator and effective in acting and communicating.

Abraham (2011) describes several main problems with the sociopolitical environment that communicators need to understand in the disaster communication process. (1) Integration of communication tools and guidelines for long-term behavior change and social mobilization, especially in developing countries, into existing outbreak communication guidelines. (2) Based on case studies of experiences of pandemics and other disease outbreaks, guidance on how to use the Internet, including social networking tools, to effectively provide health guidance to the public. (3) Understand how to build and maintain public trust before, during, and after a disease outbreak. Especially in the era of post-truth like this. (4) Guidance on how public health communicators can understand and negotiate pandemics and other disease events' political and cultural complexities.

Framework for Preparation and Implementation of Disaster Communication

A framework for preparing and implementing disaster communication needs to be drawn up and taken into account to make it easier to see the communication process. Vaughan

(2009) describes the steps for preparing and implementing disaster communication in a framework. The framework has six main things:

(1) Stages. Gradually ensure that communications precede and track with tactical and operational responses at various stages of an outbreak, severe pandemic, moderate pandemic, or less severe pandemic. (2) Special Situation. Communication before, during, and after a pandemic is directed to places and channels that vulnerable and accessible populations deem informative, credible, and trustworthy. Pay attention to any special situations that exist. (3) Process. Various print media channels, broadcast, and electronics, provide options when communicating on a spectrum of pandemic issues, such as hygiene, isolation, quarantine, and personal protection. When deciding which media is most effective for an audience, criteria to consider are including cultural competence, linguistic and educational suitability, and visual attractiveness. (4) Humans. The community-first approach uses a participatory approach involving community members in every step, from message conception to message delivery. Providing communication solutions that prioritize human interests. (5) Fear. Fear, mistrust, and rejection are common reactions when multiple beliefs are present (for example, ill health is linked to factors beyond the individual's control). With a high-stress problem like a pandemic, communication intermediaries are essential for moving people from awareness to action. (6) Partners. Community capacity and resources: For vulnerable individuals living in identifiable communities, these communities have varying capacities to reduce risks for individuals, families, and communities from serious health threats such as pandemics.

Organization Representation

Representation is a description of reality displayed through codes, symbols, meanings, and signs, as well as ideology of a culture. Representation, according to Stuart Hall, contains two meanings. First, mental representation. The concept of something in our mind is called a conceptual map where mental representations also form something abstract. Second, language representation, where language representation plays a vital role in shaping construction of meaning. Abstract concepts in our mind must be translated into the common language to relate concepts and ideas about a particular sign and symbols (Hall, 1997). The relationship between "something," "conceptual map," and also "language/symbol" is the heart of the production of meaning through language, where the process that connects the three elements is called representation.

Representation refers to the process or product of the meaning of a sign. A representation can also be used in the social process of meaning through the available tagging system,

such as dialogue, video, photos, text/writing, and others. It can also be said that representation is the production of meaning through language (Hall, 1997).

METHOD

This study used qualitative research methods, as an approach to explore and understand an individual or group's meaning with social or human problems (Creswell, 2014). The data primary used in this research is using purposive sampling in BNPB's contents on BNPB's Instagram account from 14 March 2020 until 21 March 2020. This study uses a semiotic analysis method from Roland Barthes to analyze how the representation of disaster communication on BNPB's Instagram as COVID-19 Response Acceleration Task Force.

The Barthes concept of thought towards semiotics is known as the concept of mythologies, which emphasizes interaction between the text and its users' personal and cultural experience, the interaction between conventions in text, and the conventions experienced and expected by user. Barthes's thought operational concept is known as a sign, where there are denotations, connotations, and myths in it (Kriyantono, 2006). In dismantling myths and representations, signs become an essential element and must be interpreted because sign in an image carries a dominant ideology that shows that in an image or other visual object, particular interests are trying to convey. by the community / related parties (Barthes, 2012).


Roland Barthes's semiotic method is the right choice in conducting this research because the method is adequate to read and analyze a visual object in the form of a photo/image. In this study, this method is useful for reading and analyzing images or visual content uploaded by the BNPB Instagram account. The object of this research is the BNPB Instagram account (@bnpb_indonesia with 369 thousand followers) where the selection of selected content starts from March 14, 2020, to March 21, 2020, with eighteen Instagram content selections, which are content published by BNPB with the selection of content that represents disaster communication in response to COVID-19. The uploads researched at @bnpb_indonesia originated from the first week since BNPB was appointed as the Task Force for the Acceleration of Covid Handling. The selection of this period shows a critical period in the initial situation of BNPB as a special agency dealing with the COVID-19 pandemic.


DISCUSSION

Table. 1. Research Findings

<p>Denotative: The image uploaded on 14 March 2020 is a public figure named Doni Monardo, the Head of BNPB, also the head of COVID-19 Response Acceleration Task Force. He stated that "The healthy remains healthy, the sick must be healthy" with a serious and convincing facial expression. In the background, there is an illustration of the virus.</p> <p>Connotative: The illustration background in the image uploaded refers to the corona virus that is currently faced. The facial expression showed by Doni Monardo in this image illustrates the request for the public to be serious about dealing with the COVID-19 outbreak. Emphasizing the word "healthy" with selecting a red font is so people will focus on always maintaining personal health. The sentence "<i>salam tangguh</i>" (tough greetings) addresses the whole community to protect themselves from the COVID-19 pandemic.</p> <p>Myth: The myth in the picture showed that the expression of the public figure's seriousness is to invite people to maintain their health to avoid COVID-19.</p>	<p style="text-align: center;">Signifier 14 March 2020</p> 
<p>Denotative: The image uploaded on March 16, 2020, is an image with live broadcast or notification of the task force's virtual press conference to accelerate the handling of Covid-19. Also written were the media for watching the live broadcast is through YouTube BNPB Indonesia or the website tv.bnpb.go.id. In this picture, there is also a virus image illustration and Youtube video image.</p> <p>Connotative: The illustration in this picture shows that BNPB Indonesia invites the public to see the task force team's virtual press conference in discussing the COVID-19.</p> <p>Myth: The myth is that if the public sees the notification image, the people who participate in the event will get official information from the virtual press conference held by BNPB Indonesia to understand better how to deal with the COVID-19 problem.</p>	<p style="text-align: center;">Signifier 16 March 2020</p> 

<p>Denotative: The post uploaded by BNPB Indonesia on 17 March 2020 is a picture of a public figure, Doni Monardo, head of the task force, with the words "The status of a certain state of emergency due to the corona virus outbreak in Indonesia has extended until 29 May 2020". By emphasizing and giving a red color to the words 'Emergency Disaster Outbreak', 'Corona Virus in Indonesia', and '29 May 2020'. The picture also has the hashtag #PenanggulanganBencanaUrusanBersama, hashtag #SiapUntukSelamat, hashtag #LawanCovid19. It also showed that the background template in this image illustrates a virus and a photo of Doni Monardo's facial expression, the same as the one uploaded on 14 March, 2020.</p> <p>Connotative: This post is a further notification to the public that the emergency status has extended until 29 May, 2020. The picture of Doni Monardo also endorsed this notification.</p> <p>Myth: The myth in this post says that the public should not confuse because of the information. This myth also emphasizes that the corona disease outbreak's emergency status was extended until 29 May 2020, so the community must be prepared at least until the specified time.</p>	<p style="text-align: center;">Signifier 17 March 2020</p> 
<p>Denotative: The content uploaded on March 18, 2020, is a notification to the public regarding the official website for handling covid-19 for the community, namely www.covid19.go.id, where on the site there are guidelines, statistical data, data validity checking (hoax-buster). The picture has also held a statement expressed by Doni Monardo, "We are committed to providing accurate and responsible information for the public. The right knowledge and behavior are essential elements to fight transmission of this disease."</p> <p>Connotative: The content informs that BNPB already has an official notification site to trust data more and not be confused about the</p>	<p style="text-align: center;">Signifier 18 March 2020</p> 

<p>news circulating on the internet regarding the coronavirus outbreak handling in Indonesia.</p> <p>Myth: the myth is, if the public has seen an image containing notification of the coronavirus handling by the BNPB team, the public will understand more and avoid hoaxes, which are often obtained from group notifications/broadcast messages because now the task force team for handling corona from BNPB Indonesia has created an official website whose data is reliable and also validated.</p>	
<p>Denotative: On 19 March 2020, Indonesian BNPB team uploaded some content on its Instagram, and the four contents attached to this table contain further notifications regarding the coronavirus handling in Indonesia, health protocols in dealing with the coronavirus, as well as two public figures whose statement used as a highlight in the uploaded content.</p> <p>Connotative: The content uploaded by the BNPB Indonesia team wants to provide education, the information in general and also personally to the public about the coronavirus where if people feel affected or have symptoms of the coronavirus on their bodies, they can immediately go to a private hospital which has used as a reference, as well as giving a psychological impact that the coronavirus can be cured and not be panic, by seeing the content it also asked that people not go to crowded places to avoid the coronavirus but still not panic because this virus can be cured and get proper treatment and attention specifically from the government.</p> <p>Myth: The myth is, if the public has seen the content uploaded by the BNPB Indonesia team, they will feel safer, feel more aware of the causes of the coronavirus, and do not go to crowded places because they understand that crowded places are a hotbed of virus infection in their bodies.</p>	<p style="text-align: center;">Signifier 19 March 2020</p> 

<p>Denotative: The content uploaded on 20 March 2020 contains highlights from sentences uttered by public figures, Arief Nasrudin, President Director of PD. Pasar Jaya which stated, "Follow the directions that have been given by the government," "Inshaallah food in Jakarta is with a safe supply and we can pass the holy month of Ramadan well."</p> <p>Connotative: If the public has seen the post, then they will want to follow what has is directed and determined by the government and not feel afraid or panic or in fear of running out of food during the holy month of Ramadan and also Eid.</p> <p>Myth: The myth is to get a sense of calm and security because it has been convinced by a public figure who is also the President Director of PD. Pasar Jaya (Jakarta), Arief Nasrudin, a person who has a position and has the authority and public trust. Therefore, the sentences that highlight the content of this image can provide a sense of calm and security for food, especially during the holy month of Ramadan and also Eid.</p>	<p style="text-align: center;">Signifier 20 March 2020</p> 
<p>Denotative: On March 21, 2020, BNPB Indonesia uploaded ten contents regarding COVID-19, where three of the content on that day were public figures, and the other seven contents were content containing information about the terms in Covid-19. In the two figures, Taufik Madjid, S.Sos, M.Si said. "Village funds can be used for the prevention and handling of COVID-19 in the village." As well as, "All levels of the regional government to community leaders, we urge you to immediately take steps to prepare and anticipate while still following the instructions from the task forces in the regions." Meanwhile, Prof. Dr. Arif Sumantri, SKM, M.Kes stated that "Massive disinfection can be successful if it is carried out in Penta helix collaboration." He also said, "Disinfection will be effective if it has the right goals, targets, time, and concentration on how to eradicate these microorganisms, supported by</p>	<p style="text-align: center;">Signifier 21 March 2020</p>

controlled sanitation activities." While the content contains information about the term COVID-19, each content contains a brief explanation of other terms such as ODP, PDP, Social distancing, Work from home, Local transmission, Lockdown, and Imported case.

Connotative: The content uploaded on March 21, 2020, was made to disseminate the public about the preparation and anticipation of the COVID-19 virus. It is also to convince the public who saw the post that each region had already prepared to prevent this virus, and the terms used are a term to make it easier for the public when discussing the covid-19 virus.

Myth: The myth is that if people have seen this post and are familiar with the terms in the COVID-19 virus, they will feel calm, feel safe, and not afraid of being abandoned by the government because each region now has a role and responsibility to help solve this virus problem. People will feel more educated and familiar with COVID-19 information, especially when reading news from outside because each content is in English and Indonesian.



Source: Own

This discussion uses the semiotic theory of Roland Barthes, where there are denotative meanings, connotative meanings, and also myths in each of the images that have been selected on the BNPB Instagram account, images that have been chosen are represents the communication information of BNPB against the Covid-19 virus to Indonesian audience.

The results found in the BNPB Indonesia's Instagram content from 14 March 2020 to 21 March 2020 are that the content created and published is sufficient to represent disaster communications, significantly as a task force to accelerate the handling of COVID-19. However, although it is sufficient to represent the communication through Instagram social media, some of the uploaded content is not effective enough in communicating the message in question due to the incomplete information presented. However, BNPB Indonesia's Instagram managers must realize the importance of paying attention to the needs and segmentation of their Instagram followers. It is essential so that the dissemination of COVID-19 information via Instagram can be more widespread. As stated by Surahman et al. (2019), if there is engagement from an Instagram account with their followers, the followers will happily and willingly help disseminate information from the account.

At the beginning of his appointment as the head of COVID-19 Response Acceleration Task Force, on 14 March 2020, Doni Monardo was assigned to accelerate the handling of COVID-19. Meanwhile, he also the head of the Indonesian BNPB. When viewed based on the illustration, it only says, "The healthy remains healthy, the sick must be healthy" with a serious facial expression seen and displayed by Doni Monardo. However, this article does not fully represent the current situation. The coronavirus has begun to spread to Indonesia's people; however, the statement "The healthy remains healthy, the sick must be healthy" is ambiguous because it does not represent disaster communication for handling COVID-19.

The disease that is being suffered by Indonesians, not only the coronavirus but also other diseases. The reader becomes confused, and the words did not appear to represent the handling of COVID-19, even though the content behind it is an illustration of the virus image. Monardo already tries to represent a leader with full commitment and engagement in social media, although the information spread is inaccurate. McGuire (2020) explained that the leader's direct messaging through social media is mostly a mechanism to portray authenticity and informal humanity, a role and format increasingly undertaken as the crisis emerges. According to Kang (2018), selecting the right time for communication relevant information is closely related to the perception of government and public communication's reciprocal orientation. Including government recognition and respect for people's concerns, and the expression of mutuality is essential in effective government communication to reduce the influence of negative cognition during crises.

On March 16, 2020, the content states that the BNPB team will hold a virtual press conference, which in the picture clearly explained that the BNPB team has a vital role in handling this virus and begins to explain to the public regarding COVID-19 or the coronavirus. The content refers to a broad notification for the public to see how and what is the content

of the message from the virtual press conference conducted by the BNPB Indonesia team and know the stages of handling this disaster in the future. This information also represents disaster communication on BNPB Instagram. This content begins to show and tell the wider community what, who, and where they can get reliable news and updates for handling this virus. The information about COVID-19 is included in the health literacy section. A health literacy view for COVID-19 communication enables us to acknowledge the public has documented literacy-related abilities and deficits, but it also turns our attention to needed improvements in the skills of those who craft and deliver messages and recommendations (Rudd & Baur, 2020)

On March 17, 2020, the Indonesian BNPB team uploaded a notification conveyed by Doni Monardo that the coronavirus/COVID-19 disease outbreak's emergency status is extended until May 29, 2020. This information provides a different opinion for the people that the COVID-19 virus has a severe impact. So severe that the state of emergency must be extended. This notification is uploaded so the community is not confused and informs the public that they must be prepared until a predetermined time to avoid the COVID-19 virus outbreak even more. However, after the extension of this emergency status, the Indonesian BNPB team did not explain in detail in the picture why the government decided to extend the emergency period. Some people may feel surprised and afraid of the emergency period's extension because it certainly hinders activities that are usually carried out daily and causes the economy to decline.

On March 18, 2020, the BNPB Indonesia team announced that they had created an official website for handling COVID-19, www.covid19.go.id, where the site is said to have complete information and can also be trusted because there is a data accuracy checking feature. This content represents positive communication to the public because, with this official handling site, it is expected that the public will have a better understanding and avoid hoaxes that are often obtained from sources with unclear facts. It is the right step because complete data can be processed and used appropriately by the community. BNPB tries to build trust in society. Trust is an essential component of what holds society together, especially in a time of crisis. There is an implicit assumption in the risk scholarship that trust is a boon for risk communication and risk management. Thus, the emphasis has been placed on the systems and processes in which governments, regulators, and corporations earn the public trust (Wong and Jensen, 2020).

According to Markons (2013), The risk communicators and managers need to consider ways in which discussions of uncertainties can empower citizens. Create the official website about Covid-19 is part of the government's responsibility to share accurate information by adoption technology. The COVID-19 acts as a catalyst to develop sustainable adaptive supply chains to deal with any crisis, and appropriate information systems measures need to be in place to support relevant strategies (Dey, 2020). This official BNPB's website answers society's need for valid information than from any information from social media. Social Media Platforms cannot be overemphasized as a means of disseminating information. Social media is often abused by people hiding anonymously to spread fake messages and sparked panic among members of the general public. However, social media platforms should play a greater role in regulating and fact-checking information distributed on their sites. (Obi-Ani, 2020; Samy et al., 2020).

On March 19, 2020, the BNPB team uploaded content that provides education, general and personal information to the public about the COVID-19. The content also tells which private hospitals can be used as a reference if there are symptoms of the coronavirus attacking the body. Providing counseling and convincing the public not to panic is also very necessary because COVID-19 also has a psychological impact where some people will feel excessive stress with the spread of this virus. This post represents a good disaster communication. Public figures used in content published by BNPB are also considered to represent ways to avoid the COVID-19 and give other important information. According to Gersons (2020), their leaders and mental healthcare providers need to pay attention to fear regarding the ongoing threat and sadness and grief and provide hope to mitigate social disruption. On the other hand, the public's fear of the Covid 19 pandemic must be well understood by the government to design and develop public health strategies for the prevention and treatment of mental disorders (Andrade, 2020).

On March 20, 2020, the public is asked to follow what has been directed and determined by the Government. They also asked not to feel afraid, panic, or fear running out of food during Ramadan and Eid's holy months because it has been convinced by the words stated in the content by Arief Nasrudin, President Director of PD. Pasar Jaya. The statement made by Arief Nasrudin is expected to provide a sense of calm and security to the community because it was made by a public figure who has the position and authority in this matter. The communication showed in the content on March 20, 2020, can calm the public in the current pandemic situation. However, this content tends to be local (only for Jakarta) because the source is the director of PD. Pasar Jaya, a state-owned traditional market management company based only on Jakarta. This communication process was not effective because

Indonesia is not just only Jakarta. The peculiarity of many developing countries in terms of regional, cultural, linguistic, and ethnic diversity is an essential consideration in ensuring effective crisis and risk communication (Ataguba et al, 2020)

On March 21, 2020, the BNPB Indonesia team uploaded nine content about the COVID-19, three content from public figures, and seven content containing terms about COVID-19. Information containing the COVID-19 related term is also in the same post. Indeed the uploaded images contain information with fairly clear communication. However, uploading so much content at one time is not sufficient (Maxin, 2016). Much information is not sufficient to make citizens aware of the dangers of a threatening disaster. How to convey information must also be done appropriately. Mistakes in communicating information can cause uncertainty that worsens the situation (Rudianto, 2015). This communication representation regarding the COVID-19 virus on March 21, 2020, tries to provide wholesome information, however, it is indeed quite challenging to describe foreign technical terms that are not easily understood by ordinary people. Instagram @bnpb_indonesia content creators must not assume that objectivity will win against emotional and value-laden misinformation. According to Krause (2020), fact-checkers should use emotions with caution, perhaps by trying to relate corrective information to the values that many people hold, to concerns the audience has, and with what they consider essential.

CONCLUSION

From the findings and analysis of this research, several findings related to how the semiotics of Instagram @bnpb_indonesia try to represent BNPB as an organization for the Acceleration of Covid-19 Disaster Management in Indonesia. When viewed in terms of the success of disaster communication, the BNPB Instagram paid less attention to and did not raise the problems of those affected by the COVID-19 disaster, such as procedures for handling victims and proper hospital referrals. Regarding the leader's commitment, it appears that BNPB has tried to present the profile of its chairman in such a way as someone full of commitment. Meanwhile, the part of communication activities as part of the planning and implementation is not very visible in photos, posters, and uploaded information. Likewise, for understanding the situation, it appears that the BNPB instrument manager does not pay much attention to the situation in Indonesia as a whole. Jakarta-centric is still visible in selecting resource persons, and references to the Covid Hospital displayed only in Jakarta and surrounding areas. Making the media as a partner is also not the central part of the uploads displayed by @bnpb_indonesia.

Meanwhile, in terms of the effective use of social media, it appears that the Instagram manager of @bnpb_indonesia has not been able to run it well. Posting repeatedly at one time is one of the fundamental problems of the ineffectiveness of the conveyed messages.

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