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Policy Communication on Twitter Social Media: Covid-19 Pandemic Control in Samarinda and Balikpapan City

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ABSTRACT

Online media in disaster mitigation has received much attention from researchers. One of the most widely used online media is Twitter. Twitter is a type of social media that has become an effective medium for communication and socialization. The use of social media by the Government can make it easier for the Government to gather new ideas and opinions from the public, especially in this media. The social case related to Covid-19. This study aims to identify the communication of Covid-19 control policies at the City level, which is carried out through social media communication facilities. Samarinda City Government Twitter Account (@ppid_smr) and Balikpapan City Twitter account (@PemkotBPN). This study uses a qualitative method with a Qualitative Data Analysis (QDA) Miner approach used in the content, network, and cloud analysis using Nvivo 12 Plus software. The findings show that the intensity of each account has provided an overview of how the City Government is disseminating information related to the policies they produce. For the highest total tweet intensity and tweet intensity generated by the Samarinda City Government account @ppid_smr with a reasonably significant difference compared to the Balikpapan City Government account @PemkotBPN. In terms of analyzing the content of information shared related to the Covid-19 pandemic theme, each account has disseminated information directly related to the policy for handling and preventing Covid-19 cases in each city.

Keywords: Policy communication, policy controlling, Covid-19, Samarinda, Balikpapan

ABSTRAK

Media online dalam mitigasi bencana mendapat banyak perhatian dari para peneliti. Salah satu media online yang paling banyak digunakan adalah Twitter, Twitter merupakan salah satu jenis media sosial yang menjadi media komunikasi dan sosialisasi yang efektif. Penggunaan media sosial oleh pemerintah dapat memudahkan pemerintah untuk mengumpulkan ide-ide baru dan opini baru dari masyarakat, khususnya di media ini. Kasus sosial terkait Covid-19. Penelitian ini bertujuan untuk mengidentifikasi komunikasi kebijakan pengendalian Covid-19 di tingkat Kota yang dilakukan melalui sarana komunikasi media sosial. Akun Twitter Pemkot Samarinda (@ppid_smr) dan akun Twitter Pemkot Balikpapan (@PemkotBPN). Penelitian ini menggunakan metode kualitatif dengan pendekatan Qualitative Data Analysis (QDA) Miner yang digunakan dalam analisis konten, jaringan, dan cloud menggunakan software Nvivo 12 Plus. Temuan menunjukkan bahwa intensitas masing-masing akun telah memberikan gambaran bagaimana Pemerintah Kota menyebarkan informasi terkait kebijakan yang mereka hasilkan. Total intensitas tweet dan intensitas tweet tertinggi dihasilkan oleh akun Pemkot Samarinda @ppid_smr dengan perbedaan yang signifikan dibandingkan dengan akun Pemkot Balikpapan @PemkotBPN. Dalam hal menganalisis konten informasi

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yang dibagikan terkait tema pandemi Covid-19, masing-masing akun telah melakukan sosialisasi langsung terkait kebijakan penanganan dan pencegahan kasus Covid-19 di masing-masing kota.

Kata Kunci: Komunikasi kebijakan, kebijakan pengendalian, Covid-19, Samarinda, Balikpapan

INTRODUCTION

The Indonesian Government has presented various initiatives to deal with Covid-19 in the form of policies, both in handling Covid-19, restoring economic conditions, and several policies related to the new normal conditions implemented (Sparrow et al., 2020). However, every handling effort presented always reaps various responses from the community. The public's reaction to the Covid-19 situation is mainly due to dissatisfaction with the handling that has been carried out by the Government, which has been considered not optimal (Erku et al., 2021; Haupt et al., 2021). Even so, the efforts made by the Indonesian Government in handling Covid-19 have contributed a lot to improving mitigation patterns and decreasing the daily number of Covid-19 cases in Indonesia (Olivia et al., 2020).

Online media in disaster mitigation has received a lot of attention from researchers. Sayogo et al. (2011) argue that online media is vital in multicultural collaboration as a communication medium for richer interpretation and discussion, but planning requires caution. By paying attention to closeness, interaction, and trust. One of the most widely used online media today is social media. Social media is a modern communication tool (Antony, 2008) that can connect anyone using electronic communication networks (Madakam et al., 2015). Currently, social media has become a media that is closely tied to every human activity (Kosasih, 2016). On this basis, social media has become a media that must be owned by users of electronic devices (B. Irawan, 2022). Because of its reliability in obtaining information quickly (Näkki et al., 2011; Sharmin & Sultan, 2020; Song & Lee, 2016).

Social media has become an effective medium for communication and socialization (Akbar et al., 2021; Batara et al., 2018), and because of this, social media is now an integral component of the Covid-19 disaster mitigation (Cinelli et al., 2020; Islam et al., 2020; Pratiwi & Hidayat, 2020). Social media can be understood as a collection of internet-based applications based on the ideology and technology of Web 2.0 that offer users flexibility in creating and exchanging content (Delerue et al., 2012). Hong & Kim (2016) assessed that the Government's use of social media could contribute to the ease with which the Government can gather new ideas and opinions from the public, especially in this case related to Covid-19. Massive amounts of data are generated by the high public activity in social media, giving rise to the concept of Big Data. Big Data is emerging in numerous spheres of public life, including security, online education, and health. It combines modern techniques for

working with large data sets (Kosorukov, 2017). Big data in this context is generated from multiple activities of social media users in response to Covid-19.

Due to the restriction of public activities during the peak of the Covid-19 pandemic, social media presence has become the community's primary source of information (Shahi et al., 2021), as well as the primary source of information about Covid-19 and the development of ongoing cases (M. K. Chen et al., 2020; Szmuda et al., 2020). However, with the massive amount of information circulating on social media, Machmud et al. (2021) underlined that not all Covid-19 information could be trusted. For this reason, the use of social media requires testing and screening of all information received before it is believed to be accurate and disseminated (Rosenberg et al., 2020). In general, social media users' dissemination and reception of information regarding the Covid-19 issue are influenced by several factors, including the presence, entertainment, and exploration needs of people on social media (Islam et al., 2020).

In recent years, researchers have conducted research related to the role of social media as a means of communication in COVID-19 mitigation with various focuses, namely risk communication tools (S. Park et al., 2021), communication and coordination tools (Machmud et al., 2021), healthcare media (H. W. Park et al., 2020), information screening (Freiling et al., 2021; Islam et al., 2020), analysis of handling Covid-19 policies through social media (Haupt et al., 2021; B. Irawan, 2022), as well as social media as a means of communication for institutions engaged in the health sector (H. Park et al., 2016). In light of the widespread use of social media in Indonesia and the findings of previous research, we believe there are ample opportunities for future research on the role of social media (A. W. Irawan et al., 2020).

In previous research, we conducted an in-depth analysis on identifying pandemic control policies through social media communication at the provincial level in East Kalimantan Province (B. Irawan, 2022). Meanwhile, in this study, we will carry out further identification by focusing on cases at a different level, namely the City level in East Kalimantan Province. Based on this focus, this study aims to identify the communication of Covid-19 control policies at the city level, which is carried out through social media communication facilities, given the lack of studies on this issue conducted by social media researchers in Indonesia, especially in East Kalimantan. To answer the research objectives, we have set a research question: "how is the communication of the Covid-19 pandemic control policy carried out by the Samarinda City Government and the Balikpapan City Government on Twitter social media accounts?". The data is mined from two official City Government Twitter accounts, the Samarinda City Government account (@ppid_smr) and the Balikpapan City account

(@PemkotBPN). Based on the social media functions that previous research has described, this research will then conduct an in-depth analysis of the activities that occur on each account. Referring to what was conveyed by Khan et al. (2020) regarding the opportunity for the presence of social media as an effective medium that can involve any and everyone, this study would provide practical advantages, namely going to contribute to the issue of using social media as a Covid-19 mitigation tool in terms of policy communication, and can give an overview of the extent of communication policies in handling Covid-19 have been developed in two cities, namely Samarinda City and Balikpapan City, through Twitter social media.

RESEARCH METHOD

Data Collection and Data Processing

Twitter social media has become a communication tool that can build a communication network between users (Himmelboim et al., 2013). Communication that is carried out continuously builds various narratives from users through the tweets generated. Consequently, this study employs a qualitative methodology to investigate in depth how Twitter has used the Samarinda City and Balikpapan City Governments to communicate implemented policy narratives. Using a qualitative approach, analyzing information on Twitter social media is carried out using a structured method (Silver & Lewins, 2007). This structured method is a Qualitative Data Analysis (QDA) mining method focusing on content, network, and cloud. Graue (2015) explained that QDA is the process of describing, classifying and interconnecting phenomena with the researcher's concept

Social media data has different types and sizes from data in general. For this reason, analytical tools are needed to explore social media data (Ranjan & Sood, 2016). In this study, we utilize Nvivo 12 Plus as our analytical tool. Brandão (2015) describes Nvivo 12 Plus as software that can help researchers better process and comprehend qualitative data. Nvivo 12 Plus is one of the software applications for computer-assisted qualitative data analysis (CAQDA) (Sotiriadou et al., 2014). In conducting data analysis, Nvivo 12 Plus uses word frequency features, group analysis, and text analysis of research data (Brandão, 2015; Woolf & Silver, 2017). This study utilized Google N-capture, a tool developed by QSR International, to collect data. The resultant data can then be further processed with Nvivo 12 Plus. This study selected the regularly updated official Twitter accounts of the Samarinda City and Balikpapan City governments. Samarinda City Government's official Twitter account, @ppidsmr, and the City of Balikpapan's account, @PemkotBPN, serve as the data source for this study. This study selects the two official accounts by considering the credibility of the

accounts connected directly to the Samarinda City and Balikpapan City governments' official websites.

RESULTS AND DISCUSSION

In this section, we present the study's findings alongside additional analysis. These results are separated into three sections. In the first section, we analyze the intensity of each Twitter account's dissemination of information during the Covid-19 pandemic. Then, in the second finding, we identify the emerging hashtags and describe how the dominant issues are addressed in each of the most popular hashtags. In the third finding, we carefully analyzed Covid-19-related tweets and then identified policy issues that arose during the pandemic as a result of the account's tweeting activity.

Account Intensity in Information Dissemination

The existence of each account in disseminating information has been carried out for years, as shown in the Kota Samarinda account @ppid_smr, which joined Twitter Social Media in March 2017. Meanwhile, the Balikpapan City account @PemkotBPN joined much earlier, namely in January 2012, five years earlier than the Samarinda City Government account. The image below also shows that each Twitter account is connected to the official website of the City Government, both Samarinda City and Balikpapan City. This indicates that the account is an official account used by the City government as its official social media. Even the Balikpapan City account @ PemkotBPN has become a verified account or recognized as a legitimate account by Twitter social media.

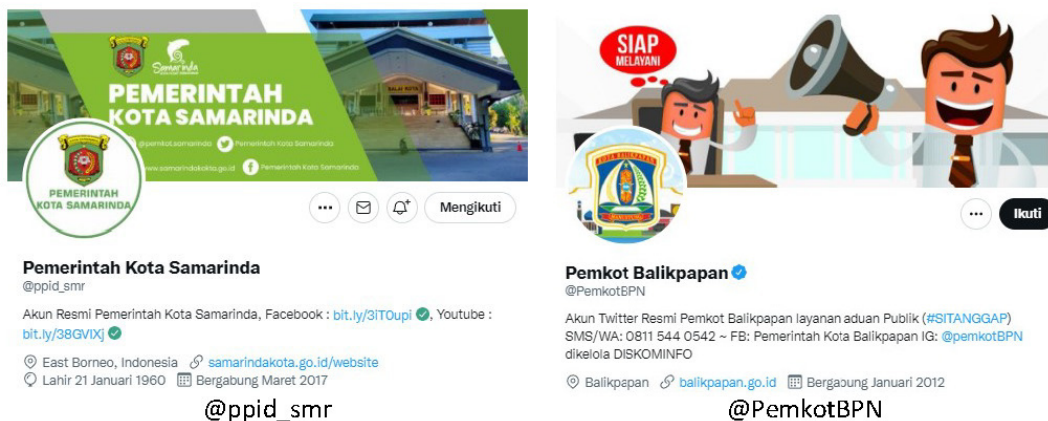


Image 1. Account Profile View

Source: Twitter data is processed by the Author

Repeated emphasis is required through the resulting tweet at the information dissemination stage to produce maximum information dissemination. The intensity of the Twitter account activity of the Samarinda City Government and the Balikpapan City Government in generating tweet and retweet information can illustrate the extent of the Government’s efforts in each region in disseminating policies related to the prevention and handling of the Covid-19 Pandemic. The image below shows each account’s activity level based on the classification of tweets and retweets generated. Overall the number of tweets and retweets generated shows that the @ppid_smr account with the total amount of information is 3248 tweets with details of 3168 tweets and 80 retweets. Meanwhile, the @PemkotBPN account generated 2067 tweets of information with details of 1994 tweets and 73 retweets. Efrida & Diniati (2020) explained that an account could represent and describe its function and role through the content of the tweets they generate. Thus, the high intensity of accounts in the tweet section has also shown that these accounts can independently produce information. Ultimately, the information is aimed at all Twitter social media users.

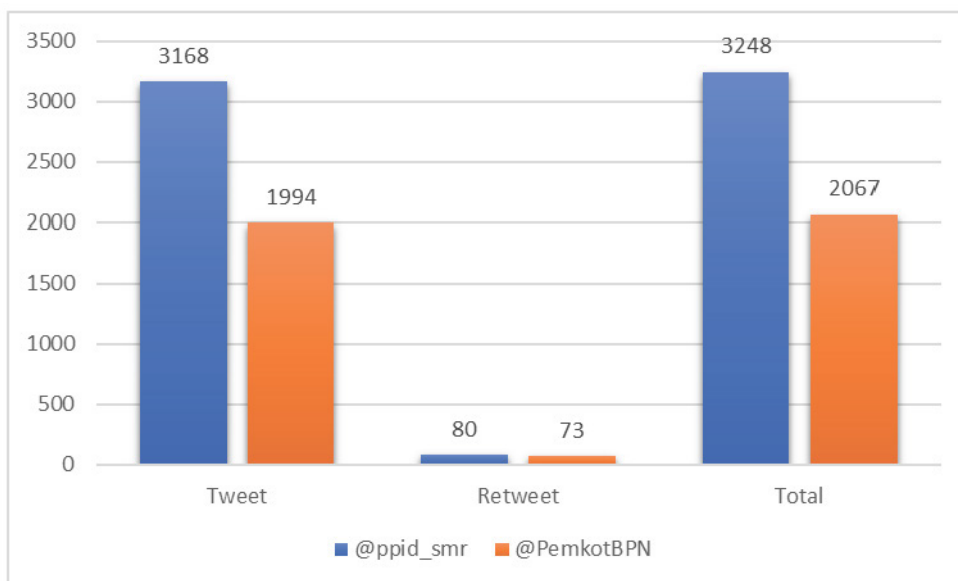


Image 2. The intensity of tweet type
Source: Processed using Nvivo 12 Plus by the Author

The intensity of information on each account can also be seen every quarter, as shown in the image below. Overall, the operational level of the @ppid_smr account in disseminating information has a much higher intensity when compared to the quarterly intensity generated

by the @PemkotBPN account. In the @ppid_smr account, the July-September 2021 quarter was the highest quarterly period in generating information with 372 tweets, while the October-December 2020 quarter was the lowest quarterly period generated with a total of 152 tweets. In the @PemkotBPN account, the highest quarterly information intensity occurred in April-June 2020, producing 152 tweets. The October-December 2020 quarter became the lowest quarterly period in disseminating information by only producing five tweets.

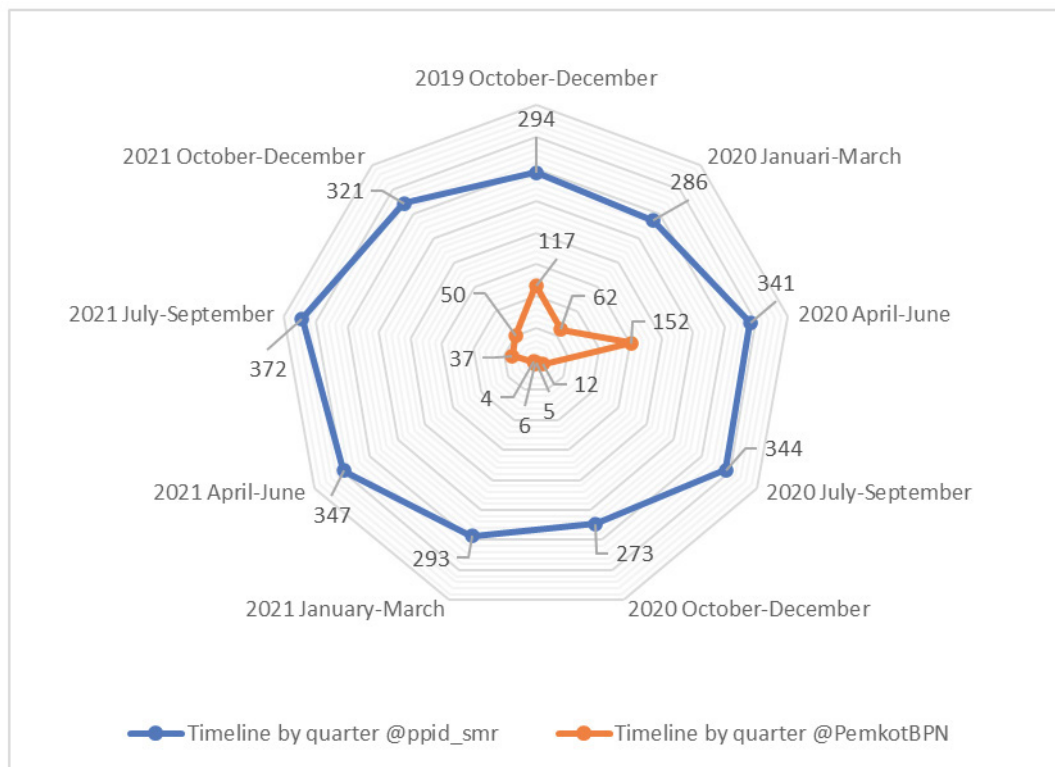


Image 3. The intensity of quarterly information
 Source: Processed using Nvivo 12 Plus by the Author

Dominant Hashtag that Appears on Every Account

The dominance of the hashtag is one of the essential things to be highlighted in any analysis of social media accounts, especially Twitter. The appearance of specific hashtags on each account provides an overview of the identity of the information submitted. It can show the focus of the issues brought to each account in disseminating information through the resulting tweets and retweets.

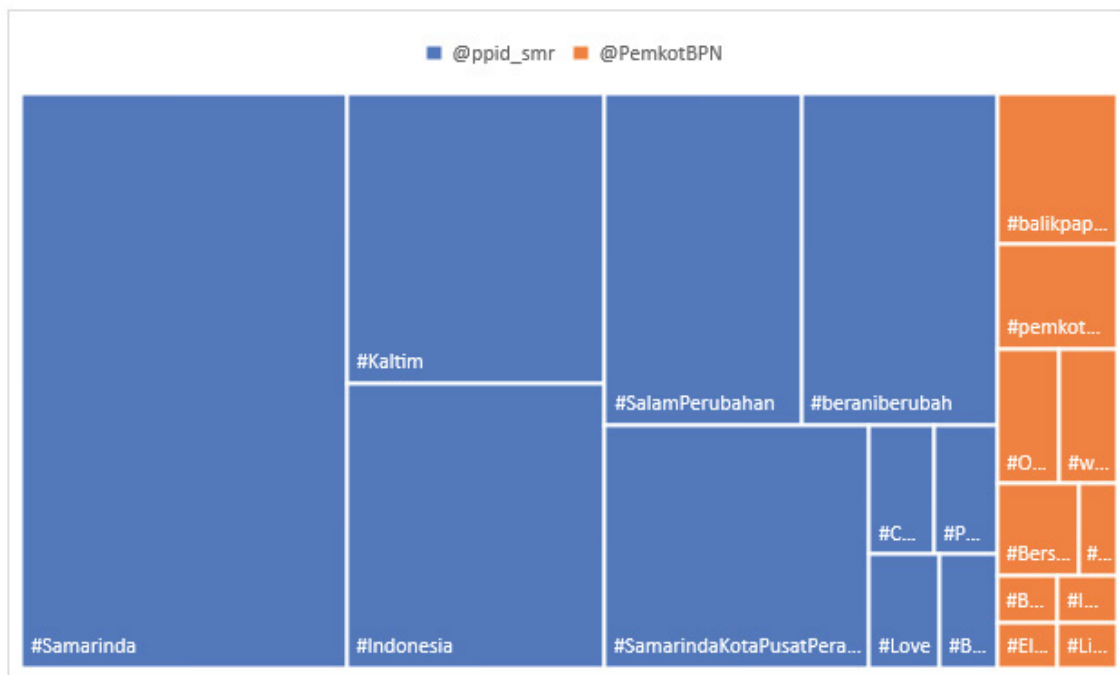


Image 4. Treemaping Popular Hashtags in Account
Source: Processed using Nvivo 12 Plus by the Author

The image above compares the intensity of each account in producing Hashtags. On the Kota Samarinda account @ppid_smr, the highest hashtag is #Samarinda, with 1009 appearances and the highest percentage covering 30.14%. Meanwhile, on the Balikpapan City account @PemkotBPN, the highest number of hashtags is #balikpapanlawancovid19, with 99 appearances or reaching 16.92%. Let us compare the number of the highest hashtags in the Balikpapan City account @PemkotBPN. It will feel very far from the appearance of the highest hashtag on the Samarinda City account @ppid_smr. To illustrate further, in the table below, we present the top ten hashtags that appear on each account. Besides, each account has a hashtag that describes the dissemination of information via hashtags that led to the Covid-19 Pandemic. On the Samarinda City Government account @ppid_smr, the hashtags #SalamPerubahan, #beraniberubah, and #Covid19 are three hashtags that represent the Covid-19 issue. Meanwhile, on the Balikpapan City Government account @PemkotBPN, the hashtags #balikpapanlawancovid19 and #Vaksinasi are two hashtags that represent issues related to Covid-19 in the dissemination of tweet information generated by the Balikpapan City Government account.

Table 1. Ten Popular Hashtags in Each Account

Name Account	Hashtag Name	Amount	Total
@ppid_smr	#Samarinda	1009	30,14%
	#Kaltim	404	12,07%
	#Indonesia	395	11,80%
	#SalamPerubahan	352	10,51%
	#beraniberubah	351	10,48%
	#SamarindaKotaPusatPeradaban	347	10,36%
	#Covid19	45	1,34%
	#PekotSamarinda	44	1,31%
	#Love	43	1,28%
	#Banjir	35	1,05%
@PekotBPN	#balikpapanlawancovid19	99	16,92%
	#pekotbalikpapan	68	11,62%
	#OPDBPN	45	7,69%
	#welovebalikpapan	43	7,35%
	#BersamaIndonesiaMaju	41	7,01%
	#vaksinasi	19	3,25%
	#BulanImunisasi	15	2,56%
	#EliminasiCampakRubella	15	2,56%
	#ImunisasiBisa	15	2,56%
	#LiveTwit	15	2,56%

Source: Processed using Nvivo 12 Plus by the Author

Tweet Related to Covid-19 Handling Policy Information

Analyzing tweets and retweets through QDA NVivo 12 Plus using the explore world frequency menu, we found several dominant issues generated by each account in their information dissemination activities. The figure below shows the word frequency for each account, which illustrates the focus of the information issues generated a lot. Each account has spread information on various topics. Usually, this is based on every activity carried out by the respective City Governments. In other words, the Samarinda City and Balikpapan City Governments make Twitter social media a medium of information for Samarinda City and Balikpapan City, and this finding shows that social media has become a medium of communication and information dissemination (Akbar et al., 2021; Batara et al., 2018). The information provided is various, such as the City Government's work schedule, program campaigns, weather information, disaster information, and the development of the pandemic situation. Covid-19. This information is then narrated as Tweets on their respective Twitter social media accounts.



Image 5. Focus ISSUE on Each Account

Source: Processed using Nvivo 12 Plus by the Author

The frequency of words in the @ppid_smr account is dominated by information related to the activities of the Samarinda City Government, which is indicated by several keywords, namely “Samarinda”, “City”, “Mayor”, and “Government”. Meanwhile, as with the Samarinda City account, the Balikpapan City Government account @PemkotBPN produces word frequencies that represent the activities of the Balikpapan City government, some keywords that often appear are “Balikpapan”, “Minfo”, “Weather”, “Friends”, and “Congratulations”. When compared, the type of information generated in each account has a different delivery style. In the @PemkotBPN account, the generated data interaction is much more friendly and gives an immediate warm impression. Nevertheless, despite all that, each account has various information submitted.

After presenting the overall frequency of words related to the information issues raised on each account through the resulting tweet, we categorize the tweets generated based on the information theme of the Covid-19 Pandemic. After identifying the tweets, we found three sub-themes of information related to the COVID-19 pandemic theme, the three sub-themes of the info are Covid-19, Vaccinations, and Health Protocols. In detail, this can be seen in the image below.

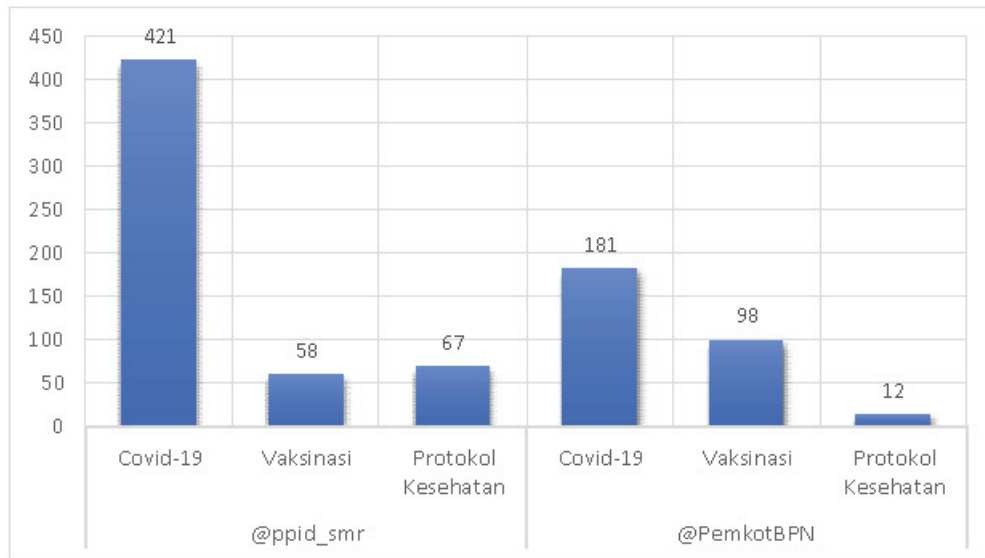


Image 6. The Intensity of the Presence of the Covid-19 Sub-theme in Each Account
Source: Processed using Nvivo 12 Plus by the Author

In both accounts, the Covid-19 information sub-theme was the highest information sub-theme produced, although when compared to the intensity, the @ppid_smr account still far outperformed the @PemkotBPN account with the complete Covid-19 information generated, reaching 421 tweets or as much as 13% on the @ppid_smr account, and 181 tweets or as much as 9% of the total information generated on the @PemkotBPN account. The distance comparison yielded still feels reasonable because if you look at the level of activeness of the account in developing information in the previous section, the @ppid_smr account has far outperformed the @PemkotBPN account. Furthermore, compared with the other two Covid-19 pandemic information sub-themes, namely the Vaccination and Health Protocol information sub-themes, there is an inverse increase between the two accounts. In the Vaccination information sub-theme, the @PemkotBPN account excels with 98 tweets, while the @ppid_smr version only produces 58 tweets. Meanwhile, the @ppid_smr account performance is superior to the @PemkotBPN version for the Health Protocol information sub-theme. In the @ppid_smr account, the total tweets generated reached 67, while the @PemkotBPN report caused only 12 tweets for this Health Protocol information sub-theme. In detail can be seen in the table below.

Table 2. The Intensity of the Presence of the Covid-19 Sub-theme in Each Account

Account Name	Policy Issues	References Tweet	Coverage	Percentage
@ppid_smr	Covid-19	421	0.129618227	13%
	Vaccination	58	0.017857143	2%
	Health Protocol	67	0.020628079	2%
@PemkotBPN	Covid-19	181	0.087566522	9%
	Vaccination	98	0.047411708	5%
	Health Protocol	12	0.005805515	1%

Source: Processed using Nvivo 12 Plus by the Author

After knowing the sub-themes of information generated related to the Covid-19 Pandemic above, we continued a more careful analysis of the three sub-themes of the Covid-19 Pandemic information, which were visualized using word frequency. The image below shows the word frequency generated by each account. The Samarinda City Government account @ppid_smr has raised several dominant keywords, namely "Covid", "Vaccination", "Health Protocol", "Handling", and "Prevention". Meanwhile, on the Balikpapan City Government account @PemkotBPN, the dominant word frequencies produced are "Covid", "Vaccination", "Treatment", "Development", and "Additions". From the frequency of the dominant words, it can be seen that social media Twitter has become a communication medium for the Government of Samarinda City and Balikpapan City in disseminating information related to mitigating the Covid-19 Pandemic Health disaster in their area. The emergence of dominant keywords in the collection of information disseminated by each of these accounts can also be observed as a form of policy that every city government mainly carries out in dealing with times of crisis.

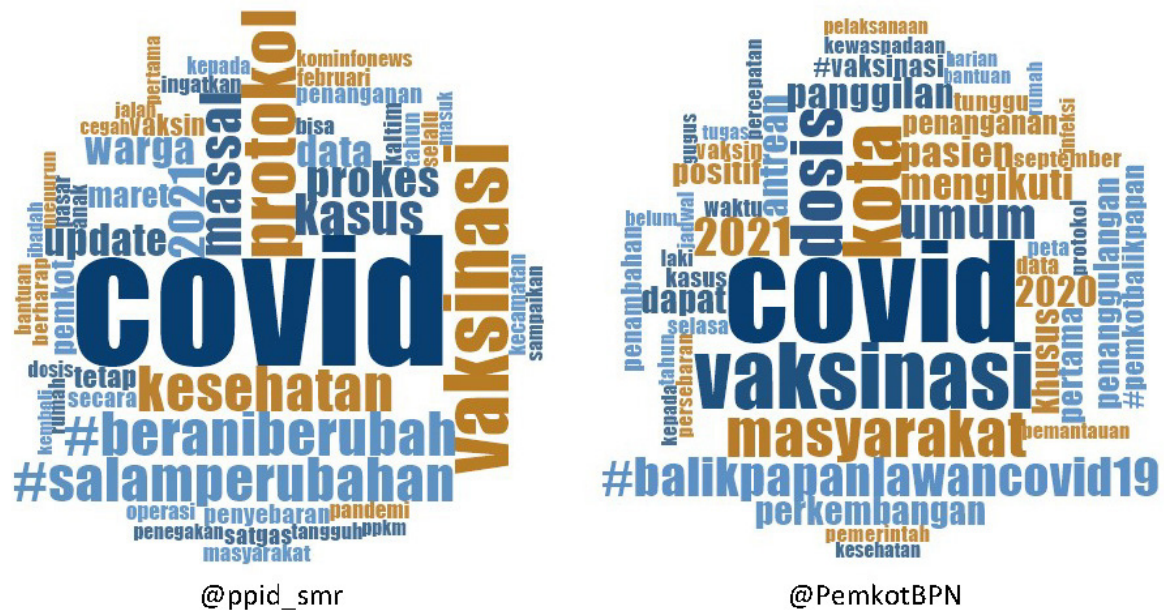


Image 7. Focus Issues Related to the Covid-19 Theme on each account

Source: Processed using Nvivo 12 Plus by the Author

In addition, the tweets generated from the three sub-themes show that the Covid-19 mitigation process through prevention and handling policies has been carried out in Samarinda City and Balikpapan City. In addition to these two policies, through word frequency, it also shows other approaches that have been present and, of course, will provide support for the ongoing and future mitigation process. Policy communication delivered through social media is hoped to understand the current health conditions and prevent misinformation in the community's efforts to avoid COVID-19 (Ahmed et al., 2020; H. Park et al., 2016).

Furthermore, Purnomo et al. (2021), in their research on Twitter social media account communication in public transportation, have classified several communication functions generated from the use of Twitter social media. These functions include Information Provider, Situation Reporting, Risk Communication, Provider Mental Support, and information service. We can then adopt some of these functions to assess the availability of data generated by the Samarinda City Government account @ppid_smr and the Balikpapan City Government account @PemkotBPN. Some examples of the resulting tweets can then be seen in the table below.

Table 3. Examples of Categories of Tweets Related to Covid-19 Control Policies in Samarinda and Balikpapan

Category	Tweet Covid-19 Theme	
	Name Account	
	Samarinda City (@ppd_smr)	Balikpapan City (@PemkotBPN)
Giving Information	“Kasus Covid-19 Naik, Pemkot Samarinda Tunda PTM di 71 Sekolah”. https://t.co/5mchsd83My	“Data perkembangan kasus COVID-19 Kota Balikpapan Kamis, 18 November 2021”. #pemkotbalikpapan https://t.co/nInqVbPLa1
Reporting Situation	“Tekan Penyebaran Covid 19, Giliran Kawasan Sungai Pinang Jadi Terget Operasi Yustisi Prokes”. #SalamPerubahan #beraniberubah #SamarindaKotaPusatPeradaban	“Penyebaran Covid-19 di Kota Balikpapan telah menyentuh semua sektor. Terbaru, Satgas Penanganan Covid-19 Balikpapan menemukan penularan atau kluster pada pekerja media”. #BalikpapanTidakMenyerah https://t.co/7yP3pc3fgV
Risk Communication	“Covid 19 Masih Berpengaruh Terhadap Stabilitas Perekonomian, Gubernur BI Kaltim Tuntut Tingkatkan Vaksinasi”. https://t.co/YZTbpVOMk5	“Sesuai SE Wali Kota Bpp No 423/0101/Disdikbud tentang pembelajaran semester genap di Kota Balikpapan Tahun Ajaran 2020 - 2021 maka pembelajaran tatap muka di Kota Balikpapan ditunda hingga situasi pandemi Covid-19 sudah di nyatakan aman terkendali”. https://t.co/wbKYz1LNO6
Providing Mental Support	“Wali Kota Minta Wartawan Sampaikan Berita Menyejukkan Soal Covid-19”. https://t.co/juU9l7X9N7	“Selama pandemi Covid-19, Pemerintah Kota Balikpapan tidak melarang warga melangsungkan pernikahan”. https://t.co/pjhc9nGz1u
Service Information	“Pemkot Bangun Sinergitas Bersama KKP Samarinda, Cegah Penularan Covid 19 Lewat Pintu Masuk Pelabuhan dan Bandara”. https://t.co/2tUmVjoYgk	“Bagi masyarakat umum yang sebelumnya mengikuti vaksinasi dosis 1 Pfizer di BSCC DOME dan belum mengikuti vaksinasi Dosis 2, dapat mengikuti vaksinasi dosis 2 Pfizer di lokasi berikut”. #vaksinbalikpapan #vaksinasi https://t.co/ih8XwWZNk

Source: Processed by Author

Information dissemination on social media on Twitter could be analyzed to identify the type of information produced (Bal et al., 2020; E. Chen et al., 2020), as well as what has been categorized in the table above. The variety of information generated by each account can then form interactions, which can later affect interactions that occur on social media (Benetoli et al., 2018). In addition, after knowing how the information is disseminated on each account, both in the general and specific domains with the theme of the Covid-19 Pandemic, we can find out how the characteristics of each account are in disseminating information. Loilatu et al. (2021) assessed that social media has excellent features for conveying information. Each account leads to a clear vision based on the information disseminated (Kavanaugh et al., 2012). This information then becomes part of a complete identity in characterizing social media activity generated on each account.

In addition, in the research findings described above, the appearance of tweets related to the Covid-19 theme on the two city government Twitter accounts confirms that currently, social media has become a medical communication tool in the dissemination of medical information at any time (H. W. Park et al., 2020). This includes the handling and prevention carried out by each City Government. With a high level of social media users accompanied by good information dissemination, social media will become the primary information medium for the public in both cities to get the desired information, and this is in line with what was conveyed by Szmuda et al. (2020) that social media has become the primary source of information about the development of the Covid-19 crisis. In the end, when facing an emergency, the Government must make maximum use of existing resources, including, in this case, using social media Twitter as a communication medium in times of crisis (Machmud et al., 2021)

CONCLUSION

Social media accounts in each city, both in Samarinda City and Balikpapan City, have been present as media that consistently disseminate information related to the prevention and handling policies of the Covid-19 Pandemic. In addition, social media Twitter has become a disaster mitigation tool in communication at critical times. The intensity of each account also describes how the City Government has carried out socialization activities related to the activities and policies it produces. For the highest total tweet intensity and the resulting quarterly tweet intensity, the Samarinda City Government account @ppid_smr became the account with the highest intensity; the difference in intensity is quite significant compared to the Balikpapan City Government account @PemkotBPN. In analyzing the content of

information disseminated related to the Covid-19 Pandemic theme, each account has carried out direct socialization related to policies for handling and preventing Covid-19 cases in each city. In the end, social media has become one of the media for sharing information on mitigation policies for the Covid-19 pandemic.

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