



Behavior Change Communication Strategy in Preventing Covid-19 in the Talise Community Health Center in Palu City

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ABSTRACT

At the end of 2019, the world was shocked by the outbreak of one of the new viruses, namely the new type of Corona (SARS-CoV-2) or Corona Virus Disease (COvid-19). This virus first appeared in Wuhan, a city in China. The World Health Organization WHO has declared Covid-19 a pandemic. Until now, almost all countries in the world have been infected with this virus. This study aimed To find out the risk communication system at Talise and to find out internal coordination with work partners in preventing Covid-19 in the Talise.

Type of research used is qualitative, The approach used in this research is case study research which is used to examine an object or something that must be thoroughly and thoroughly researched. From the answers of the informants above, it shows that the risk communication system in preventing Covid-19 at PKM Talise has been divided into teams consisting of health promotion personnel, task force teams, and disease surveillance it was found that there are several parties who are partners in preventing covid, including the Police, Cadres, task force teams, and various NGOs that have programs that intersect with existing programs in PKM.

Talise Health Center use many strategy to communicate with society. It's hard in the beginning of pandemic, COvid-19 was new disease so Talise health center need time for find the best way to decrease the miscommunication or misinformation about Covid-19.

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1. INTRODUCTION

At the end of 2019, the world was shocked by the outbreak of one of the new viruses, namely the new type of Corona (SARS-CoV-2) or Corona Virus Disease (COvid-19). This virus first appeared in Wuhan, a city in China. The World Health Organization WHO has declared Covid-19 a pandemic. Until now, almost all countries in the world have been infected with this virus (Crowling, 2020).

In early December 2020, Covid-19 cases in Indonesia showed around 558 thousand positive confirmed cases with more than 17,000 deaths, making Indonesia ranked first in Southeast Asia with the largest number of sufferers (AAI, 2020). In several provinces, it is designated as a province that implements PPKM level 3, one of which is Central Sulawesi Province. The prevalence of Covid-19 cases in Central Sulawesi shows an increase in cases to date. Based on data compiled by the Provincial Health Office as of February 25, 2022, there were 529 additional cases with 423 active positive cases. This significant addition of daily cases shows that Central Sulawesi is still one of the provinces that has a high number of Covid-19 cases (Dinkes, 2022).

The Indonesian government itself has issued Presidential Decree No. 11 of 2020 concerning the Determination of Public Health Emergencies which efforts must be made to overcome them. The decision

was motivated by the emergence of the first case on March 4, 2020 and announced directly by the President of the Republic of Indonesia. Since then, additional cases have continued to occur in various regions in Indonesia. Although it had been sloping, until now new cases have continued to emerge along with the emergence of new variants of the Covid-19 virus (Buana, 2020).

Various efforts to overcome and prevent Covid-19 include socializing physical distancing, at home, wearing masks when leaving the house until a ban on people going home has been carried out by the government. (Ministry of Health, 2020). The handling and prevention of Covid-19 in Indonesia also cannot be separated from obstacles so that the Covid-19 pandemic has not disappeared in Indonesia. Lack of public awareness of the potential spread of the virus, not implementing health protocols properly are some of the factors that have caused this pandemic to not end in this country.

In terms of communication, the amount of hoax circulating in the community causes misleading information and triggers a lack of public compliance with government appeals. Interest in reading from the public regarding the prevention of Covid-19, which makes this virus just an ordinary virus. Socialization and education as well as cooperation from various parties that still need to be improved are some of the risk factors in terms of communication in the effort to prevent Covid-19.

The Ministry of Health of the Republic of Indonesia has issued a behavioral change communication guide in the prevention and control of Covid-19 with a risk communication strategy approach to strengthen the Covid-19 prevention and control program in Indonesia. The risk communication strategy has 5 pillars that need to be considered, namely the existence of a structure and communication system (structure), internal coordination with partners (partnering), public communication when an emergency occurs (public communication), communication involving the affected community (community engagement), and handling perceptions, risky behavior and misinformation (listening) (Ministry of Health 2020).

Based on the background of the problem above, the authors are interested in conducting research related to behavior change communication strategies in preventing Covid-19 at Talise Health Center.

2. METHODOLOGY

2.1 Types of Research The

Type of research used is qualitative, namely research conducted to describe and analyze phenomena, events, social activities, attitudes, beliefs, human perceptions individually and in groups (Ghony, 2012). The approach used in this research is case study research which is used to examine an object or something that must be thoroughly and thoroughly researched.

2.2 Research Location

This research was conducted at Talise Health Center, South Palu District, East Palu District.

2.2.1 Informants

Technique for determining informants in this research is using snowball sampling technique. Determination of informants using snowball sampling technique is a technique used in qualitative research that aims to obtain as much information as possible.

2.2.2 Types of Informants

Key Informants, according to Suyanto (2005), key informants are those who know and have the basic information needed in research. In this study, the key informant was the Head of the Talise Health Center.

Ordinary Informants, according to Suyanto (2005), ordinary informants are those who are directly involved in the social interactions studied. In this study, the usual informants were health workers at the Talise Health Center.

3. RESULTS AND DISCUSSION

Based on data collection and adapted to interview guidelines that have been compiled through in-depth interviews with the head of the puskesmas, health promotion officers and the COVID-19 task force team at the Talise Health Center, the following results were obtained:

Questions related to How is the risk communication system in preventing Covid-19 in PKM Talise?
"Yesterday, the Covid team was divided, there were health promotions and surveillance, nurses, then midwives, these midwives are regional midwives, each of which has its own territory, right, we have this area, there are 4 urban villages in... Each kelurahan has an e...regional midwife so that is also included in the Covid team because they provide information, for example, if there is an outbreak or incident in their area, they are the quick ones, oh with one with the cadres" (A, July 2022).
"Surveillance, Analysts, Pharmacies e.. Pharmacists are e...midwives, nurses" (IW, July 022).

"If we have health promotion holders here, then we have a task force team including P2 and surveillance friends" (RJ, July 2022).

From the answers of the informants above, it shows that the risk communication system in preventing Covid-19 at PKM Talise has been divided into teams consisting of health promotion personnel, task force teams, and disease surveillance.

Related questions How is public communication carried out during an emergency at PKM Talise?

"Yesterday, we did the health promotion e.. first we did e. so that they don't get Covid" (A, July 2022).

"The Covid team yesterday also went to the field because I'm a regional midwife, so I'm in my area so I'm doing monitoring around here" (IW, July 2022).

"Yesterday, when the Covid-19 worsened, almost every week we went to counseling, there was counseling via whatsapp group, we were also invited to the village group, puskesmas officers then asked questions there" (RJ, July 2022).

From the informant's statement, it was found that public communication was carried out using existing technology media, one of which was Whatsapp Groups. In addition, the health promotion program also conducts counseling related to covid on a mobile basis, using the operational vehicle of the puskesmas.

Related questions How is PKM internal coordination/cooperation with partners in preventing Covid-19?

"For example, outside the puskesmas e...partners, if the partners are at least with this e...Government agencies are like the Police, TNI, student campuses, in my opinion there are no companies, e...only they are not...not not partners, maybe in terms of support they provide we have masks, PPE (Personal Protective Equipment), or maybe some of them provide medicine, vitamins, milk as well" (A, July 2022).

"There is a tracer, they are only in charge of monitoring and reporting the results of monitoring, yesterday it was from e... last year 2021" (IW, July 2022).

"The police, cadres, NGOs were all involved yesterday with their respective duties and roles, if we from the puskesmas are very welcome with things like this as long as we can carry out activities with positive goals, why not" (RJ, July 2022).

From the informant's statement, it was found that there are several parties who are partners in preventing covid, including the Police, Cadres, task force teams, and various NGOs that have programs that intersect with existing programs in PKM.

4. CONCLUSION

Talise Health Center use many strategy to communicate with society. It's hard in the beginning of pandemic, COvid-19 was new disease so Talise health center need time for find the best way to decrease the miscommunication or misinformation about Covid-19.

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