

**CIVIL SERVICE CANDIDATE TRUST IN GOVERNMENT
PERFORMANCE IN IMPLEMENTATION OVERCOMING CORONA
VIRUS POLICY IN TANAH LAUT REGENCY**

Bornea Retno Mahalayati

Master of Communication Studies Program, Islamic University
of Kalimantan
bornea.wijaya@yahoo.com

M. Noveriyadie

Master of Communication Studies Program, Islamic University
of Kalimantan
paovelab@gmail.com ,

Hanil Sadikin

Master of Communication Studies Program, Islamic University
of Kalimantan
hshanilsadikin@gmail.com

Muzahid Akbar Hayat

Master of Communication Studies Program, Islamic University
of Kalimantan

ABSTRACT

The purpose of this policy communication study was to determine the effect of Mata Najwa's impressions on September 28, 2020 on 17 respondents of CPNS Formation 2019 in Tanah Laut Regency. The focus of the research was determined on the influence of Mata Najwa on the trust of 17 respondents of the 2019 CPNS Formation in Tanah Laut Regency on the performance of the government in dealing with the Corona Virus using the Hypodermic Needle Theory, this theory includes Cognitive Effects, Affective Effects, Behavioral Effects. Policy communication study is a qualitative descriptive study. Data collection was carried out by interview, questionnaire, observation, and documentation. The results of research on 17 2019 CPNS Formation Respondents in Tanah Laut Regency show that there are passive audiences who in different situations can become active audiences. All informants get cognitive effects and affective effects, but on behavioral effects not all informants experience these effects, but only slightly.

Keywords: *Policy Communication, Media Effect, Hypodermic Needle Theory*

A. PRELIMINARY

The news about the Corona Virus shocked the world community, especially the Indonesian people. Since January 2020, Corona virus cases have increased. The news about the Corona Virus is increasingly rampant which then causes a

reaction of panic and concern for the Indonesian people who convey it through social media accounts. Of the many public reactions uploaded on social media, the Indonesian people demand that the government be more responsive in handling and overcoming cases of the Corona virus so that it can be immediately suppressed or even eradicated from Indonesia.

Health policy communication by the Indonesian government is carried out through news channels specifically for the Corona virus case. Communication on war policies against the Corona virus is spread through various media, both electronic and printed. Television, is one of the media means to disseminate health policies regarding the Corona case and the implementation of policies taken by the government in responding to and overcoming Corona cases in Indonesia. As a means of electronic media in the form of audio visuals, television cannot be separated from the life of Indonesian society. Through television, the latest health policy news can be immediately conveyed to the Indonesian people.

So it cannot be denied that by watching television many people are influenced and carried away by health policy news stories broadcast on television. The psychological effects obtained by the audience can appear in the form of emotional feelings, joy, attraction, anger, and so on.

Health policy communication can also be seen in one of the Mata Najwa television shows which has received much attention from the Indonesian people. On Monday, September 28, 2020, the presenter of the Mata Najwa program, Najwa Shihab conducted an interview with an empty chair. Initially the empty chair was a chair intended for the guest star of the event, namely the Minister of Health, Dr. dr. Terawan Agus Putranto, Sp. Rad.

This interview with an empty chair was conducted by Najwa Shihab because the Minister of Health, Dr. dr. Terawan Agus Putranto, Sp. Rad never fulfilled an invitation to attend the event.

Minister of Health Dr. dr. Terawan Agus Putranto, Sp. Rad as the holder of high authority regarding health policy issues in Indonesia received many questions and demands from the public to provide clear and factual information about the health of the Indonesian people.

In this case the Minister of Health, Dr. dr. Terawan Agus Putranto, Sp. Rad is required to immediately make effective policies to deal with the Corona virus problem with the number of cases that continues to grow.

At the Mata Najwa event, Najwa Shihab deliberately addressed an important question to the empty chair reserved for the Minister of Health, Dr. dr. Terawan Agus Putranto, Sp. Rad. The incident then triggered various effects of mass media messages for the Indonesian people. The various reactions that emerged from the Indonesian public responded to the absence of the Minister of Health, Dr. dr. Terawan Agus Putranto, Sp. Rad and Najwa Shihab act in conducting the interview to the vacant seat.

The reactions that emerge can be seen from the busy conversations carried out by the Indonesian people on several social media platforms such as Instagram, Facebook and Twitter. Many Indonesian people regret the absence of the Minister of Health, Dr. dr. Terawan Agus Putranto, Sp. Rad and expressed disappointment with the government's attitude which was considered less responsive in handling Corona virus cases.

Many people have reacted to the loss of trust in the government which is considered to be less responsive in handling Corona virus cases in Indonesia. This is in line with the theory that the same news that is delivered massively and

continuously will generate public perceptions that are relevant to the news content conveyed by the media. Thus, if the policy communication media presents the highest health authority figure in Indonesia who is incompetent in handling Corona virus cases, a perception will be formed in the community that the government is unable to reduce and stop Corona virus cases, thus harming the public.

Confidence related to government performance in implementing policies to tackle the Corona virus. Based on this description, the researchers wanted to conduct a more in-depth study regarding the influence of Mata Najwa on the beliefs of 17 2019 CPNS Formation Respondents in Tanah Laut Regency regarding the government's performance in implementing the Corona virus prevention policy.

B. THEORY

The media (magic gun) fired the message directly into audience head without their own knowledge. The message cause the instant reaction from the audience mind without any hesitation is called "Magic Bullet Theory". The media (needle) injects the message into audience mind and it cause changes in audience behavior and psyche towards the message. Audience are passive and they can't resist the media message is called "Hypodermic Needle Theory".

Both theories are deals with impact of media messages in audience mind and how audience react towards the message without any hesitation.

The magic bullet theory is based on assumption of human nature and it was not based on any empirical findings from research. Few media scholars do not accepting this model because it's based on assumption rather than any scientific evidence. In 1938, Lazarsfeld and Herta Herzog testified the hypodermic needle theory in a radio broadcast "The War of the Worlds" (a famous comic program) by insert a news bulletin which made a widespread reaction and panic among the American Mass audience. Through this investigation he found the media messages may affect or may not affect audience.

C. METHODS

Types of research

The research was conducted using a qualitative descriptive approach. That this is done because the data displayed is in the form of explanations from the sources regarding their opinions, experiences and knowledge. So this research will get results in the form of descriptive data in the form of written and verbal descriptions of an individual or group of organizations that are observed and become the object of research.

Research focus

The research results obtained from the survey were further classified using the Hypodermic Needle Theory based on the assumption that the mass media has a direct, immediate and very important influence on the perception of the audience. The follow-up effects arising from the hypodermic needle theory can be seen from several aspects, including:

1. Cognitive Effects
2. Affective Effects
3. Behavioral Effects

Data source

This research was conducted in Tanah Laut Regency with the subject of 17 Respondents who were CPNS Formations in 2019 in Tanah Laut Regency. Data collection was carried out using questionnaires and interviews. The data obtained in this study will be processed using reference comparisons and conducting a checklist.

The types of data in this study are:

1. Primary Data
2. Secondary Data

Data collection technique

- a. Field research in the form of interviews
- b. Observation
- c. Questionnaire
- d. Documentation

Data analysis technique

Data analysis was performed using the interactive model of Miles and Huberman, namely data collection, data reduction, data presentation, and conclusion drawing. The research was conducted using a qualitative approach with a case study method. A case study is a research conducted in-depth regarding an object in the form of a social unit in order to produce a well-organized and complete picture of the social unit. In addition, this research is a descriptive-descriptive study.

D. RESULTS AND DISCUSSION**Cognitive Effects**

Cognitive effects are effects that arise from the mass media. This effect is also found in television as a mass media that is widely used by the public. From research conducted on 17 respondents who were the 2019 National Civil Service Candidates Formation in Tanah Laut Regency, it was found that television media had a huge influence on viewers. From shows on television, viewers can get information which can then lead to perceptions and responses. The magnitude of the influence of television can be seen from the number of people who think that the information provided is a truth that needs to be known, therefore the public will be easily influenced by television as one of the mass media tools that are widely used. This is in line with the theory used, namely Hypodermic Needle Theory which explains that the media has an important role in building audience perceptions.

In this study, the answers given by respondents to the Mata Najwa broadcast on Monday, September 28, 2020 indicate that there are still parties who think that the performance of government policy implementation is still not good and effective. From the aspect of policy communication, the lack of information disclosure from the government can be seen from the absence of the Minister of Health, Dr. dr. Terawan Agus Putranto, Sp. Rad at the event. From the respondent's answer, the researcher describes that the respondent is a passive audience who is easily affected by the effects of mass media messages, namely cognitive effects.

Affective Effects

Affective effects can arise because of the communication of health policies through broadcasts on television. Affective effects are effects that can influence the audience community so that the atmosphere associated with the broadcast and

information received is carried away. In line with the Hypodermic Needle Theory theory, Mata Najwa's broadcast on September 28, 2020 invites the audience to get involved emotionally. This broadcast gives an impression to the public about the government's attitude in health policy which is not responsive in providing information about the implementation of policies taken to reduce and suppress Corona Virus cases that occur in Indonesia. From the interviews conducted with respondents, the researcher got the answer that the respondents were able to perceive feelings such as pleasure, disappointment, and others.

Behavioral Effects

Mata Najwa's broadcast on Monday, 28 September 2020 could have an impact on public behavior. Behavioral influence is an influence on the public in the form of behavior, action or activity. From the Hypodermic Needle Theory theory, that the media has an active role that is able to provide information to passive viewers so that they can take action after seeing the health policy communication on television.

This behavioral effect emerged after respondents watched Mata Najwa's broadcast on September 28, 2020. Najwa Shihab as the presenter conducted an interview in an empty chair designated for the Minister of Health, Dr. dr. Terawan Agus Putranto, Sp. Rad who was not present as a guest star. From the action taken by Najwa Shihab, the public thinks that the government through the Minister of Health, Dr. dr. Terawan Agus Putranto, Sp. Rad, is not open about health policies specifically for information on Corona virus cases in Indonesia. In addition, the implementation of the handling policy carried out by the government is considered to be still ineffective, thus reducing public confidence in the performance of the government's health policy in handling Corona Virus cases in Indonesia. The results of interviews with respondents that the researchers conducted got the answer that most of the respondents took action in the form of delivering expressions that appeared after seeing Mata Najwa's shows on September 28, 2020. The delivery of these expressions was in the form of anger, disappointment, and so on. But in different situations, the public can change from a passive audience to an active audience

E. CONCLUSION

The results of this study indicate that the impact of Mata Najwa's broadcast on September 28, 2020 on the trust of 17 2019 CPNS Formation Respondents in Tanah Laut Regency regarding the performance of government health policy communication in tackling the Corona virus in Indonesia.

1. Based on the Hypodermic Needle Theory theory, this study results in the conclusion that television as a mass media has a very large influence or influence on respondents who watch shows. In this case, Mata Najwa's broadcast on September 28, 2020, caused various effects and reactions from respondents who were the sources of this research. From the research conducted, the researcher can illustrate that not all viewers are passive audiences, viewers can change to be active in different situations.
2. From the research conducted, Najwa's eyes showed several influences on the respondents who were the source of this research. This impact is the emergence of an assumption that the government through the Minister of Health Dr. dr. Terawan Agus Putranto, Sp. Rad is less competent in communicating health policies specifically for handling Corona Virus cases in Indonesia. Another

impact, respondents expressed their expressions regarding the performance of government health policies in handling Corona Virus cases.

3. The results of research regarding the influence of Mata Najwa on 17 respondents who are the 2019 National Civil Service Candidates Formation in Tanah Laut Regency regarding the performance of government health policies in tackling the Corona Virus in Indonesia found that these impressions can have a considerable influence on respondents. The effect that arises on respondents is a cognitive effect, from the answers of research respondents there is a perception that the government is not open to information about Corona Virus cases that have occurred in Indonesia. On the affective effect, all informants found this effect. However, for the behavioral effects, not all informants have this effect, but only a few.

REFERENCES

- Amalia, R. (2015). Efek tayangan on the spot terhadap pesan media massa bagi responden ilmu komunikasi universitas mulawarman. *E-Journal Ilmu Komunikasi*, 3(2), 30-42. ([https://www.ejournal.ilkom.fisipunmul.ac.id/site/wpcontent/uploads/2015/04/Jurnal%20\(04-09-15-06-48-39\).pdf](https://www.ejournal.ilkom.fisipunmul.ac.id/site/wpcontent/uploads/2015/04/Jurnal%20(04-09-15-06-48-39).pdf))
- Anggraini, I. (2020). Kajian Sejarah dan Perkembangan Teori Efek Media. *Jurnal Komunikasi dan Bisnis*, 8(1), 30-42.
- Anwar, S. (2020). Pengaruh Pemberitaan Bencana 28 September 2018 Di Kompas Tv Terhadap Tingkat Kecemasan Kerabat Korban Di Kota Makassar. *KINESIK*, 7(1), 73-81. (<http://jurnal.fisip.untad.ac.id/index.php/kinesik/article/view/48>)
- David, E. R., Sondakh, M., & Harilama, S. (2017). Pengaruh Konten Vlog dalam Youtube terhadap Pembentukan Sikap Responden Ilmu Komunikasi Fakultas Ilmu Sosial dan Politik Universitas Sam Ratulangi. *ACTA DIURNA KOMUNIKASI*, 6(1).
- Syairozi, M. I., & Fattah, A. (2018). "YOUTH CREATIVE ENTERPRENEUR EMPOWERMENT (YOUTIVEE)": SOLUSI BAGI KAUM MUDA UNTUK BERKONSTRIBUSI PADA PEREKONOMIAN DAN MENGURANGI PENGANGGURAN. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 1(2), 43-55.
- Syairozi, M. I., & Wijaya, K. (2020, October). MIGRASI TENAGA KERJA INFORMAL: STUDI PADA KECAMATAN SUKOREJO KABUPATEN PASURUAN. In *Seminar Nasional Sistem Informasi (SENASIF)* (Vol. 4, No. 1, pp. 2383-2394).
<http://Detiknews.com> 28 September 2020 diaksestanggal 31 Oktober 2020
<http://Liputan6.com> 28 September 2020 diaksestanggal 31 Oktober 2020