

THE IMPORTANCE OF PUBLIC TRUST IN GOVERNMENT POLICIES IN EFFORTS TO ACCELERATE THE MANAGEMENT OF THE COVID 19 PLAGUE

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ABSTRACT

Corona Virus Disease 2019 (Covid-19) is a pandemic that is being felt by almost all countries, including Indonesia. Apart from having an impact on the safety of people's lives, it also has an impact on the political and economy aspects. There have been many efforts and policies taken by the central and regional governments to date, but it is still felt that they have not given the public hope when this pandemic will end soon. This has the potential to harm public trust (Trust Public) in the performance of the government to handling the covid-19 outbreak. The purpose of this paper is to describe the alternatives that the government should try to do to increase public trust.

Keyword: *Covid-19, Government Policy, Trust*

A. PRELIMINARY

Corona Viruses are a large family of viruses that cause disease in both humans and animals. In humans, this virus can usually cause infectious diseases of the respiratory tract, from the common cold to serious illnesses such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS).

A new type of Corona Virus that was discovered in humans since the outbreak occurred in Wuhan China, in December 2019, was later named Severe Acute Respiratory Syndrome Corona Virus 2 (SARS-COV2), and causes a disease known as Corona Virus Disease-2019 (COVID-19) COVID-19 is caused by SARS-COV2 which belongs to the same large family of Corona Viruses that caused SARS in 2003, only with a different type of virus. Symptoms are similar to SARS, but the SARS death rate (9.6%) is higher than COVID-19 (less than 5%), even though the number of COVID-19 cases is far more than SARS. COVID-19

also has a wider and faster spread than SARS in several countries including Indonesia.

Data reported by the World Health Organization (WHO) on its official website about data on the development of the Covid-19 outbreak (<https://covid19.who.int>) at the time of this writing (14 November 2020) that globally there are 52,487 confirmed case data. 476 with the number of deaths of 1,290,653 and America in the first place with the largest number of cases, while Indonesia is in 21st with a trend graph that still shows an increase in cases. With data that has been published both in various mass media, both television, electronic and printed media, which can be seen and accessed by the public, this is still causing anxiety among the public because there is no certainty when this pandemic will end and questions the government's performance in handling it which is strengthened by The fact is that in handling Covid-19, there are actually government policies that experience disharmony between policies made by the central government and regional government policies, including when several regions set a lockdown, but the central government only sets large-scale social restrictions (PSBB). In addition, the difference between central and regional policies seems odd in terms of the synergy of the two in overcoming the Covid-19 pandemic where local governments tend to act rationally in making policies related to the handling of the Covid-19 outbreak, namely prioritizing saving the lives of their citizens rather than the economy. In contrast, the central government prioritizes recovery. The economy of a country that has been battered by the outbreak with the thought that saving the economy in a pandemic is crucial to social welfare and political stability.

So based on these facts, the authors conclude the problem in this paper, namely how to increase public trust in the government in terms of accelerating the handling of the Covid-19 outbreak.

B. CONCEPT

State and Welfare State Theory

In essence, the state according to Roger F. Soleau is a means or can be called an authority that controls and regulates general problems in people's lives. Departing from the axis of thought, it is necessary to understand and explore further about the goals of the state itself, so that we can understand the orientation and motivation for the formation of the state and in what direction the ideals it wants to achieve. It is of course the thing that all countries dream of, namely to be able to provide protection, a sense of security, and what the writer underlines the greatest possible welfare and prosperity. That's why all countries are competing to build a welfare state which was first proposed by Emperor Ashoka in India in the 3rd century BC. This theory was later adopted and refined by R. Kranenburg. The welfare state itself is oriented towards general welfare. In this case the state is seen as a mere tool formed by humans to achieve common goals, prosperity and social justice for all these people.

Political Communication Paradigm

Political communication in four perspectives or paradigms can be political perceptions, images, dialogues, or actions. This is an implication of the ubiquitous nature of political communication. (Anwar Arifin).

Political communication paradigm of political communication can be explained based on four perspectives or paradigms as suggested by B. Aubrey Fisher (1990). However, political communication in the four communication perspectives is certainly not complete. There are many other perspectives that have enriched scientific studies of political communication, especially from the perspectives of political science, sociology, and anthropology.

The mechanistic model of political communication and communication is the oldest and most widely adopted model until now. Many studies have been conducted, and many books have been published so that their influence is very strong and widespread, not only among the academic community, but also on the wider community.

Communication as a process is understood as a mechanism that travels across space and time from one point to another. The components in the mechanism model are very clear, namely the source / receiver, channel, message / feedback, and effects. In accordance with the doctrine of mechanisms based on a causal way of thinking, the focus of study is on effects.

The application of mechanisms in the study of political communication will be easy. Mechanically, it is easy. Dan Nimmo (1990: 8) describes Lasswell's formula, that in political communication there are elements that are well known, namely political communicators, political messages, political media, political audiences and political effects. Such a model dominates the study of political communication, both in the study of political science and in the study of communication science.

By taking the starting point that messages are the formal object of communication science, politics is then studied in a mechanistic framework, namely who is talking to whom, through what channels, and how the effect is.

The political effect has become the center of the study of political communication in the mechanistic paradigm. The political effect can be influenced by the mass media. Especially electronic media.

The effect of the mass media by looking at the mass media effect theories has a very large influence in influencing the audience. But such views were later faded by the results of studies by social psychologists, who found that the audience was not passive, but very active.

The doctrine of mechanism teaches that in addition to predictable effects, it can also be created (engineered), by removing obstacles or obstacles that may occur through planning. Initially, the mechanism paradigm has received a lot of criticism, starts to fade and crisis, but the paradigm of mechanisms in political communication strong in Indonesia.

Communication is conceptualized as receiving and processing information on individuals. Its empirical existence is the recipient's individual self (communication), namely in the head of the individual, which is called the "conceptual filter".

The conceptual filter according to Fisher is as self-awareness that is born from one's mindset and field of experience. The workings of the conceptual filter and consciousness can be observed through input, the stimulus becomes an output in the form of behavior and action.

The main characteristic of the interactional paradigm is the accentuation of individual values above all their other influences because humans have the essence of culture, are interconnected, as well as society and ideas. The interactional paradigm is often called dialogic communication.

The communication components in the interactional model are very different from the previous model, namely: role, orientation, direction, concept, culture and adaptation. The focus of the assessment lies in social action or collective action.

In dialogical communication, cultural context occupies an important position. So communication is not value free so with this paradigm, we can talk about political communication that is unique to Indonesia.

In the paradigm model of the observed action paradigm, according to Fisher, it is a sequential action or behavior in the context of time in a social system. These actions or behaviors can be in the form of words, actions or behavior.

Behavioral orientation in the pragmatic paradigm of orientation to the behavior of the communicator is in the social system and in the pragmatic paradigm the result or effect of the communication process is the act or behavior itself is the same as communication. In pragmatic paradigm, social systems theory and information theory are applied together in communication. Theory in information theory does not mean messages but only in the form of numbers or possibilities. Information is measured in terms of how much uncertainty can be removed so that in information theory the main elements are known such as events, patterns, predictions, and surprises. Time concept becomes very important and even in pragmatics the concept of time appears as an integral part of communication.

Theory and Basic Models of Political Communication

In this research, the writer used the theory and basic model of political communication. The obstinate audience theory, stubborn audience theory assumes that audiences are active and very powerful and not at all passive in the communication process. Even the audience has the power to grasp and absorb all stimuli that touch it.

With the stone-headed audience theory, the focus of research shifts from communicators to communicants or audiences. Experts, especially psychologists and sociologists, pay attention to individual factors. They examine the factors that make the individual receptive to communication messages. One of them is the birth of the use and satisfaction model theory, which assumes that the basic human being is a very rational being and is very active, dynamic, and selective, regarding all influences from outside himself. The selective audience will choose based on the use and to fulfill their personal satisfaction.

Political communication is not described as a conveyor belt process between communicators and recipients, but is conceptualized as receiving and processing

messages or information on individuals. The center of study is in the individual, both as a message sender and as a recipient of political messages.

C. METHODS

This research is a descriptive study with a qualitative approach. Qualitative methods can make it easier for researchers to describe the influence of public trust in government policies in an effort to accelerate the handling of the Covid-19 outbreak.

Descriptive research seeks to find answers fundamentally about cause and effect, by analyzing the factors that cause the occurrence or emergence of a particular phenomenon with the aim of presenting a complete picture of social conditions intended to clarify a phenomenon by describing a number of variables relating to the problem, researched among the phenomena being tested.

According to Moleong, qualitative research is research that intends to understand the phenomenon of what the research subjects understand, for example behaviour, perception, motivation, action, holistically and by means of descriptions in the form of words and language, in a special natural context and by making use of various scientific methods.

D. DISCUSSION

The Covid-19 case that has occurred throughout the world is currently a crisis, where the spread of the human corona virus starting from China is not easy to control and control without discipline, All countries in the world are not ready to deal with it and in the end it causes huge deaths as well. , including all regions in Indonesia, not only the president but all regional heads participate in making their respective policies in their respective regions so that the community can be protected by the spread of the corona virus.

The various policies made by the government have affected many people both psychologically and materially, which have an impact on the decreasing level of public trust in government performance.

Not only that, the public also often received news and uncertain information from various mass media which caused the community to become increasingly afraid.

One of the news that makes the public confused is the news about the spread of the corona virus through air transmission, so that it can infect humans, in March 2020 WHO stated that the corona virus cannot be transmitted by air and this is countered by confirmed by WHO, but finally in June 2020 WHO again informed that it turned out that the corona virus could be spread through the air. The World Health Organization has acknowledged that there is emerging evidence that Corona Virus can be spread by tiny particles floating in the air. Airborne transmission is not can be left out in an enclosed or poorly-ventilated space.

On the other hand, the increasing number of online news has created framing about government actions in handling the COVID-19 pandemic. In the case of a pandemic, framing has two important points. The first point, framing intends to form a public perspective that the government has taken policies to

solve the pandemic problem as a measure of state security. The second point, the framing that indicates the public is pressuring the government to take policy quickly.

In Obstinate Audience Communication Theory, the theory is based on a psychological understanding that in the individual, there is the ability to select anything that comes from outside and is not just responded to. The stubborn theory rejects the syringe theory or the bullet theory on the grounds that if information is shot from the media, why do the public not try to take cover to avoid being shot Covid-19 information.

In a pandemic situation, like today, a frame of news and information is needed to maintain a positive perspective from the public towards the government. This will be an important action for the government to be able to solve the pandemic because collaboration between the community and the government is needed. The efforts made by the government in dealing with the Covid-19 outbreak to finally create guaranteed public trust should be the main goal of the news media. However, the lack of government response in controlling information has resulted in the slowing of the government in handling this virus in the eyes of the public.

The government is advised to change their approach to communication and change their attitudes so that communication becomes clearer and more transparent. Therefore, in a massive health problem like today, it is highly recommended that the government be more transparent, responsive, accountable, and carry out more two-way communication with the public. If this is done, the likelihood that the community or people will follow government instructions will be higher. Government information will be understood by the people. In other words, pandemics can be reduced and minimized easily if there is collaboration among stakeholders and can be made faster if communication between them is clearer and more transparent.

The uncertainty of information will create prejudice that lead to fear. Correct information about this disease, including development updates and efforts to find vaccines, prevention to treatment must continue to be disseminated to the public.

The solution to reducing this uncertainty is that the government is expected to work hard and become the main source of information, and it is hoped that the government will also provide information transparency to the public. considering the character of the Indonesian people who still see elite groups or community leaders as those who know more.

The uncertainty of information will make society saturated, plus the information is always the same. The highest level of uncertainty in the situation in the Pandemic in the field of information plays an important role, so that people do not experience uproar or disinformation about Covid-19.

E. CONCLUSION

The health insurance for every Indonesian citizen is included in the constitution. With the health insurance provided by the Government, the government has a responsibility to its citizens, especially in the case of the Covid-

19 pandemic. Therefore, to achieve at least the ideals of the state, namely a welfare state, the government needs to enact policies that can be a solution to existing problems instead of creating policies that are detrimental to certain groups of society.

Presentation of data and information that is transparent on the performance and policies taken is a preventive step that currently must be implemented by the government because there are still many people who do not understand information about current conditions.

One of the authors' suggestions is the most appropriate for the government to be more serious about making policies that are in line with actual conditions and embracing all components of society to unite in the same spirit so that the implementation of policies for handling the covid-19 outbreak can run systematically so that public trust can continue to increase .

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