

THE TNI-POLRI COMMUNICATION STRATEGY IN INCREASING COMMUNITY AWARENESS TO ACCELERATE THE HANDLING OF COVID-19

Muzahid Akbar Hayat,

University of Islam Kalimantan Muhammad Arsyad Albanjari,
[m.akbarhayat@gmail.com;](mailto:m.akbarhayat@gmail.com)

Sanusi,

University of Islam Kalimantan Muhammad Arsyad Albanjari,

Risa Dwi Ayuni,

University of Islam Kalimantan Muhammad Arsyad Albanjari,

Heni Hayat

STIKOM LSPR

ABSTRACT

This study discusses the *Tentara Nasional Indonesia-TNI and Kepolisian Republik Indonesia-Polri* (Indonesian National Army- Police of the Republic of Indonesia) Cooperation strategy and the Jakarta Provincial Government in accelerating handling of COVID-19. This Study using the theory of Organizational Resources from George R. Terry. The aim is to describe Cooperation regulations, activity methods, readiness of human resources and the availability of infrastructure facilities in accelerating the handling of COVID-19. The method used is an observational case studies method with both quantitative and qualitative approaches (mix method) and uses SWOT and AHP for analysis. As a result, the first strategy is to create cooperation policy regulations, the second strategy is to increase public awareness of implementing Health protocols, the third strategy is to create superior human resources, and the fourth strategy is to realize the readiness of facilities and infrastructure.

Keywords: *Cooperation Strategy, Organizational Resources, COVID-19*

A. INTRODUCTION

Since 2019, the world has experienced an outbreak of coronavirus disease (COVID-19), including Indonesia. The World Health Organization (WHO) on March 11, 2020 declared the disease caused by COVID-19 a global pandemic. This statement is based on positive cases of COVID-19 in the world increasing thirteen times in 114 countries with a total death of 4,291 people at that time (WHO, 2020). The increase in the COVID-19 outbreak continues to increase every day. Based on the report of the Committee for Handling COVID-19 and National Economic Recovery as of July 18, 2021, in Indonesia, there were 2,877,476 people who were confirmed positive for COVID-19 with 73,582 people dying.

The Indonesian National Army (TNI) in handling COVID-19 is basically made possible through Military Operations Other than War (OMSP). The involvement of the TNI in handling Covid-19 has been carried out since the beginning of the year even before the government officially announced the first COVID-19 case in Indonesia. The TNI has been involved since the repatriation of 238 Indonesian citizens who live in the city of Wuhan, where the quarantine process uses facilities owned by the TNI, to be exact, at the Raden Sadjad Air Force Base in Natuna, Riau Islands. The TNI has been deployed for various tasks at the central and regional levels. The tasks in question include providing observation facilities in Natuna, building a hospital on Galang Island, evacuating affected Indonesian citizens abroad, distributing medical equipment, and guarding access at the border.

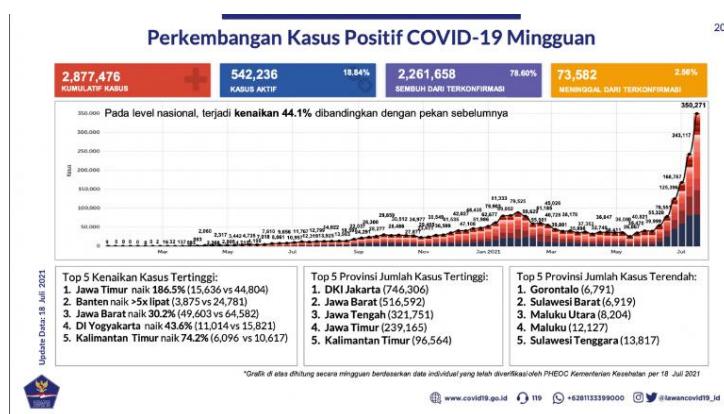


Figure 1. COVID-19 Case Data July – October 2021

Source: KPCPEN, 2021.

Efforts to accelerate the handling of COVID-19 also involve the National Police, it is noted that the Police have made efforts; first, preventive: by issuing a Secret Telegram Letter as a guide for Polri members in carrying out actions during the pandemic and in the new normal transition period, Binmas, Sabhara, Traffic and other satkers are asked to be actively involved in providing information and raising awareness to the public. Together maintaining security and public order by utilizing technology and embracing the community in a humane manner, so that people affected by COVID-19 both healthily and economically can survive; Second, preemptive: by conducting patrols and raids to prevent crime; and third, law enforcement: as a last resort for those who resist despite violating. The TNI-Polri assist in handling the implementation of government policies, by overseeing the implementation of Large-Scale Social Restrictions (PSBB) policies and the Enforcement of Restrictions on Community Activities in Java and Bali, to overseeing the implementation of health protocols in the new normal. The TNI-Polri are also actively involved as part of the team structure of the COVID-19 Task Force and the COVID-19 Implementation

Committee and National Economic Recovery. It is realized that the transmission of COVID-19 is no longer an individual health problem but a problem for the sustainability of the Unitary State of the Republic of Indonesia which can threaten the safety of the nation and state. Therefore, it is necessary to take preventive steps that are absolutely supported by all elements of the nation's components.

Based on the description above, the TNI-Polri have made efforts to reduce the spread of COVID-19, but in fact the increase in positive cases of COVID-19 is still happening. Government policies in order to break the chain of the spread of COVID-19 continue to be carried out. Through the *Instruksi Menteri Dalam Negeri Nomor 3 Tahun 2021* concerning Restrictions on the Implementation of Micro-scale Community Activities is now starting to be implemented as an applicative step to stop the spread of COVID-19. The handling of the COVID-19 pandemic is also carried out through COVID-19 vaccination which is regulated in the *Peraturan Menteri Kesehatan Nomor 10 Tahun 2021*. Lack of public awareness in complying with health protocols is still high, based on the Adwil, Polpum and Otda Monitoring Information System (SIAPDA) February 10, 2021 the number of violators of the protocol provisions health reached 593,865 offenders. Building public awareness of the importance of Health protocols, mobility restrictions and vaccines requires hard work, smart work. Through the TNI-Polri communication strategy, it is hoped that it will be able to increase public awareness of the importance of health protocols, restrictions on mobility and vaccination.

The Indonesian National Armed Forces and the Indonesian National Police have never faced a COVID-19 pandemic, they should have failed to manage this communication, but in reality they were able to successfully communicate well.

B. RESEARCH METHOD

This research was conducted using qualitative descriptive analysis, which is an approach that produces descriptive data in the form of data and facts as well as real conditions in writing or verbally from people and behaviors that can be taken so as to obtain possible problem solving by tracing, concluding and clarifying data and facts. (Grace, 2009).

The sampling technique used was purposive sampling where the sample was selected depending on the research objectives without regard to their generalizability (Hayat, 2018). This is done to make it easier for researchers to search for primary and secondary data. There were 8 resource persons consisting of 3 from TNI elements namely Dtw, Uy and Rey, 3 from Polri elements, namely Md, Bw, Ek and 2 from BNPB elements as objective views of other agencies namely Zm and Sw. The research location is in Jakarta as the central element in making and determining policies in handling COVID-19.

The analysis of this research uses the Planning Theory of Communication by Charles R Berger, namely the plan is "a cognitive hierarchical statement of goals that is directed to a series of actions" (Baxter and Braithwaite, 2014). Olesen's research (Olesen, 2018) explains that Planning Theory can be used for difficult decision making. Friedman also explains that Planning Theory serves to help understand the plan and its role in the environment. (Friedmann, 1988). The

core point of Planning according to (Gregory, 2010) "strategic planning does not mean everything can be controlled, planning make the planner can define the contribution, how they do their tasks, and how they measure if they have been successful". Gregory means that with planning, planners (people who make plans) can explain how they carry out their duties, how they measure the level of success of the plan.

C. RESULTS AND ANALYSIS

The Role of the TNI-Polri

The role of the TNI is enshrined in the *Undang-Undang Nomor 24 Tahun 2007* concerning Disaster Management. In Article 4 it is explained that one of the objectives of disaster management is to "harmonize the existing laws and regulations". Implicitly, the article in the law is the main reference to "ensure the implementation of disaster management in a planned, integrated, coordinated and comprehensive manner". Various activities have been carried out by the TNI in an effort to handle COVID-19, the involvement of the TNI has been carried out since this outbreak was in Indonesia. Quoted from various sources, the TNI has played an active role in handling the pandemic since the beginning, starting with the pickup of 238 Indonesian citizens from Wuhan, China. Then the TNI together with the Police and civilians formed the Integrated Joint Task Force (Kogasgabab) on Natuna Island to quarantine the Indonesian citizen. The maximum effort of the TNI is reflected by deploying 91,817 personnel to improve the discipline of health protocols in 34 provinces. In addition, in the success of vaccination, the TNI has prepared 9,176 vaccinators from members of the TNI. TNI health workers were provided with briefing by carrying out the Training of Trainer (ToT) vaccination, which was attended by 345 representatives. From the aspect of manning and securing vaccination, the TNI deployed a number of personnel, materials and defense equipment. This is done to oversee and secure the distribution of the COVID-19 vaccine. Meanwhile, in the implementation of vaccination, the TNI provides 738 health facilities consisting of 114 advanced health facilities and 624 first-level health facilities based on the Regulation of the Minister of Health regarding vaccination.

Police Role, based on the *Undang-Undang Nomor 2 Tahun 2002* concerning the National Police of the Republic of Indonesia, it is stated that the main tasks of the Police are to maintain public security and order, enforce the law, provide protection, shelter, and service to the community. The connection with the acceleration of handling COVID-19, the role of the Police, was emphasized by the issuance of a telegram from the National Police Chief, including the following:

- 1) the *Surat Telegram Nomor: ST/1098/IV/HUK.7.1/2020* regarding the handling of potential crimes during large-scale social restrictions (PSBB) which regulates guidelines for police personnel in taking legal action.
- 2) the *Surat Telegram Nomor: ST/1099/IV/HUK.7.1/2020* which regulates the handling of crime in the task of providing basic materials and distribution.
- 3) the *Surat Telegram Nomor: ST/1100/IV/HUK.7.1/2020* which regulates the handling of crimes in cyberspace.

- 4) the *Surat Telegram Nomor: ST/1101/IV/HUK.7.1/2020* which regulates the handling of potential crimes during the PSBB implementation period.
- 5) the *Surat Telegram Nomor: ST/1102/IV/HUK.7.1/2020* which regulates the handling of Indonesian workers (TKI) who have just arrived from countries affected by COVID-19.

Based on the telegram issued by the National Police Chief, the National Police placed two important roles during the COVID-19 pandemic. First, it plays an important role in implementing health protocols. Both play a role in preventing and taking action against certain crimes that arise during the pandemic.

The Role of Plans in Coping with COVID-19

Planning is the determination of a series of actions to achieve a desired result. A rather complex limitation formulates planning as determining what must be achieved, if it is achieved, where it must be achieved, how it must be achieved, who is responsible and determining why it must be achieved (Firmansyah & Mahardika, 2012). Based on this, it can be understood that the TNI-Polri and local governments are deemed necessary to develop an accurate planning system with a predictive approach based on data and valid updated information.

The role of the plan in efforts to overcome COVID-19 is prepared by each agency, both TNI and Polri. Efforts to enforce 3M (washing hands, wearing masks, maintaining distance) and strengthening 3T (testing, tracing, treatment) continue to be carried out. Regarding 3T, the TNI and Polri are at the forefront in tracing COVID-19 positive victims. Based on the results of the interview, according to Dtw the role of planning is very important. Strategic steps must be conveyed in planning preparation. This is in line with Md who stated that planning is the main and foremost part of any activity, including the prevention of COVID-19. Zm analogizes the role of this plan as a "mind" that makes strategic steps in achieving goals. Of the 8 resource persons all agreed that the role of planning is important.

The role of communication plans in the TNI and Polri is usually carried out in coordination meetings, both internally and externally. Rey said that every week they coordinate through weekly meetings or what is commonly called "apples". Dtw and Uy also do the same thing either on the field or in the big room. Apples are also held by the National Police, Md usually conducts morning calls from 08.00 to 09.00 or even 10.00 am. Ek said that the apples were carried out in order to convey daily tasks or convey attention or prominent activities that caught the public's attention, including controlling the use of masks and vaccinations. Dtw said that as a means of communication, the TNI-Polri coordination was carried out by holding a joint rally. Md emphasized that the joint Apple activities are usually carried out at the National Monument, both from the TNI and from the Police.

Barriers to Planning Implementation

Based on primary and secondary data related to ways, there are obstacles including:

- 1) Education about the dangers of COVID-19 has not been effective. Based on research, there are still many people who think that COVID-19 is not dangerous and real. According to the Lecturer of the Faculty of Psychology

at the University of Indonesia, Rose Mini, Agoes Salim, stated that humans will do something voluntarily if they get a clear and inherent understanding of themselves.

- 2) Education on comorbid criteria in vaccination has not been optimal. There are still personal concerns of the elderly about their comorbid conditions and the effects of vaccination.
- 3) Media coverage reduces public confidence in vaccines. The vaccine is not the main solution because there are still people who die from COVID-19 after the vaccine, this has caused a decline in the level of public confidence in the vaccine.

TNI-Polri Communication Approach Strategy

To anticipate undesirable scenarios, the TNI-Polri take a number of method approaches, both to prevent the return of a higher spread of COVID-19, namely by increasing the performance of the mitigation function optimally to support the successful achievement of the COVID-19 handling program, which is characterized by;

- 1) Conduct intensive socialization and application of 3M;
- 2) The intensification of community development and empowerment activities to comply with health protocols;
- 3) Through counseling, appeals and information involving religious and social roles;
- 4) Improved optimal health handling functions, by implementing assistance, monitoring and technical actions for the testing process, consistency in tracing residents who have contact with COVID-19 sufferers;
- 5) Increasing the performance of the function of handling social problems, which is marked by intensifying public education activities aimed at eliminating negative stigma about residents exposed to COVID-19.
- 6) The approach is carried out by establishing good communication and relationships with stakeholders to monitor potential social problems.
- 7) Increasing the function of disciplinary enforcement, which is marked by taking firm and humane action against health protocol violators, and collecting data on violators, and being responsive to visiting locations when receiving reports of health protocol violations.
- 8) Optimizing the function of limiting community mobility, with reference to the policy of discipline enforcement of health protocols, the provision of sanctions according to the provisions, and socialization of the application of sanctions and the implementation of integrated justice operations.
- 9) Optimizing the performance of the prevention function to limit people's mobility, by minimizing crowds.
- 10) Babinsa and Bhabinkamtibmas make optimal use of information and communication technology to socialize the importance of health protocols, conduct virtual patrols, control provocative actions and fake news in all information media.

TNI-Polri Coordination Communication Pattern

When compiling a plan, there must be a communication process, communication is the process of delivering an idea, message or idea conveyed by

the communicator to his communicant (Gunawan, 2013). In the planning process carried out by the TNI-Polri a communication was established, the communication pattern established by the TNI-Polri was structured, namely from superiors to subordinates (vertical communication). According to the results of the interview, Md (Polri) conveyed that during the planning process, orders were delivered directly from the Indonesian National Police Headquarters which were distributed to all Polda in Indonesia. The communication pattern that was established during the implementation of the preparation of the plan was vertical communication, namely from superiors (Police Headquarters) then distributed to the Regional Police and so on. The TNI also did the same thing, according to Dtw, vertical communication was carried out from the TNI Headquarters to the Regional Military Command (Kodam) to the Regional Military Command (Koramil).

The results of the interview with Dtw explained that the planning process involved two communication patterns, namely a vertical pattern, namely communication from superiors to subordinates and a horizontal pattern, namely conveying messages to fellow members and also related agencies. The pattern of communication from superiors and subordinates in military and semi-military organizations is an absolute pattern or structure. According to (Wahyudi, 2016) the communication pattern established by the TNI-Polri is also called the wheel pattern. The wheel pattern has a leader whose power is clear and the center in this case is that the TNI and Polri Headquarters are central in giving orders to their subordinates to carry out their duties to help overcome COVID-19.

The findings of this study are successful in building an organizational communication model within the Indonesian National Armed Forces and the Indonesian National Police covering the following indicators: The Role of the TNI-Polri, The Role of Plans in Coping with COVID-19, Barriers to Planning Implementation, Communication Approach Strategy.

D. CONCLUSION AND SUGGESTION

The acceleration of handling the COVID-19 pandemic requires the cooperation of all components of the nation, in this case the TNI-Polri review in an effort to accelerate the handling of COVID-19, the most basic of which requires awareness and action to comply with government policies through health protocol discipline. In order to realize the policy targets and communication strategies of the TNI-Polri in increasing public awareness to support the acceleration of handling COVID-19. Low public awareness of the importance of health protocols and restrictions on COVID-19 mobility as an important key in accelerating the handling of the COVID-19 pandemic. The solution is to increase public awareness in implementing health protocols through the implementation of social campaigns on the importance of health protocols and restrictions on mobility to suppress the spread of COVID-19, media management to prevent and deal with various provocative content in the form of hoaxes and hate speech about COVID-19, and increasing public education activities to suppress the spread of COVID-19.

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