

## Communications of the Government of Surabaya in the Socialization Protocol Health through the Account of @sapawargasby

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### **Abstract**

*The government of Surabaya City is one that uses Instagram as a forum for delivering information to the people of Surabaya, especially during crisis conditions caused by the COVID-19 pandemic. This research aims to analyze the Instagram content of the Surabaya city government, namely @sapawargasby from the beginning of the COVID-19 pandemic to the mid-pandemic period, which is managed by the Surabaya Department of Communication and Information. This @sapawargasby Instagram analysis research uses qualitative research methods, namely, using a case study method with discourse analysis techniques. Data collection was done secondary by means of screenshots of Instagram account posts @sapawargasby for later analysis and drawing conclusions related to problem formulations. The results showed that the Surabaya city government was very active and creative in presenting information on Instagram. Almost every day the @sapawargasby account posted everything about the policies or activities of the Surabaya city government, and in the early days of the pandemic, it was seen that the Surabaya city government was very responsive in making prevention and application of health protocols. Instagram @sapawargasby also displays other policies that are very beneficial to the people of Surabaya, even though in the middle of the pandemic there were several posts related to the COVID-19 that began to decrease, but the attention of the Surabaya city government is still clearly visible. The Surabaya city government's strategy to convey information about all activities carried out by the Surabaya city government through Instagram social media applies an objective management communication strategy that determines the target first before conveying information to the public, then monitors developments in the community and prepares content to be posted in the Surabaya municipal government's Instagram account. Innovation and variants of social media Instagram in the effectiveness of delivering messages about the activities of the Surabaya city government to the community is a step to realize services to the community.*

**Keywords:** *Instagram; Surabaya city government; COVID-19 pandemic; Surabaya Departement of Communication and Information*

### **Abstrak**

Pemerintah Kota Surabaya (Pemkot Surabaya) adalah salah satu yang memanfaatkan Instagram sebagai forum untuk menyampaikan informasi kepada masyarakat Surabaya, terutama pada saat kondisi krisis akibat pandemi COVID-19. Penelitian ini bertujuan untuk menganalisis konten Instagram Pemkot Surabaya @sapawargasby dari awal pandemi COVID-19 hingga pertengahan masa pandemi, yang dikelola oleh Dinas Komunikasi dan Informatika Surabaya. Penelitian analisis Instagram @sapawargasby ini menggunakan metode studi kasus dengan teknik analisis wacana. Pengumpulan data dilakukan secara sekunder dengan cara screenshot postingan akun Instagram @sapawargasby untuk kemudian dianalisis dan ditarik kesimpulan terkait rumusan masalah. Hasil penelitian menunjukkan bahwa Pemkot Surabaya sangat aktif dan kreatif dalam menyajikan informasi melalui Instagram. Hampir setiap hari akun @sapawargasby memposting segala hal tentang kebijakan atau kegiatan Pemerintah Surabaya. Di masa awal pandemi, Pemkot Surabaya responsif dalam melakukan pencegahan dan penerapan protokol Kesehatan. Instagram @sapawargasby juga menampilkan kebijakan lain yang bermanfaat bagi masyarakat Surabaya, meski di tengah pandemi ada beberapa postingan terkait COVID-19 mulai berkurang, namun perhatian Pemkot Surabaya tetap ada. Strategi Pemkot Surabaya dalam menyampaikan informasi mengenai segala kegiatan Pemkot Surabaya melalui Instagram menerapkan strategi komunikasi manajemen yang objektif yaitu menentukan target terlebih dahulu sebelum menyampaikan informasi kepada masyarakat, kemudian memantau perkembangan di masyarakat dan menyiapkan konten untuk diunggah. Inovasi di media sosial Instagram dalam efektivitas penyampaian pesan tentang kegiatan Pemkot Surabaya kepada masyarakat merupakan langkah untuk mewujudkan pelayanan kepada masyarakat.

**Kata kunci:** *Instagram; Pemerintah Kota Surabaya; Pandemi COVID-19; Dinas Komunikasi dan Informatika Surabaya*

## Introduction

In the technological and digital era, finding information is very easy because of the many media that can be used to disseminate or obtain information. Relates to the right of everyone to the enjoyment of freedom of expression and access to information. One of the social media that plays an active role in disseminating information is Instagram. Instagram as a social media-based social network that can quickly be ranked second in social media applications that are often used in Indonesia (Kusuma & Sugandi, 2019). Instagram is a social media in modern times which is in great demand by all people or all groups, both children and old age (A. Jackson dalam Sakti & Yulianto, 2013).

Social Media Instagram has several interesting characteristics so that it becomes one of the considerations for communication media, namely: 1) as participation, namely encouraging contributions and feedback from everyone who is interested or interested in using it, thus blurring the boundaries between media and audience; 2) Openness, most social media are open to feedback and participation through means of voting, commenting and sharing information. There are rarely any restrictions on accessing and utilizing message content; 3) Conversation, which allows a two-way conversation between users; 4) Community, namely social media that allows the formation of communities quickly (instantly) and communicates effectively about various issues/interests (from photography hobbies, politics, to favorite TV shows); 5) Connectivity, namely the majority of social media thrives because of the ability to serve connectivity between users (Juditha, 2017). In essence, Instagram starts from three things, namely sharing, collaborating, and connecting with each other (Setiadi, 2016).

The use of Instagram media also has many positive impacts, including it is easier to interact with other people, as a means of promotion, a means of socializing government programs, gathering facilities, and entertainment

facilities. (Mukhlason et al., 2012).

The Surabaya city government as one of the parties that also use Instagram as a media liaison between the community and the government in the @sapawargasby account which is managed by the Surabaya Department of Communication and Information, the presence of this account allows the people of Surabaya to take part in accessing information about their area as well as a supervisor. The performance of the Surabaya city government, and vice versa, the Surabaya city government can easily disseminate developments or directions to the community without being limited by space and time (Ma'ruf, 2017).

The emergence of the COVID-19 virus pandemic also certainly affects a lot of media in disseminating information, the policy to stay at home requires people to use social media to interact with each other, and also in seeking information about the pandemic, this situation makes people no exception to the government, especially the city government. Surabaya is increasingly active in using Instagram to communicate with the people of the city of Surabaya. Social media has the power to influence individual behavior and community values that support the environment and individuals, so it is necessary to maintain habits of behavior change to be health conscious. Although many factors influence health-related behavior, awareness of the risks to make changes in people's behavior is a key ingredient to improving individual health and public health status in order to avoid COVID-19 (Endrawati, 2015). In addition, when patterns of service delivery such as health are constantly changing, the media can provide valuable information that is useful to the public about other options and perspectives. (Sampurno et al., 2020). This is because the author intends to analyze the contents of the Surabaya City Government's Instagram content to see how the government participates in using Instagram as a tool to convey information, especially during the coronavirus pandemic. How to distribute information related to the

city of Surabaya via Instagram @sapawargasby in the early and mid-COVID-19 pandemic.

### Research Methods

This research uses a case study method with a qualitative approach, namely, by using a case study method with discourse analysis techniques. Qualitative research methods are research methods on natural object conditions, where the researcher is the key instrument, data collection techniques are carried out in a combined manner, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Sugiyono, 2011). Data collection is done on a secondary basis by way of screenshots of posts on the @sapawargasby Instagram account to then be analyzed and conclusions are drawn regarding the formulation of the problem.

The subject of research is the Instagram of @sapawargasby with the object of research related to the socialization of health protocols during the COVID-19 pandemic in @sapawargasby, which was collected between March and July. The data collection technique used is to map posts from Instagram feeds related to the socialization of health protocols, then these posts are captured for further analysis. For the data analysis technique, discourse analysis is used to find out how the health protocol socialization is carried out by the Surabaya city government through the Instagram account @sapawargasby.

### Result Of Research And Discussion

The Surabaya City Government is one of the many government institutions that use social media, especially Instagram in disseminating information. During the COVID-19 pandemic, the researcher intends to analyze the Surabaya city government's Instagram posts in the @sapawargasby Instagram account which is managed by the Surabaya Communications and Informatics Department, namely by looking at the Instagram account posts during the beginning of the pandemic, namely March to July 2020,

then during the pandemic period. The middle of the pandemic is August to October 2020.

The March post by the Surabaya Communications and Information Department on the @sapawarga account, starting with a joint prayer activity, and infographics regarding the prevention of the COVID-19 virus, on March 2 to 11, 2020 the Surabaya city government is still actively promoting activities that will be carried out in the city of Surabaya such as readiness Welcoming the anniversary of the city of Surabaya and also a reminder of the



Figure 1.1 @sapawargasby instagram post in prayer activities together



Figure 1.2 @sapawargasby's instagram post in Car Free Day activities



Figure 1.3 @sapawargasby Instagram post in Mayor's title acceptance activities

implementation of a car free day, other activities such as the inauguration of the Joyoboyo bridge and the Intermodal terminal as well as the opening of Jalan Yos Sudarso as well as the inauguration of a new mosque and BLC in the youth arena, and what is also interesting is the mayor of Surabaya who received a nobility title from At the beginning of March, we can see that the Surabaya City Government activities are still as usual as we can see in several photos showing the mayor and the surrounding community

who are still not wearing masks at that time. Entering the middle of March 2020, the attention of the Surabaya City Government can be seen from the Communication and Informatics Instagram post which shows that since then the COVID-19 condition has gotten worse, the Surabaya City Government has begun to show its steps in dealing with the COVID-19 pandemic on March 12, then followed by policies to prevent the spread of COVID-19. the occurrence of the spread of the COVID-19 virus,





Figure 1.4 @sapawargasby's instagram post as an effort to prevent of COVID-19

such as a car free day which was previously planned to be canceled, the celebration of the anniversary of the city of Surabaya which later had to be postponed, an appeal to study at home, a list of referral hospitals for the community, as well as various information related to the spread of the COVID-19 virus, policies we can observe interesting policies this month, showing that the Surabaya city government was really focused on fighting the COVID-19 virus outbreak at that time, various prevention innovations was widely applied, such as spraying disinfectant activities, introducing spice drinks to increase body immunity, using disinfectant drones, as well as made its a sterilization chamber. As well as the presence of the latest website from the Surabaya city government as a health service regarding COVID-19. Interestingly, this March, the most interaction was focused on veterinary clinic promotional posts, in that post



Figure 1.5 @sapawargasby's instagram post on 11 to 28 Maret 2020

there were 110 comments, 7016 impressions, and 427 likes from other Instagram users.

In April 2020, when the COVID-19 virus still exists in Indonesia, the Surabaya Department of Communication and Information is still intensive and active in informing about the spread and prevention of this virus, we can find many posts such as handling COVID-19, tutorials for making cloth masks, tutorials for making cloth masks. face shields and an appeal to keep a distance, this month the government is also actively presenting information on the increase in positive cases of COVID-19 in Surabaya every day, innovations to prevent COVID-19 are starting to vary, such as assistance from the Bandung Institute of Technology in the form of sterilization booths, service robots, and swabs chambers. The Surabaya city government also disseminated the imsakiyah schedule. In addition, there are sterile troops tasked with preventing the spread of the virus in public places, quarantining villages for COVID-19 sufferers, and the implementing of large-scale social restrictions accompanied by an appeal not to go home or hang out even during the month of Ramadan, along with PSBB checks on Surabaya residents. interestingly, there are posts about COVID-19 patient testimonials on health service websites related to the coronavirus which are very helpful. We can see that this month the government has devoted all its attention to

handling the COVID-19 virus, this is proof that at that time, the Surabaya city government was really creative and innovative in preventing the coronavirus and using Instagram as a source of uptodate information for the people of Surabaya.

Just like the previous month, this month the Surabaya Communication and Informatics Department is still actively informing about the addition of positive cases of COVID-19, and it can be seen that the increase in positive cases of COVID-19 is very significant, but in one of



Figure 1.6 @sapawargasby’s Instagram post about Covid Informations



Figure 1.7 @sapawargasby’s Instagram post about PSBB Informations

the Instagram posts, the Surabaya government explained that the increase in cases was due to the city government. Intensively conducting mass rapid tests, we can see here that the Surabaya government is responsive in providing clarification and valid information to the public, the establishment of surveillance personnel as the vanguard of handling COVID-19 is also very helpful, they are tasked with checking temperature and other vital signs every day on patients COVID-19 then reported it to the health office, besides that PSBB was still being

implemented this month accompanied by a policy of sanctions for PSBB violators, and also a assistance received by the Surabaya city government such as assistance from the ministry of health, and other social assistance. However, it should be appreciated that the Surabaya City Government also provides data regarding the list of beneficiaries as a form of transparency to the public in the digital era. In addition, there are posts of government support for Surabaya residents and all parties to keep their spirits up in the face of the pandemic, not only about handling COVID-19, but this month the Surabaya city government is also active in informing about the acceptance of new elementary and junior high school students. In addition, the Surabaya City Government has also prepared an isolation area for people affected by COVID-19, and is open about the information on the COVID-19 corpse service and



Figure 1.8 @sapawargasby's Instagram Post About PPDB Information



Figure 1.9 @sapawargasby's Instagram Post about Volunteer Nurse

its procedures, appeals to keep wearing masks can be found everywhere, unfortunately, on May 31, the Surabaya City Government was forced to celebrate the anniversary. the city of Surabaya is simply due to the COVID-19 virus. This month, although many activities are still limited, the city government through its Instagram shows that Surabaya can get through this outbreak.

As usual, information about the increase in COVID-19 cases in Surabaya is still being included, as well as the appeal for the prevention of COVID-19, and there are stories of patients recovering from the COVID-19 virus, in June this new normal policy began to be implemented,

therefore The people of Surabaya are starting to be able to carry out other activities but are still paying attention to health protocols, and mass rapid tests are still being held massively, besides that, through Instagram, the Surabaya City Government has also dismissed the issue of hoaxes regarding sudden rapids, cases of recovered patients have also increased. This month, a number of health protocols regarding the new normal have been implemented, such as health protocols in schools, markets, restaurants, hotels, houses of worship, construction sites, entertainment venues, transportation areas, and public facilities. Not to forget the words of motivation for health workers were also conveyed by the Surabaya City Government, as well as validating student data, besides that the Surabaya City Government also introduced cassava as an alternative staple food in the city of Surabaya, and the establishment of a tough village Semeru Wani Jogo Suroboyo as an action to deal with

the spread of COVID-19. Interestingly, there are Tabebuya flower posts that adorn the corners of the city of Surabaya, and the greenness of the city of Surabaya, the condition of natural improvement in Surabaya is really very transparent on the Instagram account. As well as information about the dangers of enoki mushrooms for the public.

This month the positive number of COVID-19 continues to be displayed, as well as the appeal to comply with the new normal protocol, the Minister of Health also visited Surabaya and provided assistance and also held inspections for violators of health protocols, coinciding with the college entrance test exam, then held a rapid free test for *Ujian Tulis Berbasis Komputer* (UTBK) participants, besides that there is a protocol for checking pregnant women during the COVID-19 pandemic, enthusiasm is still being conveyed to the public, and information about catfish culture and its benefits are also displayed, this month some public activities and tours have started to open but still remain Paying attention to health protocols, such as protocols when visiting mangrove gardens, protocols for cycling together, as well as the opening of the Surabaya Zoo, here we can see the economic recovery in Surabaya starting to rise, various sectors starting to be arranged to be in line with the new normal. Socialization is also intensively carried out by the city government, both on the street and elsewhere, and we are also presented about the lantern flowers that also adorn the beauty of the city of Surabaya, information on road closures is also displayed, besides that there is a food sovereignty program that is socialized on the city government's Instagram where there are procedures for taking free seeds for individuals, and because it coincides with Eid Al-Adha, the Ministry of Communication and Informatics also provides information about the selection and proper slaughter of sacrificial animals along with an appeal not to perform Takbir on the road, and various information such as emergency call centers that can be used by the



Figure 1.10 @sapawargasby's instagram post about Protocol New Normal



public. residents, as well as the existence of the Kalijudan children's village for children with special needs, as well as the procedures for Eid al-Adha prayers and Eid al-Adha congratulations by the Surabaya City Government.

This month, warnings about COVID-19 are still being displayed, inspections on masks are still running, unfortunately information about the increase in COVID-19 cases every day is starting to be removed, there are posts showing the collaboration between the Surabaya City Education Office and SBO TV to learn from home, then *Kartu Tanda Penduduk* elektronik (e-KTP) services and health protocols have been re-opened, this month there are also many posts on preparations for Indonesia's independence day as well as directions to stop activities for a

moment when flag-raising takes place as well as protocols in Indonesian celebrations, and also introducing the flag village in Surabaya. In addition, there were several inauguration facilities, such as the inauguration of the alun-alun at the youth center, the inauguration of a box culvert in west Surabaya, the inauguration of the 61 state junior high school, the renovation of a traditional market, the renovation of the Bung Tomo Stadium, and the inauguration of a mosaic garden and a culinary tourism center. In addition, there are several posts that will hold art performances offline by paying attention to health protocols, and hydroponic information that can be applied by Surabaya residents, and documentation of the Surabaya city government cycling. This month we can see that the



1.021 tayangan

sapawargasby Halo semua. Gimana nih akhir pekan kalian?



Kita mau mengingatkan kalian nih agar selalu mematuhi protokol kesehatan yang ada dimanapun kalian berada, termasuk ketika mengunjungi fasilitas publik kayak Kebun Raya Mangrove ini 🤒

Seperti apa itu? Yuk simak videonya 😊

#newnormal #mangrove #sapawarga #surabaya

Lihat semua 4 komentar

Figure 1.11 @sapawargasby's instagram post about healthy tips



803 suka

sapawargasby PENGUMUMAN!

... lainnya

Lihat semua 53 komentar

Figure 1.12 @sapawargasby's instagram post about Indonesia independent day

development in Surabaya is very significant, and the current focus of the city government is on the provision of facilities and renovation of several buildings, unfortunately the information about COVID-19 is starting to decrease this month.

This month the Surabaya Communication and Information Department is still conducting inspections and traveling to appeal about health protocols, as well as by opening rapid tests for the public, as well as posting infographics about COVID-19, unfortunately there is a statement that the number of positive cases of COVID-19 is starting to be dominated by young people, Therefore, the Surabaya City Government continues to urge people to keep their distance. And there is also a food program that distributes food to residents as well as ODP and PDP in Surabaya, and a review of the construction of the Joyoboyo bridge, and there are several posts showing the mayor’s mother teaching online in a learning program with my teacher, there are posts introducing agricultural agrotourism, the Surabaya City Government as well signed the MoU on CSR scholarships for MBR junior high school students, there were also posts about the achievements of the mayor at the international level, the opening of a bird and agate market, as well as the inauguration of flats and swimming pools, and the inauguration of a regional health laboratory, as well as information about adapting new habits in corridor coworking space, Kemenpora also visited Surabaya to see Bung Tomo’s excitement, and there was also a reminder of the virtual arts and culture parade, as well as the extension of the 0% IMB fine, this month apart from focusing on education, the Surabaya city government also implemented policies that help ma community, besides that there are several transparent facility developments that prove the development of the city of Surabaya is getting faster even though it is blocked by COVID-19, unfortunately the data on cases of increasing COVID-19 are



Figure 1.13 @sapawargasby’ Instagram post about the activities of the Cultural Arts Parade

still no displayed like the previous month.

This month, information about COVID-19 has begun to decline as well as activities for the prevention of COVID-19, and data regarding an increase in corona cases, but there is good news, namely that there are urban village data with 0 covid cases, in addition to the presence of the Ministry of Social Affairs in reviewing social assistance, and routines for checking waterways and information on the growth and development of PAUD children, as well as information about art parades and East Java anniversaries, as well as the groundbreaking of toll road construction, this month the Surabaya City Government focuses on hosting the World Habitat Day, each series of events is displayed in Instagram @sapawargasby, and besides that, the government



Figure 1.14 @sapawargasby's Instagram post about the activities

also focuses on repairing damaged facilities after the demonstration, as well as posting videos appealing to the public to always maintain the facilities built for the people of Surabaya. We can see that currently the government is getting used to the presence of COVID-19, and continues to develop its area. As well as the response of the Surabaya city government in overcoming

the damage caused by the demonstration.

## CONCLUSION

From the Instagram analysis of the Surabaya City Government, namely @sapawargasby which is managed by the Ministry of Communication and Information, which has 1,647 posts and 52.9 thousand followers, we can conclude that the Surabaya City Government really uses Instagram social media as a means of presenting information to the public, not only that, during the COVID-19 pandemic, Instagram @sapawargasby almost posted all activities and information for Surabaya residents every day, and the appearance is also interesting, besides that we can see that at the beginning of the pandemic period, namely in March to July 2020, the Surabaya city government via Instagram really active and focused on dealing with the COVID-19 pandemic, not only that, various creative innovations such as prevention are widely applied, such as spraying disinfectant activities, introducing spice drinks to increase body immunity, using disinfectant drones, and making sterilization booths.

As well as the presence of the latest website from the Surabaya City Government as a health service regarding COVID-19. And it is also useful for the Surabaya city government to also use it, then in the middle of the pandemic period, namely in August to October, information on positive numbers of COVID-19 began to be removed and information about prevention of COVID-19 starting to decline, but there are still several posts of appeals and policies regarding the spread of the corona virus, besides that this month the Surabaya city government displays activities for the construction of public facilities which are certainly very useful for the people of Surabaya. @sapawargasby is a very useful and up to date communication medium for Surabaya residents.

The Surabaya city government's public relations strategy to convey information about all activities carried out by the Surabaya

city government through Instagram social media applies an objective management communication strategy that determines the target first before conveying information to the public, then monitors developments in the community and prepares content to be posted. in the Surabaya municipal government's Instagram account. Innovation and variants of social media Instagram in the effectiveness of delivering messages about the activities of the Surabaya city government to the community is a step to realize services to the community.

Uploads that have been uploaded to the @sapawargasby account managed by the Ministry of Communication and Information in March-October 2020 related to events that are happening now in this virus pandemic year so that they can influence the topic of posts that have been posted on the Surabaya city government's Instagram social media account. The writing language used, namely the caption, is Indonesian and English, and not only uses Indonesian but also uses the Javanese language typical of Surabaya or called the Arek Suroboyo language as proof of identity brought by the @sapawargasby account.

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