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| **ANALYSIS OF COMMUNICATION FORMS IN THE GERMAS PROGRAM IN THE COVID 19 ERA IN PURBALINGGA REGENCY** **1 Naufal Aziz Julianto, 2 Suryoto**1FISIP, Universitas Wijayakusuma Purwokerto2FISIP, Universitas Wijayakusuma Purwokerto1aziznoval90@gmail.com ,2suryotofisip@gmail.com  |
| **ABSTRACT**  |
| Germas is an Indonesian government program which aims to encourage people to live a healthy life and a healthy lifestyle. Germas is implemented in several regions in Indonesia, one of which is Purbalingga. In Purbalingga, the Germas program had a big impact during the Covid-19 era, because during that era, Germas made Purbalingga get the title of healthy district. In its implementation, Germas uses forms of communication in its outreach. The method used is qualitative, namely making observations made on the internet and also based on my own experiences. By using Germas forms of communication, we can produce very good progress in Purbalingga Regency. The forms of communication used include interpersonal communication, group communication and mass communication. Where each aspect has its own role in helping to implement the Germas program. Germas Purbalingga in Purbalingga Regency is a very significant effort in reducing and preventing Covid 19 from spreading widely in Purbalingga Regency. In analyzing the forms of communication for this program, it was found that the socialization carried out by the government in making appeals to the people of Purbalingga was classified as good and right on target. Information that is disseminated using forms of communication through OPDs in Purbalingga, community groups, and social media is utilized very well in following up on problems that occur. The Germas program produced very good and satisfying results. It is hoped that this program will continue to run in order to make the people of Purbalingga healthier and have a healthy pattern or lifestyle in order to produce a quality generation. |
| **Keywords;** Communication; Germas; Purbalingga Regency |

1. **INTRODUCTION**

Indonesia is experiencing a big challenge regarding health problems, namely the triple burden health problem (infectious diseases, non-communicable diseases, and diseases that have been resolved reappearing). These health problems occur because people's lifestyles or lifestyles are not good, causing a shift in disease patterns. These health problems include stroke, kidney failure, heart disease, and many more. Such a lifestyle will increase NCDs (non-communicable diseases) for the next generation, resulting in a decline in human resource productivity and the quality of the nation's generation. For this reason, the government issued INSTRUCTIONS FROM THE PRESIDENT OF THE REPUBLIC OF INDONESIA NUMBER 1 OF 2017 CONCERNING THE HEALTHY LIVING COMMUNITY MOVEMENT which contains "In order to accelerate and synergize actions for promotive and preventive efforts for healthy living in order to increase population productivity and reduce the burden of financing health services due to disease". With this regulation, it specifically reminds the public to maintain their health through the healthy living community movement (GERMAS) in order to create a healthy Indonesia. One form or manifestation of support for this program is the Community Based Infrastructure Program (IBM) of the Ministry of Public Works and Public Housing which focuses on building access to drinking water, sanitation and livable settlements, which are the basic infrastructure that supports Clean and Healthy Living Behavior ( PHBS) and the Food and Drug Supervisory Agency in terms of food safety.

GERMAS itself has been going on since 2015 and GERMAS is a systematic and planned action carried out jointly by all components of the nation with awareness, willingness and ability to behave healthily to improve the quality of life. The implementation of GERMAS must start from the family, because the family is the smallest part of society that forms personality. GERMAS can be done by: Doing physical activity, consuming vegetables and fruit, not smoking, not consuming alcohol, checking your health regularly, cleaning the environment, and using a toilet. In the initial stage, GERMAS nationally started with a focus on three activities, namely: 1) Carrying out 30 minutes of physical activity per day, 2) Consuming fruit and vegetables; and 3) Check your health regularly. Germas is aimed at all levels of society, starting from individuals, families and communities in practicing healthy lifestyles. From these several methods, Germas itself is socialized in every province and region in Indonesia, one of which is in Purbalingga Regency. The aim of Germas is to invite people to cultivate a healthy lifestyle, so that they can change unhealthy habits or behavior.

Purbalingga itself is one of the areas in Central Java that is planned to implement this government program. The Germas program was socialized in Purbalingga in 2016. In the Covid 19 era, Germas has become a program that has had a good influence on communities in regional areas in Indonesia, especially in Purbalingga. In Purbalingga itself, the Germas program is held in every village in Purbalingga. In the Covid 19 era, the Germas program had a very positive impact on the people of Purbalingga because the percentage of Purbalingga people who were exposed to Covid 19 reduced. This program became a pioneer of the emergence of other health programs.

1. **METHOD**

In this research the author uses a qualitative descriptive approach, namely a research procedure that produces descriptive data in the form of written words from people and observed behavior (Bogdan and Taylor in Moleong, 2004: 3). The research location is Purbalingga Regency. Meanwhile, informants in this research included Village Officials and the Community. The data collection technique was carried out in three stages, first in-depth interviews, second observation, and third documentation. This research uses or takes the interactive analysis model from Miles, Huberman and Saldana (2014:13) with four analysis components, namely data collection, data condensation, data display. and draw conclusions (Conclusions Drawing).

1. **RESULTS AND DISCUSSION**

Communication comes from the words communicare or communis which have the same meaning or make common property. Communication has many theories and various meanings. Communication theory comes from Harold Lasswell, who has ideas and thoughts related to the branches of social science and communication. The basic communication model he applies is Who - Says What - With what media (In Which Channel) - To Whom ) – And with what Effect (With What Effect). Apart from Lasswell, there is also the Behaviorism Communication Theory, according to this theory covers everything including counteraction or response to a stimulus or stimulus. This means that there is always a link between stimulus and response in human behavior. If a stimulus or stimulation received by a person has been observed, then that person's response can also be predicted. And there is also the Informative Theory which was coined by Sannon and Weaver, information theory is a classic theory, where this theory focuses on communication as a message transmission and how the transmitter uses the media in communicating.

Apart from communication theory, communication also has definitions coined by experts such as Communication is the activity of passing symbols which contain meaning/significance that needs to be mutually understood by the parties involved in the communication activity (Astrid), Communication is the behavioral activity or activity of conveying messages or information. about thoughts or feelings (Roben.J.G), Communication is the transfer of information and understanding from one person to another (Davis, 1981).

From several theories and definitions of communication proposed by experts, it can be interpreted that communication is a process in which a person or several people, groups, organizations and communities create and use information to connect with the environment and other people and in general, communication carried out verbally or verbally which can be understood by both parties, apart from verbal there is also non-verbal communication which is delivered using body movements or showing certain attitudes, for example smiling, shaking the head and shrugging the shoulders. This way is called communication with non-verbal language. The purpose of communication is to learn or teach something, influence someone's behavior, relate to other people, solve problems, and achieve a goal.

Communication also has several forms of communication that are used to support communication in conveying information. There are several forms of communication, such as (1) Intrapersonal communication is intrapersonal communication, which means communication is done to oneself and this communication process occurs starting from the activity of receiving messages/information, processing and storing it, and also reproducing it. For example praying, giving thanks, tafakkur. (2) Interpersonal Communication or interpersonal communication. This communication can also be interpreted as a process of exchanging meaning between people who communicate with each other. The criteria for this form of communication are verbal and non-verbal communication, personal feedback, ongoing relationships/interaction, and mutual persuasiveness. (3) Group Communication can be defined as face-to-face meetings between three or more individuals to obtain desired aims and objectives, such as sharing information, self-care or problem solving. Group communication is communication carried out by several other people or a group of people. For example lectures, meetings, briefings, seminars, workshops, etc. (4) Organizational Communication is communication between humans that occurs in organizational relationships. Organizational communication is a communication process that takes place formally and informally in a system called an organization. (5) Mass Communication is a form of communication that uses channels (media) to connect communicators and communicants en masse, in large numbers, living far away, very heterogeneous, and causing certain effects. So, mass communication is a message communicated through mass media to a large number of people.

From the forms of communication above, all aspects of the forms of communication are very important and useful for the government in carrying out their programs. One of them is to disseminate it widely to the general public in regional areas in Indonesia. One area that uses forms of communication in implementing government programs is Purbalingga Regency. In Purbalingga there is a government program that uses forms of communication, the program is called GERMAS PURBALINGGA (Purbalingga Healthy Community Movement). Germas Purbalingga has been running from 2016 until now. Germas Purbalingga is a government program that requires and requires the people of Purbalingga to live healthy and have a good lifestyle. In implementing this program Germas Purbalingga uses several forms of communication, such as interpersonal communication, group communication, mass communication. From several aspects, the form of communication is very useful for the running of the program. Germas was very useful in Purbalingga during the Covid 19 era, because the government was very skilled in dealing with Covid 19 through this Germas program.

Interpersonal Communication, this form of communication is useful for the running of the program because every community in Purbalingga receives messages or information through verbal/non-verbal communication and persuasive relationships or interactions occur. What the government does in using interpersonal communication is socialization carried out by the regional government to regional apparatus organizations (OPD) to re-socialize the germas program to the general public. And this socialization is persuasive in nature with the aim of influencing the people of Purbalingga to live healthier lives and change their lifestyle. Especially in the Covid 19 era, OPD conveys information regarding overcoming Covid 19 and applies the 5 M's, namely wearing a mask, washing hands, maintaining distance, staying away from crowds, and limiting mobility and interaction.

Group Communication, this form of communication involves many people or a large number of people. The Purbalingga government is socializing this program through community groups such as village youth organizations, PKK, and health services in each village. In socializing the response to Covid 19, the Purbalingga government conveyed it to every community group leader via Whatsapp media in soft file form. The Purbalinga government's outreach conveys public interests, because it is aimed at the people of Purbalingga. In the era of Covid-19, these community groups received information from the Purbalingga government to help overcome Covid-19. Things that were done by these groups were the creation of sterilization places for the community in public places (sub-districts/village halls, health centers, shops, services and existing agencies. ). Apart from that, there is also disinfectant spraying carried out in every village and even RT which is used to sterilize every area in Purbalingga. From these several examples, it is clear that group communications carried out by the Purbalingga government can be conveyed well and run normally.

The last form of communication is Mass Communication, mass communication is a form of communication that requires media to convey information en masse. Mass Communication in the Germas Purbalingga program is a form of communication that has a big impact on the success of this program. Because social media is very useful during Covid 19, because only social media can convey information or share information during that era. The Purbalingga government is delivering germas programs in the Covid 19 era through uploads on official websites, social media accounts such as Facebook, Instagram, Twitter. The post on social media contains an appeal to the people of Purbalingga to be more aware of Covid 19. Apart from being a reminder to the public, social media is also used as a demonstration about maintaining distance, tutorials on sterilizing yourself, procedures or steps to take when experiencing symptoms of Covid 19 , distribution of pamphlets about the dangers of Covid 19, and many more. This form of communication has a big impact on the people in Purbalingga.

Based on the form of communication above, the Germas Purbalingga program is running very, very well and is very helpful in the Covid 19 era. Because with the existence of the Germas Purbalingga program in the Covid 19 era, the percentage of people who are detected positive is reduced, the spread of the Covid 19 virus is relatively slow, the regional lockdown is relatively fast. From these positive results, in 2022 Purbalingga Regency succeeded in achieving the title "HEALTHY DISTRICT" from the Ministry of Health. By producing this title, it proves that communication in Purbalingga is classified as good and clear. After the Covid era started to improve, Germas Purbalingga had routine activities which were carried out every 3 months, which contained physical activities such as exercising together and eating healthy food together. Apart from that, the improvement in Covid 19 has made Germas Purbalingga have new goals contained in Regent Regulation Number 107 of 2019 regarding Germas and to follow up on these instructions, Germas aims to increase productivity in national economic recovery. And the Germas program is still progressing and creating activities that bring the Purbalingga community to live a healthy lifestyle.

1. **CONCLUSION**

The Purbalingga Healthy Community Movement (GERMAS PURBALINGGA) program in Purbalingga Regency is a very significant effort in reducing and preventing Covid 19 from spreading widely in Purbalingga Regency. In analyzing the forms of communication for this program, it was found that the socialization carried out by the government in making appeals to the people of Purbalingga was classified as good and right on target. Information that is disseminated using forms of communication through OPDs in Purbalingga, community groups, and social media is utilized very well in following up on problems that occur. The Germas program produced very good and satisfying results. It is hoped that this program will continue to run in order to make the people of Purbalingga healthier and have a healthy pattern or lifestyle in order to produce a quality generation.

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