

## Communication Strategies In Strengthening Resilience Towards A Sustainable Future Learning From The COVID-19 Pandemic

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### ABSTRACT

The purpose of this writing is to see if communication strategies play a role in strengthening resilience towards a sustainable future by learning from the covid-19 pandemic. The method used is a qualitative method by looking at the relationship of communication strategies in strengthening resilience towards a sustainable future. This research is for the creation of proper communication between government and society based on accurate information. So it is expected that this study provides recommendations and understanding of the importance of communication strategies in strengthening resilience towards a sustainable future in order to learn from the current Covid-19 pandemic.

**Keywords:** Strategy, communication, crisis, pandemic covid-19

### INTRODUCTION

At the end of January 2020, several parties have conveyed in various online media that the possibility of the Covid-19 virus has reached Indonesia. But government officials at the time still denied that the virus had reached Indonesia. Health Minister Terawan Agus Putranto underestimated and rejected a recommendation by Harvard University on February 11, 2020 that the coronavirus should have entered Indonesia.

A positive case of Covid-19 in Indonesia was first detected on March 2, 2020, when two people were confirmed to have contracted it from a Japanese national. As of April 9, the pandemic had spread to 34 provinces with DKI Jakarta, West Java and Central Java as the provinces most exposed to SARS-CoV-2 in Indonesia. As of October 31, 2021, Indonesia has reported 4,244,358 positive cases ranked first most in Southeast Asia. In terms of mortality, Indonesia ranks third most in Asia with 143,405 deaths. However, the mortality rate is estimated to be much higher than the data reported because there are no cases of death with acute Covid-19 symptoms that have not been confirmed or tested. Meanwhile, it was announced 4,088,635 people had recovered, leaving 12,318 cases being treated. The Indonesian government has tested 31,236,013 people out of a total of 269 million people, which means only about 115,859 people per one million population.<sup>1</sup>

<sup>1</sup> [https://id.wikipedia.org/wiki/Pandemi\\_Covid-19\\_di\\_Indonesia](https://id.wikipedia.org/wiki/Pandemi_Covid-19_di_Indonesia)

COVID-19 has brought many changes and losses not only the health sector but all sectors affected, according to WHO All countries must strike a good balance between protecting health, minimizing economic and social disruption, and

respecting human rights (WHO.Int uploaded on March 11, 2020). Finance Minister Sri Mulyani Indrawati acknowledged that the recovery was happening unevenly across all sectors. On the one hand, there are sectors that are the winners in the situation of the Covid-19 pandemic, such as the health sector. However, there are also sectors that suffered a very heavy blow. "There are sectors that have suffered tremendous blows and the recovery has not been able to be fast because Covid-19 is still a factor that poses risks, such as the hospitality sector related to tourism, or even transportation that experiences on and off once there is restriction due to the rise of Covid-19.<sup>2</sup>

A crisis is an event that is taking place that leads to an unstable and dangerous situation that can affect an individual, group or entire society. A crisis can be said to bring about negative changes in security, social, or environmental affairs, and also crises can occur suddenly, there is or without warning. According to Laurence Barton, a crisis is an unexpectedly major event that has the potential to negatively impact both the company and the public. These events may reasonably mean damaging the organization, employees, products and services that the organization produces, the financial condition and reputation of the company.

Communication strategies today are increasingly discussed in the general public, basically almost all circles ranging from the general public to experts agree that communication is one of the important elements in development. Everett M. Rogers (1985) It states that, simply put, development is a useful change towards a social and economic system that is decided as the will of a nation. In another passage Rogers states that communication is the basis of social change.

When a crisis occurs communication is something very vital that must be implemented

immediately where communication that does not run as it should be able to create a harmonious relationship between the government, stakeholders and the community because a crisis that occurs must be delivered immediately even though it is bitter.

Communication strategies in strengthening resilience towards a sustainable future learn from the humanist covid-19 pandemic requires a communication through a forum of dialogue between those who have ideas, ideas and topics of development. In other words, a dialogue forum is a means of how listening between the wishes of the government and the community can run more effectively and efficiently. What needs to be understood together is that to be able to achieve resilience in anticipating that there will be no more downturns in various sectors due to the covid-19 pandemic. This research will seek to discuss various communication approaches and strategies in strengthening resilience towards a sustainable future learning from the covid-19 pandemic. The goal of this writing is to find the ideal communication strategy to strengthen resilience towards a sustainable future by learning from the covid-19 pandemic that is still ongoing and not yet years until when it will end.

## RESEARCH METHODOLOGY

In this study the approach used is a qualitative approach. The technique carried out is to conduct a survey of academic literature related to the field of communication strategies to obtain various concepts adapted to the study of understanding truth in the perspective of communication strategies. While secondary data collection is done through tracing various sources, namely: documents, books, and journals. After the data is collected then processed and described in narrative form according to the needs of the data. Furthermore, data analysis is carried out based on theories and subsequent concepts carried out the process of data inteprtasi for the withdrawal of research results conclusions.

## RESULTS AND DISCUSSIONS

The word "strategy" is a derivative of the Greek word *stratēgos*. *Stratēgos* can be translated as 'military commander' in the days of Athenian democracy. Strategy is an overall approach related to the implementation of ideas, ideas, planning, and execution of an activity in the next period of time where in a good strategy there is coordination of a work team, having a theme, identifying

supporting factors that are in accordance with the principles of implementing ideas rationally, efficient in funding, and having tactics to achieve goals effectively. According to Siagian (2004) Strategy is a method or plan chosen to bring the expected future, for example the achievement of goals and solutions to problems.

Communication is an integral part of human life whether individually, group or organizationally, development is an effort of growth and change made by the government with society. According to James A. F. Stoner, understanding communication is a process in someone who seeks to provide understanding and information by conveying a message to others. We need to understand together that communication without being accompanied by a qualified strategy then like people will fight without knowing the strength of their enemies will result in defeat. But when communication is done with relevant strategies such as victory we will get when we know the strengths and weaknesses of the enemy.

Communication by involving governments, community organizations and communities that have a track record of the health sector and other sectors becomes something that must be implemented, participatory approaches in planning in order to maintain and strengthen resilience towards a sustainable future in order to learn from the Covid-19 pandemic through long-term and sustainable behavior and social, especially in the field of health and social development, . The Covid-19 pandemic has provided invaluable lessons about the need for structured and well-managed communication management by utilizing existing media.

### a. Crisis Communication in the pandemic era

Crisis communication is a process of dialogue between the government and the community to deal with the crisis that occurred when the covid-19 pandemic is still happening where this can be used as a way to improve the image and reputation after the crisis, crisis communication is a process of continuous dialogue between companies and the public that aims to create a common meaning between groups, communities, individuals and institutions for the purpose of preparing and reducing, limit, and respond to threats and dangers (Fearn-Banks). Crisis is a problem that cannot be predicted both negatively and positively because the crisis will be able to destroy everything if not handled properly, but the crisis also if handled properly will be a valuable lesson in order to survive any crisis.

Crisis communication is something that is very important in the event of a crisis, a crisis can not be avoided let alone we run away from the crisis but need crisis management that can be used as a strategy in dealing with it. Fearn-Banks (2002:2) argues that crisis communication is the dialog between the organization and its publics prior to, during, and after the negative occurrence. That is, dialogue that occurs between companies and the public in the time before and after the crisis.

The stage in dealing with the crisis needs to be implemented so that in taking a decision faced with crystal communication needs to be made phasing.

Crisis management table and Crisis Communication

Crisis stage	Crisis management model	Crisis communication model
Pre-crisis	Signal detection, prevention, preparatio	Forming knowledge of crises (more internal), equalizing perceptions among members of the organization
crisis	Knowing trigger and response and events, damage containment	Influence public perception of the crisis, perception of the organization and all organizational efforts to overcome the crisis (initial response and corrective & reaction)
Post-Crisis	recovery, learning, follow up information with the public, cooperate for investigations, trying to return to normal	Restore reputation and restore reputation that was lost to crisis. (evaluation)

Source: excerpted from Coombs (2010) in Kriyantono (2012:209)

Crisis preparedness is having a communication plan for the anticipation of a crisis; Initial response is collecting facts, analyzing facts, delivering prees release, communicating with keypersons; corrective & reaction is adjusting communication strategies to the situation of the crisis that is happening; Evaluation evaluates everything that has been done, including strategies to restore negative reputation.

The current covid-19 pandemic and somehow will be completed, currently the number of confirmed has begun to decline but the government and the public must remain vigilant so that there is no more positively confirmed spikes that are a very valuable lesson, seeing the existing communication data is something that is very important in order to survive the pandemic.

The author argues that crisis communication becomes something that must be done in the face of all forms of crisis and also as material in decision making to be better prepared in dealing with any crisis that hit.

### b. Crisis Management

Crisis management deals with threats that have occurred. So crisis management in a broader sense is a technical skill needed to identify, assess, understand, and address serious situations, especially from the moment it first occurs to the point of recovery. The essence of crisis management is an attempt to suppress uncertainty and risk factors to the lowest possible level, thereby being better able to display as many of the certainty factors as possible. Actually, so-called crisis management begins with the step of trying to find as much information as possible about alternatives, as well as about probabilities, even if possible about certainty about the occurrence, so that decision-making about the steps planned to be taken, can be based more on as much and as complete as possible and as precise as possible information. Of course, it is pursued from reliable sources, while the material also bears sufficient weight of reason.<sup>3</sup>

In the face of a crisis, it is necessary to implement crisis management so that the crisis cannot develop and result in even more complicated problems. Steps are needed to manage the crisis. Yosai Iriantara (2004: 124) said the steps that need to be implemented in managing crisis crisis identification, crisis analysis, crisis isolation strategy options and crisis control.

1. Crisis Identification. To be able to identify a crisis, public relations practitioners need to conduct research. When a crisis occurs quickly the research should be done informally and quickly. if public relations practitioners have the ability and sensitivity in collecting data. So that you can see clearly the cause of the onset of the crisis in order to become the initial capital of the next decision making.

2. Crisis Analysis. Data or information received is then carried out the decomposition of data to be used as material or

analysis of decision making to be effective and efficient.

3. Isolation of crisis. A crisis is a disease, which cannot be predicted so that to prevent a crisis from spreading widely it must be isolated, quarantined before serious action is taken.

4. Strategy Options. After passing the crisis analysis and crisis isolation, it needs a precise strategy in order to deal with the crisis can use the strategy through depensive, adaptive and dynamic strategies so that the crisis can be controlled.

5. Control Program. A control program is an application step that is carried out towards a generic strategy formulated. Generally generic strategies can be formulated long before a crisis

a fixed procedure as a reference in managing the crisis.

### c. Communication Strategy.

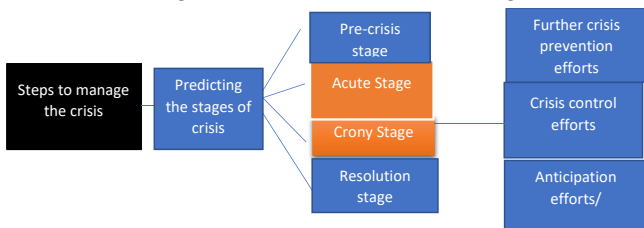
The impact of the covid-19 pandemic that has destroyed the joints of life that have been arranged and built in decades is clearly destroyed in a very short time it only takes a year. Reflecting on the incident, there needs to be a fix or managed well, especially in the field of communication, especially to changes in community behavior to anticipate and prevent an increase in positive numbers of covid-19 that will have an impact on all sectors.

Strategy can be interpreted as planning (planning) and management to achieve goals. But that should not be forgotten in achieving a goal, the strategy not only serves as a preliminary guide in carrying out an activity, but must also show how operational tactics. It can be interpreted that communication strategies are the equation of communication planning to achieve a goal. To achieve these goals a communication strategy must be able to demonstrate how operational it must be tactically, in the sense that the approach can be different and change depending on the situation and conditions. Rogers (1976) said communication remains regarded as an extension of government planners, and its main function is to gain community support and their participation in the implementation of development plans. Therefore, the government in conducting its communication needs to have a strategy used to convey the message so that the expected effect is in accordance with expectations. The effectiveness of a communication can be said to be successful if the communication strategy used runs as expected. Effendy (1993) said that macro-good strategy (planned multim edia strategy) has a dual function by disseminating communication messages that are informative, persuasive, and instructive systematically to the target to obtain optimal results. Furthermore Kulvisaechana (2001), communication strategy is the use of a combination of communication phases which include communication frequencies, communication formalities, communication content, communication channels.

According to Arifin (1994), there are several techniques that can be used in communication strategies, namely:

1 Redundancy (Repetition).

Redundancy or repetition technique is a way of influencing the audience by repeating the message to the audience.



arises where control can also be implemented while the crisis is ongoing.

Crisis management is how to manage, know a crisis situation becomes pre-crisis and becomes a crisis. A pre-crisis situation is a situation that can be said to be still calm and stable, with no sign of a crisis. Crisis situations are detailed in the prodimal, acute stages where there will be damage, chronic will occur more severely, and resolution. Where the crisis ends, it can be resolved.

Crisis Management Strategy Setting Step Outline Flow

Source: chart compiled from Crisis Management theory Steven Fink and Rhenald Kasali

From the above explanation with crisis management methods how to identify and manage information when the covid-19 pandemic began to be known until the recovery stage both related to covid-19 and other sectors that were affected by relying on information from various parties in order to make decisions as expected so that there was no more panic when the covid-19 pandemic reached the highest level that almost paralyzed all sectors.

The author argues that in order to strengthen resilience towards a sustainable future by learning from the current Covid-19 pandemic, communication management strategies can be used in managing crises because in the implementation of decision making has passed the stages and what efforts will be implemented and can also be made

2. **Canalizing.** Canalizing techniques are understanding and researching the influence of groups on individuals or audiences.

3. **Informative.** Informative technique is a form of message content, which aims to influence the audience by providing lighting.

4. **Persuasive.** Persuasive technique is to influence by way of persuading. In this case the audience is stirred both his mind, and especially his feelings.

5. **Educative.** Educational techniques are one of the efforts to influence the audience of general statements that can be in the form of messages where the message consists of fakt, experience and opinion.

6. **Coercive.** Coercive techniques are influencing audiences by coercive ways. In a sense it still meets the rules that can be accounted for such as binding rules.

Furthermore, in addition to implementing techniques so that communication strategies can run need to be accompanied by determining the right steps, in order to change the way of looking and thinking in terms of knowledge, attitudes and behavior of the audience or targets. According to Arifin (1994), in order for the message to be conveyed effectively, the communicant needs to determine the steps of communication strategy, that is.

### 1. Get to know the audience

Audience can be interpreted to have different opinions with the same interests in the problem, but the process of audience communication must be the same in terms of methods, mindset, media and field.

### 2. Set a goal

In determining the purpose of communication several factors that need to be considered such as communication interaction, problem solving and evaluation in order for goals to be achieved.

### 3. Draft a message

Composing a message wherever possible meets standards that are easy to understand both by the messenger and the one receiving the message. The conditions for preparing the message are

- a) The message must be created and delivered in such a way as to attract the attention of the target.
- b) The message must use signs to be understood.
- c) The message must evoke personal needs.
- d) The message must obtain and give the desired answer so that the target can follow it.

- e) 4 Establish methods and select the media used

The determination of the content of the message so that communication is more effective by aligning the conditions of the audience can affect the message conveyed by the communicator to the communicant in this case the media becomes part of the very vital and important role can be achieved through technical media that is one-way and open.

In preparing a communication strategy it is necessary to pay attention to several important criteria and points with anyone and which level will be targeted and what media is used in implementing the right communication strategy, but it needs to be understood that in Indonesian society the figure and face-to-face factors become the most effective implemented other than through social media that is growing but the amount of news that is not in accordance with the reality that can ignite Public distrust coupled with the impact of the covid-19 pandemic.

## CONCLUSION

Based on the results of the explanation above, it can be concluded that reflecting on the COVID-19 pandemic, a relevant crisis communication strategy is needed so that resilience towards a sustainable future by learning from the Covid-19 pandemic can run as expected. As input so that communication strategies between the government and the community can run well regarding the handling of covid-19, the economy and social can be realized through: 1) Utilizing crisis communication patterns in stages from the crisis to post-crisis stage so that the policies made by the government can be understood and felt by the public. 2) use a crisis management strategy in determining the steps to be taken to anticipate the impact of covid-19 which cannot be predicted when it will be completed. 3) in addition to social media, the figure factor will also be very helpful in implementing communication strategies.

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