The International Journal of Social Sciences World
TIJOSSW is Available Online at:
https://www.growingscholar.org/journal/index.php/TIJOSSW
Vol. 4 No. 2, December 2022, pages: 241~249
DOI: https://doi.org/10.5281/zenodo.7370137
ISSN **2690-5167**
Growingscholar Publisher

Local Government Media Satisfaction: How Satisfied People in Local Government Media Information During Pandemic Covid-19

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Article history:
Received October, 18, 2022; Accepted: November, 20, 2022; Displayed Online: November, 28, 2022; Published: December, 30, 2022

Keywords

Government Communication;
New Media;
Media Satisfaction;
Health Communication;
Covid-19;

Abstract

New media, especially the internet, has helped the government a lot in conveying various information, especially information related to the handling of the Covid-19 virus outbreak. It is hoped that government communications regarding the handling of the pandemic via the internet will be positively responded to by the public so that the public can obtain good information and education which will later encourage community participation in handling the Covid-19 outbreak. Focusing on community satisfaction in the local region in Indonesia. This research aims to examine the extent to which people's perceptions and satisfaction are related to the quality of communication and information conveyed by the regional government of Madiun, East Java. Using a quantitative approach, this study found that amidst the belief in the local government's attention to the community during a pandemic, the public still expects improvements in government performance and services during the Covid-19 pandemic. Most expect satisfaction in terms of improving communication facilities owned by local governments and completeness of data related to the Covid-19 outbreak. In addition, the community still hopes that the local government will make it easier for the public to submit complaints or input regarding the Covid-19 virus so that communication is established that is not only up to down (government to the community) but also down to up (community to government).

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1. Introduction

One of the important factors in handling the Covid-19 virus is the attitude and appreciation for the government' in encouraging public participation in dealing with issues related to the Coronavirus. When uncertain information and anxiety happened at all levels of society, the government needs to convey information and policies, factually, and transparently to the public. Good public communication is needed in crises where anxiety and panic will inevitably occur, making the information flow difficult to control (Rahman, 2020). If the communication crisis conveyed by the government to the public is not planned properly, it will cause anxiety, panic, and public distrust of the information submitted by the government.

Several cases have shown that if the government's policy in communicating the policy of handling covid-19 is not careful, it will make people confused and lose guidance so the handler of the Covid-19 pandemic experiences obstacles and even failures. For example in America wherein the early days of the pandemic, Donald Trump President of the United States, considered the Covid-19 virus, not a serious problem (Sulistyowati & Hasanah, 2021), and then tensions between the president's office and top federal health advisors about how to evaluate and respond the pandemic (Kim & Kreps, 2020, p. 399), causing the United States to become the country with the highest number of active cases of Covid-19 in the world and become the highest number of deaths from the Covid-19 virus in the world (Cascella et al., 2020; Rizaty, 2022). Almost the same in the United States, Italy, and several countries in Europe, the health crisis during the Pandemic was caused by a combination of a relaxed response to the pandemic, a lack of systematic expertise in the field of infectious disease epidemics in Europe, and perhaps lack of experience in containing the spread of the Covid-19 pandemic by health workers (Rudan, 2020) has caused several countries in Europe to occupy the highest cases of Covid-19. In Indonesia, the inconsistent messages conveyed by public figures regarding the handling of Covid-19 have further exacerbated the handling of the virus. For example, the Indonesian Ministry of Health and several health experts suggested that people who use masks are sick people while healthy people do not need to use masks, but a month later a new regulation emerged that obliges everyone to use masks when doing activities outside the home (Arnolduswea, 2020; Yosephine, 2020). The inconsistency of communication made by public officials causes a decline in public confidence in the messages and recommendations conveyed by the government. Therefore, the government must successfully use the right communication strategy to deal with the Covid-19 virus outbreak.

The existence of new media, especially internet media, has helped the Indonesian government a lot in conveying various information, especially information regarding the latest information and handling the Covid-19 virus outbreak. The public can easily access and search for the latest information and updates regarding handling the Covid-19 virus. There are many online platforms that the government has used in dealing with the Covid-19 virus outbreak, such as news websites and the media center of the Task Force for the Acceleration of Handling Covid-19. The characteristics of social media that provide space for sharing various information make social media an important intermediary for interaction and communication between the government and citizens (Khan et al., 2014). Web 2.0 or other new technologies (such as social media) can be easily integrated with existing government portals and have the potential to expand relations and exchange of information between government agencies and between government agencies and citizens, businesses, non-profit organizations, levels of government and other branches of government (Sandoval-Almazan & Gil-Garcia, 2012). In other words, social media has the potential to expand government services, increase public participation, and garner positive and innovative responses from the public.

Government communications regarding the handling of the Covid-19 pandemic in various regions in Indonesia, which are conveyed through various new media, are expected to be responded positively so that the public can receive information, education, and instructions properly. One indicator of the community's positive response to local government is public satisfaction with health information services regarding the Covid-19 virus. According to Ramadiani et.al. (Bismala, 2020), information satisfaction is driven by the quality of information caused by availability, accuracy, timeliness, reliability, and completeness. Therefore, information regarding the issue of the Covid-19 virus that is conveyed by the government through government communications on social media needs to meet the elements of quality information.

Focusing on community satisfaction in several areas in Indonesia. This study aims to examine the extent of public perception and satisfaction regarding the quality of communication and information submitted by local governments in several regions in Indonesia during the Covid-19 virus pandemic. This research is expected to be able to describe the extent of public satisfaction with the fulfillment of quality information regarding the Covid-19 pandemic and which the public must know so that this research can be considered in making policies and crisis communication strategies in the future, especially when there is a health crisis.

2. Materials and Methods

This study uses a quantitative approach. This approach is used because the researcher wants to test certain theories by examining the relationship between variables where the measured variables can be analyzed based on statistical procedures (Creswell, 2016). Quantitative research is also used to observe phenomena or occurrences affecting individuals and the results would specify an explanation of what is and is not important, or influencing, a particular population (Allen, 2017, p. 1377). This design uses quantitative descriptive analysis to describe the number of response frequencies from the participants.

Data collection uses survey techniques with data collection instruments in the form of a questionnaire that includes closed-ended questions. The questionnaire given to participants was given via a link on the Google Form media where respondents were asked to complete survey questions covering various factors such as socio-demographic (covering age, gender, occupation, and education), reliability satisfaction, responsiveness satisfaction, confidence satisfaction, empathy satisfaction, and tangible satisfaction.

This study measures 5 dimensions of satisfaction with each dimension measured by 5 questions, including 'how is the ability of the Madiun Regency government in conveying reliable information about the Covid-19 pandemic?', 'How do you assess the accuracy of the information submitted by the Madiun Regency government regarding the Covid-19 pandemic?', and 'how is the professionalism of the operator of the Covid-19 pandemic information media owned by the Madiun Regency government?'. The scale used is a 5-point Likert Scale (1 = Dislike it – 5 = Like it).

3. Results and Discussions

Respondent

Based on the survey results, we got 76 respondents, whereas 35.5% of respondents were male and 64.5% were female. The majority (mode) of respondents are millennials who have an age range of 17-25 years old (65.8%) followed by the age group 26-35 years old (17.1%) and the age group 36-45 years old (9.2%). The average respondent has a background or educational level of Strata 1

(S1) graduates (56.6%) followed by high school graduates (28.9%) and with a Masters education level (9.2%) with an average income of 1 -2 million rupiah per month.

The Reliability Satisfaction of government communications about Covid-19

We found that as many as 48.7% of respondents stated that they like the information provided by the government regarding the handling of the Covid-19 virus can be trusted, whereas 46.1% of respondents said that they expect local governments can convey information about the Covid-19 pandemic validly on social media although some respondents (23.7%) stated that they would tolerate it even though the government was not valid in conveying information regarding the handling of the Covid-19 virus. The respondents also said they expected the government to always be consistent in providing information and developments about the handling of the Covid-19 virus (30.3% expected, 26.3% like, 19.7% tolerated, and 17.1% stated neutral) and could convey information accurately (39.5% said they expected it and 34.2% said they like it) and *up to date* (47.4% like it, 21.1% expected it and 10.5% tolerated it) (see table 1)

Table 1
Reliability Satisfaction of Government Communication

Items	Do not like it (%)	Tolerate it (%)	Neutral (%)	Expect it (%)	Like it (%)	Mean
1. Information submitted by the Madiun Regency government about the Covid-19 pandemic has certainty information.	6,6	7,9	10,5	26,3	48,7	3,56
2. The ability of the Madiun Regency Government to convey reliable information about the Covid-19 pandemic.	7,9	23,7	14,5	46,1	7,9	3,32
3. The ability of the Madiun Regency Government to consistently convey information about the Covid-19 pandemic.	6,6	19,7	17,1	30,3	26,3	3,86
4. The ability of the Madiun Regency Government to convey information about the Covid-19 pandemic accurately.	-	13,2	13,2	39,5	34,2	3,37
5. The ability of the Madiun Regency Government to improve information about the most updated Covid-19 pandemic.	-	10,5	21	21,1	47,4	3,67

Responsiveness Satisfaction of Government Communication about Covid-19

Subsection Responsiveness is public satisfaction with the response or alertness of social media operators in helping the community and providing fast and responsive services, especially regarding the information on handling the Covid-19 outbreak. Based on a survey conducted, this

study found that the average respondent stated that they like it if the local government could convey information about the Covid-19 pandemic quickly and accurately (38.2% said they like it and 31.6% said they expected it). 44.7% of respondents stated that they would like it if the local government conveyed information regarding the proper handling of Covid-19 to the public. In addition, the information provided to the public must be easy to access and use (40.8% said they expected it, 25% said they liked it, 23.7% were neutral and 10.5% said they would tolerate it if the local government could provide information media about the Covid-19 pandemic. which is easy to access and use) and the government is also expected to have the ability to handle complaints from the public regarding the handling of the Covid-19 virus (43.4% said they expected it and 31.6% said they like it) and handled questions raised by the public regarding the latest information, developments cases to tips for handling the Covid-19 virus outbreak (50% said they expected it and 38.2% said they like it.

Table 2
Responsiveness Satisfaction of Government Communication

Item	Do not like it (%)	Tolerate it (%)	Neutral (%)	Expect it (%)	Like it(%)	Mean
1. How do you feel about the accuracy of the information submitted by the local government regarding the Covid-19 pandemic?	-	9,2	19,1	28,9	44,7	4,56
2. The ability of the Madiun Regency Government to convey information about the Covid-19 pandemic quickly and accurately.	-	15,8	14,5	31,6	38,2	4,32
3. The ability of the Madiun Regency Government to provide media information about the Covid-19 pandemic that is easy to access and use.	-	10,5	23,7	40,8	25	3,86
4. The ability of the Madiun Regency Government to respond to any questions submitted by the public regarding the Covid-19 pandemic.	-	5,3	6,6	38,2	50	4,13
5. The ability of the Madiun Regency Government to handle complaints submitted by the public regarding the Covid-19 pandemic.	-	3,9	21,2	43,4	31,6	3,67

Assurance Satisfaction of Government Communication Regarding Covid-19

Confidence satisfaction is people's satisfaction with the local government's ability to know about the COVID-19 virus, the quality of hospitality, attention, and courtesy in providing services, skills in providing information related to the Covid-19 virus outbreak, and the ability to create public trust in the government. Based on the results of a survey conducted, this study found that the average

respondent stated that they would like local government social media operators to have extensive knowledge regarding information about the COVID-19 virus, from the number of cases that occurred to how to handle the Covid-19 virus (43,4%). 17.1% said they expected it while 30.3% said neutral and 7.9% said they would tolerate it if government social media operators lacked knowledge about handling the Covid-19 outbreak. Respondents also expect that local government social media operators have professionalism in conveying various information about the Covid-19 outbreak (47.4% expect it, 32.9 like it, and 13.1% neutral) and they like it if government social media operators have hospitality in conveying information (55.3% like it, 30.3% expect it, and 14.5% neutral) and maintain the accuracy of the data presented to the public (53.9% like it, 39.5% expect it, and 6.6% say neutral).

Table 3
Assurance Satisfaction of Government Communication

Item	Do not like it (%)	Tolerate it (%)	Neutral (%)	Expect it (%)	Like it(%)	Mean
1. How do you feel about the knowledge of the Madiun Regency government information media operator about the pandemic Covid-19.	-	7,9	30,3	17,1	43,4	4,56
2. The professionalism of the information media operator of the Madiun Regency Government in conveying information about the pandemic Covid-19.	-	6,6	13,1	47,4	32,9	4,32
3. The hospitality of the Madiun Regency Government information media operator in serving information about the pandemic Covid-19 to the public.	-	-	14,5	30,3	55,3	4,86
4. The ability of the Madiun Regency Government information media operator to provide accurate data and information related to the pandemic Covid-19.	-	-	6,6	39,5	53,9	4,57
5. The ability of the Madiun Regency Government to provide information on dealing with the Covid-19 pandemic by the community needs.	1,3	9,2	14,5	48,7	26,3	3,67

Empathy Satisfaction Government Communication Regarding Covid-19

Empathic satisfaction is the public's view that local governments have concern for the community such as the ease of communicating with the community, the ability of local governments to communicate with the community, and the government's ability to understand the wishes and needs of the community regarding the information on the pandemic Covid-19. Based on the survey that has been conducted, we found that most respondents stated that they like local governments that have attention to the community, especially in handling the Covid-19 outbreak (55.3%) where

the government is expected to have the ability to handle and respond to public complaints related to information about handling the Covid-19 virus (48.7% expected it, 22.4% like it, 18.4% was neutral, and 10.5% tolerated it) also providing advice to the public in dealing with the pandemic Covid-19 (51.3% expected, 34 .2% liked it, 7.9% tolerated it, and 6.6% was neutral). The average respondent also said that they expect the government to have a reputation (42.1%) and seriousness (40.8%) in giving and providing information, advice, and guidance in dealing with the Covid-19 pandemic.

Table 3
Empathy Satisfaction of Government Communication

Item	Do not like it (%)	Tolerate it (%)	Neutral (%)	Expect it (%)	Like it(%)	Mean
1. How do you feel about the attention of the Madiun Regency Government regarding the Covid-19 virus pandemic	-	-	18,4	26,3	55,3	4,63
2. Madiun Regency Government operators' ability to handle complaints submitted by the public regarding the Covid-19 pandemic.	-	10,5	18,4	48,7	22,4	4,32
3. The reputation of the information media operator of the Madiun Regency Government in providing information about the Covid-19 pandemic to the public.	-	13,2	12,1	42,1	31,6	3,86
4. The ability of the Madiun Regency Government to provide advice to the community dealing with the Covid-19 pandemic.	-	7,9	6,6	51,3	34,2	4,47
5. The seriousness of the Madiun Regency Government in providing information media regarding the Covid-19 pandemic.	-	10,5	13,2	40,8	35,5	4,23

Tangible Satisfaction of Government Communication Regarding Covid-19

Physical facilities satisfaction is community satisfaction toward communication facilities owned by the government on communication services amid the Covid-19 pandemic, such as the quality of communication and information technology used or the completeness of data supporting information regarding the Covid-19 pandemic. Based on the survey that has been conducted, this study found that some respondents stated that they highly expected government communication (46.1%) where they also really expected adequate quality of communication and information technology, especially related to information on the Covid-19 virus pandemic (56.6% expected it, 26.3% like it, and 17.1% tolerated it). Respondents believe that the government can provide supporting data related to information and handling of the Covid-19 virus outbreak (40.8% believe it, 35.5 expect it, 15.8% are neutral, and 7.9% tolerate it) and believe that the government has

provided valid data for the public regarding the handling of the Covid-19 virus outbreak (56.6% believe it, 25% expect it and 18.4% are neutral).

Table 4
Tangible Satisfaction of Government Communication

Item	Do not like it (%)	Tolerate it (%)	Neutral (%)	Expect it (%)	Like it (%)	Mean
1. How do you feel about the communication of the Madiun Regency Government regarding the Covid-19 pandemic	-	7,9	14,5	41,6	31,6	3,68
2. The ability of the Madiun Regency Government to provide complete information media regarding the Covid-19 pandemic.	-	10,5	18,4	48,7	22,4	4,32
3. The quality of communication and information media for the Madiun Regency Government in providing information about the Covid-19 pandemic to the public.	-	26,3	-	56,6	26,3	4,47
4. Complete data supporting information about the Covid-19 pandemic owned by the Madiun Regency Government.	-	7,9	6,6	51,3	40,8	4,47
5. Provide valid and proven information media related to the Covid-19 pandemic.	-	10,5	13,2	40,8	35,5	4,23

4. Conclusion

From 20 statements submitted to 76 respondents regarding the satisfaction of information services for the Madiun Regency government, this study found that during public confidence toward the attention of the local government to the community during the Covid-19 virus pandemic, people still expect increased performance and government services during the Covid-19 pandemic. Most of them expect satisfaction in terms of improving communication facilities owned by local governments and completeness of data related to the Covid-19 virus. Besides that, the community still hopes that the local government will make it easier for the community to submit complaints or input related to the Covid-19 virus so that communication is established that is not only up to down (government to society) but also down to up (community to government).

Acknowledgments

The authors express their sincere gratitude to the publisher of TIJOSSW, who give chance for them to publishing their writing. The next appreciation is given to the reviewers of the TIJOSSW publisher who has spent more time making valuable correction.

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