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### Abstract

The objective study is how the party mandates national West Java to educate people persuasively during the Covid-19 pandemic. The research method that will be used in this research is descriptive qualitative. This research uses source data primary and secondary. The researcher also did interviews and observations to obtain preliminary data regarding persuasive community education during the COVID-19 pandemic. Based on observation And observation as well analysis done researcher, so results from the study of This role of communications organization done by the Board Leader Region Java West (DPW) are Already very Good from the regional level to the level of the Leadership Council of the West Java National Mandate Party Branch. DPW Pan West Java plays on its intentions by conducting persuasive communication in educating the public about the 5M campaign, namely keeping their distance, washing hands, using a mask, staying away from crowds, and limiting mobilization and interactions. The conclusion from this study is that the role of organizational communication carried out by the DPW PAN of West Java is very optimal and structural in providing information, socialization, and education-related campaign 5M to the public in a persuasive manner. Matter this can look at the progress done by the Board Leader Region West Java to its members intensely through various routine discussion forums, which are also carried out through discussion forums through the internal WhatsApp group of the West Java PAN Regional Leadership Council.

**Keywords:** Organizational Communication, DPW PAN of West Java, Persuasive Communication

### 1. Introduction

2020 has indeed been a challenging year for everyone in the world, especially Indonesia. Especially since the pandemic, COVID-19 which happened in March 2020, still needs to be completed. We are all still haunted by fear will catch the virus COVID-19, which can attack us when just and in anything. We all know that Covid-19, or Corona Virus, is a zoonotic transmitted between animals and humans. These viruses are dangerous because they can be deadly if exposed to them directly. The symptoms most common of an infected virus are fever, dry cough, fatigue, and itch. Judging from the numbers until now, the case of the Covid-19 pandemic in Indonesia continues to grow every day. The fact when seen from the last update (17 July 2021) at JHU CSSE COVID-19, a patient who is positive for corona disease extensive 2.83 million patients who recovered from the disease, amounted to 2.23 million patients who dead, totaling 72,489.

This is why the Indonesian Government continues implementing various health protocols to prevent more victims from the virus. The Government has tried multiple ways to educate, from the 5M campaign, namely keeping a distance, washing hands, using masks, avoiding crowds, and limiting mobilization and interaction. It continued even in July 2021; the Government also implemented PPKM (Implementation of Restrictions on Community Activities) in the areas of the islands of Java and Bali. Of course, all of this is for the sake of reducing the spread of the number of coronavirus cases in Indonesia.

In the difficulty of dealing with this pandemic, of course, it is an essential role of all elements, including party politics, as Wrong One element communicator. Need-to-know communicator is parties that conveys a message to a person or a broad audience (Sendjaja,

2004). This is to the experts' statements stating that the party becomes the target of a message sent by the communicator (Effendy, 2000).

From here, the writer can conclude that the communicator conveys a message to the communicant (recipient of the message) with specific goals and objectives. If talking about the role of the communicator, here the author sees that there are critical roles in tackling the Covid-19 pandemic, namely the President as head of state, ministers, other government officials, political party politicians, doctors, and health workers. However, in this study, the author will focus on the role of the President in persuasively educating the public during this pandemic.

So far, the role of political parties has been optimal in handling the COVID-19 virus. Start from campaign 5M, use health protocol according to WHO recommendations, and consult with public health experts to certain program bulk. Various institution party political in Indonesia, one of which has persuasively campaigned and educated the public during this pandemic, namely the National Mandate Party. The party was formed from the locomotive reform movement of 1998 after the overthrow of the New Order by Amien Rais and 49 of his colleagues who were members of the People's mandate assembly (MARA) who felt the need to continue the ideals of reform by establishing a new party. Coat party sun this was declared on 23 August 1998 in Istora Senayan Jakarta. Almost even a 23-year party, This Stand Now is captain by Zulkifli Hasan, who is Amien Rais's brother and is one of the founders of this party. The party structure that was formed from the village level (twigs) to the central level (DPP) has given birth to various significant figures, including one of its cadres, namely Desy Ratnasari, who now serves as General Chair of the West Java Regional Leadership Council (DPW PAN Jabar). In an era of a pandemic like this, of course, the politicians who sit in both the executive and legislative Governments work together to suppress the pace of the Covid-19 pandemic. At the West Java regional level, the National Mandate Party under the leadership of Desy Ratnasari, the legendary singer nicknamed the blue tent, who is now a member of the Republic of Indonesia DPR for the 2014-2019 and 2019-2024 periods as well as proposing as general chairman of PAN West Java to participate in educating the public persuasively in campaigning for the 5M movement as well as mass vaccination in West Java. Organizational communication that is built must, of course, be educated in the right way and persuasive.

He wants to pressure the public so that disinformation does not occur and reduce the spread of incorrect information, aka hoaxes. Even the DPW PAN of West Java involves social organizations or religious organizations and official institutions such as the Indonesian Ulama Council, Nahdlatul Ulama, and Muhammadiyah to jointly provide education to the public to educate the public to pray protocol health And mover security vaccine. When injected into society.

When viewed from the phenomena and explanations above, it cannot be separated from its connection with the communication concept. *Communication* is a process in which a communicator conveys a stimulus in the form of words to change or shape the behavior of other people/audiences (Effendy, 2002). That is, in communication, of course, there are communicators, messages, and message recipients. Here the researchers see that the communication between the communicator (DPW PAN of West Java) and the recipient of the message (the public) still has obstacles or *noise*. Where role communicator as a giver of messages in framework education still needs to be easier to say successful. The proof is that there is a *miscommunication* that is received by the community by seeing that currently, there are still people who do not implement health protocols in their daily lives. In addition, some hold large events without following the health protocol by government recommendations. This is where the fundamental role of the communicator is in conveying persuasive communication messages to the people being assessed; more is needed.

As said by McGuire, persuasive communication theory emphasizes that communication can be finished by changing the attitude and the behavior of a person directly linked in the same

causal chain (Graeff, 1996). Of course, this is in line with this research, where we want to see persuasive communication formed by the communicator to the recipient message between Government and society. The persuasive communication that is formed certainly has meaning and purpose so that the recipient can receive the message conveyed by the communicator, where the purpose of persuasion communication itself is a change in attitude, change in opinion, and social change significant.

In addition to persuasive communication, Public Health Communication is also *needed*. With good health communication from the Government to the community, the message expected from the Government will be achieved. In addition, health communication exists to convey messages and influence decision-making processes related to improving and managing health by individuals and communities. In addition, health communication also includes activities to disseminate information about health to the public to achieve healthy living behaviors, create awareness, change attitudes, and provide motivation to individuals.

Departing from this background, the authors are interested in seeing from the point of view of the communicator's role in educating the public in a persuasive way of communication during the Covid-19 pandemic. This is because researchers see that there is still much public which still needs to understand the meaning and objective of the Government for dealing with the pandemic. For more details, researchers will discuss it in depth in chapter discussion. Based on the study, Of course, Also from theory. The research method used is persuasive communication theory and public health communication descriptive. What is the role of West Java DPW PAN communication in educating the public in persuasive communication during the Covid-19 pandemic?

## 2. Method

This research uses a qualitative approach, which is essentially research that is intended to understand the phenomenon of what is experienced by the subject study, like; behavior, perception, motivation, action, etc., in a manner holistically and using descriptions in the form of words and language in a unique natural context and by utilizing various natural methods (Kirk and Miller, Jane Richie, Bogdan, and bicycle, Guba and Lincoln). For technique Collection Data carried out in several stages viz interview, this method obtains data from direct observation by holding a question and answer to the research object. This study's research object was the Javanese DPW PAN cadres west. This is done by direct observation at the Office Board Leader Region Party Mandate National Java Jln research location. Jakarta No.15, Kacapiring, Batununggal District, Bandung City, West Java 40271.

## 3. Results and Discussion

The Coronavirus pandemic has so far spread to 210 countries, including Indonesia. Departing from the Covid-19 outbreak that hit countries around the world, the government of Indonesia has become crucial in taking policy – policies that will be carried out to reduce the rate of spread of Covid-19. The latest data shows confirmed coronavirus cases in Indonesia have reached 2,830,000 cases, as quoted from JHU CSSE COVID-19.

Party politics is a political organization that undergoes ideology specific or formed with a common goal, a group whose members have the same orientation, values, and ideals. As a regional policy maker, the general Chairperson at the provincial level plays a vital role along with his staff in dealing with the coronavirus. One of the public policy implementations is communication (Ramadani, 2019). Quoting McBeth, Lybecker, and Stoutenborough in Ramadani (2019), "*In today's policy world, communication is a key element in policy making.*" In public communication, it is necessary to pay attention to 3 things: Transmission, Consistency, and Clarity of Messages (Ramadani, 2019). Transmission means accurate communication understood by the communicator of the message. Consistency means that

information is consistent, aligned, and coherent between one message and another. It means that the message is conveyed in simple language, easily understood by the public. One form of consistency is a single narrative about conditions and policies. Narration single communication, something institution interpreted as one understanding of an issue does not differ between data or substance between institutions (Ramadani, 2019)

The communication built by the DPW PAN of West Java focuses on handling public information because the Covid-19 pandemic is part of disaster (crisis) communication and communication health. William J. Paisley, in his wrote *Public Communication Campaigns: The American Experience*" in Rice & Atkin (2002), explains that the reduction of health information is considered a public service program if it is supported by public policy makers (leadership institutions). Logan (2008) writes on *Health Campaign Research* in Bucchi & Ditch (2008), explain communication information about health is informative and persuasive. The goal is to change people's knowledge, awareness, and attitudes about how to deal with a disease or health.

Public communication in the health sector seeks to increase: (1) Awareness and public (Cognitive) knowledge; (2) Attitude (Affective, feeling, motivation); (3) Behavioral tendencies (Conative) about diseases, threats, health problems, and solutions. A health campaign is an intervention, a constructive communication strategy designed to influence and improve public health. Public health information includes life, death, hope, fear, health, progress, failure, facts, healing, and disease risk (Levi & Stoker, 2000). The basic policy taken by the West Java DPW PAN is valid information from the government regarding handling the Covid-19 Pandemic, namely regarding the Public Communication Protocol for Handling Covid-19, which becomes instruction technical in Area, specifically Java West. This protocol was adapted from the WHO protocol.

The Regional Leadership Council's efforts to deal with this pandemic are by forming a Task Force for the Acceleration of Handling Covid-19 in the province's internal areas the context of handling Covid-19 so that it is fast, precise, focused, integrated, and synergistic, media, communication and information during the Covid-19 Pandemic including coordination between the Central Leadership Council and the Branch Leadership Council in the regions. Task Force Duties: Plan, coordinate, control, utilize source Power, supervise as well as report implementation handling COVID-19 to Leader. The reason: (1) to create a public that calms and understand what must be done for the environment; (2) to build the public perception that parties are present and responsive in handling crises.

All matters done by DPW PAN West Java This Already enters persuasive communication. The proof is with the leadership command of Desy Ratnasari as chairman of the DPW PAN of West Java and the presence of Provincial council members from PAN made various communication strategies to the public. They focus more on tightening health protocols and doing 1000 free vaccinations for the public.

Figure 1

*The DPW PAN of West Java carried out a mass vaccination in the city of Bandung which was witnessed directly by Desy Ratnasari as chairman of the DPW PAN of West Java*



Besides Certain vaccine public DPW PAN Java West too Certain friendship to figure Ormas Islam in Java West that is Leader Region Nahdlatul Cleric (PWNU) and West Java Muhammadiyah Regional Leadership (PWM) as the most prominent Islamic mass organization which at the meeting invited all community leaders to unite against Covid-19 by educating members in particular and the broader community on generally.

Figure 2

*In the context of educating the public in a persuasive way to communicate with the Nahdlatul Ulama Regional Leaders and West Java Muhammadiyah Regional Leaders*



Through the picture above, it can be seen that the communication role of the DPW PAN of West Java is going well in providing information through hospitality to community leaders and providing direction to their management in the success of the 1000 Free Vaccines movement, which is spread across all Cities and Regencies in West Java.

Figure 3

Directions to party officials in Sukabumi City in activating education for the public to comply with health protocols led by the Chairperson of the DPW PAN of West Java



#### 4. Conclusion

Based on the analysis and research regarding the Role of Organizational Communication of the DPW PAN of West Java in educating the public in a persuasive communication manner, it is very optimal and structural. This can be seen from the progress made by the DPW to the DPC and the people of West Java, generally intensely starting from friendly gatherings at once hearings and carrying out mass eradication programs for free. Based on the results of the research and analysis conducted by the author, the DPW PAN of West Java can educate the public regarding 5M (namely keeping a distance, washing hands, using masks, and avoiding crowds to free mobilization and interaction) in persuasive communication as often as possible to reduce the rate of increase of Covid-19 and The immune community is stronger after being given the vaccine.

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