

Community Behavior and Outreach Communication in Covid-19 Pandemic

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Abstract

Objectives: This study aims to examine the approach and development of extension communication in accelerating community behavior in breaking the chain of Covid-19. The main focus in this research is the lack of implementation of counseling communication in people's behavior amid the Covid-19 pandemic. Extension communication as an approach is an effort to increase motivation, awareness, and empowerment of the quality of human resources (people centered development).

Methods: This study used a qualitative research approach to analyze in depth the content of sources of information regarding counseling activities and community behavior in the transmission of Covid-19. The primary data collected was obtained through observation and in-depth interviews (depht interviews) with 106 informants in 90 villages in 18 districts/cities of South Sulawesi. Meanwhile, secondary data was obtained by searching documents at the Covid-19 service post in South Sulawesi Province.

Results: This research study shows that people's behavior in the midst of the Covid-19 pandemic can be known from their knowledge about Covid-19. Some are still unfamiliar with the dangers and threats of Covid-19 and are very worried about this situation. Many have experienced termination of employment (PHK) and find it difficult to make a living economically as well as the many horrendous news about the disease so that they are afraid to go anywhere and their work automatically stops

Conclusions: Community behavior is disciplined in maintaining cleanliness and health during the Covid-19 pandemic, but they are still worried and anxious and lack interaction during the Covid-19 pandemic. Government education and motivation through counseling communications to the community to change behavior is well respected by the community.

Keywords: Behavior, Communication, Education, Covid-19.

سلوك المجتمع والتواصل الإرشادي في وسط انتشار مرض كوفيد 19

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ملخص

الأهداف: تهدف هذه الدراسة إلى دراسة نهج وتطوير الاتصال الإرشادي في تسريع سلوك المجتمع في كسر سلسلة كوفيد-19. التركيز الرئيسي في هذا البحث يعتمد على عدم تنفيذ التواصل الإرشادي في سلوك الناس وسط جائحة كوفيد-19. التواصل الإرشادي كنهج هو محاولة لزيادة الحافز والوعي وتمكين جودة الموارد البشرية (التنمية التي تركز على الناس).

المنهجية: استخدمت هذه الدراسة نهج البحث النوعي لتحليل متعمق لمصادر المعلومات فيما يتعلق بنشاطات الإرشاد وسلوك المجتمع في نقل كوفيد-19، جرى الحصول على البيانات الأولية التي جمعت من خلال الملاحظة والمقابلات المتعمقة (مقابلات القسم) مع 106 مخرين في 90 قرية في 18 منطقة/مدينة في سولاويسي الجنوبية. وفي الوقت نفسه، جرى الحصول على بيانات ثانوية من خلال البحث في المستندات في مركز خدمة كوفيد-19 في مقاطعة سولاويسي الجنوبية.

النتائج: تُظهر هذه الدراسة البحثية أن سلوك الناس في خضم جائحة كوفيد-19 يمكن معرفته من خلال معرفتهم بكوفيد-19. لا يزال البعض غير معتاد على خطورة وتهديدات كوفيد-19 وهم قلقون جدًا بشأن هذا الموقف. الكثيرون قد عانوا من إنهاء العمل ويجدون صعوبة في كسب لقمة العيش اقتصاديًا بالإضافة إلى العديد من الأخبار المروعة حول المرض؛ حيث يخشون الذهاب إلى أي مكان ويتوقف عملهم تلقائيًا.

الاستنتاجات: يُظهر سلوك المجتمع انضباطًا في الحفاظ على النظافة والصحة في أثناء جائحة كوفيد-19، ولكنهم ما زالوا قلقين ومشوشين ويفتقرون إلى التفاعل في أثناء جائحة كوفيد-19. يحظى التثقيف الحكومي والتحفيز من خلال الاتصالات الإرشادية للمجتمع لتغيير السلوك باحترام كبير من قبل المجتمع.
الكلمات الدالة: السلوك، التواصل، التثقيف، كوفيد-19.



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1. Introduction

South Sulawesi Province is classified as a red zone for the number of positive Covid-19 cases in Indonesia. As of October 15, 2022, the province had recorded 142,015 confirmed Covid-19 cases, with 139,524 recoveries (98.2%), 2,450 fatalities (1.7%), and 39 active cases (0.02%). The recovery rate has been steadily increasing compared to 2020. South Sulawesi Province ranks 3rd to 4th in the country for the number of positive Covid-19 cases, totaling 7,470 cases, or 8.3% of the national total (Ministry of Health, 2020).

During the early stages of the Covid-19 outbreak, public awareness of the dangers and preventative measures such as social distancing, regular handwashing, mask-wearing, and the use of disinfectants was lacking. This lack of awareness has generated significant concern within the community, particularly due to its adverse effects on the economy. Many individuals have struggled financially, facing layoffs and economic instability. Moreover, fear of the disease has hindered social interaction and disrupted normal routines. Although media coverage has contributed to heightened awareness, some reports have been criticized for sensationalizing information. Despite this, individuals recognize that Covid-19 prevention primarily involves maintaining a healthy lifestyle and proper nutrition.

Given these circumstances, effective communication and counseling strategies are urgently needed to ensure compliance with government recommendations aimed at promoting disciplined and vigilant behavior during the pandemic. The government must actively engage in educating and motivating the public to adopt healthier habits and adhere to safety protocols. Additionally, the implementation of Large-Scale Social Restrictions (PSBB) by the South Sulawesi Provincial government, which limits socio-economic activities, must be assessed for its effectiveness in mitigating the spread of the virus and its impact on both local and national economic activities across various sectors, including land, sea, and air transportation.

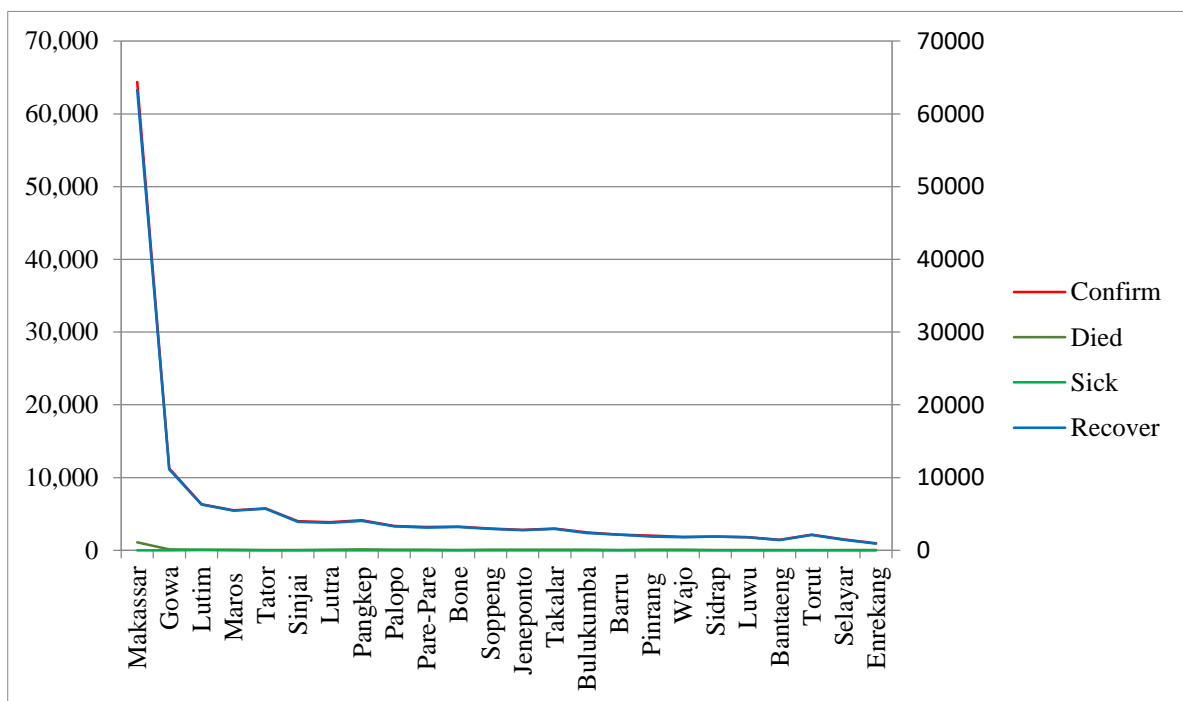


Figure 1. Covid-19 data in South Sulawesi by October 15, 2022

Source: Secondary Data, 2022

Based on initial observations, independent isolation for patients and Large-Scale Social Restrictions (PSBB) policies in districts/cities have been observed to reduce the number of patients in treatment and increase recovery rates. However, the number of Persons Under Surveillance (ODP) and Patients Under Surveillance (PDP) continues to increase daily.

According to Buana (2020), one factor contributing to this increase in ODP and PDP cases is the lack of discipline among people, such as gathering in crowds, disregarding social distancing, not wearing masks, inadequate Personal Protective Equipment (PPE), insufficient medical facilities, fatigue among medical personnel, and challenges in identifying Asymptomatic Carriers (OTG) who unknowingly transmit the virus to their families and others. Therefore, this study aims to examine people's behavior during the Covid-19 pandemic and evaluate how expanded communication efforts can strategically interrupt the chain of Covid-19 transmission.

Extension communication, aimed at increasing motivation, awareness, empowerment, leadership, and enhancing the quality of human resources, is not being optimally implemented by either the village/sub-district government or at other district/city levels to prompt community behavior changes necessary to break the chain of Covid-19 transmission. Thus, this research is crucial for uncovering the realities of people's behavior in confronting the threat of disease, which can potentially escalate into a disaster at any moment. The Covid-19 situation serves as a platform for refining extension communication strategies developed by the government, aligning them with the realities of people's lives.

This research holds significant importance as it provides essential insights for analyzing and understanding community behavior and the role of extension communication as a means to enhance human resources development, focusing on people-centered approaches that uphold human dignity and prioritize humanization.

2. Literature Review

Coronavirus, or severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), is a virus that primarily targets the respiratory system. The disease resulting from this viral infection is known as Covid-19. The coronavirus can cause minor respiratory issues as well as severe lung infections that may lead to death. It is a novel coronavirus, newly transmitted to humans. While it disproportionately affects the elderly, it can infect individuals of all ages, including infants, children, adults, pregnant women, and breastfeeding mothers.

Limbong and Saputra (2020) describe Coronavirus (Covid-19) as a single-stranded RNA virus belonging to the Coronaviridae group. It earns its name from the crown-like appearance of its surface. Other viruses within this group include the ones responsible for Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV) in previous years. Covid-19 is highly contagious and spreads rapidly (Merry Dame Cristy Pane, 2020, cited in <https://www.alodokter.com/virus-corona>), having reached nearly all countries, including Indonesia, within a few months. In response, many countries have implemented lockdown policies to curb its spread. In Indonesia, social restriction policies have been enforced to break the chain of Covid-19 transmission. However, if these restrictions are prolonged and inconsistently applied across cities, it could lead to disorder and exacerbate economic and social losses (Hadiwardoyo, 2020).

2.1 Community Behavior in Facing Disease Outbreaks

Community attitudes toward disease prevention are generally lacking (Cipta, 2015). Many individuals fail to heed the government's call to break the chain of Covid-19 transmission, a phenomenon described by Buana (2020) as cognitive bias—wherein people tend to make erroneous decisions. Another manifestation of cognitive bias is individuals paying scant attention to events in their environment, which shapes their perception and understanding of the world (Haselton, Nettle, & Andrews, 2005), despite its role in facilitating rapid decision-making (Kahneman, 2011). Consequently, those who resist government appeals and believe they have a superior understanding of the virus are deemed to exhibit cognitive bias. One example of this lack of understanding is individuals visiting places that offer comfort and solace to regulate emotions during a pandemic (Blanchette, 2010), presuming they possess adequate knowledge to protect themselves outside their homes. Kahneman (2011) suggests several strategies to mitigate cognitive bias: (1) ensuring decisions are accurate and not made hastily under pressure; (2) focusing decisively on one task at a time; (3) making decisions when cognitive faculties are sharpest, typically in the morning; (4) maintaining emotional detachment to detect potential errors; and (5) grounding decisions in data and factual evidence to minimize mistakes and enhance precision. Therefore, every action taken during

the Covid-19 pandemic must be executed with utmost care to safeguard the entire community and expedite the cessation of the virus's impact on human life.

2.2 Infection Control and Prevention Steps

Several research articles have illustrated that community adherence to the 3M health protocol in preventing the transmission of Covid-19 remains low (Mustopa, A., & Supriadi, D, 2020). One reason for this is the inaccurate analysis, recollection, and utilization of information about Covid-19 incidence, impacting social cognition. Agung (2020) contends that the Covid-19 pandemic has engendered various social cognition biases with the potential to influence emotions and induce changes in individual behavior. Numerous studies indicate that pandemics elicit diverse psychological responses, including emotional reactions. Effective disease prevention entails several actions, including public education on the importance of adopting clean and healthy lifestyles by implementing health protocols, adhering to government regulations, and participating in vaccination programs to suppress disease spread (Ernyasih, et al. 2021). Furthermore, psychological resilience is crucial. Resilience involves developing the capacity to maintain well-being and devise productive solutions to challenges or trauma encountered in life (Reivich, K. & Shatte, 2002). Experts regard resilience as the ability to recover from traumatic events, particularly those caused by Covid-19. Maintaining mental health also requires instilling positive values in people's lives. Thus, a positive psychological approach is essential for preserving mental well-being, enhancing life satisfaction and happiness, and bolstering the immune system to combat Covid-19 outbreaks (Van Leeuwen, et al., 2012; Barak, 2006). According to Victor Frankl (1984), life satisfaction is linked to understanding life's meaning, which enables individuals to confront future traumatic events with greater readiness and strength (Calhoun, et al., 2010).

2.3 Public Health

Public health status is influenced by four factors: 1) environment, 2) behavior, 3) health services, and 4) heredity (Blum in Yustina, 2003). According to Blum's research, the environment plays the most significant role in determining public health status. However, in developing countries, particularly Indonesia, behavior is believed to have the greatest impact on public health status. Clean and healthy human behavior is expected to result in a healthy environment. Education is identified as the key to changing human behavior (Prastiwi, 2019). Education is viewed as a learning process capable of altering human behavior in the health sector, encouraging individuals to adopt health-promoting behaviors such as proactively maintaining and enhancing health (through physical activity and balanced nutrition), preventing disease risks, protecting oneself from health threats, and actively participating in community initiatives.

2.4 Outreach Communication

Outreach is an activity aimed at providing information or enlightenment to individuals or groups, enhancing human behavior in terms of knowledge, skills, and attitudes to a higher and more qualified level. It serves as non-formal education, encouraging people to embrace new ideas (Mulyana, 2007: 11). Additionally, outreach serves as a means to educate individuals, equipping them with new knowledge, information, and abilities, thereby shaping attitudes and guiding behavior in alignment with societal expectations (Nasution, 1989). Practically, outreach efforts seek to instigate behavior change among individuals, groups, or communities, enabling them to understand, desire, and effectively address the challenges they encounter (Amanah in Dilago & Utara, 2019). The goal of outreach communication is to enhance the quality of human life, both morally and materially, by boosting motivation, empowerment, leadership, and the quality of human resource behavior. It aims to foster improved community behavior, initiative, and motivation for self-improvement, as well as to promote innovation in community participation, thereby creating a dynamic society. Thus, outreach communication serves as a platform for enhancing human behavior quality, countering misinformation prevalent during the Covid-19 pandemic.

Misinformation spread through information technology can disrupt social harmony, causing confusion and division among the public when information diverges from reality. The tendency of individuals to overlook the truth and engage in spreading false information (hoaxes) has raised widespread concerns. Previous research by Rianto in Saputra (2020)

identified several reasons behind the dissemination of hoaxes, including the desire to influence public opinion, advocate for policy changes, or support certain societal elements or business interests. The process of awareness is pivotal in addressing social issues (Rief Machmudy, 2015). Successful awareness fosters ease in tackling social problems, as individuals comprehend the depth of the issue, their potential and capabilities, available resources, as well as the direction, goals, and desired outcomes (Tampubolon, 2006). In this context, counseling transcends mere knowledge dissemination; it becomes a catalyst for public awareness and collective action toward positive change, positioning all individuals as active agents in effecting change (Rubawati, 2018).

3. Research Methods

This research was conducted in South Sulawesi, a region categorized as a red zone for Covid-19. The selection of the research location was purposeful, employing purposive sampling, due to the ongoing increase in Covid-19 cases across 90 villages within the districts/cities of South Sulawesi. The community members residing in these villages exhibited diverse characteristics and behaviors in response to the Covid-19 pandemic over the past five months, from February to July 2020. The research locations are outlined in Table 1 below:

Table 1. Village Locations of Informants

No.	Regency / City	Village / Sub-district	
1.	Makassar	1. Mangala 2. Buakana 3. Tamalanrea 4. Jongaya 5. Tamalate	6. Edge of the Land 7. Tammua 8. Rappocini 9. Maccini Sombala
2.	Gowa	1. Tubaseng 2. Look forward 3. Parangloe 4. Pallangga 5. Somba Opu 6. Mangalli 7. Sungguminasa	8. Bontononpo 9. Julumate'ne 10. Limbung 11. Parangloe 12. Pacellekang 13. Kalase'rena 14. Biringngala
3.	East Luwu	1. Leddu-Leddu 2. Lumbewe 3. Laro	4. Tomoni 5. Bantilang 6. Kalatiri
4.	Jeneponto	1. Bontononpo 2. Maero 3. Panaikang 4. Arungkeke	5. Fort 6. Tamalatea 7. Binamu
5.	Areca	1. Makkawaru 2. Ulu Saddang 3. Pekkabata	4. Buttu Sawerang 5. Patampanua 6. Leppongang
6.	Maros	1. Gattareng	

No.	Regency / City	Village / Sub-district	
7.	Bulukumba	1. Tugondeng 2. Bonto Bahari 3. Hill of Hope 4. Somba Palioi 5. Bulukumpa	6. Tanuntung 7. Polewali 8. Tanah Jaya 9. Tanete 10. Bontomaccinna
8.	Sinjai	1. Saotengah 2. Lambolemono 3. North Sinjai	
9.	Bone	1. Palattae 2. Turicinnae 3. Laburasseng 4. Kalero 5. Polewali	6. Tanete 7. Waetuwo 8. Tana Batue 9. Fur Alla 10. Sanrego
10.	Enrekang	1. Alla 2. Cakke 3. Enrekang	4. Patongloan 5. Salongge
11.	North Luwu	1. Sidomukti 2. Pao	
12.	Pangkajene islands	1. Lanne 2. Pallaboreng 3. Samalewa	
13.	Bull	1. Campagaloe	
14.	Takalar	1. Patani 2. North pods	
15.	Soppeng	1. Laringgi	
16.	Selayar	1. Citadel	
17.	Wajo	1. Alausalo 2. Alewadeng	3. Goodsamase 4. Alelebboe
18.	Barru	1. Invite East 2. Coppo 3. Walk	4. Palakka 5. Tanete Riaja

Source: Primary Data, 2020

The research analysis employed qualitative analysis techniques, utilizing triangulation to gather information from various sources (Raco, 2018), particularly regarding people's behavior in the transmission of coronavirus. A qualitative approach facilitated an in-depth examination of community behavior, the efficacy of counseling efforts, and the quality of control and preventive measures implemented. Primary data collection involved observations and in-depth interviews conducted with 106 informants residing in 90 villages across 18 districts/cities of South Sulawesi. Additionally, secondary data were obtained by reviewing documents at Covid-19 service posts in South Sulawesi Province. All collected data were meticulously analyzed to identify correlations between primary and secondary data sources obtained from the informants (Martono, 2010).

4. Result And Discussions

4.1. Community Behavior in South Sulawesi, Indonesia

The behavior of people amid the Covid-19 pandemic can be gauged by their understanding of Covid-19. A vast majority, 88.6%, of individuals across 90 villages in 18 districts/cities acquire knowledge about the Covid-19 pandemic through various channels such as social media, television, posters, and local government campaigns. Conversely, 11.4% indicate that they remain unfamiliar with the dangers and threats posed by Covid-19, unaware of the necessity to adhere to health protocols such as social distancing, hand hygiene, mask-wearing, and disinfection.

The Covid-19 pandemic instills significant apprehension within the community, particularly due to uncertainty regarding its duration. A staggering 94.3% of individuals express profound concern about the prevailing situation, citing challenges in earning a livelihood, widespread layoffs, and the inundation of distressing news about the disease, which leads to a reluctance to venture outside and cessation of work. Others worry about the well-being of family members who are stranded far from their hometowns, unable to return, thus disrupting their means of sustenance. Consequently, personal and familial safety takes precedence to prevent virus transmission within households.

Furthermore, 66.9% of individuals admit feeling perplexed about navigating through the pandemic and the appropriate course of action, ultimately opting to stay at home as a prudent choice. Many businesses across industrial, manufacturing, and other sectors either suspend or curtail their operations, resulting in a surge in layoffs and wage reductions among employees. Similarly, traders reliant on daily sales, ranging from market vendors to proprietors of larger establishments, grapple with the adverse effects of local government-imposed social restrictions. However, some individuals engaged in farming activities find solace in the continuity of their work, as their profession enables them to operate safely while adhering to health protocols.

As many as 96.7% of individuals prioritize maintaining a clean environment to ensure healthy living and disease prevention. Each household in the community has set up water and soap stations at their entrances to facilitate handwashing and disinfection of objects before entering. Additionally, wearing masks is mandatory when venturing outside for essential needs. However, individuals facing economic hardships prioritize purchasing daily necessities over items such as hand soap, hand sanitizer, masks, and other government-recommended medical supplies.

Public awareness regarding health maintenance, particularly through dietary habits, is evident, with a significant emphasis placed on consuming water to bolster the immune system. Approximately 91.5% of respondents affirm their regular consumption of water to prevent dehydration and alleviate throat dryness. Furthermore, 80.1% report consistent consumption of vegetables and fruits to fortify their immune system against the Covid-19 virus. Many villagers cultivate their vegetable gardens, ensuring access to fresh produce even amidst market closures. Nonetheless, limited availability and high prices deter around 19% of individuals from consuming adequate amounts of fruits and vegetables.

While knowledge of the benefits of consuming fruits and vegetables is widespread, there remains room for improvement to enhance public understanding of their nutritional value and role in boosting immunity against Covid-19. In addition to dietary practices, physical exercise is deemed essential, with activities like jogging and sunbathing being recommended. These exercises not only promote physical health but also enhance the immune system and metabolic rate. However, only 64.1% of individuals in surveyed areas actively engage in sports, with some prioritizing work over physical activity.

Concerns regarding Covid-19-induced anxiety and social isolation are prevalent among 67.9% of respondents, exacerbated by sensationalized media reports. Despite recognizing the preventive benefits of a healthy lifestyle, individuals struggle with adhering to social distancing norms and adjusting to new rules. To alleviate anxiety and boredom, activities such as card games, sports, and television viewing are pursued within households. Additionally, many engage in productive activities like gardening and socializing with relatives to combat feelings of isolation.

While 29.2% of respondents admit to experiencing irritability and decreased productivity due to economic uncertainties triggering familial conflicts, a majority (70.8%) remain composed and adhere to daily routines while following health protocols. Students and professionals continue their academic and professional endeavors remotely, adapting to online learning and remote work arrangements.

Some other people prefer to work and do activities outside the home to make a living. In a pandemic like this, the economic sector has experienced a decline, and the expectation of assistance from the government, it is still insufficient. They consider that this plague is a lesson for the future to maintain health and get closer to the creator. They are also increasingly creative and foster an entrepreneurial spirit outside of their routine activities. However, for people who work as Civil Servants, teachers, sub-district employees, and sub-district employees use the work from a home method.

Economic challenges during the Covid-19 pandemic did not deter people from extending assistance to other communities. A significant 84.9% of the community contributed to various needs, offering both monetary donations and essential items. Additionally, some individuals initiated communication channels to aid residents in need, collaborating with the village government to implement Covid-19 assistance programs, particularly targeting elderly and less fortunate households. Numerous community organizations and school alumni also mobilized donations during this period, viewing it as a moral obligation and expressing solidarity through mutual reminders and prayers for everyone's safety. Furthermore, political parties extended donations to the community during regional head election campaigns.

However, economic activities and shopping encounters encountered significant disruptions amid the Covid-19 crisis. Many traders and sellers experienced financial losses and were compelled to suspend operations and return to their hometowns, except for grocery stores which managed to sustain their operations. The implementation of Large-Scale Social Restrictions (PSBB) further exacerbated the situation for traders dealing in agricultural products such as corn, beans, and rice, as the flow of money within their businesses was severely hampered. Consequently, 52.8% of respondents reported stalled business activities or expenditure within the village, with operations coming to a halt for several weeks. Refer to Table 2 for informant statements:

Table 2. Percentage of Informant Statements in the Village, Regency /City

No.	Statement	Percentage (%)
1.	Knowledge about COVID-19.	88.6
2.	Bringing concerns to the community.	94.3
3.	Feeling confused and unable to do work.	66.9
4.	The community is more concerned about cleanliness and health.	96.7
5.	People often consume water.	91.5
6.	People consume more vegetables and fruit.	80.1
7.	People in the village exercise more often during COVID-19.	64.1
8.	People in the village feel anxious and less interaction with other communities.	67.9
9.	Entertaining by playing cards, exercising, and watching TV at home during COVID-19.	61.3
10.	Family and neighbors are irritable and less productive during COVID-19.	29.2
11.	Donating aid to underprivileged people.	84.9
12.	Business activities or community shopping during COVID-19 are going well and smoothly.	52.8
13.	The government suggestion asks the public to be disciplined and vigilant as long as COVID-19 is obeyed by the community.	92.4
14.	The government educates or motivates people to change their behavior to be healthy and clean.	91.5
15.	Outreach communication to the community to change behavior into healthy and clean behavior.	88.6
16.	<i>Social distancing, work from home</i> , as well as the prohibition on going home, from the government it is conveyed explicitly to the public.	85.8
17.	Spreading the Covid-19 guideline book.	21.6
18.	The village government is preparing a COVID-19 service post.	90.5

Source: Processed from BPS South Sulawesi, 2022

Based on Table 2, it can be observed that the behavior tendency of the people of South Sulawesi, Indonesia during the Covid-19 Pandemic, particularly their compliance with health protocols, has been generally positive. However, certain aspects of respondents' behavior in adhering to health protocols still require attention, such as being less vigilant in avoiding crowds (28%), maintaining a minimum distance of 2 meters (28%), and limiting mobility (29%). Additionally, it is noted that women exhibit higher levels of obedience compared to men. A considerable number of male respondents demonstrate lesser obedience in avoiding crowds (32%), maintaining a minimum distance of 2 meters (33%), and limiting mobility (34%).

Although a majority of the community perceives their adherence to health protocols as satisfactory, respondents view the overall compliance of the surrounding community as lacking, particularly in terms of maintaining physical distancing (33%) and ensuring cleanliness in the environment (34%). Moreover, a significant portion of respondents is acquainted with Covid-19 testing, primarily undergoing tests as part of workplace requirements (54.67%) or for travel purposes (31.17%). While awareness of the government's telemedicine facility breakthrough is relatively high among respondents (65.71%), there is a need to further enhance its visibility.

Notably, public awareness of and participation in the vaccination program are generally commendable, albeit some individuals remain hesitant due to concerns about potential side effects (11.45%) or doubts regarding the vaccine's efficacy (7.83%). Despite the majority experiencing boredom during the implementation of Large-Scale Social Restrictions (PPKM) (35.6% of respondents), many engage in activities such as prayer, hobbies, and exercise to maintain enthusiasm. However, public interest in staying informed about Covid-19 developments and the government's response appears relatively low. Nonetheless, the dissemination of information and education on health protocols to the public has been effective, with 9 out of 10 individuals reporting receipt of such information and education.

4.2. Outreach Communication

Outreach communication efforts, in the form of government recommendations, persist in villages, urging the public to maintain discipline and vigilance during the Covid-19 pandemic (Hanson, K. T. et al, 2022). A noteworthy 92.4% of the community adheres to these recommendations, instructing workers to operate from home and consistently apply health protocols. However, there are some individuals who have yet to modify their behavior and remain non-compliant, continuing to work as usual in order to sustain themselves. Nevertheless, 91.5% of the community positively respond to government-led education and motivation initiatives in the village, conducted in collaboration with health workers, demonstrating the village government's commitment to halting the spread of the epidemic. These educational activities are conducted in mosques across various districts and villages, emphasizing health education for promoting hygienic living (Anwar, M., 2022).

A substantial 88.6% of the community acknowledges intensified communication and outreach efforts by the village government to instill healthy and hygienic behaviors, including the distribution of personal protective equipment (PPE) to residents to mitigate virus transmission risk. Communication and counseling sessions are orchestrated under the coordination of local government bodies, TNI-Polri personnel, health teams, and Covid response groups, with representatives visiting households to advocate for healthy and hygienic habits. The media plays a pivotal role in disseminating crucial messages on social distancing, remote work, and travel restrictions, aiding the village government's outreach efforts (Noorhidayah, E. S. L., 2021; Patiung, N. et al., 2021). Recommendations are enforced with sanctions, and individuals found in violation of travel restrictions are directed to return home or undergo quarantine at designated facilities (SulselProv, 2021).

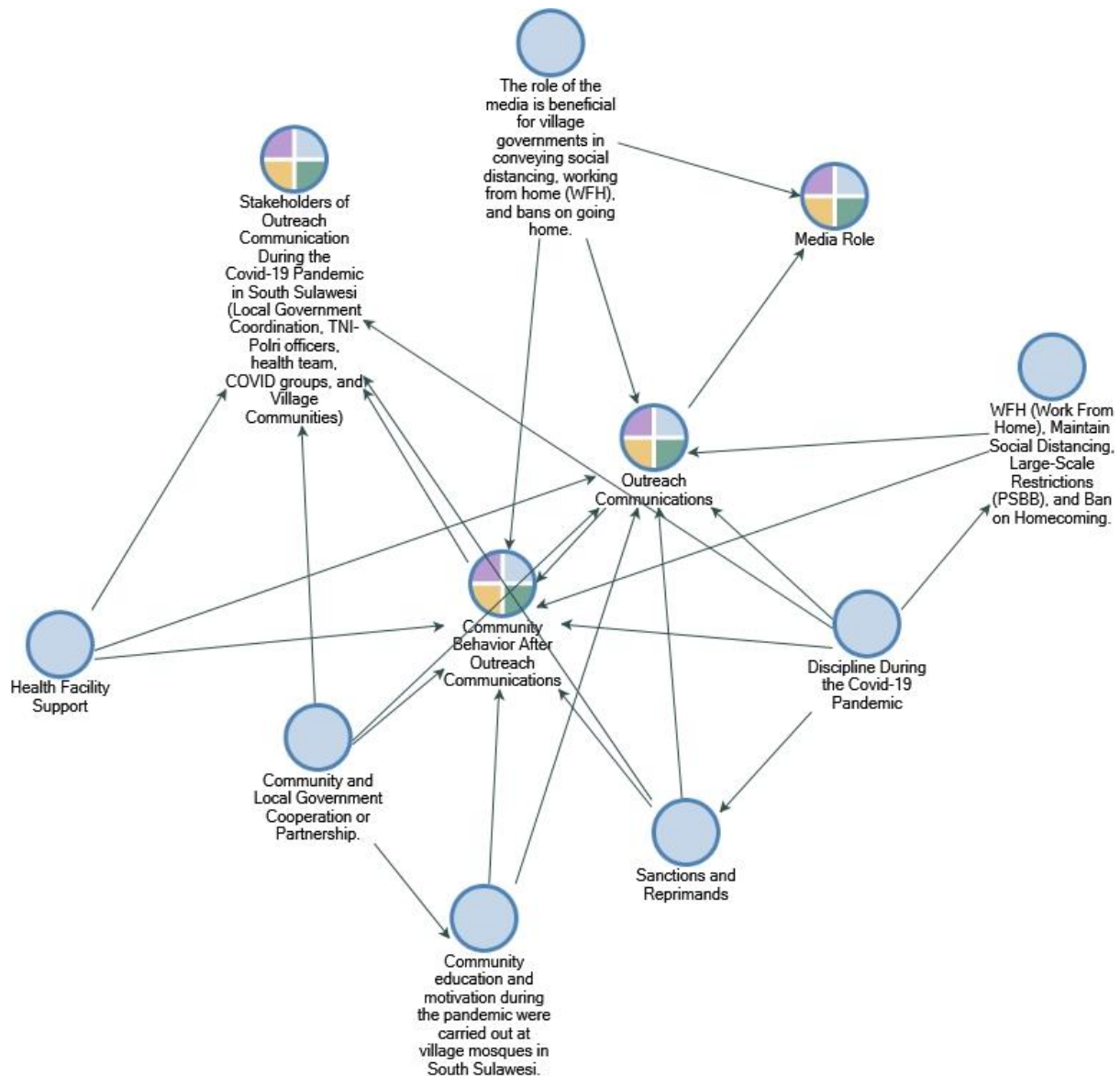


Figure 4. Outreach communications & Community Behavior during the Covid-19 Pandemic in South Sulawesi

Source: Processed from Nvivo 12 Pro, 2020

Based on Figure 4 above, it can be observed that every traveler arriving from outside the city is required to report to the Covid-19 task force, such as local medical staff, or present a COVID-free certificate, typically in the form of a rapid test report from a designated hospital for Covid patients. The assertive enforcement of these measures has been well-received by the community, as it serves as a deterrent against potential violations. Community compliance is further bolstered by socio-cultural factors, as residents often have familial ties with one another.

Efforts to educate the public about Covid-19 and other infectious diseases, however, face challenges due to the limited availability of reading materials, such as Covid-19 pocketbooks, which should have been prioritized by the government given the allocated budget. Alarming, 78.4% of respondents in the survey areas have never received a book about Covid-19, highlighting a significant gap in dissemination efforts despite substantial government funding allocated for Covid-19 response. Conversely, the district government finds it more feasible to disseminate information through mass media and social media platforms.

The reduction in Covid-19 transmission at the district level can be attributed, in part, to the pivotal role played by Covid-

19 service posts established in each village. These service posts facilitate the recording and monitoring of village residents by Covid-19 officers, with 90.5% of respondents believing that these posts are instrumental in both anticipating and addressing Covid-19 outbreaks by providing essential services and conducting public checks.

Furthermore, students and volunteers have collaborated with the village government in disseminating information on Covid-19 prevention measures, as well as conducting disinfection activities in residential areas.

5. Conclusion

Based on the discussion above, the following conclusions can be drawn:

1. Despite displaying disciplined behavior in maintaining cleanliness and health during the Covid-19 pandemic, the community in South Sulawesi, Indonesia, continues to experience worry and anxiety, leading to decreased interaction. This could partly be attributed to the government's implementation of Large-Scale Social Restrictions (PSBB) policies.
2. Individuals still experience irritability and reduced productivity during the Covid-19 pandemic in South Sulawesi, Indonesia.
3. Contributions to affected communities persist in the form of both groceries and cash donations.
4. Business activities and public spending during the Covid-19 period encountered significant disruptions and challenges.
5. Government-led education and motivation efforts, particularly through outreach communications, have been effective in fostering behavioral changes among the populace in South Sulawesi, Indonesia.
6. In summary, the findings of the study underscore the importance of continued governmental initiatives to promote public health and adherence to Covid-19 prevention measures, despite prevailing challenges and concerns within the community.

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