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Mass Media and Public Attitudes towards Compliance with the Implementation of Social Policies and Physical Distancing

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Abstract: Coronaviruses (CoV) is part of a family of viruses that cause illnesses ranging from the flu to more serious illnesses such as Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV). The disease caused by the coronavirus, otherwise known as COVID-19, is a new type that was discovered in 2019 and has never been identified as affecting humans before. To prevent the spread of the coronavirus, the Government implemented social and physical distancing policies through Large-Scale Social Restrictions (PSBB). Using a qualitative descriptive study, this study aimed to determine community compliance in implementing social policies and physical distancing. The data collection technique was carried out in two ways, namely interviews and document review. The study results were analyzed using data analysis techniques, namely the data reduction stage, data presentation, and conclusion or verification. The results determined the Role of Mass Media and Public Attitudes towards Compliance with the implementation of social policies and physical distancing during the pandemic phase and supported by a positive attitude from the community, which is built through the ability to understand the information obtained and translate, convey and conclude messages obtained through mass media properly. Novelty in this study was a health policy regarding physical distancing in the face of COVID-19. This study aimed to obtain the types of mass media and public attitudes towards compliance in implementing social and physical distancing policies.

Keywords: policies, attitude, social distancing, physical distancing.

大眾媒體和公眾對遵守社會政策和保持社交距離的態度

摘要： 冠状病毒 (冠状病毒) 是病毒家族的一部分，可导致从流感到更严重的疾病，如中东呼吸综合征 (中东呼吸综合征冠状病毒) 和严重急性呼吸综合征 (非典冠状病毒)。由冠状病毒引起的疾病，也称为新冠肺炎，是 2019 年发现的一种新型疾病，以前从未被确定会影响人类。为防止冠状病毒的传播，政府通过大规模社会限制 (公安局) 实施了社会和身体疏远政策。本研究使用定性描述性研究，旨在确定社区在实施社会政策和保持社交距离方面的合规性。数据收集技术以两种方式进行，即访谈和文件审查。使用数据分析技术对研究结果进行分析，即数据简化阶段、数据呈现、结论或验证。结果确定了大众媒体和公众态度在大流行阶段对遵守社会政策和保持社交距离的作用的作用，并得到社区积极态度的支持，这种态度是通过理解所获得的信息和翻译的能力建立的，正确传达和总结通过大众媒体获得的信息。这项研究的新颖之处在于一项关于面对新冠肺炎保持身体距离的健康政策。本研究旨在了解大众媒体的类型和公众在实施社会和身体距离政策时对合规性的态度。

关键词： 政策、态度、社交距离、身体距离。

1. Introduction

The world is currently alert to the spread of a virus known as the coronavirus. *Coronaviruses* (CoV) are part of a family of viruses that cause illnesses ranging from the flu to more serious illnesses such as *Middle East Respiratory Syndrome* (MERS-CoV) and *Severe Acute Respiratory Syndrome* (SARS-CoV). The disease caused by the coronavirus, otherwise known as COVID-19, is a new type that was discovered in 2019 and has never been identified as attacking humans before [1].

The World Health Organization (WHO) first mentioned the coronavirus disease that was first discovered in Wuhan with the 2019 novel coronavirus (2019-nCoV), which was caused by the virus *Severe Acute Respiratory Syndrome Coronavirus-2* (SARS-CoV-2). Indonesia first reported two positive cases of COVID-19 on March 2, 2020. On April 15, 2020, the confirmed cases were 4,839 people, where the mortality ratio was 9.5% (459 people); PDP under treatment was 3,954 people. Patients recovered 426 people, 34 provinces have been declared infected with COVID-19, where There are five provinces with more than 100 confirmed cases (DKI Jakarta, West Java, East Java, Banten Central Java, and South Sulawesi), DKI Jakarta is the largest with 2,335 cases confirmed.

Indonesia announced a case of the *novel coronavirus* or COVID-19 to be precise, in March 2020. Since the Government delivered this information, the public has been busy accessing the media to get information on COVID-19. Among the information that the public wants to know is how to prevent and the characteristics of this deadly virus. According to information from various sources, the coronavirus can attack anyone. However, people with weak immunity are considered to be more susceptible to this virus attack. In addition, someone who lives in or visits an area or country that is prone to the coronavirus, such as Wuhan, China, is, of course, very at risk of contracting COVID-19 [2].

COVID-19 is known to cause respiratory infections ranging from mild flu to more severe illness in humans. The most common symptoms we often experience are fever, fatigue, and cough [3]. Due to the very fast transmission of the coronavirus, *the World Health Organization* (*WHO*) declared the coronavirus a pandemic on March 11, 2020. The status of a pandemic or global epidemic indicates that the spread of COVID-19 is progressing so fast that almost no country in the world can ensure that it is spared. from the coronavirus [4]. Residents are advised to stay indoors and isolate themselves, hoping that the virus will not spread more widely and that the healing effort can run optimally[5].

To reduce the spread of the virus, *WHO* urges to keep 1-2 meters apart from other people and avoid crowds. *The World Health Organization* (*WHO*) has officially issued an appeal for the use of the phrase "*Social Distancing*" to "*Physical Distancing*" since Friday, March 20, 2020. According to WHO, the idea of change is to clear the context circulating in the wider community, namely an appeal to stay at home. During the Coronavirus pandemic, it is not about cutting off contact with family, relatives, friends, and friends, but rather in the context of maintaining physical distance to ensure that the COVID-19 disease does not spread.

Based on this, the power holders in Indonesia also issue a policy to be obeyed by the public by breaking the chain of the spread of the virus by referring to the creation of physical space between one another and avoiding large gatherings through namely Social Distancing (social distancing) and physical Distancing (maintaining physical distance). The application of social policy is a form of public policy that regulates social welfare. Two consequences are arising from policymaking: policy-oriented service in meaning according to the meaning of democracy and policies that poison the public/policies set for the interests of only a few groups, and the second impact is very counterproductive on democratic values. As we know, one of the political functions is to make policies and policies exist due to 2 factors, namely: social problems and a handful of policies that have been issued by the Government of the Republic of Indonesia in response to the COVID-19 outbreak.

Social and physical distancing are programs that aim to prevent contracting COVID-19 as early as possible. This program invites the public to limit and reduce their visits to crowded places that can contract COVID-19. The community is also encouraged to reduce direct contact with other people. The community is also invited to get used to a healthy life. Social distancing means avoiding physical touch, such as shaking hands and maintaining a distance of at least 1 meter when interacting with other people [6].

Pandemics call for the importance of breaking the chain of transmission and protecting populations from risk. Breaking the chain of transmission of the virus can be done individually by performing personal hygiene, especially washing hands and in groups through social distancing. Social distancing is a practice by widening the distance between people to reduce the chance of disease transmission. Indonesia has called for Large-Scale Social Restrictions (PSBB) as an effort of social distancing. PSBB is a restriction on certain activities of residents in an area suspected of being infected with COVID-19 in such a way as to prevent the possibility of spreading the virus. PSBB regulates school and work holidays, religious activities, public places or facilities, social and cultural activities, modes of transportation, and restrictions on other activities specifically related to defense and security. Individual quarantines, which are only for individual patients, are no longer considered effective in breaking the chain of the virus during a pandemic.

The proper application of social distancing has greatly helped the spread of the COVID-19 virus. The

implementation of social distancing, starting from staying at home to temporary closings such as places of worship, places to eat, shops, and other crowded places, is expected to break the chain of COVID-19 [7].

The risk of complications from COVID-19 is higher in some vulnerable populations. Vulnerable groups are groups of people who are easily exposed to low health conditions, which are included in this group, including minority groups, people who do not have health insurance, groups of people living with HIV/AIDS, children, the elderly, the poor, and the homeless. According to Law 39/1999 concerning Human Rights in article 5, it is stated that every person belonging to a vulnerable group of people has the right to receive treatment and protection concerning their specificity.

In Indonesia, social restrictions are still considered by some people as just a recommendation. This results in the implementation of social distancing not fully even. Companies and communities still ignore the social distancing order—doing activities outside the home without using health protocols. This situation is very vulnerable for those with weak immune conditions to catch COVID-19. This deadly virus does not always show general symptoms such as fever [8].

The uneven implementation of social distancing can be influenced by several factors, such as knowledge, environment, and local culture [9]. For people in rural areas, they may not know what social distancing is. This situation, of course, makes them not carry out the order to maintain social distancing. In addition, a culture exists in the surrounding environment, which also contributes to the attitudes and behavior of the community in carrying out social distancing policies. There is a belief that if they are not afraid of something, it will not attack or bother them. Likewise, with COVID-19, those who do not do social distancing may feel that they are not afraid of the virus, so they will not be infected. Nevertheless, in reality, COVID-19 infects the human body is not influenced by a person's fear [10].

Several factors were hindering the implementation of social distancing, resulting in ineffective social distancing in slowing the rate of transmission of COVID-19 [11]. It is recommended that social distancing be enforced until 2022 to break the chain of COVID-19 [12]. The application of social distancing is also supported by policies of working from home or what is often called (work from home), studying at home, and worshiping at home—postponing not leaving the house to reduce interactions with other people. If one has to leave the house, apply health protocols such as washing hands regularly, using a hand sanitizer, and using a mask.

The role of health workers in promoting healthy behavior and health information to vulnerable populations who often face inequalities in the health sector is a major concern today. Interventions by health workers appear to be effective when compared with other alternatives and cost-effective health conditions, particularly in low-income, marginalized, and high-risk minority communities.

Kalimantan is located on the equator. This area is the prototype of the most extreme tropical forest area. The combination of high rainfall and sunburn, which is a certain time reaches a point of 0 degrees above the head, has resulted in this area being overgrown with the wilderness of primary forest and hundreds of large and small rivers whose water seldom dries. Amid all that untouched nature, a group of people has inhabited the land for hundreds of years. They developed a cultural system adopted from the group's proximity to forests, rivers, and natural phenomena during that time. The oldest ethnic community in the region is called the Dayak tribe.

Kalimantan is better known as Borneo. The third-largest island in the world is an exotic area with a wealth of priceless flora and fauna. Biologists have determined approximately 11 thousand plant species that can be used as traditional medicines that can be consumed to prevent and cure diseases in this area. Therefore, it is only natural that Kalimantan becomes a university with many experts worldwide to observe. Diversity of plants and animals. Therefore, in general, the Dayak and Banjar tribes are not too afraid of COVID-19, so they often ignore appeals from the Government because they are accustomed to customs.

2. Methods

This research was conducted using a qualitative descriptive study to determine the Role of Mass Media and Community Attitudes towards Compliance with implementing social policies and physical distancing during the pandemic phase. Studies that emphasize natural and dynamic situations so that the data obtained is more varied. Qualitative research requires the direct involvement of the researcher in the research problem.

Data collection techniques were carried out in two ways, namely interviews and document review. The interview is online or uses internet technology through social media applications. Researchers did this given the COVID-19 pandemic situation. The interviews involved several people in the city of Bandung and its surroundings. Meanwhile, document review techniques were used to add theoretical references to research problems. Documents in the form of news from several mass media and scientific articles have been published in journals. The study results were analyzed using data analysis techniques, namely the stage of data reduction, data presentation, and conclusion or verification [13]. The verification stage is where the researcher analyzes data based on relevant theories to answer the research objectives.

3. Results and Discussion

Limiting meeting people and direct contact with other people is the best way to reduce and break the chain of the spread of COVID-19. WHO uses several terms, namely social distancing, physical distancing, isolation, and quarantine. In Indonesia, it is known as Large-Scale Social Restrictions (PSBB).

In conducting this research to obtain the necessary data and information, the researchers selected six people who would be the informants, of course, the informants who followed and experienced compliance with the implementation of social policies and physical distancing during the COVID-19 pandemic phase.

Table 1 Informant identity

No	Informant	Age	Gender	City
1.	Student	21	Female	Barabai (Hulu Sungai Tengah)
2.	Lecturer	39	Old male	Banjarmasin
3.	Teacher	43	Female	Martapura
4.	Private employees	37	Old male	Banjarmasin
5.	Employees Negeri Sipil	41	Woman	Banjarbaru
6.	Market Trader	59	Male	Martapura

Results were obtained from the first informant who worked as a student at a tertiary institution in South Kalimantan. This informant can be considered feasible, meets predetermined criteria because he has experienced the impact of policy enforcement, and is closely following developments around the COVID-19 virus. The first informant lives in the Barabai area, Hulu Sungai Tengah Regency. He cannot enter lectures on campus because the campus is closed. He finds it difficult with online lectures, where network constraints and acceptance of the material presented by the Lecturer are less clear. However, he strongly agrees with Government regulations regarding the implementation of social policies and physical distancing or lockdowns during the COVID-19 pandemic phase in reducing the spread of the virus, which news reports often convey through the mass media. However, he felt that socialization with his friends seemed limited, and the activities he was going to do were finally postponed for some time.

The second informant is a lecturer who works at a tertiary institution in the South Kalimantan region from Banjarmasin. Where he as an educator experienced the impact of the implementation of social policies and physical distancing during the COVID-19 pandemic phase, the resulting impact was very large from mass media information, where previously he taught face-to-face with students, now he is focused on doing the teaching and learning process through social media which of course has many obstacles, especially in terms of networking. However, the implementation of policies from the Government also brings positive things. He is a lecturer and has a structural position on campus that has very little time with family. However,

after enacting the social and physical distancing policy, the time spent with children and family increases, not only that but most of the day can enjoy time with his little family.

The third informant is a teacher who lives in the Martapura area. He also experienced the impact of implementing social policies and physical distancing during the COVID-19 pandemic. This informant is also very active in following the development of the COVID-19 virus through the mass media and utilizing existing social media to carry out the teaching and learning process. He revealed that initially, he felt very uncomfortable with the implementation of the policy, especially in the teaching and learning process, which felt more complicated because he had to monitor developments through social media regarding the assignments and teaching given to students. Moreover, clueless teachers must also learn to use existing social media to support the success of the teaching and learning process. However, he agrees that social and physical distancing is very important as a concrete manifestation in reducing the spread of cases of the COVID-19 virus.

The fourth informant is a private employee who works in a company located in Banjarmasin, South Kalimantan. These informants also experienced the impact of the enactment of social and physical distancing policies. The news about COVID-19, which is often reported through social media, which he often sees and listens to, makes him feel very scared. He strongly agrees with the Government's policy in reducing the spread of the COVID-19 virus, and he also feels the impact of the implementation of this policy. He used to come home from work until late afternoon and even overtime until evening. Now not anymore. He can go home even before evening.

The fifth informant is a Civil Servant (PNS) who works in the Government office in Banjarbaru. He said that he strongly agreed with the Government's policy of implementing social and physical distancing policies during the COVID-19 pandemic. The fear that one gets when one sees news through social media that reports about COVID-19 are enormous. Given that, Banjarbaru also occupied the position of the most positive sufferers of COVID-19. Nevertheless, behind the great fear, he said he was very grateful because he also implemented the division of work shifts so that he could use the time off when he did not go to work to accompany and accompany his children to study and do the tasks given by his teacher.

The sixth informant is a trader who sells at the Martapura market. He said he was very scared when he heard the news from various social media about the increasing cases of COVID-19. Furthermore, he strongly agrees with the Government's policy in implementing social and physical distancing policies in reducing the spread of the coronavirus outbreak, but on the one hand, he feels a decrease in sales and income in

daily selling due to a lack of buyers, not only him some of his friends. Others also felt the impact of a decrease in income, not only that the recommendation to maintain distance and the appeal to use a mask made the breath sometimes feel short and uncomfortable, especially when the weather was very hot. He also said that some people, who are especially in the area around the City of Martapura, think that social and physical distancing is not too important and ignore government policies, regulations, and appeals to reduce the spread of COVID-19 cases.

3.1. Mass Media about Social and Physical Distancing

Mass media is a neutral institution that deals with the crowd or a neutral institution for all groups or society. The role of the mass media greatly influences government policies related to preventing the spread of the Covid-19 virus. Information related to COVID-19 is through advertisements displayed between films being watched [14]. Watching programs related to the Covid-19 case and government recommendations, some people watch through the mass media only for their consumption and do not try to convey to their families or the surrounding community, so some people do not understand developments around the COVID-19 case -19.

For the public, the news regarding the implementation of Government policies regarding the COVID-19 program or case is not too important to know and considers that this case only occurred abroad and in big cities so that they do not pay attention to this information and consider it only news, so they do not know the impact of the importance of the implementation policy social and physical distancing.

Since the news about Corona or COVID-19 spread through the mass media where the coronavirus entered Indonesia has raised concerns and even extraordinary uniqueness. Given the spread and consequences of the virus, which is very deadly in Indonesian society and all people around the world. Observing these conditions, in the end, the World Health Organization (WHO) issued a decision so that people can maintain social distance when interacting [15]. Furthermore, people in the world as social distancing know this decision.

One of the ways that are considered to prevent the spread of the coronavirus at this time is to maintain social distancing. Social distancing is considered to reduce the risk of spreading the COVID-19 virus, where the virus is transmitted through humans when people who are positive for COVID-19 experience the flu. The community generally carries out the application of Social and physical distancing by working from home, learning online teaching, delaying traveling in crowded places, and there are many crowds. If one is forced to leave the house, the community must follow the health protocol [16]. The

recommendations given by the health protocol include using a mask when leaving the house or going to travel, not talking nearby, diligently washing hands, and carrying hand sanitizers when at home.

After the coronavirus (COVID-19) outbreak, many government institutions imposed work shifts for employees to reduce the spread of the COVID-19 outbreak, and companies suffered losses and even had to be closed temporarily. A situation like this has an impact on decreasing revenue and sales results. Many companies have not only reduced or repatriated some of their employees to continue operating with existing funds. The decline in income was also very pronounced in the trade sector. The results of decreased sales and decreased purchasing power of the people were felt during the COVID-19 pandemic.

The implementation of social and physical distancing policies impacts the also felt in the education sector. The impact is felt starting from students at the PAUD level to the student level. Teachers and Lecturers all carry out the teaching and learning process online or online from home. No exception is made for students writing a thesis. This policy aims to break the chain of COVID-19 [17]. The informants expressed the same thing, namely the Government's social and physical distancing policies in reducing the high number of positive corona numbers. It is hoped that the pandemic situation will end quickly and the community can return to normal life. Policies that are deemed very appropriate and hoped that the public is obliged to follow these recommendations so that conditions will quickly improve again. The hope that he gave the informants is, of course, our hope. Therefore, maintaining a healthy lifestyle and not forgetting to adhere to health protocols is a shared responsibility that each individual must carry out. The informant acknowledged that social media, which often broadcasts the Government's decision to issue social and physical distancing policies, indirectly approved the implementation of the social distancing policy.

3.2. Attitudes about the Social and Physical Distancing

The attitude of a good community to obedience comply with the Government's policy towards the implementation of social and Physical distancing in which people try to do the policy social and Physical distancing urge family members and other public to do and follow the policy of the Government, and not worry if the community around not doing social and physical distancing.

Attitude is one of the domains of behavior formation. An attitude is a form of evaluation or reaction to feelings of supporting or not supporting an object and is the readiness to react in a certain way when an individual is faced with a stimulus that requires a response [18]. Poor public attitudes occur because there are still people who have a low level of

knowledge, so the need for health workers to provide information related to social and physical distancing and the dangers of the COVID-19 virus.

The attitude of society in addressing social and Physical distancing and fear in the presence of a virus that attacks the respiratory system is like to be defeated by the various demands of everyday life. The steps taken by the Government in breaking the chain against the spread of viruses with social and physical distancing have not been fully implemented. This situation occurs for one strong reason, namely economic factors.

Informants admit that they know about the Government's social restrictions, but they must be forced to leave the house to earn a living and support their family members. "I know that there is a ban on going out of the house, but what can I do, as the head of the household and the many needs of family members and the necessities of daily living depend on me". Another informant also expressed the same admission, I am only an ordinary citizen if I only follow the Government's advice to stay at home and not do work activities to earn money and a bite of rice, my family and I will want to eat meet our daily needs.

The confessions of these informants indirectly prove that the public is aware and aware of the dangers of the spread of the COVID-19 virus and is aware of the policy of implementing social and physical distancing, but because they are forced for economic factors and the necessities of their daily life, they violate this policy. However, the informants admitted that when they were on the move and outside the home, they still adhered to the recommendations of the Health protocol by using masks and washing their hands diligently.

Some informants also have not fully implemented social and physical distancing because they admit it is difficult to maintain their distance and communicate directly with their neighbors. This is a strong reason for them to keep in touch and chat even though social distancing is neglected.

4. Conclusion

Government policy in implementing social and physical distancing is well known and even understood by the community to break the chain of spreading and preventing the COVID-19 virus. However, there is a large part of the community that still does not know about this policy.

News coverage in the mass media is also the most important factor in monitoring the development of the COVID-19 case so that many people are afraid and live in panic. The main factor that adds to their panic is that the policies carried out by the Government make changes in impact on daily activities or routines. Where people who previously worked outside the home and now have to work from home.

Of course, a situation like this has a huge impact on all parties and sectors, such as the economy and education sector. In addition, the existence of social relations such as friendship or friendship in society makes them consciously violate the provisions of the policy of implementing social and physical distancing social distancing.

The development of news through the mass media in the community regarding policies Social and physical distancing can be almost evenly distributed, both in rural and urban areas. Even so, there are still many people who are aware of and violate this policy. The informants know and realize that activities carried out outside the home are not good, so every time they leave the house, they comply with the recommendations of health protocols, such as wearing masks, always carrying hand sanitizers, and making it a habit always to wash their hands.

This research was only conducted in areas where communities were exposed to good information. The community realizes that maintaining social distance is considered important for society because they realize the importance of the safety of themselves and others. Of course, these conditions are very different from rural areas, where it is difficult to explain social policies and physical distancing. Even though they get and watch news about the spread and danger of the COVID-19 case in mass media such as television, they have.

Therefore, suggestions to further researchers who will research and develop their research on social policy and physical distancing can expand the area and location of research by involving people in rural areas. The limitation of this study is that because the study was conducted during the COVID-19 pandemic, the number of samples obtained was not large, and large-scale restrictions were in the South Kalimantan area. Novelty in this study was a health policy regarding physical distancing in the face of COVID-19. It is hoped that the policies made can be implemented to prevent the wider spread of COVID-19 and minimize morbidity and mortality, and the public is also aware of taking care of themselves and obeying health protocols during this pandemic.

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