

CHAPTER 1

INTRODUCTION

1.1. Background of the study

WHO (World Health Organization) officially declared the coronavirus (COVID-19) as a pandemic on March 11, 2020. This means that the corona virus has spread widely in the world, including Indonesia. The spread of the COVID-19 virus has increased and expanded, so it is necessary to take countermeasures, one of which is the Large-Scale Social Restriction in several regions in Indonesia. Closed schools, offices, religious activities to restricted activities in public places. Become one of the efforts in the Large-Scale Social Restriction action in Indonesia.

With the COVID-19 Pandemic, the Nganjuk Regency Government issued Circular No. 188/13/K/411.012/2021 concerning Enforcement of Restrictions on Community Activities in Order to Control the Spread of CoronaVirus Disease 2019. This circular letter aims to follow up on Controlling the Spread of CoronaVirus Disease 2019 (COVID-19) and the Decree of the Governor of East Java Number 188/11/KPTS/013/2021 concerning the Enforcement of Restrictions on Community Activities in the Context of Controlling the Spread of CoronaVirus Disease 2019. That there were additional regencies/cities in the East Java Province on the date set to become a red zone, so it is necessary to impose restrictions on community activities.

Nganjuk Regency is one of the regencies/cities in the East Java Province which is set to become a red zone on January 12, 2021, so that Nganjuk Regency needs to impose restrictions on community activities that are valid from January 15, 2021 to January 31, 2021. In the context of handling COVID-19 , it requires quick and appropriate steps between agencies or institutions including the Public Relations of Nganjuk Regency, as the official government party in reporting to the public. Reporting is very important, because of the need for transparency so that the public also needs to know what has been implemented by the government. This was manifested in the news release of the Covid Task Force Meeting with the title "Quick Action Program to Handle the Latest Covid-19 Situation in Nganjuk Regency" on January 14, 2021, published on social media, namely Instagram. Instagram was chosen because of its easy access and use to write news in the form of narration, images or



videos. Every news production requires preparation, namely the formation of a team consisting of 3-4 people as photographers, videographers and reporters.

The author chose the Public Relations of Nganjuk Regency Government as an internship place, because the author wanted to learn in more detail the reporting activities involving the Public Relations Sub-Division of the Nganjuk Regency. This reporting is a very important work of the Public Relations Division and is one of the main activities of the division. The news of the Covid Task Force Meeting on January 14, 2021 that was reported by the Division was chosen to be observed as the result of this meeting will be used as the basis for policies and directions from regional leaders, material for preparing plans for handling and knowing the development of Covid-19 in Nganjuk Regency by the Covid Task Force. Regulations concerning the Enforcement of Restrictions on Community Activities are implemented by public relations as the spokesperson for the government. Therefore, the author is interested in describing the reporting process carried out by the Public Relations Sub-District of Nganjuk Regency in writing this final paper.

1.2. Study Objectives

This research aims to:

1. Describe the Profile of the Public Relations Sub-Division of the Nganjuk Regency Government.
2. Explain the process of reporting the activities of Covid Task Force by the Public Relations Sub-Division of the Nganjuk Regency Government, specifically the Task Force's Meeting on January 14, 2021.

1.3. Scope of the Study

This final paper covers and focuses on the Profile of the Public Relations Division of the Nganjuk Regency Government and an explanation of the process of reporting the activities of Covid Task Force by the Public Relations Sub-Division of the Nganjuk Regency Government, specifically the Task Force's Meeting on January 14, 2021 with the title "Fast Action Program to Handle the Latest Situation of Covid-19 in Nganjuk Regency". The limitation of the topic or theory that will be discussed is how Nganjuk Regency Public Relations covers the Covid Task Force Meeting activities and disseminates information regarding the Latest Situation of Covid-19 in Nganjuk Regency via Instagram. The author's data collection was carried out during his internship from January 11 to March 26, 2021.

1.4. Method of the Study

The method used in this final paper is a qualitative method in accordance with the data in the field. The data techniques are interviews, observation, documentation, and literature study. Interviews were conducted with Photographers, Videographers, Public Relations Reporters and officers of the Protocol the Regional Government of Nganjuk Regency. Regarding office space and the news reporting process involving the Regent, Deputy Regent and Regional Secretary of Nganjuk Regency, it is carried out by observation during an internship at the Nganjuk Regency Public Relations office. Documentation and taking some pictures related to reporting during the internship are needed to help support observations. Data regarding the history, vision and mission, as well as the location of the Nganjuk Regency Government are collected from the official website of the Nganjuk Regency Regional Government. Meanwhile, data regarding the organizational structure and task and functions of the Nganjuk Regency Public Relations Division were collected through Nganjuk Regent Regulation Number 41 of 2016 about Position, Organizational Structure, Task and Functions, and Work Procedures of the Nganjuk Regency Apparatus. Then the collected data were analyzed and presented in paragraph form supported by tables and figures.

1.5. Presentation

This final paper is presented in three chapters. Chapter 1 describes the research background, research objectives, research scope, research methods, and presentations. Chapter 2 describes the Public Relations profile of the Nganjuk Regency Government including the history, vision, mission, location, and organizational structure of the Nganjuk Regency Regional Government and the organizational structure, task, functions, and Public Relations Division of the Nganjuk Regency Government. Chapter 3 describes the process of reporting the activities of Covid Task Force by the Public Relations Sub-Division of the Nganjuk Regency Government, specifically the Task Force's Meeting on January 14, 2021 with the title "Fast Action Program to Handle the Latest Situation of Covid-19 in Nganjuk Regency". This final chapter summarizes all of the data and addresses these objectives.