

PEDULILINDUNG APPLICATION AS A COMPREHENSIVE COMMUNICATION MANAGEMENT IN INDONESIA

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ABSTRACT

The purpose of this study is to find out how government communication management applies the use of the PeduliLindung application during the Covid-19 endemic transition period in Indonesia. This study uses a qualitative descriptive method with in-depth interview and observation data collection methods. The theory used in this study is the theory of communication management of the Matouschka dolls. The results of the study show that the role of opinion leaders is needed so that information can reach the public; interpersonal communication where public awareness and media play an important role in disseminating information; the implementation of the use of the PeduliLindung application as an information system used by the wider community has played a very important role in the transition period of the Covid-19 endemic in Indonesia; Competence in using the PeduliLindung application greatly affects effective communication management during the Covid-19 endemic transition period in Indonesia, how the government is able to increase the level of digital literacy, the more people who use it, the higher the accuracy level, so that we can help others in tackling the spread of Covid-19. 19 in the endemic period.

INTRODUCTION

The Indonesian government has started to impose restrictions related to the prevention of the Covid-19 pandemic by allowing people to open masks in open spaces, this is the first step in the transition from pandemic to endemic as a policy that was previously announced by President Joko Widodo, the most important thing in the implementation stage is understanding of public awareness regarding healthy living

behavior, which is the responsibility of each individual (Rokom, 2022).

Learning from the history of the Pandemic that was felt by almost the entire population of the world, the transition to endemic was carried out when people began to realize the right health protocols for themselves and their families. Easing was also carried out taking into account the development of the Covid-19 situation in the world. Based on the Ministry of Health's observations on the development of Covid-

19 in Indonesia and globally, the Indonesian people already have resistance to the new variant which is currently circulating around the world quite well, which is scientifically proven through a sero survey. And practically and in reality it is proven by cases in Indonesia which tend to decrease and are relatively smaller for the same variant compared to other countries such as China, Taiwan, and the United States. (Biro Komunikasi dan Pelayanan Publik Kementerian Kesehatan RI, 2022).

There are a number of exceptions that require someone to wear a mask, including activities in closed spaces and on public transportation. Masks are still mandatory for vulnerable populations (elderly, have comorbid illnesses, pregnant women, and unvaccinated children), and for those with symptoms such as cough, runny nose, and fever. These groups are still required to wear masks to protect themselves from transmission. Then for those who have symptoms of coughing, sneezing, you should still wear a mask. The government has also relaxed domestic and international travel regulations. For travelers who have been fully vaccinated, there is no need to do a PCR or antigen examination (Satuan Tugas Penanganan Covid-19, 2022). These are two important decisions that are the first steps for the transition from pandemic to endemic in Indonesia.

During the transition period, policy alignment is carried out thoroughly and gradually. This is done so that all parties can understand this condition well. Starting with the government allowing an increase in community activities, at this moment, the government agreed to take advantage of the time to recover the national economy that was affected by the pandemic over the past two years, by loosening rules for travellers, both nationally and internationally.

Endemic itself is a disease that is usually endemic in a certain area. According to the American Centers for Disease Control and Prevention (CDC), endemic refers to the presence of a continuous outbreak of a disease in a population over a specific

geographic range, such as a region, country, or continent. Others, interpret endemic as disease outbreaks that consistently exist, but are limited to certain areas, so that this makes the spread of disease and transmission rates predictable and the virus does not disappear completely, it's just that it is more controlled. There are several indicators that a pandemic could be endemic, including increasing public immunity against the virus. In addition, the natural infection rate has decreased so that the number of patients and the number of deaths due to the virus has decreased (Finaka, 2022).

In this regard, the Government, through the Ministry of Communication and Informatics and the Indonesian Ministry of Health, seeks to maximize the use of the PeduliLindung application as a barometer of the implementation of the pandemic to endemic process in Indonesia through comprehensive communication management.

The Indonesian government through the Ministry of Communication and Information as part of the Task Force for the Acceleration of Handling Covid-19 believes that the presence of the "PeduliLindungi" application on the Android system can help break the chain of transmission of the SARS-CoV-2 virus or Corona that causes Covid-19 in the community. work by identifying people who have been in close proximity to people who have tested positive for COVID-19 or patients under surveillance (PDP) and people under surveillance (ODP), so monitoring and movement of patients or those who have been infected or who are still in the hospital monitoring or what is termed as ODP can be monitored online for its movement.

This PeduliLindung application is a software or software program that is specifically used or downloaded on smartphone devices based on the Android operating system. The function of this application is to protect yourself, family, and other closest people, and stop the spread of the corona virus by relying on community

participation. The application is intended to encourage users to collect and report information regarding the spread of COVID-19 within their own local communities as a way to assist the Indonesian government in tracking a person's travel history to prevent the spread of Covid-19 (Yusuf, 2020).

PeduliLindung application is very concerned about privacy. The data is stored securely in an encrypted format and will not be shared with others. The application will only record proximity data from one phone to another in an encrypted format. The app also does not record user geolocation data. Meanwhile, the registered mobile number will be associated with a random ID on a secure server. Data will not be accessed, unless the user is at risk of contracting COVID-19 and needs to be immediately contacted by a health worker.

However, the problems that arise in the successful use of the PeduliLindung application in the community are still minimal, based on the results of observations and interviews of researchers with the head of public relations for the Ministry of Communication and Informatics, it is said that the number of downloaders of the PeduliLindung application as of July 26, 2020 reached 4,261,815. When compared with the population of Indonesia and the number of smartphone users, the number of users of the PeduliLindung application is still too small. So it takes the active role of the community to jointly take advantage of this PeduliLindung application. In addition, enforcement from the government is also needed to continue to improve the effectiveness of this application as well as encourage related parties to be able to maximize the functions of this PeduliLindung application.

The government through the Kominfo and the Indonesian Ministry of Health is trying to develop public awareness of the importance of using the care-protect application, as evidenced during the Covid-19 pandemic the government required the public to use this application to be the main

requirement in using public facilities in Indonesia.

The use of this application is also used by the government to extend the Enforcement of Restrictions on Community Activities. With this application, the government can conduct trials of adjusting community activities. Currently, there are 6 sectors that are the focus of the government in utilizing the PeduliLindung application in terms of screening: 1. Trade Sector (Malls, Traditional Markets to shopping centers), 2. Transportation Sector (covering sea, land and air transportation), 3. Tourism Sector (Hotels, restaurants, events/shows), 4. Offices/Factories (Private, Government, Banks, Large Factories to SMEs/IRT), 5. Religious (all Religious Activities in mosques, churches, monasteries, temples), 6. Education Sector (starting from kindergarten to Universities).

With a green barcode for visitors who have been vaccinated (at least the first dose), not a case of COVID-19, and not a close contact. They are allowed to enter the mall with green prokes standards. Yellow barcode for visitors who have not been vaccinated, are not COVID-19 cases, and are not close contacts. They are also allowed to enter the mall, but with a yellow prokes standard. Lastly, are visitors with red barcodes who are not allowed to enter the mall, for visitors who have COVID-19 cases and are close contacts (KOMINFO, 2021).

It is proven by making the PeduliLindung application a mandatory requirement for the community in carrying out outdoor activities and using public facilities. Currently, there are 28,627,905 users who have downloaded the PeduliLindung application through the Apps Store and Google Play Store as of August 2021. The government through the Ministry of Communication and Information will continue to improve the performance of the PeduliLindung application. PeduliProtect so that people do not encounter obstacles to use, can make it easier and provide a sense of security for the community when they are on the move (covid19.go.id, 2021).

Based on data compiled by the Ministry of Health on May 30, 2022, PeduliLindungi occupies the third position in terms of the number of monthly active users after Tokopedia and Shopee. The following is a comparison of the number of usage of other applications in Indonesia with PeduliLindungi: Tokopedia 145 million monthly visitors, Shopee 125 million monthly visitors, PeduliLindungi 60 million monthly visitors, Bukalapak 25 million monthly visitors, Lazada 18 million monthly visitors. Throughout 2021 - 2022, PeduliLindungi has prevented 3,733,067 people with red status (incomplete COVID-19 vaccination) from entering public spaces, and prevented 538,659 attempts of people infected with COVID-19 (black status) from traveling domestically or accessing closed public spaces. . PeduliLindungi also contributes to the lower transmission of COVID-19 in Indonesia compared to neighboring countries and even developed countries. This application has a big role in suppressing the transmission rate when we experience Delta and Omicron waves (Harsono, 2022).

There are previous studies as a reference for this research to expand the results and the reality of the theories and concepts used. In a previous study entitled Analysis of e-service quality on the PeduliLindungi application during the Covid-19 pandemic in DKI Jakarta, the results of the study included, the PeduliLindungi application became a mandatory application for carrying out daily activities during COVID-19. The service quality of the PeduliLindungi application is a public concern considering that the application is currently used by all groups. However, users often experience problems in the PeduliLindungi application service, such as the COVID-19 vaccine certificate takes time to appear in the application, the registration process usually experiences problems, and

METHOD

This study used descriptive qualitative method. The object of research is comprehensive communication

the PeduliLindungi team's response form regarding user complaints tends to be long. Based on the previous problem, this study aims to analyze the quality of electronic services in the PeduliLindungi application in DKI Jakarta (Sherissa & Anza, 2022).

Furthermore, in the next previous study entitled Application Care to Protect Covid-19 Disaster Mitigation in Indonesia, where the research included errors in communicating information that could lead to uncertainty that worsened the situation. This study aims to analyze the disaster analysis model on the PeduliLindungi application created by the government as a form of disaster mitigation in the country. As a result, KOMINFO conducts disaster response with a disaster communication model which includes, among others, Information, Communication, Coordination, Disaster Mitigation and the media. media involvement ensures that messages and information conveyed are accurate, fast and precise, targeting the use of social media in Indonesia, the fifth largest in the world, but the result is that there are still many Indonesian people who are actually reluctant to use the application on the grounds that it is less effective. (Putri & Hamzah, 2021).

In contrast to the two studies above, in this study the researchers conducted research and observations with the aim of finding out how government communication management implements the implementation of the PeduliLindungi application in the Covid-19 endemic transition in Indonesia, conducted in-depth interviews with the head of public relations at Kominfo and users of the PeduliLindungi application in Indonesia. In Indonesia, this study also uses communication management theory and the government's comprehensive communication concept.

management in the PeduliLindungi application as one of the Covid-19 endemic transitions in the country. The subjects of this research are the parties involved in the

PeduliLindung application, namely the head of the Public Relations Bureau of KOMINFO and also the users of the application. The data collection method uses in-depth interviews and observations, in this study the researchers conducted research and observations with the aim of finding out how government communication management implements the implementation of the PeduliLindung application in the Covid-19 endemic transition in Indonesia, conducted in-depth interviews with the head of public relations for Kominfo and other users. PeduliLindung application in Indonesia, this research also uses communication management theory and the government's comprehensive communication concept.

This study uses a constructivist research paradigm, with the type of qualitative research and the approach and method in this research is descriptive qualitative. The qualitative data analysis techniques used in the study were carried out by: (1) collecting data at the time of pre-research, during research, and post-research. The data collection is related to communication management that occurs in Indonesia, namely during the Covid-19 endemic transition period, where the PeduliLindung application was created as a government support application in tracking records of people exposed to Covid-19 in the country, (2) The presentation of data is carried out by selecting the required data. and relevant to the research, then presented in the form of tables or figures presented to explain and analyze the qualitative data using an in-depth interview system, providing data reduction and display in accordance with the research objectives; (3) draw conclusions from the data that has been presented for interpretation or research results. Drawing conclusions regarding the use of the PeduliLindung application which can be used as a comprehensive government communication management during the Covid-19 endemic transition period in Indonesia (Bungin, 2017).

RESULT AND DISCUSSION

Using PeduliLindung Application in Indonesia

The PeduliLindung application is stipulated through the Decree of the Minister of Communication and Information Number 171 of 2020 as amended by the Decree of the Minister of Communication and Informatics Number 253 of 2020 concerning Amendments to the Decree of the Minister of Communication and Information Technology Number 171 of 2020 concerning the Determination of the Care for Protect Application in the Framework of Implementing Health Surveillance for Handling Corona Virus Disease 2019 (Putri & Hamzah, 2021).

This PeduliLindung application is a software that is specifically used or downloaded on smartphone devices based on the Android operating system. The function of this application is to protect yourself, family, and other closest people, and stop the spread of the corona virus by relying on community participation. The application is intended to encourage users to collect and report information regarding the spread of COVID-19 within their own local communities as a way to assist the Indonesian government in tracking a person's travel history to prevent the spread of Covid-19 (Yusuf, 2020).

PeduliLindung application is also very concerned about privacy. The data is stored securely in an encrypted format and will not be shared with others. The app will only record proximity data from one phone to another in an encrypted format. The app also does not record user geolocation data. Meanwhile, the registered mobile number will be associated with a random ID on a secure server. Data will not be accessed, unless the user is at risk of contracting COVID-19 and needs to be immediately contacted by a health worker.

The problem that arises in the successful use of the PeduliLindung application in the community is the lack of public willingness to download this application, based on the results of

observations and interviews of researchers with the head of public relations for the Ministry of Communication and Information, it is said that, the number of downloaders of the PeduliLindung application as of July 26, 2020 reached 4,261,815. When compared with the population of Indonesia and the number of smartphone users, the number of users of the PeduliLindung application is still too small. So it takes the active role of the community to jointly take advantage of this PeduliLindung application. In addition, enforcement from the government is also needed to continue to improve the effectiveness of this application as well as encourage related parties to be able to maximize the functions of this PeduliLindung application.

The government's solution so that more people download the PeduliLindung application is to adjust community activities in terms of screening and make this application the main requirement for carrying out outdoor activities and activities using public facilities and facilities, this includes 6 sectors including: 1. Trade Sector (Malls, Traditional Markets to Shopping Centers), 2. Transportation Sector (covering sea, land and air transportation), 3. Tourism Sector (Hotels, restaurants, events/shows), 4. Offices/Factories (Private, Government), Banks, Large Factories to SMEs/IRT), 5. Religious (all Religious Activities in mosques, churches, monasteries, temples), 6. Education Sector (starting from Kindergarten to Higher Education). With a green barcode for visitors who have been vaccinated (at least the first dose), not a case of COVID-19, and not a close contact. They are allowed to enter the mall with green probes standards. Yellow barcode for visitors who have not been vaccinated, are not COVID-19 cases, and are not close contacts. They are also allowed to enter the mall, but with a yellow probes standard. Lastly, are visitors with red barcodes who are not allowed to enter the mall, for visitors who have COVID-19 cases and are close contacts (KOMINFO, 2021).

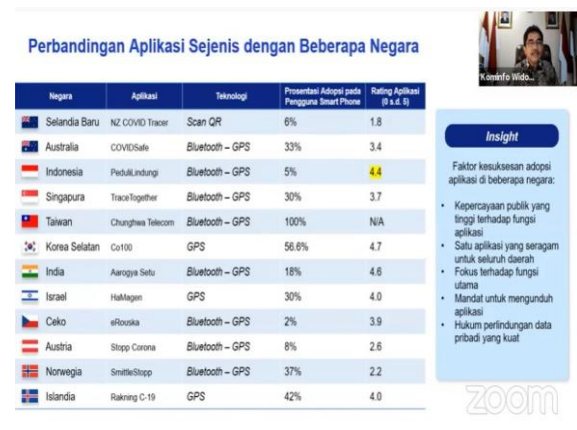


Figure 1. Comparison of the PeduliLindung application with similar applications in several countries, (Antoro, 2020)

The Peduli Protect application has a high rating compared to similar applications belonging to other countries. The first rank is South Korea with an application called Co100 with a rating of 4.7. Second, India with the Aarogya Setu application with a rating of 4.6. And Indonesia through the Peduli Protect application has a rating of 4.4. In Indonesia, the rating for the application is 4.4, almost reaching 5. It means that the level of public trust in us in the application is very high compared to other countries (figure 1).

With these achievements, the Indonesian people should make optimal use of the use of this application in overcoming this epidemic. Given the importance of this application in tracking, tracing and limiting the spread of the virus. The government's target is to reach 25 percent of the number of smartphone users (smartphones) with over 70 million users. Thus, the government is able to take various effective actions in handling Covid-19 through the use of artificial intelligence-based technology. every personal data of users of the "Peduli Protect" application also gets protection from the government, so it is safe from potential cybercrimes. Full protection for users of this application is based on the Decree of the Minister of Communication and Information Number 171 of 2020 which stipulates that the "Peduli Protect" application is an application for the implementation of Tracking, Tracing and

Fencing for the spread of the corona virus or Covid-19.

The PeduliLindung application is one of the digital-based information systems, where the implementation of its use is considered appropriate, considering that there are quite a lot of smartphone users in Indonesia. The majority of the information age community currently owns digital devices such as smartphones, laptops,

notebooks, and so on. This PeduliLindung application can be accessed via a smartphone which is efficient and the accuracy of the data can be guaranteed because to enter the system, the user must first enter his NIK. The caring protect application is also considered easy to use by people in Indonesia (A. P. Maharani et al., 2021).

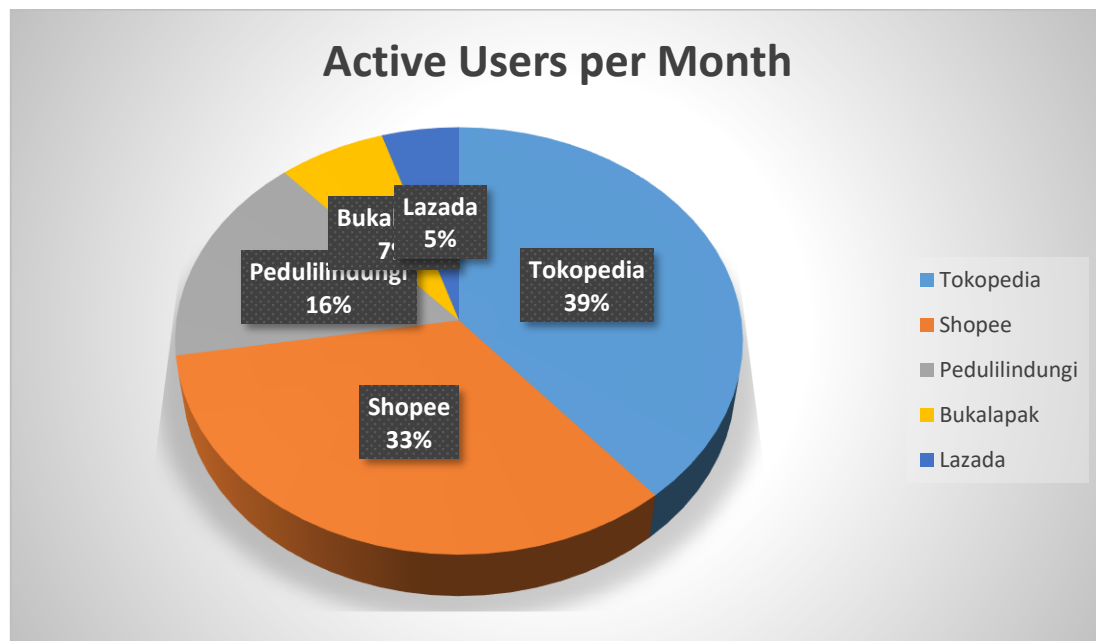


Figure 2. Number of monthly active users on several applications in Indonesia, (Harsono, 2022)

Based on data compiled by the Ministry of Health on May 30, 2022, PeduliLindung occupies the third position in terms of the number of monthly active users after Tokopedia and Shopee. The following is a comparison of the number of usage of other applications in Indonesia with PeduliLindung: Tokopedia 145 million monthly visitors, Shopee 125 million monthly visitors, PeduliLindung 60 million monthly visitors, Bukalapak 25 million monthly visitors, Lazada 18 million monthly visitors. Throughout 2021 - 2022, PeduliLindung has prevented 3,733,067 people with red status (incomplete COVID-19 vaccination) from entering public spaces, and prevented 538,659 attempts of people infected with COVID-19 (black status) from

traveling domestically or accessing closed public spaces. (figure 2). PeduliLindung also contributes to the lower transmission of COVID-19 in Indonesia compared to neighboring countries and even developed countries. This application has a big role in suppressing the transmission rate when we experience Delta and Omicron waves (Harsono, 2022).

Communication Management (Matoschka Doll Model)

Michael Kaye provides an understanding, "Communications management, implies the optimal use of human and technological resources to promote dialogue between people." He also mentioned, Communication management is

how people manage their communication processes through construing meanings about their relationships with others in various settings. They are managing their communication and actions in a large of relationship – some personal some professional. This understanding of communication management in essence proposes that individuals can optimize their resources into aspects of management in organizations/companies by using a systematic communication model so as to facilitate management communication activities in the organization. all organizational units/companies (Soedarsono, 2009).

The process of managing communication resources aimed at improving the quality and effectiveness of message exchange that occurs in various communication contexts (individual, organizational, government, social, or international. Refers to the understanding of how people manage the communication process through the construction of meaning about their relationships with others in various situations Provide direction on how people working in various contexts can communicate effectively, efficiently and productively Communication management is the process of using various communication resources in an integrated manner through the process of planning, organizing, implementing, and controlling the elements of communication to achieve the goals that have been set According to Antar Venus, Communication management is the process of managing communication resources aimed at improving the quality and effectiveness of message exchange that occurs in various communication contexts. what is meant here means the level of individual, interpersonal, organizational, governmental, social, or even international communication (Venus, 2013).

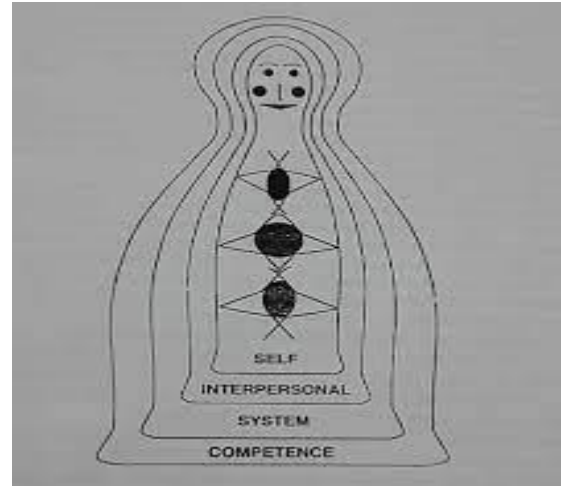


Figure 3. The Matouschka Dolls as a Communication Management Model (Mudani, 2022)

Kaye's communication management model is analogous to a model called "Russian mouschka dolls". This Matouschka doll is a doll that comes from Russia (picture 3). At first, in the 19th century, a Russian painter named Sergey Malyutin got the two art creations. An inspiration then flashed through his mind. He then drew the figure of a wooden doll and asked a sculptor named Vasiliy Zvyozdotchkin to make it (D. Maharani, 2018).

The name Matouschka was also not chosen arbitrarily. It is said that when the doll was created, Matryona was a beautiful woman who was very popular in this country. The name has also become a common name for Russian women. The absorption of the Latin term 'mater' which means mother, even further deepens the meaning of this Matouschka. In addition to its philosophy, the Matuschka doll has the meaning of a mother's love for her children which is manifested in the largest to the smallest dolls. Matouschka doll has another meaning, namely the concept of communication management so that it makes us aware that in communicating we start with the innermost doll (self) which means we communicate intrapersonally with ourselves, followed by dolls in the second layer, namely interpersonal, where we must able to communicate with other people. The third part is People in System

which means that we as social beings live in the system/rules that apply in society and the last is Competence Doll which means the ability of an individual to make changes in the social system.

The smallest doll size, representing self (self). Knowledge and understanding, about one's self is very necessary to get to the stage of successful self-management of that person. Self-awareness is the basis for self-analysis and self-examination. Especially when a person thinks about how he influences others through his actions or words. In other words, this self doll is an intrapersonal component of the communication management model. In this case, according to the results of interviews with the head of public relations for the Communication and Information Technology regarding the implementation of communication management that was created comprehensively by the government, it was influenced by the self factor, namely the leader or opinion leader.

The role of opinion leaders is very important and needed in the communication of the Covid-19 disaster. This is because there are still many people who have minimal access to information through mass media, online media and social media. So here opinion leaders can take a role in disseminating important information related to Covid-19. Several times saw in the media there were families of patients who were positive for Covid-19 who were desperate to take the patient's body forcibly. This shows that information about Covid-19 is still minimal, so that people do not know the protocol in handling the bodies of Covid-19 patients. In addition, public understanding of social distancing, keeping a distance, and lockdown is still minimal.

For this reason, in an effort to deal with the crisis due to Covid-19, we need to involve opinion leaders in a community, such as religious leaders, community leaders as well as elders as well as the heads of the Neighborhood Units and the Citizens Association to take an active role as an extension of the government in educating

the public about various information related to Covid-19. The role of opinion leaders is very much needed so that information can reach the community and in some places and conditions, people will usually be easier to believe in opinion leaders who are considered to have something in common with them.

The second doll that covers the self doll is the interpersonal doll. In this section, the focus is on how the self relates to others. This interpersonal element is the best explanation for the notion of communication as a process of individual interaction in creating meaning between them and about the nature and state of the relationship between them. This interpersonal doll depicts how communication between people can affect each other and how they change as a result of the interactions between them.

In addition to adequate information, the important thing that must be prepared in disaster management is the existence of a public communication protocol when a disaster occurs, as well as the selection of what media channels will be used. This public communication is very important because when a disaster occurs, people need accurate, fast and precise information to avoid panic. Especially now that information can spread quickly, so it needs to be accompanied by a high level of literacy, so that people are able to distinguish between true and false information.

In addition, we also need to prepare various disaster management steps starting from before the disaster, during the disaster and after the disaster. So that when the same or similar disaster occurs again, we already have anticipation in dealing with the disaster. The media plays an important role in disseminating information to the public. The government's broad reach of media can be used in educating the public and can also help reduce the risks that may arise from an event that occurs.

The role of the media is expected to be able to provide enlightenment regarding the information it distributes so that it is hoped that there will be changes in people's

behavior in responding to this Covid-19 pandemic. Cooperation with the media must continue to be carried out because in addition to acting as a transmitter of information, the media also plays a role in disseminating a program, activity or policy made by the government to the public.

The third doll that covers the interpersonal doll is the "people in system" doll. At this layer, attention is paid to how the "human system" or organization in which society works and functions can influence how people will communicate with others in the entire system. The effectiveness of the PeduliLindung application can be further improved, so enforcement from the government is needed, including, first, requiring the public, State Civil Apparatus, BUMN employees to use the digital travel permit available at PeduliLindung. Second, prepare officers in the field regarding verification of digital travel permits at PeduliLindung. Third, prepare personnel to verify requests for travel permits. Fourth, the process of checking workers and employees by building security to install PeduliLindung before being allowed to enter the building. Fifth, the process of checking visitors to malls or tourist areas by security to install PeduliLindung before being allowed to enter the mall or tourist area. The public needs comprehensive information about Covid-19 which is delivered in simple language and is easily understood by all levels of society through mass media, online media as well as social media. The existence of one-stop communication and information is needed to be used as a reference for people who want to know the ins and outs and also the development of Covid-19.

The fourth doll, which includes the previous three dolls, is called "competence dolls". This layer of dolls is not just a cover for other dolls, but shows that competent in communication management covers all layers or sizes of previous dolls. In addition, he is competent in understanding and displaying the "ability" to change the social system as a whole. Information, communication and coordination are the

keys to success in disaster management, especially in handling victims and avoiding further risks. In addition, disaster mitigation is also needed to ensure prevention and risk reduction by involving various stakeholders including the community.

In addition, media involvement is also important in disseminating information related to disasters. We must ensure that the messages and information conveyed by the media are accurate, fast and precise so that there is no confusion and panic in the community. The media is expected to help the government in educating the public and reducing the risks that can arise in the community due to a disaster. Another thing that is no less important is how the government is able to increase the level of digital literacy, so that the public does not immediately accept the information circulating without first checking the truth of the news. This PeduliLindung application works for the benefit of the community, so that the more people who install and use it, the higher the level of accuracy, so that we can help others in tackling the spread of Covid-19.

CONCLUSION

The comprehensive communication management used by the government in the PeduliLindung application during the Covid-19 endemic transition in Indonesia includes 4 things, in accordance with the Matuschka Doll theory as its Communication Management Model;

First, knowledge and understanding about one's self is needed to get to the stage of success of that person's self-management. "Selfawareness" is the basis for "self-analysis" and "self-examination", efforts to handle the crisis due to Covid-19 we need to involve opinion leaders in a community, including religious leaders, community leaders as well as elders as well as heads of neighborhood associations/ community associations to take an active role as an extension of the government in educating the public about various information related to Covid-19. The role of opinion leaders is

very much needed so that information can reach the community and in some places and conditions, people will usually be easier to believe in opinion leaders who are considered to have something in common with them.

The second doll is the interpersonal doll. In this section the point of concern is how "self" relates to others through the media used. Media plays an important role in disseminating information to the public. The government's broad reach of media can be utilized by the government in educating the public, it can also help reduce the risks that may arise from an event that occurs. Cooperation with the media must continue to be carried out because in addition to acting as a transmitter of information, the media also plays a role in disseminating a program, activity or policy. made by the government to the people.

The third doll that covers the interpersonal doll is the "people in system" doll. The public needs comprehensive information about Covid-19 which is conveyed in simple language and easily understood by all levels of society through mass media, online media as well as social media. The existence of one-stop communication and information is needed to be used as a reference for people who want to know the ins and outs and also the development of Covid-19. So the implementation of the use of the PeduliLindung application as an information system used by the wider community has played a very important role in the transition period of the Covid-19 endemic in Indonesia.

The fourth doll, which includes the previous three dolls, is called "competence dolls". Competently understand and display the "ability" to change the social system as a whole. Information, communication and coordination are the keys to success in disaster management, especially in handling victims and avoiding further risks. In addition, disaster mitigation is also needed to ensure prevention and risk reduction by

involving various stakeholders including the community.

Competence in using the PeduliLindung application greatly affects effective communication management regarding the Covid-19 endemic transition period in Indonesia, how the government is able to increase the level of digital literacy, so that the public does not immediately receive information circulating without first checking the truth of the news. This PeduliLindung application works for the benefit of the community, so that the more people who install and use it, the higher the level of accuracy, so that we can help others in tackling the spread of Covid-19.

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