



## CRISIS COMMUNICATION AND SOCIAL MEDIA: STRATEGY FOR THE MAYOR OF BANDAR LAMPUNG @EVA\_DWIANA

Rini Setiawati<sup>1</sup> Umi Rojati<sup>2</sup>

<sup>1,2</sup> UIN Raden Intan Lampung, Jl. Endro Suratmin Sukarame Bandar Lampung

\*Corresponding Author : [umirojati@radenintan.ac.id](mailto:umirojati@radenintan.ac.id)

### Abstract

*This study aims to find the results of the implications of the use of social media by the Bandar Lampung City government as a crisis communication management strategy during the COVID-19 pandemic. Crisis communication efforts are carried out through the @eva\_dwiana Instagram account. This research used a qualitative content analysis method with Instagram content objects @eva\_dwiana from 2019 to 2020. The results showed that the Bandar Lampung City Government, through its Mayor, used social media accounts to disseminate instructions regarding the handling of COVID-19 as well as publicize the performance carried out in overcoming the crisis. Other results also have more uploads containing instructions than performance publications. It also shows that the Bandar Lampung City Government prioritizes public safety over the reputation of the institution..*

**Keywords:** Crisis communication; Covid-19; government communication; social media.

### INTRODUCTION

We are referring to the conditions amid the grip of cases of coronavirus disease or what we often know as COVID-19, which was first known to have infected the Wuhan Province area in China and has now spread throughout the world to almost 168 countries (Kompas,2020).In Indonesia itself, this virus is spreading to nearly all parts of Indonesia. Regarding this case, all forms of prevention from the government have begun to be socialized and announced. To prevent the spread of this virus, the government introduced the terms Social Distancing and Physical Distancing. Social distancing is a social restriction, a restriction that limits certain activities carried out by residents in an area. The aim is that the Indonesian government hopes that in this way, it can prevent the spread of disease in certain regions. Apart from that, it is important to implement social restrictions so that people reduce social interactions by staying at home or limiting public transportation. Social restrictions are carried out to maintain physical distance or what has recently become popular with the term (Be Healthy, 2020)

Article History: Received 25-04-2023. Accepted: 11- 05- 2023. Published: 30- 06 - 2023



Apart from that, to suppress the spread of this virus outbreak, President Jokowi announced measures to control the spread of COVID-19 in every region in Indonesia. This statement followed Indonesia's determination of Covid-19 Non-Natural National Disaster Status, which increased sharply in the last few days.

The steps are so that the learning and work process can be carried out at home, and it also recommends postponing activities involving many people and carrying out maximum testing for COVID-19 infection and treatment. The government has also formed a Task Force for the Acceleration of Handling the Corona Virus Disease 2019 since March 13, 2020. In line with this, each regional head has also been ordered to create a Task Force for the Acceleration of Handling the coronavirus in their respective regions. Since the formation of the task force to handle the coronavirus until the end of April 2020, various efforts have been made to deal with the spread of the coronavirus. (BBC, 2020).

Bandar Lampung City Government is one area affected by COVID-19 in Indonesia. For this reason, the government has issued a Mayor's Circular regarding preventing and handling COVID-19 on its official website (JDIH Bandar Lampung, <https://bandarlampungkota.go.id>, accessed June 2020). Since then, various policies have been rolled out to tackle this pandemic. Even though this outbreak is classified as a health disaster, Covid-19 has had a prolonged domino effect. This is where the Bandar Lampung city government needs quick steps to implement crisis communication in responding to the dangers of the Covid 19 pandemic through tactical steps and policies. Kriyantono said that crisis communication is a strategy for communicating what the organization wants to say, what it wants to do, and what it has done in responding to the crisis. The availability of social media in this era is very useful, especially according to its role as a means of information and publication.

The use of social media during the COVID-19 pandemic has been widely researched worldwide, including in the specific case of social media use by governments. Likewise, government public communication during the COVID-19 pandemic has been widely studied by Indonesian researchers, both from the perspective of sociology, mass communication, crisis communication management, strategy, and impact. However, this is the first time anyone has specifically discussed the implementation of social media as part of the Bandar Lampung City government's public communication strategy during the COVID-19 pandemic. Seeing the phenomenon of the use of social media by the government as a necessity with various benefits, it is important to answer the question of the implications of the use of social media by the Bandar Lampung City government as a crisis communication management strategy during the Covid-19 pandemic (Kiryanto, 2012)

Thus, based on several arguments above, the author is interested in conducting research entitled "Crisis Communication and Social Media: Strategy of the Mayor of Bandar Lampung @Eva\_Dwiana." This conceptual study aims to provide comprehensive results regarding the Bandar Lampung City government's crisis communication during the COVID-19 pandemic by looking at the use of information and communication technology associated with social media affordances. The impact of the government's use of social media in handling the

pandemic can become a defense strategy for the government when facing similar cases and as a reference for future research.

## **METHOD**

The research was conducted using a qualitative approach, with data collection techniques through a literature study. Literary studies are literature studies using a traditional conceptual approach. A literature review is a written product that examines a topic or research results published without describing the scientific method. There are at least two approaches to writing literature reviews: the traditional approach and the systematic approach. The research was carried out using descriptive analysis, namely by regularly describing the primary data produced and then providing explanations and understanding so that it could be understood. This research is a conceptual study that uses a theoretical synthesis approach that summarizes and integrates researchers' understanding of crisis communication and social media affordances, as well as explaining concepts and phenomena. This article uses the library/research method by referring to journal articles, repositories, mass media reports, artifacts on social media, and all other sources that can be accessed online. Seeds appropriate to the discussion topic are collected and then reviewed. The information obtained is then connected. All data collection activities are carried out online in the 2021 period.

The basic logic in communication is that every communication always contains a message in the communication signal, whether verbal or nonverbal. So far, the meaning of communication has become very dominant in every communication event. The idea to make content analysis a research technique emerged from people like (Bernard Berelson, 1959). He has paid much attention to content analysis (Jalaluddin Rahmat, 2017)

This type of research is included in the qualitative category and, in its presentation, uses descriptive methods. This type of research is usually used to examine documents in the form of text, images, symbols, etc. This research using literature studies is used to obtain information from communications conveyed through symbols that can be documented. This method can be used to analyze all forms of communication, such as newspapers, books, films, and so on, including messages conveyed via social media. This method will obtain an objective understanding of the role of communication conveyed by the media itself or from sources.

## **DISCUSSION**

### **1. Identify Crisis in SCCT Theory**

In handling COVID-19, the author found that the Bandar Lampung City Government has undergone three stages of a crisis approach, namely pre-crisis, Crisis Event, and post-crisis, as mentioned in the SCCT Theory. At each stage, the Bandar Lampung City Government carries out various forms of handling ranging from socialization evacuation to evaluation. However, as with crisis communication research in general, discoveries regarding crisis communication are mostly made at the Crisis Event stage or when the crisis is ongoing.

## 2. Pre Crisis Or Before the Crisis

First, at the pre-crisis stage or before the crisis occurs. This stage occurs when the Bandar Lampung City Government has not confirmed positive cases. At this stage, the Bandar Lampung City Government has been aware of the existence of the coronavirus since it began appearing in Wuhan, China, in December 2019. The virus, which is slowly spreading to various countries, is predicted to arrive in Indonesia, including Bandar Lampung. The emergence of confirmation of the first case in Indonesia in early March 2020 was an early sign of the start of all COVID-19 handling activities for all regions in Indonesia. We know that at that time, an immediate cessation of activities was implemented to curb the growth rate of cases. The government also uses these mobility restrictions to formulate steps to take beforehand.

With the order to form a Task Force (SATGAS) for 2019 (COVID-19 et al.) in every sub-district in Bandar Lampung City by the Mayor of Bandar Lampung, the preparation of the steps that will be taken has begun. After the SATGAS team was formed, in the context of socialization and practice, it began to stop crowd activity mobility throughout Bandar Lampung and called for joint prevention.

## 3. Crisis Event Stage or When a Crisis Occurs

Second, entering the Crisis Event stage or when a crisis occurs. This stage began when the Bandar Lampung City Government confirmed that there were people who were positively infected with the Corona Virus which occurred in early March 2020. This stage began various handling efforts carried out by the Government. As time goes by, the number of patients infected with Covid 19 starts to increase, there are still many people who do not believe in the existence of the Corona Virus, this positive case seems to open people's eyes to the reality of this virus, although only some people because others still feel that this virus is just a conspiracy. so this complicates the socialization process.

This unusual condition can indeed increase the intensity of the news media as stated by Melvin DeFleur (in Littlejohn & Foss, 2014) where when social conditions are unstable, the frequency of reporting in the media increases rapidly, as does public curiosity about information that is widely discussed. In conditions like this, the Bandar Lampung City Government is aware of the importance of Government policy in its appeal to jointly stop the spread of the Covid19 virus.

During this crisis or Crisis Event, the Bandar Lampung City government responded by issuing a policy contained in the Bandar Lampung Mayor's Regulation concerning Guidelines for Preventing the Spread of Corona Virus Disease 2019 (Covid-19) Through Health Protocols in the Bandar Lampung City Area which was documented and published.

publish it via the official website of the Bandar Lampung City Legal Documentation and Information Network ([www.jdih.bandarlampungkota.go id](http://www.jdih.bandarlampungkota.go.id)).

This Mayor's Regulation is intended as a guideline for preventing the spread of COVID-19 through health protocols in Bandar Lampung City as well as being a solution in this second stage. This Mayor's Regulation aims to control certain activities and the movement of people and/or goods to prevent the spread of COVID-19, increase anticipation of developments in the escalation of the spread of COVID-19, strengthen efforts to deal with health due to COVID-19, handle the social and economic impact of the spread of COVID-19 and Provide direction and development of stages for reducing restrictions and transition in handling COVID-19.

The regulatory points stipulated in the Mayor's Regulations include the obligation to comply with health protocols, including, among other things, using personal protective equipment in the form of a mask that covers the nose and mouth up to the chin, if you have to go out or interact with other people, limit physical interactions (physical distancing), Increasing body resistance by implementing Clean and Healthy Living Behavior (PHBS), Providing a body temperature measuring device (thermogun); ; and Regular environmental cleaning and disinfection. This regulation comes into effect on July 10 2020. So that everyone is aware, this Mayor's Regulation is ordered to be promulgated by placing it in the Bandar Lampung City Regional News.

#### **4. Post Crisis**

Third, entering the post-crisis or post-crisis stage. As of June 2021, the COVID-19 pandemic has not been declared over by the Indonesian government. This stage is an extension of the crisis response that was carried out previously. After making various efforts to control COVID-19, it is necessary to evaluate the performance of the COVID-19 Task Force Team by the Bandar Lampung City Government. All the efforts made by the Bandar Lampung City Government have produced results, namely appreciation from several parties, including one from the Kupas Tuntas Newspaper. Mayor of Bandar Lampung Eva Dwiana received an award for her dedication to handling and overcoming the impact of the Covid 19 pandemic in Bandar Lampung. The award was received directly by the Mayor of Bandar Lampung, Eva Dwiana, as Chair of the Bandar Lampung City Covid-19 Handling Task Force, held at the Swiss Bell Hotel.

Another finding in this research concerns the communication strategies used by the Bandar Lampung City Government in controlling COVID-19 so far. Referring to the SCCT theory, the Bandar Lampung City government uses a rebuild strategy with the categories of compensation and apology. This category seeks to change public perception of the government by providing compensation, apologizing, and accepting the fact that a crisis has truly occurred.

## 2. Crisis Communication Strategy Using Social Media Practices

According to Flew (Flew, T. 2007), social media is considered new media that was born from the development of the internet. Meanwhile, Barassi and Trere call social media part of the social web or web 2.0, which allows participation for its users or user's participation affordance. Social media platforms that have been quite popular in the last decade include Facebook, Twitter, Instagram and YouTube. Social media can provide much information and transmit information without limits of space and time. Social media is also open, dialogistic, participatory, and interactive. Seeing its potential, researchers in this case assessed that the Bandar City government Lampung has succeeded in utilizing this media to improve services and communication with the community.

As the researcher has stated in the problem and background section of this research, more is needed if the government only focuses on publishing policies, there must be more means to socialize and publish the policies. Seeing that the era of technology and communication is increasingly advanced, social media users have also experienced a very large increase in their users.

The Mayor of Bandar Lampung is trying to reach his community using social media. It has been proven that the Mayor of Bandar Lampung, Eva Dwiana, is very active on the Instagram application on social media. Of course, social media channels can reach a wider audience because they can be accessed anywhere and at any time via smartphone, unlike television.

The use of social media, one of which is through Instagram, by the Mayor of Bandar Lampung, seems very appropriate in publishing related to Covid 19. The feedback that is generated can be known directly through the comments column.

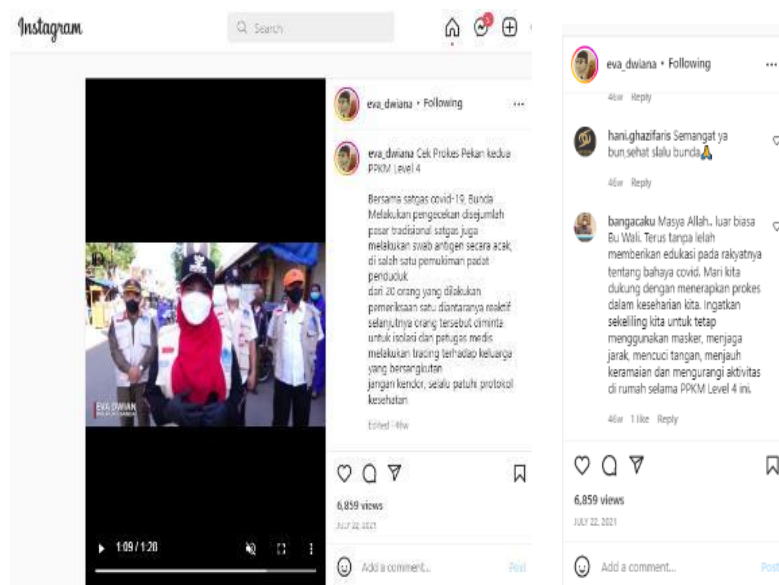


Figure 1. Capture an Instagram video layer about preventing Covid-19

For example, in the video post made by the Mayor of Bandar Lampung to provide direct socialization of Health Protocols to the community. There are other Instagram users who, in their statements, claim to be grateful for the mayor's performance in socializing the importance of maintaining health and taking precautions against COVID-19. This means that the information conveyed and the feedback can be known completely, directly, and openly.

As stated by Coombs regarding the principles of communication during a crisis, the author found research results that the Bandar Lampung City Government has implemented three important points in the principles of crisis communication, including messages delivered quickly, consistently, and openly. This can be seen from how the mayor of Bandar Lampung and the city government chose to use websites and social media to communicate with the community. As we know, this type of communication via the Internet is the most effective medium for conveying messages quickly and is accepted by many users.

The Mayor of Bandar Lampung also consistently provides information related to Covid 19 on his Instagram account. The author identified that from the beginning of 2021 to July 2021, the Eva\_dwiana account had posted 260 posts about COVID-19, with details of 140 of them being photos and 100 being videos.

Table 1. Number of Instagram posts about preventing Covid-19

Date	About/category	Type		Likes / Impressions Response
		Video	Photo	
31-08-2021	Preparation for face-to-face learning and 7000 students will be vaccinated	✓		10,825 Views
30-08-2021	Distributing Social Assistance and Checking Health Protocols	✓		6,029 Views
30-08-2021	Face-to-face learning simulation with teachers		✓	756 Criticism
29-08-2021	Holding vaccines in Wayhalim, Sukarame and Sukamaju sub-districts		✓	625 Criticism
28-08-2021	Bandar Lampung Covid Task Force Big Call	✓		4,209 Views
28-08-2021	Monitor Implementation Prokes in the field		✓	571 Criticism
27-08-2021	Distribution of aid rice for the impact of Covid as well as socialization of health protocols	✓		4,328 Views
27-08-2021	Prokes information in the crowd		✓	735 Criticism
27-08-2021	Prokes inspection in the field		✓	354 Criticism
26-08-2021	Information on Hospital Referrals for Covid patients in Bandar Lampung		✓	525 Criticism
25-08-2021	Prokes Information on Business/Culinary Sector		✓	977 Criticism
25-08-2021	Information on Hospital Referrals for Covid patients in Bandar Lampung		✓	558 Criticism

24-08- 2021	Share impact assistance Covid	✓	2,527 Views
23-08- 2021	Testing Tracking Prokes in the field	✓	6,326 Views
22-08- 2021	Checking Prokes	✓	583 Criticism
21-08- 2021	Mass Antigen Swab	✓	7,284 Views
20-08- 2021	Nutrition Information	✓	6,044 Views

Source: 2021 research results

In previous research, which the author attached as a reference, Azis and Wicaksono outlined the problem of poor crisis communication related to this pandemic. Crisis Communication Problems The Indonesian government, in facing the current COVID-19 pandemic crisis, the government has implemented several crisis management strategies. However, as mentioned in the crisis phase, there are still various shortcomings. Some of these shortcomings are as follows: Public distrust arises because relevant state officials often commit blunders counterproductive to the government's obligation to deal with the COVID-19 outbreak. Inconsistency in Public Communication Messages. The following communication problem is the government's failure to construct messages. Public communication which, of course has quite a fatal impact. Poor coordination is often due to failure to understand the message. As a result, messages need to be more consistency from one party to another. Ultimately, the resulting decisions could have been more fruitful on the field. Consistency is needed in knowing and understanding the message, as British politician Peter Mandelson stated as "on message" (Oliver, 2010). There is no sense of crisis. When a crisis occurs, it should be reduced so that the government can get out of the crisis phase it is facing. However, what happened was that the government lost its sense of crisis. During the crisis, various stakeholders issued statements that showed that the government needed to be more serious about handling the crisis.

In this discussion study, the author assesses that the results found by previous researchers regarding crisis communication activities are similar. However, the advantage of researchers in this study is that they try to find additional literature that is more credible and transparent in its validity. The similarities to the problems above, if implemented in relation to the use of social media by the Bandar Lampung City government, in this case Eva Dwiana as mayor, are as follows:

- 1) Building Public Knowledge. After using social media activities in the context of the communication process during the crisis, the Mayor of Bandar Lampung succeeded in building public knowledge in terms of policy outreach and outreach regarding handling Covid 19:



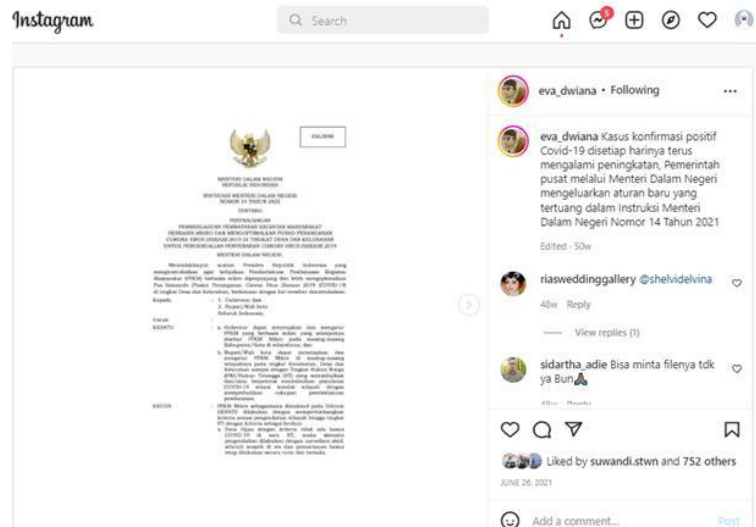


Figure 2 Publication of the Mayor of Bandar Lampung's policy regarding Covid-19

The proof of the post above means that the mayor of Bandar Lampung has carried out one of the functions and roles of social media, namely providing information to the public and getting feedback or influence from the messages conveyed.

2) Publish consistently. After conducting a content analysis about COVID-19 and its policies, the use of social media via Instagram by the Bandar Lampung city government through Mayor Eva Dwiana is consistent. In the last month, 26 posts were uploaded as videos and photos for 31 days. This indicates that the consistency carried out is closely related to the function of the message, which, if conveyed continuously, will form a perception

3) After several literature sources, researchers assess that the Bandar Lampung city government has succeeded in creating a Sense of Crisis. When a crisis occurs, this phase is carried out to reduce the crisis so that the government can get out of the crisis phase it is facing. In this case, the government built public trust by continuing to communicate virtually via social media by consistently providing information and news about the collaboration. This activity is carried out so that the public feels comfortable and safe and builds the image that the government is severe in dealing with the COVID-19 virus.

Proof that the Bandar Lampung City government is serious about handling COVID and building a positive image can be seen from how consistent the government is in enforcing Health Protocol discipline, which is published on the official Bandar Lampung City government website:

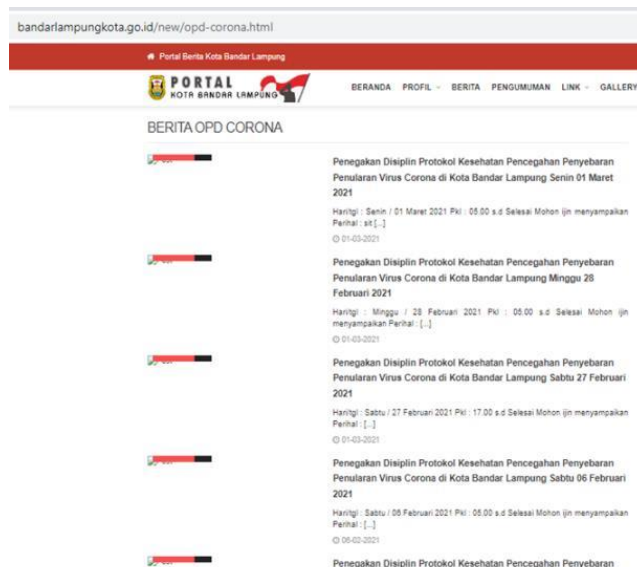


Figure 3. Policy publication on the portal <https://bandarlampungkota.go.id/new/opd-corona.html>

Apart from that, researchers also found posts in the form of information related to institutional or inter-agency collaboration in the context of accelerating the response to COVID-19, including 1). The Bandar Lampung City Government is collaborating with Kodim 0410 and the Bandar Lampung Police in enforcing health protocol discipline. 2). The Bandar Lampung City Government is working with Bulog to address the shortage of necessities due to the impact of COVID-19. 3). Bandar Lampung City Government Collaborates with IDI to Promote the Importance of Child Vaccines.

From the analysis above, researchers consider that the Bandar Lampung City Government is aware of current communication and information technology advances. The existence of social media can no longer be separated from the activities of world society, especially in government communication processes. The internet world has become a place to get the latest information about the current crisis. The Bandar Lampung City Government does the same thing in conveying information, outreach, and publication in the form of policy documents regarding handling Covid 19. People who use Instagram social media and follow the @eva\_dwiana account feel positively and negatively influenced. The challenge is for the Bandar Lampung City government to remain able and consistent in using and utilizing the internet in crisis communication activities, especially social media.

### **Analysis of Crisis and Urgency Communication Strategy for Social Media "Instagram"**

Law no. 14 of 2008 concerning Openness of Public Information (UU KIP) states, "Public Bodies are obliged to disseminate public information in a way that is easily accessible to the public and in language that is easy to understand." In accordance with the results of the literature analysis that researchers have presented in the findings sub-

chapter, this aligns with the Bandar Lampung City government's efforts to provide information to the public, especially during the ongoing COVID-19 pandemic.

Policies made by Bandar Lampung City Government agencies, whether in the form of Mayor Regulations, Regional Regulations, Mayor Decrees, or Joint Mayor Decrees, are all stated and published transparently on the official Bandar Lampung City Government website. However, on a practical level, even though policy products have been created, the public must know and understand the regulations that apply and are ratified. Because not all internet users are interested in accessing websites, in this case, Public Relations and the Mayor are aware of the important role of social media. Therefore, Instagram is the best choice for crisis communication during a pandemic as part of a crisis strategy. In carrying out this role, the government can provide and package information through social media content in crisis situations. According to Lucinda Austin and Yan Jin, crisis communication during a pandemic states that communication in a pandemic crisis is to control the spread of highly contagious diseases and present the facts of the situation to maintain public trust. Researchers found that the implementation carried out by the Bandar Lampung city government as a crisis communication strategy along with the urgency of social media through the Sturges Model application included:

### **Instructing Information**

Instructing information is an information package informing people affected by a crisis about how to respond physically. Researchers found that the communication carried out during a crisis by the Bandar Lampung City Government was very in accordance with this theoretical model. Because based on the results obtained in the Results study, the City Government has consistently provided information about Covid 19 to the public via social media. The crisis information contains guidelines or instructions regarding what the public should do in a crisis. In this case, the Bandar Lampung city government published a mayoral regulation letter containing: Bandar Lampung mayoral regulation number 25 of 2020 concerning the application of discipline and law enforcement of health protocols to prevent and control the 2012 coronavirus disease.

Bandar Lampung Mayor Regulation Number 18 of 2020 concerning guidelines for preventing the spread of coronavirus disease 2019 (COVID-19) through health protocols in the Bandar Lampung city area. Information like this is important in times of crisis because the public wants definite guidance for their next steps.

### **Adjusting information**

Adjusting information is information that explains who, what, where, and when a crisis occurs to help the public psychologically in dealing with a crisis and explains crisis prevention steps that affect psychologically. This information also enables the public to overcome their emotional problems. Adjusting information is information that helps someone psychologically in overcoming the magnitude of a crisis. Information about crisis events like this will reduce anxiety by reducing ambiguity. This can help stakeholders by

explaining how the organization works to reduce the likelihood of a recurring crisis. This information category and the previous instructing information are information categories that are often used in the crisis phase because most of them complement each other.

At this stage, researchers found that several agendas published by the Bandar Lampung city government were in accordance with adjusting information. The critical activities carried out in this phase have been included in the form of images in the findings. The government guarantees food availability for patients affected by Covid 19. The government is collaborating with other agencies to stop the Coronavirus spread, including the TNI, Polresta, IDI or with Logistics. Establishing cooperation is a crisis strategy to build public optimism or create a sense of security and trust in the community. The government is intensively carrying out health protocol inspections in several corners of Bandar Lampung. This indicates that the government is serious about dealing with Covid-19.

### **Internalizing information**

Internalizing information is a category of information about reputation management that will be absorbed by the public and will ultimately shape the public's assessment of an organization in the long term. In other words, this information is used to help the organization manage its reputation. This category of information usually concerns the core crisis the organization faces, such as the steps being taken by the organization. This information is provided because it concerns public trust in an organization. In the theory expressed by Austin and Yanzin, Internalizing information is included in the first category of information carried out by organizations before or during a crisis.

In its implementation, the Bandar Lampung city government has carried out crisis communication activities according to what the author has described in the findings section. Since the coronavirus became world news and until the crisis started, namely the first patient entered Bandar Lampung, the City Government had anticipated the crisis. By ordering the formation of a Task Force (SATGAS) 2019 (COVID-19 et al.) in every sub-district in Bandar Lampung City by the Mayor of Bandar Lampung, the city government is trying to build public knowledge and trust that a crisis is indeed occurring in the city of Bandar Lampung.

As time went by, the number of patients infected with Covid 19 began to increase. The city government responded by issuing a government decree regarding health protocol guidelines to become knowledge material for the public, and the ultimate goal was to reduce the rate of spread. The Indonesian government has not declared the Covid-19 pandemic over. This stage is an extension of the crisis response that was carried out previously. After making various efforts to control COVID-19, it is necessary to evaluate the performance of the COVID-19 Task Force Team by the Bandar Lampung City Government.

## CONCLUSION

This research is a conceptual study that provides comprehensive results regarding the Bandar Lampung City government's crisis communication during the COVID-19 pandemic by looking at information and communication technology associated with social media affordances. The crisis communication practices carried out by the Bandar Lampung City government include *Instructing information*, which is an information package that informs people affected by the crisis about how they should physically respond to the crisis, *Adjusting information* is information that explains who, what, where, when a crisis occurs to help the public psychologically in dealing with a crisis and explains crisis prevention steps that affect psychologically and finally internalizing *information* namely the category of information about reputation management that will be absorbed by the public which will ultimately shape the public's assessment of an organization in the long term.

## REFERENCES

- Abdul Kadir Muhammad. (2004). Hukum Dan Penelitian, *Bandung: PT.Citra aditya bakti*
- Amaliah, E., Rojati, U., Nasution, N., & Istiani, A. N. (2022). Literasi Media Sosial Pemberitaan Covid-19: Perspektif Generasi Z Kota Bandar Lampung. *Communicology: Jurnal Ilmu Komunikasi*, 10(2), 249-265.
- Asa Briggs & Petter Burke. (2000). Sejarah Sosial Media dari Gutennerg Sampai Internet, (*Jakarta: Yayasan Obor Indonesia*)
- Badan Pusat Statistik Kota Bandar Lampung, (2020). Kota Bandar Lampung dalam Angka : Bandar Lampung Municipality in Figures 2020. Bandar Lampung.
- BBC, <https://www.bbc.com/indonesia/indonesia-51897307> accessed May 10, (2020)
- Be Healthy, <https://www.vichealth.vic.gov.au/what-is-physical-distancing>, accessed April 04, 2020
- Dokumen JDIH Bandar Lampung tentang kebijakan pencegahan Covid-19 di Kota Bandar Lampung 2022: <https://jdih.bandarlampungkota.go.id/dokumen/417Perwali%2018%20Tahun%202020.pdf>
- Emzir (2012). Metode Penelitian Kualitatif: Analisis Data, *Jakarta: Rajawali Pers*,
- Fauci, Anthony S, dkk. (2020). Covid-19 — Navigating the Uncharted. *The New England Journal of Medicine*.
- Jalaludin Rakhmat. (2017). Metode Penelitian Komunikasi, *Bandung: Rosdakarya*
- Jhon F Cragan. (1998). Understanding Communication Theory: the Communicative Forces for Human Actions, *Needham Heights: a Viacom Company*.
- J. R. Facó. (2010). Metode Penelitian Kualitatif: Jenis, Karakteristik dan Keunggulannya, (*Jakarta: Grasindo*),
- Kompas, (2020) <https://www.kompas.com/tren/read/update-virus-corona-di-dunia>, accessed April 04

- Lexy J. Moleong. (2013). *Metode Penelitian Kualitatif*, Bandung: Remaja Rosdakarya.
- Morissan,(2013). *Teori Komunikasi Massa*, Penerbit: Ghalia Indonesia.
- Nasution, N., & Satria, F. (2021). The Influence of COVID-19 News for Religious Activities in Lampung using Apriori Algorithm. *JTKSI (Jurnal Teknologi Komputer dan Sistem Informasi)*, 4(2), 45-53.
- Nurudin. (2007) *Pengantar Komunikasi Massa*, Jakarta: PT RAJAGRAFINDO PERSADA)
- Oliver, S. (2007). *Strategi Public Relations*. Jakarta: Erlangga.
- Populix (2021). "Media Sosial Adalah: Contoh hingga Manfaatnya bagi Pebisnis". *Populix*.
- Stephen W.Littlejohn dan Karen A.Foss, (2010). *Teori komunikasi, Theorie of Human Communication*, Penerbit Salemba.
- Sugiyono. (2010) . *Memahami Penelitian Kualitatif*, Bandung, Alfabeta.
- Kementerian Sosial Republik Indonesia,(2009). *Direktorat Jaminan Kesejahteraan Sosial*
- Kriyantono, R. (2012). *Public Relation & Crisis Management : Pendekatan Critical Public Relations Etnografi Kritis & Kualitatif*. Jakarta: Kencana.
- Zikri Fachrul Nurhadi. (2015). *Teori-Teori Komunikasi: Teori Komunikasi dalam Perspektif Penelitian Kualitatif*, Bogor: Ghalia Indonesia
- Media Harian Online (2020) : <https://m.lampost.co/berita-12-kecamatan-penyumbang-tertinggi-kasus-covid-di-bandar-lampung.html>
- Update Virus Corona di Dunia," (2020) : <https://www.kompas.com/tren/read/2020/03/25/070100465/update-virus-corona-di-dunia>
- Populix (2021). "Media Sosial Adalah: Contoh hingga Manfaatnya bagi Pebisnis". *Populix*.
- BBC News. (2020). *Virus corona: Jokowi umumkan langkah pengendalian Covid-19, tapi tanpa komando nasional* , <https://www.bbc.com/indonesia/indonesia-51897307>
- Be Healthy. (2020). *What is Physical distancing*", <https://www.vichealth.vic.gov.au/be-healthy/what-is-physical-distancing>