

**COMMUNICATION STRATEGY OF KELURAHAN JATIKRAMAT GOVERNMENT
IN PROVIDING SOCIAL ASSISTANCE DURING COVID-19 PANDEMIC.**



FINAL THESIS

**Submitted to Fulfil the Requirements for Obtaining a bachelor's degree in Communication
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Written By:

YAAFIATHHARIQ

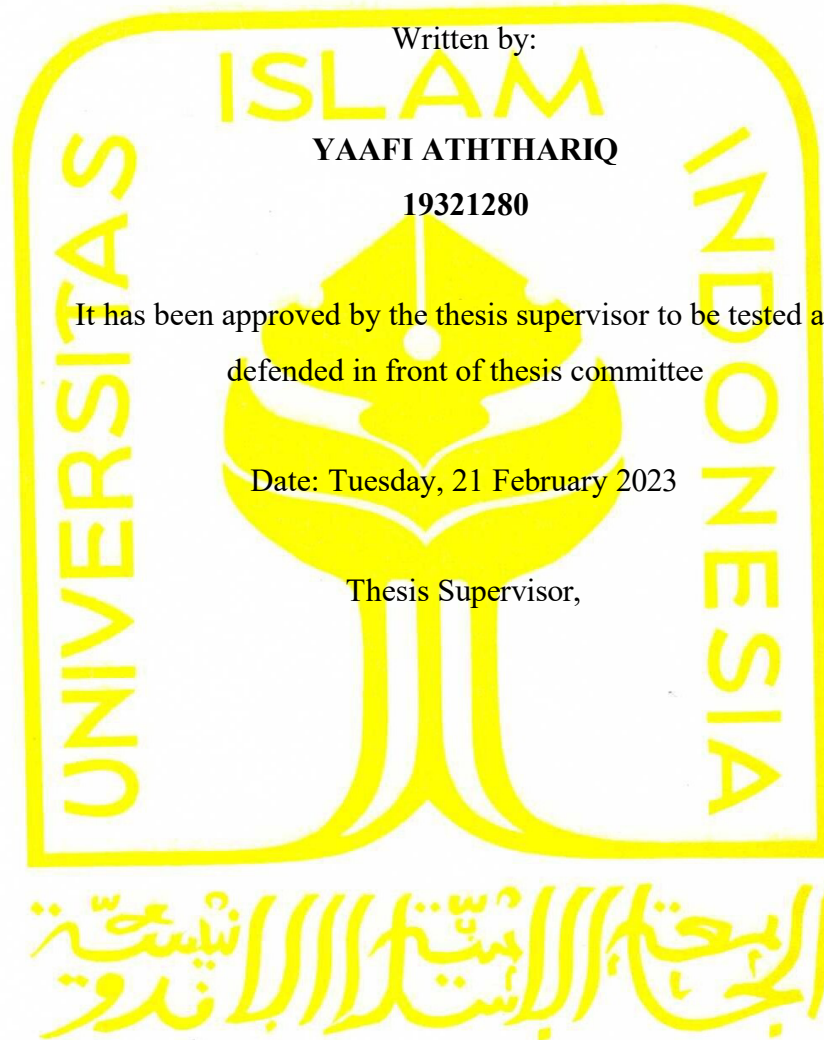
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**COMMUNICATION SCIENCE INTERNATIONAL PROGRAM
FACULTY OF PSYCHOLOGY AND SOCIO-CULTURAL SCIENCES
ISLAMIC UNIVERSITY OF INDONESIA
YOGYAKARTA**

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LETTER OF AGREEMENT

COMMUNICATION STRATEGY OF KELURAHAN JATIKRAMAT GOVERNMENT IN
PROVIDING SOCIAL ASSISTANCE DURING COVID-19 PANDEMIC.



Dr. rer. soc Masduki S. Ag., M. Si
NIDN 0511047202

**STATEMENT OF ETHICAL CLEARANCE
UNDERGRADUATE THESIS**

COMMUNICATION STRATEGY OF KELURAHAN JATIKRAMAT GOVERNMENT IN
PROVIDING SOCIAL ASSISTANCE DURING COVID-19 PANDEMIC.

Written By:

YAAFIATHHARIQ

19321280

It has been approved by the thesis supervisor to be tested and
defended in front of thesis committee

Date: Tuesday, 21 February 2023

Thesis Committee:

1. Nama: Dr.rer.soc Masduki
S.Ag.,M.Si
NIDN: 0511047202
2. Nama: Ratna Permatasari,
S.I.Kom.,MA
NIDN: 0509118601

Knowing,

Head of Communication Science Department in Faculty of Psychology and Social Cultural
Science of Islamic University of Indonesia



Iwan Awakuddin Yussuf, S.IP., M.Si., Ph.D.

NIDN 0506038201

STATEMENT OF ACADEMIC ETHICS
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Signing below, I:

Name : Yaafi Aththariq
Student Number : 19321280

Through this letter I stated that:

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2. Therefore, this thesis is a pure form of my scientific work as a student and a researcher, and not involving other people/parties.
3. Should there be any occasion, after I graduate from the Communication Science Department in Faculty of Psychology and Social-Culture Science of Islamic University of Indonesia, which states that this thesis has strong evidence of being a plagiarized work or conducting academic frauds, I will be responsible for all the consequences and academic sanctions that has been set by Islamic University of Indonesia.

Hence this statement is truly sincere

Yogyakarta, 21 February 2023



Yaafi Aththariq
19321280

MOTTO

*The only person who is educated is the one who has learned how to learn and
change*

Card Rogers

ACKNOWLEDGMENT

“I dedicate this thesis to two great people in my life, my father and mother. Both of them made everything possible so that I can reach the stage where this thesis is finally finished. Thank you for all the sacrifices, good advice and prayers that you never stop giving me. I am forever grateful for your presence as my parents.”

FOREWORD

Praise to the presence of Allah SWT, God Almighty, for all His grace and guidance so that the writer can finish this thesis well. *Shalawat* and *salam* is always poured out to our Prophet Muhammad PBU for all the values until at the end of time, so that the writer could accomplished this undergraduate thesis entitled “COMMUNICATION STRATEGY OF KELURAHAN JATIKRAMAT GOVERNMENT IN PROVIDING SOCIAL ASSISTANCE DURING COVID-19 PANDEMIC.” This thesis is made to find out how the Kelurahan Jatikramat government’s communication strategy in providing social assistance during COVID-19 pandemic.

Therefore, the journey of the writer to finish this thesis is not an easy thing. There are so many obstacles that come from the author his self or from outside factors that influence how this thesis can be completed from start to finish. However, Allah SWT has opened and facilitated the writer by giving people who have made great contributions in writing this thesis so that this thesis can be completed properly. Therefore, I would like to express my deepest gratitude to my parents, Djoko Sri Martoyo and Dessy Okatarina Yohan, for giving their love by giving best support and sincere endless prayer and motivation in accomplishing this undergraduate thesis. To my big brother, M. Alam Omarsyah and M. Faris Gibran, my big family for being supportive to the writer.

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Yogyakarta, 21 February 2023



Yaafi Aththariq

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ABSTRAK

Tidak hanya memberikan pengaruh kepada kesehatan, era pandemic COVID-19 juga memberikan pengaruh kepada permasalahan ekonomi dan sosial masyarakat khususnya warga Jatikramat. Dengan adanya fenomena tersebut, maka Kelurahan Jatikramat disini membagikan sebuah bantuan sosial kepada warga kelurahan Jatikramat. Tujuan penelitian ini adalah untuk mengetahui dan memahami bagaimana startegi komunikasi pemerintah Kelurahan Jatikramat ketika melakukan suatu pembagian bantuan sosial kepada masyarakatnya khususnya di Jatikramat. Adapun teori yang digunakan pada penelitian ini adalah komunikasi public, dan strategi komunikasi pemerintah dengan metode pendekatan kualitatif yaitu dengan melakukan sebuah observasi serta wawancara dan dilakukannya suatu analisis dari data-data yang sudah penulis kumpulkan. Hasil penelitian ini menunjukkan bahwa Kelurahan Jatikramat dalam melakukan strategi komunikasinya menggabungkan media konvensional seperti dengan cara door to door melalui BNBA dan media sosial seperti pemberitahuan melalui WhatsApp.

Kata Kunci: *komunikasi pemerintahan, strategi, bantuan sosial.*

ABSTRACT

Not only having an impact on health, the era of the COVID-19 pandemic has also had an impact on the economic and social problems of the community, especially Jatikramat residents. With this phenomenon, Kelurahan Jatikramat distributes social assistance to residents of Jatikramat. The purpose of this study is to find out and understand the communication strategy of the Kelurahan Jatikramat government when distributing social assistance to the community. The theory used in this research is public communication, and the government's communication strategy with a qualitative approach, namely by observing and interviewing and analysing the data that has been collected by the author. The results of this study indicate that Kelurahan Jatikramat in carrying out its communication strategy combines conventional media such as door to door via BNBA and social media such as notifications via WhatsApp.

Key Word: *government communications, strategy, social assistance.*

CHAPTER I

INTRODUCTION

A. Study Background

The issue of covid has indeed gone up since the beginning of the month to be precise in 2020 until now covid is there, but not as bad as in 2020 to 2021. Various variants of covid continue to emerge, making the government have to implement new regulations so that the Indonesian people here still feel safe and comfortable. COVID-19 has had a very big influence in Indonesia, for example on aspects of health, education, social, and also the economy, trading activities carried out by the community must be stopped. In the health sector, many people are exposed to the Covid virus and cause death. In education, some schools and universities in Indonesia have to take a break first and finally carry out their activities online.

COVID-19 in the process of its development and handling has also caused many social changes in various fields of life. This has caused anxiety and fear, especially among the community because this virus is very fast and dangerous. Through various discussions and trial tests and policies that have been carried out to accelerate the handling of the COVID-19 pandemic. The parties here collaborate, the Government, the private sector and community members working together to decide the acceleration of handling COVID-19, and making the focus of this pandemic the main focus because COVID-19 here affects many levels of society in the world.

With the increasing emergency situation caused by COVID-19, many communities will demand and urge the government to take more decisive, faster, and responsive actions in dealing with COVID-19. This means that the government here must be serious in responding to the COVID-19 pandemic in Indonesia and stop all confusing information scattered in the community. It is undeniable that the media providing information about COVID-19 in the 2020s era made people angry and unsafe.

The government is also required to be able to ensure accountability and transparency of policies issued by the central and regional governments and also how to coordinate between the two, because in this case the government to be able to handle COVID-19 in the community really needs to involve the community in preventing and controlling the spread of the virus COVID-19 in any way. However, in the process of having a countermeasure, then the policy process that they want to carry out here is not naive for the government either, that COVID-19 here continues and

takes many victims. So that the government here needs to provide social assistance for people whose conditions are very worrying when the pandemic hits the country of Indonesia.

Seeing the conditions, it is very necessary to have a consideration at that time. It is necessary to accelerate the handling of COVID-19 so that the government can hasten large-scale social restrictions, also known as PSBB. Based on Law Number 6 of 2018 concerning health quarantine, an option can be taken, such as PSBB. PSBB is a regulation made by the government in particular, namely the Ministry of Health in order to deal with an pandemic. The government's action here is to choose PSBB & PPKM and it impacts people's income.

As a result of the impact of this pandemic, some groups or individuals here have a higher level of pressure, for example in their position here they have not found a job, and when COVID-19 hit Indonesia, it was difficult for them to get a job, not to mention those who were indirectly laid off, due to COVID-19. Then from an economic point of view, many companies had to go bankrupt because they were unable to provide salaries to employees, production had to stop due to various aspects such as PSBB and PPKM. The class variants of society in Indonesia cannot be equalized in that they are indeed among the top all. There are also middle and lower classes. and many people here suddenly in Indonesia are affected by layoffs, the economy has dropped drastically too. Finally, the government here provides social assistance to the people, such as rice, oil and masks as well as other necessities.

The provision of social assistance to the community is a very wise choice, considering the COVID-19 condition which has adversely affected many aspects of people's social life. Social assistance (*Bansos*) is something that can be done by individuals or groups for people in need and this can be in the form of transfers of money or goods given to the community in order to protect against possible social risks and improve community welfare. Social assistance can be given directly to the community or community institutions, including assistance to non-government institutions in the fields of education, religion and is not continuous and selective. The social assistance service can provide social assistance either with conditions or without conditions, then it is given through the Ministry or institutions, as well as for disasters that are befalling an area. In terms of duration, the social assistance here is also temporary, for example to communities affected by disasters. Then there are those that are permanent, which are permanent here for people with disabilities, and the social assistance can be given in the form of money or goods.

Given the phenomenon that had occurred at that time, that Indonesia was experiencing a fairly severe COVID-19 pandemic, what the government needed to do to keep the public feeling safe was to communicate well from the government's side to the community. Due to the fact that when the COVID-19 pandemic came to the surface, the policies issued by the government here forced many people to stop their productive activities. From an economic point of view, what must be done here, apart from making policies therefore the people remain safe, comfortable and prosperous, the government needs to distribute social assistance to the people affected by the economy sector.

Kelurahan Jatikramat is a government agency that provides social assistance to the community. However, they still use conventional methods in giving notifications to the public. Therefore, the local government still assists the provision of social assistance, namely the Bekasi City government so that those who take advantage of social media here are the city regional government, and the kecamatan and kelurahan are integrated with each other.

Picture 1.1 Information on Special Complaint Services for the Covid-19 Social Assistance in Bekasi City

KECAMATAN	NO WHATSAPP
BEKASI UTARA MEDAN SATRIA	0813 8002 7972
BEKASI SELATAN BEKASI BARAT	0813 8002 7973
BEKASI TIMUR RAWALUMBU	0813 8002 7974
BANTARGEBAH MUSTIKA JAYA	0813 8002 7975
PONDOK GEDE PONDOK MELATI	0813 8002 7976
JATI ASIH JATISAMPURNA	0813 8002 7977

Source: Facebook 2020

Seeing the phenomenon that occurred, where Kelurahan Jatikramat is quite active in carrying out social assistance activities and also in communication even though they still use conventional method. The communication carried out by the kelurahan Jatikramat in fact also uses social media, but only the WhatsApp group which only consists of the Kelurahan Jatikramat and RT RW in Kelurahan Jatikramat to coordinate with each other and partly to provide information to residents.

The issue of providing social assistance must be correct, therefore in this study researcher took the "Communication Strategy of the Kelurahan Jatikramat Government in Providing Social Assistance during COVID-19 Pandemic" However, some of the media used here still use conventional media and some social media in providing information to the public about social assistance, it can be said to be quite active, where Jatikramat Kelurahan accumulates with its Kecamatan. When the agency officials here do synergize in providing social assistance to the community, it is precisely this that makes the researcher interested in raising this title as research because the communication strategy that they have built here has fulfilled the message of communication to be conveyed and is in accordance with its purpose to provide assistance to society.

The researcher here deliberately took the Kelurahan Jatikramat party for the first reason, namely because their communication was very active in providing information about social assistance and the Kelurahan Jatikramat is quite active in distributing its social assistance, furthermore the Kelurahan Jatikramat can fairly distribute social assistance according to the target and is quite efficient. Because researcher found that the mayor of Bekasi at that time complained that, a lot of the distribution of social assistance was not on target, such as the social assistance distributed by several Kelurahan in Bekasi, for example Kelurahan Teluk Pecung, kecamatan North Bekasi, Kelurahan Mustika Jaya, and Bantar Gebang.

The second reason is the social assistance information they convey here is quite successful, however some still use conventional media, such as the door to door method with BNBA to announce the community. Then the assistance process in providing social assistance is also fairly good and synchronous regarding the communication, because what is feared here is if the communication strategy here is perfect and good but the goal is not achieved, even though what is used here is still conventional media, not like the open social media such as Instagram dan Facebook. Therefore, the researcher will also analyse how the government's communication strategy is carried out, especially what is done by kelurahan Jatikramat in providing social assistance here to reach the community.

B. Problem Formulation

According to the explanation that has been elaborated above, it can be determined that the problem that will be investigated in this research is "How is the communication strategy of the Kelurahan Jatikramat government in providing social assistance during COVID-19 pandemic?"

C. Research Purpose

According to the explanation of the background of the problem and the formulation of the problem, the expected goal of this research is to find out how the communication strategy of the Kelurahan Jatikramat government in providing social assistance to the community during the COVID-19 pandemic. This research also aims to evaluate material in the process of conducting a communication regarding the communication strategy used by Kelurahan Jatikramat in making notification to the community.

D. Research Benefits

1. Academic Benefits

The findings of this study will be used as a contribution to the development of communication science research on how government communication strategies are and can be used as a form of reference for similar research.

2. Practical Benefits

This research is aimed at Kelurahan Jatikramat so that it can be a reference for future evaluation and learning in responding to the government's communication strategies that are implemented so that they can be effective and efficient.

E. Theoretical Framework

1. Previous Research

In the proposal that the researcher submits here, the researcher uses several reference materials such as theses, journals, and also other scientific papers that are relevant to the research of the researcher, the first one is from **Ananda Florentina Laus, Mariam Sondakh dan J.W Londa, “Strategi Komunikasi Pemerintah Dalam Menunjang Program Pengurangan Kemasan Plastik Pada Masyarakat Kelurahan Tosuraya Barat”, E-Journal, Vol 2. No. 1 Tahun 2020, Universitas Sam Ratulangi, Sulawesi Utara.** This study emphasizes how the government's communication strategy here is in distributing a plastic packaging reduction program to the community. With the background of plastic waste that exists in the community here, it is quite disturbing and also pollutes the residence. This can happen due to the circulation of plastic waste in any place, be it on the street, in the gutter and also in the yard. So when things happen that can disturb the community, it is very necessary to take action that must be taken by those who have

the authority so that the community here can take responsibility. Namely, with the government's role in its strategy to be able to direct the community to be wiser about reducing waste from plastic packaging in the community, especially in Kelurahan West Tosuraya. In this journal research, to be able to direct the community it is not enough to just give an appeal without action, so it is very necessary to have a communication strategy carried out by the local government so that the West Tosuraya community can understand about reducing waste from plastic packaging. To be able to answer the research in this journal, the author also uses the concept created by Harrold D. Lasswell, namely the communication model, namely who says what in which channel to whom with what effect. In the results of the research here, the government's communication strategy that they do is by direct media or direct communication so that in this case the government goes directly to the community, then uses electronic media, namely radio, thirdly using a mass media such as advertisements, pamphlets and posters. In my opinion, this research is relevant to my research but only differs in the object of research. The object of research that I use here is more about the distribution of social assistance in the Covid-era to the community in the Kelurahan Jatikramat. The timing of the research is also different because the research I will be doing here will take place in the 2020-2021 era, where the covid virus is on the rise. As for the concepts used in this study with the journals above, they both use a communication strategy that is devoted to the concept of the government's strategy.

The second previous research is from **Ria Yunita, Amalliah, “Strategi Komunikasi Pemerintah Terhadap Masyarakat Mengenai Kebijakan Larangan Mudik Lebaran Tahun 2021 Pada Pandemic Covid-19”, Jurnal AKRAB JUARA, Volume 6 Nomor 2 (122-133), Edisi Mei 2021, Universitas Bina Sarana Informatika (UBSI)**. This journal explains how the government's efforts to prevent the spread of the Covid-19 virus are one of them by issuing a policy which prohibits people from mudik. The data shows that the Covid data in the 2021 period will increase by an average of 68-93%, so this makes the government wiser to issue a policy of prohibiting mudik for the people of Indonesia. The content of the research here is to "who" in referring to who conveys the message by the Government, who is also represented by the Covid-19 Task Force, Police Headquarters Inspector General, the Ministry of Transportation, and Air Transportation and the Government to the Community. Then the message to be conveyed here is to emphasize that people are prohibited from mudik in 2021 because in 2021 the number of Covid is rising. The media used here are direct communication to the community, online media, and socialization to

the community. The difference in the research here is that it focuses more on the research phenomenon, indeed they both discuss COVID-19, but the above research discusses the policy of prohibiting mudik to the community, while the researcher here are more concerned with the distribution of social assistance by the Jatikramat government. Regarding the research concept, the researcher think that the researchers above have something in common because they both discuss the government's communication strategy to the community. That is how the government here carries out its strategy to be able to convey to the public about the policies they convey and then through what media and how, while the researcher here are more about how the government here can deliver social assistance to the people of Jatikramat, and what media they use. So this research can be considered the same and not. The similarity is because they both discuss the government's communication strategy and the Covid phenomenon, and the difference here is the focus of the research phenomenon where researcher discuss the distribution of social assistance to the people of Jatikramat in 2020-201. Meanwhile, the journal discusses the policy of prohibiting mudik in the covid era only in 2021.

The third previous research is from *Elisa Husein, Rini Darmastuti dan Richard Gordon Mayopu, "Strategi Komunikasi Pemerintah Kota Salatiga Dalam Upaya Mencegah Penyebaran Covid-19", Jurnal Ilmu Komunikasi, Avant Grade, Vol. 09. No. 02 Desember 2021, 230-246.* This journal examines how the Salatiga City government's communication strategy is to be able to make its efforts in the spread of Covid-19 and its impact on the Salatiga community. So that communication strategy will be a topic of discussion in this journal, because finding the right communication strategy also needs support from effective external communication during the pandemic, the communication strategy that is carried out needs to be effective so that the community can reach the community and information can be conveyed optimally as well. In the background of this journal, it is stated that descriptive information makes some people afraid and angry about the things conveyed by the Salatiga City Government, so this journal helps to find the right communication strategy model for the government during the Covid-19 pandemic. In the results of the journal's research, the Salatiga City Government found an effort to prevent the spread of Covid-19, namely with posters providing appeals that were distributed through the website and also social media, then the Salatiga government made a video that was made about the explanation of Covid-19 this was an effort The Salatiga City Government, however, according to the authors of this journal, is too long and therefore less effective. So in this journal research, the author

suggests that to be able to find appropriate and effective communication strategies, the government needs to provide information content submitted to the public that must be credible, clear and important to be accepted by the community. Then in the way of delivering the attributes used to be able to convey information and some of it needs to be carefully planned so that information can reach the public easily. The difference with the research that I took is that in this study it discusses how the communication strategy here can prevent the spread of Covid-19 in Salatiga, while the researcher's research discusses the communication strategy of Jatikramat Village in providing social assistance to the community.

Then the researcher also uses international journals that can be relevant to this research. The journal written by *Ahmed Farouk Radwan and Sheren Ali Mousa, "Government Communication Strategies During the Coronavirus Pandemic: Lessons from the United Arab Emirates", March 2021. Journal of Health Management*. Indian Institute of Health Management Research revealed that the government here concentrates more on its people because Covid-19 here presents an aspect of loss and high risk. The United Arab Emirates (UAE) here is essentially developing a communication strategy related to its health communication in handling Covid-19 according to international standards. The UAE government uses many strategies in informing and convincing the people here that the situation and conditions can be controlled. So the strategies they take are action strategies, certainty, strategies to suppress unclear news about covid-19, correcting misinformation and rumours as well as strategies to provide wise advice. Equally, this study discusses communication strategies related to covid-19, but in this journal this article is more towards the government's communication strategy which they describe as wanting to make people here feel safe by ensuring that people do not receive hoax news about Covid-19. Then the difference is that the research that the author uses is more on the government's communication strategy actions through social assistance activities.

2. Theoretical Framework

The title taken by the researcher here is "Communication Strategy of the Kelurahan Jatikramat Government in Providing Social Assistance During COVID-19 Pandemic". Here the researcher will discuss the research concept. In the title of the study, there are concepts that can be put forward, namely public communication, communication strategies, government communication strategies, COVID-19 and also social assistance (*bansos*) because in this study researcher raised phenomena related to government and society.

A. Public Communication

In the first concept, the researcher reveals the existence of public communication, public communication is an exchange of messages with a number of people who are in an organization or outside the organization face to face or through a media (Arni Muhammad, 2008: 7). In the character of public communication (West, 2008: 5) reveals that there are differences between public communication and other communications, namely as follows:

- Tends to be more passive;
- Interaction between source and receiver boundary
- Feedback received is limited
- Done in a public place
- Planned
- Aims to provide information, entertainment, respect and persuasion

Another understanding says that public communication is a communication carried out in front of many people. In public communication the message conveyed can be in the form of information, invitations, ideas. The ingredients can be mass media, it can also be through speeches at public meetings or demonstrations, blogs, social networking sites, comment fields on websites/blogs, e-mails, mailing lists, text, letters, readers' letters, billboards, banners, or anything else. that can reach the public. To be sure, Public Communication requires oral and written communication skills so that messages can be conveyed effectively and efficiently. Public communication is also known as mass communication. However, public communication has a broader meaning than mass communication.

Then in the delivery of good public communication, it would be nice to pay attention to the quality of the public communication, which has been determined through an intentionally intended message, and also by a message that is not accidentally delivered. Speakers have a responsibility to give valuable presentations in the arena, are responsible for delivering as selectively as possible. So the things to pay attention to are as follows:

- Eye contact

Eye contact is a non-verbal communication technique that helps the speaker explain his ideas to the listener. In addition to having a persuasive power, eye contact also helps to keep the listener's attention. A successful speaker must maintain eye contact with his audience. To get in touch with the listener, the speaker must maintain direct eye contact

about 75% of the presentation time. Eye contact with the listener helps the speaker know and monitor the listener and is feedback to the speaker on the message conveyed.

- Accuracy

Public communication is often delivered in an informal or relaxed atmosphere, so the delivery of public communication should be adapted to the situation. Vice versa, if the conditions are formal then the way of delivering public communication is also formal. In addition to considering the conditions and topics of conversation, it is also considered what the listener expects to be heard.

- Vocals

The speed of speech, the tone and rhythm of the voice, as well as the emphasis of certain words need to be considered in public communication. Public communications delivered in a clear and pleasant voice can amaze listeners. On the other hand, public communication delivered in a voice that does not vary, is monotonous and will bore the listeners, thereby reducing the listener's attention.

- Planning

The key to the best strategy is planning. Therefore, before delivering public communication, the speaker has carefully planned beforehand. The choice of suitable topics to be given to listeners is based on listener analysis. Prepare the necessary materials and plan how the delivery strategy fits the audience.

B. Communication Strategy

With a communication strategy, the government can find out what they want to convey and how the communication strategy they develop later can achieve its goals. The concept of a communication strategy to be successful there are also several techniques, namely from Aftriana, (2017) there are several techniques, including redundancy, namely a technique to be able to influence the audience by repeatedly conveying messages to the audience, the second is a canalization technique on how to understand and research so that it can influencing a group of individuals or an audience, the third is informative, meaning that there is a message delivery whose purpose is to influence the audience by providing an explanation, then there is persuasive, which is influencing and persuading, the next is educative, meaning the efforts made in influencing the audience from the general statement expressed can be realized as messages containing opinions,

facts and experiences, the last thing that forces is the existence of techniques to influence society by force.

Reporting from the journal Ananda Florentina Luas (2020) that the functions and criteria of a communication strategy are also very important, revealing also that the functions of communication strategies have their respective links as follows:

- Disseminate communication messages to the target to obtain optimal results
- Must be able to bridge the cultural gap due to the ease with which it is obtained and the ease with which the mass media can be operated

Likewise, the purpose of the communication strategy is also in the journal that was reported by Ananda Florentina Luas (2020) revealing that the communication strategy here serves as a maturation plan so that the communication can be effective. So the aim is as follows:

- Announcing, which this strategy aims to convey information about a core message to be conveyed in order to attract targets and later can bring other supporting information to the surface
- Motivation (motivate), meaning that the strategy here must be able to motivate someone to be able to do things related to the purpose of the message to be conveyed
- Educating, the strategy must aim to be able to educate through the messages conveyed so that the community can judge whether they need it or need it at least in receiving the message that will be delivered later.

Communication strategy is essentially planning and management to achieve one goal. To achieve this goal, the strategy does not function as a road map that only shows the direction, but must also show the operational tactics (Abidin, 2015). Communication strategy is a concrete stage in a series of communication activities based on technical units for the implementation of communication goals, while technique is a choice of certain communication actions based on a predetermined strategy, a plan that includes methods, techniques, and functional relationships between elements and the factors of the communication process for operational activities in order to achieve the goals and objectives. In essence it is a planning and management to achieve a goal.

R. Wayne Pace, Brent D. Paterson, and M. Dallas Burnet in their book, *Techniques for Effective Communication*, state that the central purpose of a communication strategy consists of three, namely:

- To motivate action;

- To establish acceptance;
- To secure understanding;

To secure understanding means ensuring that the communicant understands the message he receives. When the communicant has understood and accepted, the recipient must be fostered (to establish acceptance). In the end, communication activities are motivated (to motivate action)

Thus, a communication is the whole planning, tactics and methods used to facilitate communication by paying attention to all aspects of the communication process to achieve the desired goals. It would be better if the communication strategy pays attention to the communication components and the supporting or inhibiting factors in each component, including the reference frame factor, the situation and condition factors, the selection of communication media, the purpose of the communication message, and the role of the communicator in communication.

Communication strategy is a communication plan that is in it. And when it is planned it will look at the source of the message, the message, the message processing process, and how the message is used in the communication process itself. Thus, speaking of the nature of the communication strategy, its existence is attached or integrated with various kinds of communication planning. Communication planning itself is a study of communication organization. Thus, the nature of the communication strategy can be explained as follows:

- An integrated part of the communication planning review.
- Requires the role of the credibility of the communicator.
- Requires clear communication settings.
- Can be used as a communication process in various situations.
- Many felt its implementation in organizational studies.
- Provides benefits that measure the effectiveness of messages conveyed and understood by communication.

From these characteristics, the communication strategy actually has an adaptive nature to the conditions and studies of a number of objects in the field of communication. Communication strategy is not as old as other communication studies. Considering that this communication strategy grows and develops along with the times, especially in the fields of industry and economics business, so that communication experts then think of an effective approach in the context of communication.

Thus, there is a special nature of the existence of this communication strategy, which reflects an epistemology of all implementations of models, theories, and types of communication so as to be able to obtain superior communication targets. In its development, a number of communication experts have discussed that communication strategy is very closely related to communication organizations. However, the communication strategy is more of a form of a number of strategic steps taken by an organization so that all its communication activities are able to achieve goals effectively.

C. Government Communication Strategy

According to Djopari and Solihah (2014) the government's communication strategy here is used to manage the community in external communication organizations in providing information about various government policies and regulations to the community, non-governmental organizations, and also including community or business intuition and getting information from them, to make policies, regulations and also convey information from what has happened and from the policies that have been made.

Erliana Hasan (2005) also revealed that the government's communication strategy here is the stage of delivering messages or ideas, programs, and also government ideas to the community. So it can be assumed that the government is present as a communicator and the community as a communicant, but the situation can also be reversed. For example, the people here can also convey the idea that the government here is in a position to observe what the people want. A government communication strategy also has its characteristics, according to Arifin (Abdullah, 2009:10) in a communication strategy, five factors need to be considered, namely as follows:

- Getting to know the audience, which is the first step for communicators in an effort to create effective communication.
- Establish a method, namely in the world of communication, the delivery method can be seen from two aspects, namely the implementation and the formation of its contents.
- Composing messages, meaning that they must be able to determine a theme and also the material. This is a major requirement in influencing the message's audience so that it can generate attention.
- Media selection in creating effective communication media selection has an important role

- Finally, the selection of communicators in the communication process between communicators and communicants, the role of communicators is very decisive for the acceptance of a message conveyed by the audience.

The government's communication strategy also reported from the journal Ananda Florentina Luas (2020) also revealed that the government's communication strategy must be based on a strategic plan that has basic elements, including:

- Can determine where the communication purpose are headed;
- Determine also the target of communication;
- Determine the message to be delivered;
- Define time settings;

So in the concept that will be used by researcher here, namely how a communication strategy focused on government bureaucracy can be formulated as an official government plan that will focus on the long-term goals of an organization so that these goals can be achieved

D. Covid-19

The fourth concept is that the researcher uses the concept of Covid-19 to support the title of the researcher here. Corona virus disease, also known as COVID-19, is a virus that attacks the respiratory system. This corona virus can cause a mild disturbance in the respiratory system, lung infection and even death (Handayani, 2020). This virus is not only detrimental to human health, but aspects of human life as well. This virus has caused losses to humans so that when the Covid-19 number was at its highest in Indonesia, the PSBB was imposed, namely large-scale social restrictions in which many employees were laid off, the teaching-learning process had to be online, activities that had to be carried out face-to-face had to be done. stopped to reduce the spread of COVID-19.

COVID-19 is an infectious disease caused by Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). SARS-CoV-2 is a new type of coronavirus that has never been previously identified in humans. There are at least two types of coronavirus that are known to cause diseases that can cause severe symptoms such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). Common signs and symptoms of COVID-19 infection include symptoms of acute respiratory distress such as fever, cough and shortness of breath. The average incubation period is 5-6 days with the longest incubation period

being 14 days. In severe cases of COVID-19 it can cause pneumonia, acute respiratory syndrome, kidney failure, and even death.

Etiologically Corona virus infection or Covid-19 is caused by coronavirus, which is a group of viruses that infect the respiratory system. In the vast majority of cases, the coronavirus only causes mild to moderate respiratory infections such as the flu. However, this virus can also cause severe respiratory infections, such as pneumonia, Middle-East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). There are allegations that COVID-19 was initially transmitted from animals to humans. However, it was later discovered that COVID-19 is also transmitted from human to human. Covid-19 can infect anyone but the effect will be more dangerous or even fatal if it occurs in the elderly, pregnant women, people who have certain diseases, smokers, or people whose immune systems are weak, for example in cancer patients. Regarding prevention, it is also divided into three levels, namely as follows (Perry, 2009):

- Primary Prevention

Primary prevention has special protection against disease to prevent the occurrence of a disease. Primary prevention is an effort so that people who are in the stage of optimum health do not fall into a worse stage. Primary prevention involves taking action before a problem occurs. health and includes aspects of health promotion. In the aspect of health promotion, primary prevention focuses on improving the overall health of individuals, families, and community groups.

- Secondary Prevention

Secondary prevention relates to educational or educational efforts that are organized and used to promote the conclusion of cases of individuals suffering from the disease so that interventions can be carried out immediately. Secondary prevention emphasizes early case finding and appropriate treatment. Secondary prevention is carried out starting at the pathogenesis phase (incubation period) which starts when the germs enter the body until the onset of symptoms of disease and health problems. Early diagnosis and appropriate intervention can delay the course of the disease, thereby shortening the time of illness and the severity of the disease.

- Tertiary Prevention

Tertiary prevention is directed at minimizing surgical residuals from disease and helping clients learn to live productively with limitations. Tertiary prevention is an effort to prevent

people who have recovered from illness and experience disabilities such as further health education, work therapy, public awareness, rehabilitation institutions and community participation. Rehabilitation activities to reduce disability and increase the efficiency of the patient's life.

So in the concept of covid-19 which has been described because it causes a lot of harm to the community, even to the point of massive layoffs to the community which can harm the community, this title is also associated with the concept of social assistance.

E. Social Assistance

Social assistance is defined by the Regulation of the Minister of Home Affairs (Permendagri) Number 32 of 2011, namely "social assistance is the provision of assistance in the form of money or goods from local governments to individuals, families, groups, communities that are not continuous and also selective, so that it has the aim of protect against possible social risks". So, in this case, the government's communication strategy that will be built later will also be concerned with the community.

Social assistance (bansos) is a transfer of money or goods given to the community in order to protect against possible social risks and to improve the welfare of the community. So that the conclusion regarding social assistance, social assistance can be given directly to the community or community institutions, including assistance to non-government institutions in the field of education and religion, it is not continuous and selective. The social assistance service can be "conditionally" or "unconditionally", provided through the Ministry or Institution, as well as for natural disasters. In terms of duration, social assistance can be temporary (for disaster victims), or permanent (for people with disabilities), and can be in the form of money or goods.

Providing social assistance has many benefits, based on APBN funds, social assistance is also divided into four, namely as follows:

- The education sector includes the BOS Program and Scholarship for Poor Students/Students.
- The health sector includes the Jaskemas Program and Health Services in Class III Hospitals.
- Social Protection Sector, covering the Family Hope Program/PKH, and Direct Cash Assistance/BLT.

- Community Empowerment Sector (PNPM Rural covers Kecamatan KDP, P2KP, Urban PNPM, PNPM Rural Infrastructure/PPIP, PNPM Disadvantaged Regions/PDT, PNPM Regional Socio-Economic Infrastructure) (Rahayu: 2012).

Regarding the existing legal basis for social assistance, which is also sourced from the APBD by the regional government, both provincial and district/city governments can be said to be "complete", although in fact there are still various provisions that need explanation from the Ministry of Home Affairs. Regulations or provisions of laws and regulations governing the provision of grants and social assistance by local governments are Permendagri Number 32 of 2011 concerning guidelines for granting and social assistance sourced from the APBD which was stipulated on July 27, 2011 and promulgated on July 28, 2012. Then On May 21, 2012, Permendagri Number 39 of 2012 has been enacted concerning amendments to the Regulation of the Minister of Home Affairs Number 32 of 2011 concerning Guidelines for Grants and Social Assistance sourced from APBD which was promulgated on May 22, 2012.

Likewise, since January 3, 2012 has been determined and on January 4, the Government Regulation Number 2 of 2012 concerning Regional Grants was promulgated. Previously, regulations on grants and social assistance were only regulated in several articles in the Home Affairs Ministry Number 13 of 2006. Grants were only regulated in article 42, article 43, and article 44, and even then, they have been repeatedly. Amended by Permendagri Number 59 of 2009 concerning guidelines for regional financial management, lastly amended by Permendagri Number 21 of 2011. Likewise, the provision of social assistance is only regulated in one article, namely Article 45 and consists of 4 paragraphs in Permendagri Number 13 of 2006. changed until Permendagri No. 21 of 2011.

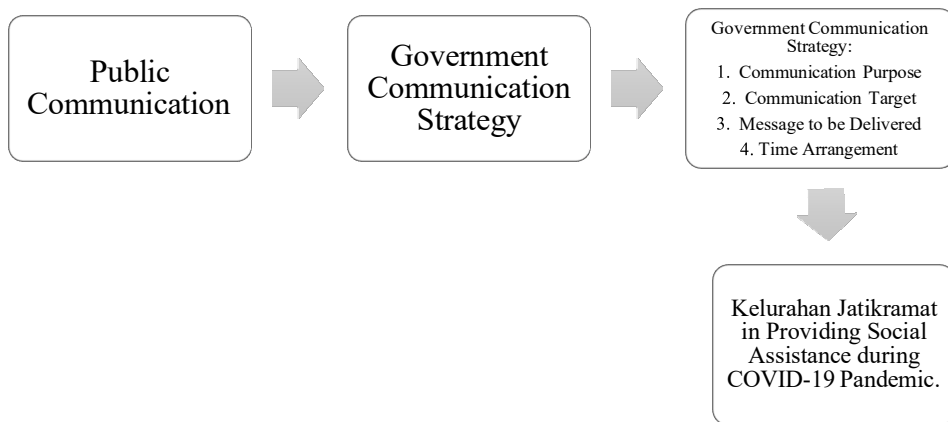
For grants, in addition to being guided by Permendagri No. 32 of 2011 and Permendagri No. 39 of 2012, the granting of grants sourced from the APBD is also regulated in government regulation No. 2 of 2012 concerning regional grants. Likewise, the provision of grants and social assistance in the budgeting is also regulated annually by the Minister of Home Affairs regulation on Guidelines for the Preparation of APBD. For example, for fiscal year 2013. Based on Permendagri Number 37 of 2012 concerning guidelines for the preparation of APBD for fiscal year 2013 in Appendix V. Other special matters number 26, then for funding needs to support the implementation of the tasks and functions of the team to drive empowerment and family welfare (TP- PKK) Province/Regency/City, Local governments budget for SKPD programs and activities

that are functionally related to family empowerment and welfare. This provision means that TP-PKK activities must be budgeted for through programs and activities at the SKPD, and are no longer allowed to be budgeted again through grants or social assistance.

So the conclusion here is that the local government in providing grants and social assistance sourced from the APBD since the 2012 budget year has been guided by the Permendagri Regulation No. 32 of 2011. Meanwhile, for the 2013 fiscal year, apart from being guided by the Permendagri Regulation No. 32 of 2011 it is also guided by the Permendagri Regulation No. 39 of 2012 and for grants are also guided by PP No. 2 of 2012 on regional grants.

The common thread here is when talking about a concept taken by researcher is a communication strategy, which means that there is a plan for an activity that has been planned and made to the target, especially by sending and receiving news between two or more people, so that the message here can be conveyed well. The communication strategy in this study means that social assistance for covid-19 carried out by the Jatikramat government is delivered properly and is relevant to the concept taken. Then, whether the government's communication is done well and well conveyed, and to be able to find out whether the government's communication strategy here is successful or not. If so, has the distribution of COVID-19 social assistance to the people of Jatikramat here been delivered effectively?

3. Thinking Framework



F. Research Methodology

1. Research Types and Approach

The research paradigm is a collection of concepts or ideas which will look at a reality in the discipline of science. In this research paradigm, using social constructivism which considers

many humans and is always learning to understand the world, and later they will create a subjective understanding (Creswell, 2015). This research will have a goal, namely to see the views of the participants with the existing phenomena. The questions to be asked will also have a general and broad nature. So that with broad and general questions, the research proposed here can make researcher observe whether the community can respond to this.

In this study, researcher also prioritize an interaction process between individuals, for example including the specific context of the work they carry out, this is to see the background of the participants. The background position of the participants in this research is to be able to influence an interpretation of the phenomena that researcher take, and see how far they understand something.

In this context of constructivism, Crotty 1998 (in Creswell, 2010, p.12) introduces a number of assumptions, namely:

- The social environment is the true creator of meaning. That is in the form of interaction inside and outside with the human community. The series of qualitative research is inductive in nature in which the researcher makes meaning from the collection of data collected from the respondents;
- A series of meanings in the construction of individuals so that they can be involved in the world that is being interpreted. In qualitative research more often use open-ended questions so that respondents can express their views.
- Individuals always take part in their world and always learn to understand it from the historical and social point of view they have, all humans are born in the world of meaning given by the surrounding culture. Therefore, qualitative is required to understand the background or elements that exist in their respondents by way of direct observation with the context and dig up the information needed in the research themselves. Researcher are also required to be able to interpret what they are looking for, namely a meaning formed by their own experiences and backgrounds.

This study uses a constructivism paradigm which will later use a qualitative approach. Social research with a qualitative approach has a relationship with the analysis of visual data and verbal data that describe everyday experiences. This approach is non-quantitative in collecting data and analysis, one example is in-depth interviews and observations, because the research conducted seeks to reveal social realities as experienced by the individual respondents. In this study, using

the constructivism paradigm to analyse how the communication strategy of the Kelurahan Jatikramat in distributing social assistance to the community in the era of the covid-19 pandemic.

To conduct a research there are rules (Pujileksono, 2015:26), namely:

- Must see how the reality is;
- Studying an existing phenomenon;
- The structure used in conducting a study;
- The arrangement of the ways in which the meaning of a discovery is made;

In this study using qualitative research. Qualitative method is an approach or search through exploring and understanding a central phenomenon. The qualitative method that is meant by the research used is descriptive. The information submitted by the participants was then collected and analyzed in the form of data and text. From these data, the researcher makes an interpretation in capturing the deepest meaning, then the researcher describes it using the studies of other scientists that have been done previously.

The final results based on qualitative research are stated in the form of a written report (Creswell, 2010). In addition, Creswell also explained that qualitative research begins with an assumption and the use of an interpretive framework that forms the study of problems in the human social sphere. So that the research method used by the researcher here is very suitable to use a descriptive or qualitative method because an object of research is a reality that occurs in social life and this is considered a dynamic event in the impact of case studies. So that the data that will be collected will come from research sources that apply to the things/cases/phenomena being investigated.

2. Research Focus

The focus of the research here is an analytical tool to be able to conduct research, which can later become the criteria for research data so that it can examine data that is relevant to the research that will be carried out later. The focus of the research here will be to examine the communication strategy of Kelurahan Jatikramat in providing social assistance to the community during COVID-19 pandemic. The container here means how the government's communication strategy carries out the communication strategy carried out by the Kelurahan Jatikramat Government here, which will later be related to the COVID-19 issue also because this issue is one of the strongest reasons why Kelurahan Jatikramat government distributes social assistance.

3. Research Time and Location

Because this research begins with the stages of proposal preparation, observation, data collection and final report preparation, it takes a long time to review The Communication Strategy of Kelurahan Jatikramat Government in Providing Social Assistance During COVID-19 Pandemic. This research will be conducted in October 2022, then the research location is in Kelurahan Jatikramat, Bekasi.

4. Research Informants

In this study, the informant means a person or group who can support a research. The informants who will be selected are parties from the Kelurahan Jatikramat, namely H. Mohammad Amin who serves as the Head of the Social Welfare Division, Mr. Agus as the Social Welfare Staff in Kelurahan Jatikramat, Bekasi. Informants also came from people who received social assistance, namely Mr. Sarih Supriyadi. This study has the criteria used as informants as well, namely as follows:

- Informants have sufficient information, time, and opportunity to be questioned as well as the necessary data related to the research.
- Informants are still fully and actively involved in the environment or activities that the researcher are targeting.
- Informants are actors who have long been involved in activities that have become the target of researcher.

5. Types of Research Data

In this study there are two types of data in this study which are follows:

- Primary data

Primary data is data that is generated directly on the object of research with the implementer in the form of in-depth interviews with various informants about the Communication Strategy of Kelurahan Jatikramat Government in Providing Social Assistance During COVID-19 Pandemic.

- Secondary Data

Secondary data is data obtained from literature studies/literature books, national/international publications, documents, and other sources related to this

research. Then the researcher also conducted a data collection through direct interviews.

6. Data Collection Technique

According to Creswell (2016: 257) an explanation of the role of the researcher will also determine the explanation of the problems that may arise in the data collection process. The steps of data collection according to Creswell (2009:266); Gay (2006: 413-423) includes efforts to limit research, collect information through observation and interviews, both structured and unstructured, documentation, visual materials, and efforts to design protocols for recording information. Data collection procedures in qualitative research involve four types of strategies with strengths and weaknesses, namely:

1. Qualitative observations.

Researcher went directly to the field to observe the behaviour and activities of individuals at the research site. In this observation, the researcher records in a structured or semi-structured way (for example, by asking a number of questions that the researcher really wants to know) the activities at the research site. In general, this observation is open-ended where the researcher asks general questions to the participants which allows the participants to freely express their views. It can also be interpreted that observation is a process to analyse and feel and understand an object or phenomenon that has been previously known as well as to obtain the information needed for a research, according to Sugiyono, observation is a complex process, a process composed of various biological and psychological processes (Sugiyono, 2013:203). So in this observation, the research object will be carried out in Kelurahan Jatikramat, especially regarding how the communication strategies they carry out related to social assistance.

2. In qualitative interviews.

Researcher can conduct face to face/interviews (interviews face to face with participants interviewing them by telephone, or engage in focus group interviews (in interviews with certain groups). These types of interviews, of course, require general questions. unstructured and open-ended designed to elicit the views and opinions of the participants. The results of these interviews were recorded, as suggested by Creswell "researchers records information from interviews by using note taking or audiotapes. I recommend that one audiotape each interview and then describe the interview later." The recording is intended so that all interview

results can be heard again so that no information from the interview is left behind. The interview results are then rewritten to be used as a reference source for the author in analysing the problems raised in the research. this research.

3. During the research process.

Researcher can also collect qualitative documents. These documents can be public documents (e.g., newspapers, papers, office reports) or private documents (e.g., diaries, diaries, letters, e-mails).

4. The last category of qualitative data

Qualitative audio and visual materials (qualitative audio and visual materials). This data can be in the form of photos, video tapes, or all kinds of crisp sounds. Also input is a creative data collection producer that falls into the category of visual ethnography and includes life stories, metaphorical visual narratives, and digital archives.

7. Data Analysis

Data analysis technique is the first step of data analysis, where data analysis here involves collecting data, compiling data systematically, then proceeding with presenting the results of their research to others. According to Sugiyono (2010:335) what is meant by data analysis techniques is the process of searching for data, systematically compiling data obtained from interviews, field notes, and documentation, by organizing data into categories, breaking into units, conducting a synthesis, compiling into a pattern to choose which ones are important and which will be studied, and make conclusions so that they are easily understood by ourself and others. The steps to analyze the data in this study are as follows:

1. Data Collection

Data collection is, searching, recording, and collecting everything objectively and as it is in accordance with the results of observations and interviews in the field, namely recording data and various forms of data in the field.

2. Data Reduction

According to Sugiyono (2010: 338). Reducing data means summarizing, choosing the main things, focusing on the things that are important, looking for themes and patterns and removing unnecessary things. Thus, the data that has been reduced will provide a clearer picture, and make it easier for researcher to conduct further data collection, and look for it when needed.

3. Conclusion

The final step in qualitative data analysis according to Miles and Huberman quoted by Sugiyono (2010: 345) is drawing conclusions and verification. The initial conclusions are still tentative and will change if no strong evidence is found to support the next data collection stage. Conclusions in qualitative research may be able to answer the problem formulation that was formulated from the beginning, but may also not, because the problems and problem formulation in qualitative research are still temporary and will develop after research in the field.

CHAPTER II

OVERVIEW OF THE RESEARCH OBJECT

The researcher will explain the description of the object to be studied. The object studied by the researcher is the object of the Kelurahan Jatikramat, which in this Kelurahan Jatikramat provides social assistance to the community during the Covid-19 period in 2020-2021

A. Profile of Kelurahan Jatikramat Bekasi

Kelurahan Jatikramat is located in the Jatiasih District, Bekasi City, West Java, Indonesia. This Kelurahan has a postal code of 17421. The government center of Kelurahan Jatikramat is on Jl. H. Gemin, this Kelurahan has been established since 1965. Kelurahan Jatikramat is now led by the Lurah on behalf of Fuad Hassan, S.Ip., M.Si

Kelurahan Jatikramat is mostly part of the Kecamatan Jatiasih, which has an area of 440,180 ha consisting of four village areas and eight residential areas, currently consisting of 123 RT and 19 RW. Based on its formation, Kelurahan Jatikramat also has regional boundaries.

Based on the geographical location, Jatikramat has an orbit at the center as follows:

1. To Kecamatan Jatiasih Office: 2.5 km / 10 minutes travel time
2. To the Bekasi Mayor's Office: 9.5 Km or 20 minutes of travel time
3. To the Capital of Prov. West Java : 164 Km / 2.5 hours travel time
4. To the national capital: 20 Km or 35 minutes travel time

Talking about population growth in Kelurahan Jatikramat, Kecamatan Jatiasih, up to now, it can reach 20% per year. The population of Kelurahan Jatikramat, Kecamatan Jatiasih in 2021, namely:

1. Population: 44,350 people
2. Number of household heads: 14,696 families.
3. Number of RT : 126 management
4. Number of RW : 19 Management

B. Vision and Mission

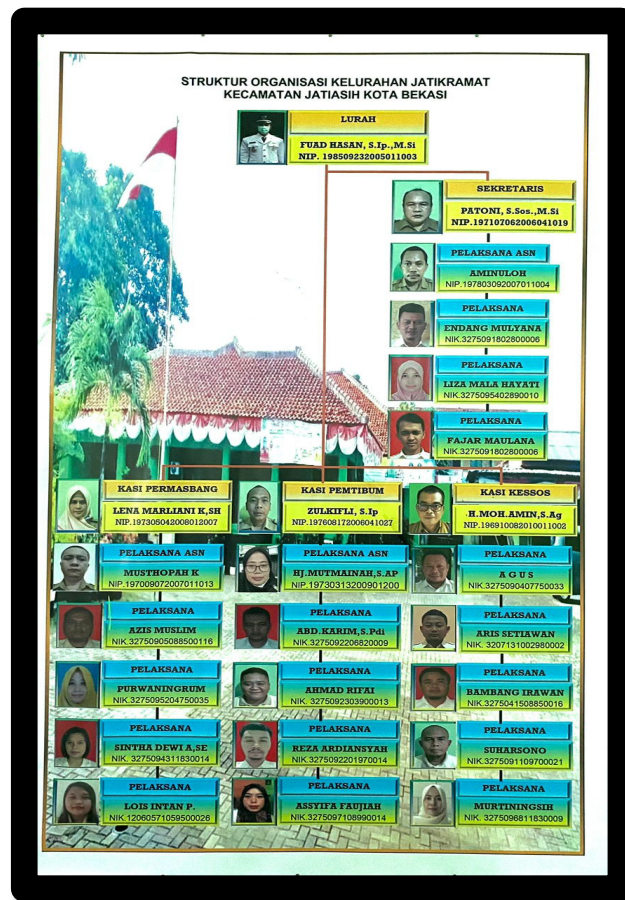
The vision of the of Kelurahan Jatikramat is "*Jatikramat Cerita*", which means *Jatikramat Cerdas, Kreatif, Sejahtera, dan Ihsan*. The mission of Kelurahan Jatikramat is as follows:

1. Creating intelligent and creative apparatus;
2. Realizing professional community services;

3. Encouraging the creation of community participation in development;
4. Realizing a prosperous society with the fulfillment of a Bekasi city government program both physically and non-physically;
5. Harmonization between the Government and religious leaders for the realization of inter-religious harmony;

C. Organizational Structure

In this section, the researcher will present the organizational structure in Kelurahan Jatikramat, which is as follows:



Picture 2.1 Kelurahan Jatikramat Organizational Structure

In this study, researcher will focus on the field of social welfare where researcher will describe how their communication strategy is to distribute social assistance to the community, especially during the COVID-19 Pandemic.

1. Social Welfare Sector

The field of social welfare is a field that must be able to create good conditions, especially for the community in meeting material, spiritual, and social needs in order to get a decent living and be able to develop themselves. Based on Regent Regulation No. 104 of 2017 concerning Description of Duties of Kecamatan and Kelurahan. The job descriptions of the Social Welfare Sector are as follows:

1. Prepare an activity plan for the Social Welfare Sub-Section, based on data and programs determined by the Head of Social Welfare Division and the provisions of the legislation;
2. Lead and distribute tasks to subordinates;
3. Evaluating and assessing the performance of the work of subordinates;
4. Prepare materials for coordinating the formulation of local government policies in the fields of social, transmigration, health, women's empowerment, child protection, population control and family planning;
5. Prepare materials for monitoring, evaluating and reporting on the implementation of local government policies in the areas of social, transmigration, health, women's empowerment, child protection, population control and family planning;
6. Prepare administrative service materials for the administration of government affairs in the social, transmigration, health, women's empowerment, child protection, population control and family planning sectors;
7. Carry out coordination and synchronization of cooperation in transmigration development originating from 1 (one) Regency area;
8. Prepare materials for cooperation with transmigration placement areas;
9. Departing and escorting prospective transmigrants from the area of origin to the provincial district and transmigration location;
10. Prepare materials for the facilitation of grants and social assistance to agencies/institutions, mass organizations, community groups and individuals or families;
11. Prepare materials for guidance, monitoring and evaluation of the implementation of grants and social assistance to agencies/institutions, mass organizations, community groups and individuals or families; and
12. Carry out other functions assigned by the Head of the People's Welfare Section relating to society and government;

D. Covid-19 Social Assistance in Kelurahan Jatikramat

To be able to ease the socio-economic burden on the poor during the COVID-19 pandemic, the Kelurahan Jatikramat Government handed over social assistance in the form of groceries to the community. The Kelurahan Jatikramat Government explains that the distribution of social assistance to the community also coordinates with the Bekasi City Social Service, then also coordinates with the Ministry of Social Affairs, meaning that each social assistance distributed will be in accordance with the programs of that agency.

The Covid-19 social assistance channelled by the Jatikramat District turned out to be in accordance with official programs and ministries. Social assistance can also be provided in the form of BLT, namely *bantuan langsung tunai* in the form of cash/health insurance/food/education. From the Social Service, to distribute COVID-19 social assistance to the community, especially those in the Jatikramat sub-district, the Service will request data from the Kelurahan Jatikramat, where this data will be processed by Kelurahan Jatikramat in selecting residents who are entitled to receive social assistance from the government.

In providing social assistance to the community, the Kelurahan Jatikramat government has a workforce, namely *Pekerja Sosial Masyarakat* (PSM). For example, the Kelurahan Jatikramat asked for data on ten elderly people who are entitled to receive social assistance and later the Jatikramat will ask PSM for help, because PSM here is under the auspices of the Kelurahan Jatikramat. PSM here is used as a support workforce for the Kelurahan Jatikramat to be able to assist the Kelurahan Jatikramat in filtering which people are entitled to receive social assistance.

Regarding the distribution of social assistance, Kelurahan Jatikramat has many periods. From the results of interviews, Mr. Agus explained that during this period the Ministry of Social Affairs managed to distribute BLT 2,700 social assistance in the form of money, then 1,600 in the form of rice. This social assistance was given, it turns out that from 2020, 2021 to 2022, there is still a social assistance given to the community considering that COVID-19 in Indonesia has not really gone away. Most of the parties who receive social assistance in Kelurahan Jatikramat are orphans whose parents left because they were exposed to COVID-19. However, this is not routine, so it is only temporary.

It will also display what kind of social assistance has been provided to the community and consists of four stages. From this data it is also the result of data that the distribution has been

successful in the form of groceries, money, medical devices such as masks, the data presented is as follows:

Picture 2.2 Social Assistance from Kelurahan Jatikramat to the Community Phase 1

Lampiran Berita Acara Serah Terima Barang
Kegiatan Penanganan Dampak Corona Virus Disease (COVID-19) Di Kota Bekasi
Lurah JATIKRAMAT Kecamatan JATIASHIH
Nomor : 460/415/Dinsos/Gulmakin

NO	URAIAN	VOLUME	SATUAN	HARGA	JUMLAH
1	Beras Premium	5 Kg	357 KK	Rp 11.700	Rp 20.884.500
2	Mie Instan Sedap	7 Pcs	357 KK	Rp 2.152	Rp 5.252.996
3	Makanan Kaleng	1 Kaleng	357 KK	Rp 18.000	Rp 6.426.000
4	Kacang Nasional	1 Botol	357 KK	Rp 4.625	Rp 1.651.125
5	Saus Sambal Nasional	1 Botol	357 KK	Rp 3.475	Rp 1.240.575
6	Minyak Goreng Tropical	1 Liter	357 KK	Rp 12.650	Rp 4.518.050
7	Biskuit	1 Bungkus	357 KK	Rp 8.098	Rp 2.887.416
8	Kantong Plastik Besar	1 Pcs	357 KK	Rp 1.550	Rp 553.350
9	Stiker	1 Lembar	357 KK	Rp 1.000	Rp 357.000
10	Leaflet	1 Lembar	357 KK	Rp 800	Rp 286.500
11	Form Tanda Terima	1 Lembar	357 KK	Rp 96	Rp 34.272
Jumlah					Rp 44.088.786

Bekasi, 17 April 2020

Yang Menerima,
PIHAK KEDUA
(Signature)
NIP. 19650604 198803 1 019

Yang Menyampaikan,
PIHAK KESATU
(Signature)
NIP. 19650604 198803 1 019

Mengetahui,
CAMAT JATIASHIH
(Signature)
NIP. 19650604 198803 1 019

Picture 2.3 Social Assistance from Kelurahan Jatikramat to the Community Phase 2

Lampiran Berita Acara Serah Terima Barang
Kegiatan Penanganan Dampak Corona Virus Disease (COVID-19) Di Kota Bekasi
Lurah JATIKRAMAT Kecamatan JATIASHIH
Nomor : 460/420/Dinsos/Gulmakin

NO	URAIAN	VOLUME	SATUAN	HARGA	JUMLAH
1	Beras Premium	5 Kg	357 KK	Rp 11.700	Rp 20.884.500
2	Mie Instan Sedap	7 Pcs	357 KK	Rp 2.152	Rp 5.252.996
3	Makanan Kaleng	1 Kaleng	357 KK	Rp 18.000	Rp 6.426.000
4	Kacang Nasional	1 Botol	357 KK	Rp 4.625	Rp 1.651.125
5	Saus Sambal Nasional	1 Botol	357 KK	Rp 3.475	Rp 1.240.575
6	Minyak Goreng Tropical	1 Liter	357 KK	Rp 12.650	Rp 4.518.050
7	Biskuit	1 Bungkus	357 KK	Rp 8.098	Rp 2.887.416
8	Kantong Plastik Besar	1 Pcs	357 KK	Rp 1.550	Rp 553.350
9	Stiker	1 Lembar	357 KK	Rp 1.000	Rp 357.000
10	Leaflet	1 Lembar	357 KK	Rp 800	Rp 286.500
11	Form Tanda Terima	1 Lembar	357 KK	Rp 96	Rp 34.272
12	M masker	1 Buah	357 KK	Rp 4.900	Rp 1.748.300
13	Sambut Janta	1 Pcs	357 KK	Rp 15.200	Rp 5.426.500
Jumlah					Rp 57.754.480

Bekasi, 21 April 2020

Yang Menerima,
PIHAK KEDUA
(Signature)
NIP. 19650604 198803 1 019

Yang Menyampaikan,
PIHAK KESATU
(Signature)
NIP. 19650604 198803 1 019

Mengetahui,
CAMAT JATIASHIH
(Signature)
NIP. 19650604 198803 1 019

Picture 2.4 Social Assistance from Kelurahan Jatikramat to the Community Phase 3

Lampiran Berita Acara Serah Terima Barang
Kegiatan Penanganan Dampak Corona Virus Disease (COVID-19) Di Kota Bekasi
Lurah JATIKRAMAT Kecamatan JATIASHIH
Nomor : 460/435/Dinsos.Gulmakin

NO	URAIAN	VOLUME	SATUAN	HARGA	JUMLAH
1	Beras Premium	5 Kg	357 KK	Rp 11.850	Rp 21.152.250
2	Mie Instant Sedap	7 Pcs	357 KK	Rp 2.102	Rp 5.252.898
3	Makanan Kaleng	1 Kaleng	357 KK	Rp 16.000	Rp 5.712.000
4	Kecap Nasional	1 Botol	357 KK	Rp 4.625	Rp 1.651.125
5	Saus Sambal Nasional	1 Botol	357 KK	Rp 3.475	Rp 1.240.575
6	Minyak Goreng Tropical	1 Liter	357 KK	Rp 12.650	Rp 4.516.050
7	Biskuit	1 Bungkus	357 KK	Rp 8.088	Rp 2.887.416
8	Kantong Plastik Besar	1 Pcs	357 KK	Rp 1.550	Rp 553.350
9	Stiker	1 Lembar	357 KK	Rp 1.000	Rp 357.000
10	Leaflet	1 Lembar	357 KK	Rp 800	Rp 285.600
11	Form Tanda Terima	1 Lembar	357 KK	Rp 96	Rp 34.272
12	Masker	1 Buah	357 KK	Rp 4.900	Rp 1.749.300
13	Serbuk Jahe	1 Pcs	357 KK	Rp 15.200	Rp 5.426.400
Jumlah					Rp 50.816.236

Bekasi, 23 April 2020

Yang Menerima,
PIHAK KEDUA

Yang Menyerahkan,
PIHAK KESATU
DINAS SOSIAL

H. MUHAMMAD AMIN, S.Ag
(NIP. 19630042010011002...)
NIP.

(Dr. H. AHMAD YANI, S.Pd, MM, MBA)
NIP. 19650604 198803 1 019

Mengetahui,
CAMAT JATIASHIH

H. MUHAMMAD AMIN, S.Ag
(NIP. 19630042010011002...)
NIP.

Picture 2.5 Social Assistance from Kelurahan Jatikramat to the Community Phase 4

Lampiran Berita Acara Serah Terima Barang
Kegiatan Penanganan Dampak Corona Virus Disease (COVID-19) Di Kota Bekasi
Lurah JATIKRAMAT Kecamatan JATIASHIH
Nomor : 460/440/Dinsos.Gulmakin

NO	URAIAN	VOLUME	SATUAN	HARGA	JUMLAH
1	Beras Premium	5 Kg	357 KK	Rp 11.850	Rp 21.152.250
2	Mie Instant Sedap	7 Pcs	357 KK	Rp 2.102	Rp 5.252.898
3	Makanan Kaleng	1 Kaleng	357 KK	Rp 16.500	Rp 5.890.500
4	Kecap Nasional	1 Botol	357 KK	Rp 4.625	Rp 1.651.125
5	Saus Sambal Nasional	1 Botol	357 KK	Rp 3.475	Rp 1.240.575
6	Minyak Goreng Tropical	1 Liter	357 KK	Rp 12.650	Rp 4.516.050
7	Biskuit	1 Bungkus	357 KK	Rp 8.088	Rp 2.887.416
8	Kantong Plastik Besar	1 Pcs	357 KK	Rp 1.550	Rp 553.350
9	Stiker	1 Lembar	357 KK	Rp 1.000	Rp 357.000
10	Leaflet	1 Lembar	357 KK	Rp 800	Rp 285.600
11	Form Tanda Terima	1 Lembar	357 KK	Rp 96	Rp 34.272
12	Masker	1 Buah	357 KK	Rp 4.900	Rp 1.749.300
13	Serbuk Jahe	1 Pcs	357 KK	Rp 15.200	Rp 5.426.400
Jumlah					Rp 50.996.736

Bekasi, 25 April 2020

Yang Menerima,
PIHAK KEDUA

Yang Menyerahkan,
PIHAK KESATU
DINAS SOSIAL

H. MUHAMMAD AMIN, S.Ag
(NIP. 19630042010011002...)
NIP.

(Dr. H. AHMAD YANI, S.Pd, MM, MBA)
NIP. 19650604 198803 1 019

Mengetahui,
CAMAT JATIASHIH

H. MUHAMMAD AMIN, S.Ag
(NIP. 19630042010011002...)
NIP.

Source: Kelurahan Jatikramat

From the list, there is data where the Jatikramat Kelurahan parties distribute social assistance to the community where the community really needs it, such as the basic food packages listed in the data. This will make it easier for the Jatikramat Kelurahan later, when data from the distribution of basic food packages to the community, the benefits of having this data can also provide information to the community, for example if there are people who feel they are getting a smaller share when their social assistance is distributed from Jatikramat Kelurahan.

CHAPTER III FINDINGS AND DISCUSSION

A. Findings

In this study, the author conducted interviews with several informants in order to collect data in the field regarding the communication strategy of the Kelurahan Jatikramat Government in providing social assistance to the community during COVID-19 pandemic. The author also uses a technique of observation, documentation and interviews.

The first interview conducted by the author was with Mr. H. Amin S.Ag, where his position as the Head of Social Welfare in the Kelurahan Jatikramat. Apart from conducting an interview, the author also conducted a documentation with Mr. H. Amin S.Ag which as follow.

**Picture 3.1 Documentation with the Head of Social Welfare of Kelurahan
Jatikramat Mr. H. Moh Amin S.Ag**



Source: Author 2022

From the first question, the researcher asked how a communication process was carried out by the Kelurahan Jatikramat government, therefore the notification regarding social assistance could reach the community. Then the informant here gave an answer that was as follows.

“We get the data of the residents here and then distribute it through RW, then each of RW have pamor. The pamor is like the one who distributes the social assistance to residents, the pamor stands for Pantau Monitoring. So the flow is like this, because every RW has its pamor, later on, those pamor in charge of seeing how the field conditions are if anyone has been affected by Covid, after that they will report to us after that the kelurahan will report directly to the top. So it is still said that we are still using conventional media.”

Not only that, the researcher also gave a question such as what appeals were made or used by the Kelurahan Jatikramat as a medium for delivering social assistance and here the researcher also questioned how the process and flow was, they answered that what they were doing here was still using a conventional media and the process still uses a letter and what is certain here is that the RT RW must still have a connection in order to be able to carry out the process of distributing the social assistance in essence.

Furthermore, the researchers also questioned what the communication strategy was like, whether they here also used social media, and how, then the researchers also ascertained how to measure success when using conventional media. It turned out that the informant here gave the answer, "Even though conventional media, communication strategies can be said to be smooth, meaning there are no obstacles". Then regarding the benchmark for success here, namely when agencies here can work together, for example the Social Service has set a target that there must be 200 residents who can be assisted to be able to get social assistance. Therefore, the Kelurahan Jatikramat through the pamor of its RT RW directly holds the data. As a result, the delivery of social assistance here can be done evenly by making data synchronization.

The next question also refers to social media, here the researcher asks whether the Kelurahan Jatikramat government use social media or make use of social media. Because this can make it easier and can also provide convenience for Kelurahan Jatikramat government. Researcher question this because the Kelurahan Jatikramat still uses a door to door process to be able to notify the public about social assistance. Then the party from the Kelurahan Jatikramat through the the head of social welfare division, Mr. H. Moh. Amin gave the answer that they had just used or

utilized this social media in 2022 but not yet intensively enough because they acknowledged that distributing social assistance using social media in making appeals could still be said to be rather difficult. Therefore, the social media here is only used to update Kelurahan Jatikramat activities.

When researchers found out that the Kelurahan Jatikramat here was still using conventional media such as door to door and then letters of appeal regarding the distribution of COVID-19 social assistance to the community. Therefore, the researcher here also questioned whether this was still effective or not, and the Kelurahan Jatikramat gave an answer like the following, “So far it has been effective, because Jatikramat, Pamor, and each RW here works together. So we also use the WhatsApp group to facilitate our communication to coordinate with each other for the distribution of social assistance.”

Not only that, the researchers here also confirmed whether apart from using conventional media, did they use other media and they replied that they still use the WhatsApp group as well. However, this is only used for actors whose terms will provide social assistance to the community, such as the pamor, RT, and RW and also the Kelurahan Jatikramat government. Not only that, the researcher also asked about the pluses and minuses when the Kelurahan Jatikramat here still used conventional methods. Was there an evaluation when they were still using conventional methods to make an appeal for social assistance to the community and they answered as follows.

"There must be plus and minus. For example, from the workforce / pamor, they lack responsibility, but fortunately we have an RW, for example, from the miss information, regarding the evaluation after the activity, we will definitely see how the performance is, from the reports of activities via the WhatsApp group. Because from that data, we also have to report to the kecamatan regarding the distribution of this social assistance.”

Therefore, from the answers expressed by the Head of Social Welfare regarding the communication strategy from Kelurahan Jatikramat, it can be inferred that what they are doing is still using conventional methods even though some are using social media, namely only WhatsApp. WhatsApp here uses the WhatsApp group. Therefore, that communication between Kelurahan, RT-RW can be channelled properly.

In the next interview process, it was conducted with Mr. Agus, the second informant chosen by the researcher to be able to fulfil an answer to this research, namely the researcher asked more questions about what kind of communication strategy they used, for example, what was the process when making an appeal to the public. From Mr. Agus the researcher was able to get an answer,

namely they are still cooperates with the RT RW to be able to notify the public about the distribution of the social assistance. Then they also provided a flow that the Kelurahan Jatikramat obtained data on names entitled to receive social assistance, namely from the ministry of social affairs.

Furthermore, researcher here are still questioning whether in appealing to the public to provide information about social assistance using social media or not. And they are here to provide answers that are still the same, namely using WhatsApp but consist of the parties who will later distribute the social assistance. However, there were several differences answers between the Head of social welfare Mr. Moh. Amin and the staff Mr. Agus, when researcher asked why Kelurahan did not use open social media such as Facebook and Instagram. Mr. Agus gave an explanation why they don't use social media such as Facebook and Instagram, namely as follows, " If we use social media such as Facebook or Instagram, it's too open and a little sensitive, so we afraid that later people will come in droves and ask questions like "do I get or not about the social assistance?". "While social assistance is limited to only certain people, even when we use social media such as Facebook/Instagram it is risky."

With previous informants, the researchers here also received information that in distributing social assistance they used door to door. Then here the researchers questioned how door to door they did. Mr. Agus explained that the door to door method here uses the BNBA system. BNBA here is a list of names that have been synchronized by pamor, RT, and also RW.

Regarding the criteria for social assistance recipients, they replied that they received name data from the Mayor and also the Ministry of Social Affairs, but the Kelurahan, RT-RW-pamor would synchronize data related to existing poverty conditions. Therefore, the distribution of social assistance could be right on target. From the results of the interview, it can be inferred that the distribution of social assistance here uses conventional methods and social media. The use of social media here uses WhatsApp to facilitate communication between the Kelurahan Jatikramat and RT RW, and also provides information about social assistance via WhatsApp.

The conventional method here uses direct communication through door to door by the Kelurahan Jatikramat and RT-RW-Pamor. Not only that, the Kelurahan Jatikramat Social Welfare Staff also explained that there was provision of information on COVID-19 social assistance through door to door with a by name by address system (BNBA system).

Furthermore, the author also conducted interviews with Jatikramat residents who received social assistance from the Kelurahan Jatikramat, namely Mr. Sarih Supriyadi. Here the researcher questioned whether they really knew there was a distribution of social assistance organized by the Kelurahan Jatikramat to be able to help the community meet their needs during COVID-19 and they gave an answer that they got this information from the RT and then it was also available online, via the link from the Kelurahan given by the RT.

Then here the researcher also questioned how the process of appeals from the Kelurahan Jatikramat was, when they could receive social assistance information, then the Mr. Sarih here gave the following answers, "I found out directly, via WhatsApp from the RT, then I got a link to enter data information. The social assistance is also in the form of groceries. The RW here only recaps the data and distributes it, while the RT here also does the recap as far as I know."

The last, researcher asked a question, where the point is that the researcher is more concerned with how the Kelurahan Jatikramat notify the public, whether it was clear enough or not, and it turned out that they gave an answer that was clear enough.

The conclusion from the results of the author interview with the community who have received COVID-19 social assistance from Kelurahan Jatikramat, Kelurahan Jatikramat provided information about this COVID-19 social assistance by utilizing social media such as WhatsApp, then the community was also informed to fill in the link provided by the Kelurahan Jatikramat. The following is evidence of the distribution of social assistance by the Kelurahan Jatikramat to the community.

**Picture 3.2 Documentation of Social Assistance Distribution
from Kelurahan Jatikramat**



Source: Kelurahan Jatikramat 2021

B. Discussion

Based on the results of research findings conducted by the author where the author made direct observations, interviews and also conducted a documentation session. The author will also discuss the findings of this study based on the formulation of the problem which will be associated with the framework of thinking used by the author and will also compare how the findings of this study are with previous research where previous research was used by the author to see how the comparison of government communication here in carrying out strategy.

1. Communication Strategy of Government in Providing Social Assistance during COVID-19 Pandemic

In the communication strategy of the Kelurahan Jatikramat government in providing social assistance in the COVID-19 pandemic, the kelurahan implementing a communication strategy by using conventional methods and also utilizing social media such as the WhatsApp. In the government's communication strategy, according to Luas (2020), there are four indicators used, which are as follows:

a. Purpose of Communications

In the government communication strategy carried out by Kelurahan Jatikramat, it must have a purpose. This means that Kelurahan Jatikramat must be able to find out what their purpose is for carrying out this communication in distributing social assistance during the COVID-19 pandemic era. The purpose of communication here is to ensure that others can understand the information conveyed by the communicator. If it is related to this research, what has been done by the Kelurahan Jatikramat has gone well, namely conveying information about the distribution of social assistance to people who really need social assistance due to COVID-19 which has changed the economic conditions of the Kelurahan Jatikramat community. The things that are being done by the Jatikramat Kelurahan here are for communication purposes, namely to ensure that the community does get social assistance from the Jatikramat Kelurahan.

The process they are carrying out is that the Kelurahan Jatikramat also works with the RT and RW parties to be able to expedite the distribution of social assistance to the community. Considering that it is very difficult if only one party is involved in the distribution of social assistance, therefore Kelurahan Jatikramat cooperates with the RT RW to be able to help distribute social assistance to the community. What the RT RW is doing here is like synchronizing a data, which people are entitled to receive the social assistance, and there are also other ways, such as

residents who really propose themselves to the Jatikramat Kelurahan where they are also entitled to get social assistance, but This was also not immediately approved by the Jatikramat Kelurahan, in fact later when these residents proposed, they would first look at the data both by the RT and RW and also the Jatikramat Kelurahan.

The next process for the purpose of communication for the distribution of social assistance in Kelurahan Jatikramat, the Kelurahan Jatikramat was also assisted by Pamor. Pamor stands for "*Pantau Monitoring*". This is done to be able to convey the purpose of communication regarding social assistance to the community in the COVID-19 era. Pamor here is in the process of carrying out its communication goals, namely such as providing data on which residents are entitled to social assistance in the Jatikramat area, as expressed by Mr. Amin namely, "So our process is that there are Kelurahan, RW and *Pamor* in each RW, where each has a duty to see and find out who is affected by Covid-19, so we will distribute the social assistance later." This actually makes it easier in the process of distributing social assistance because the data obtained from the Central Government is not always relevant, when these residents are supposed to be entitled to social assistance, sometimes there are residents who have moved or have died. So, Pamor's job here is to provide up-to-date data in the field such as which residents are entitled to receive social assistance from Kelurahan Jatikramat, because social assistance here should be distributed to people who need social assistance. This means that a Pamor here must be able to convey good and clear communication so that the purpose of the communication is to provide social assistance to the community in a clear and precise manner so that it can run effectively. As Mr. Amin said, "Our party gets the residents' data here and then distributes it through the RWs, so we have *Pamor* in this RW. *Pamor* is like the one who distributes the social assistance like that, now *Pamor* stands for *Pantau Monitoring*. So the flow is like this because each of our RWs has its *Pamor*, later on, those *Pamor* in charge of seeing how the field conditions" So with the existence of Pamor, it is precisely here that it facilitates every activity of distributing social assistance to the community.

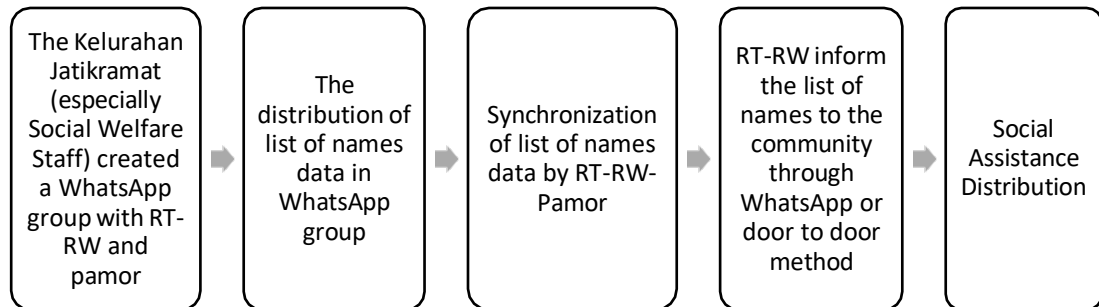
The purpose of communication is essentially to provide accurate, clear and useful information to the intended parties. For example, in this research, Kelurahan Jatikramat distributes information regarding the provision of social assistance to the community, which is also carried out directly, namely door to door, meaning that the parties from Kelurahan Jatikramat directly go to the field to share this information, ensuring that these residents also have the right to receive social assistance from the government. The door-to-door process Kelurahan Jatikramat receives data

from the RT RW, so they will do it by name by address to ensure that these residents are indeed entitled to receive social assistance in the era of the COVID-19 pandemic. This means that what is being done by the Kelurahan Jatikramat parties here is still using conventional media methods so that a goal can be achieved properly. For example, with the letters and lists of names they made and then they distributed them on the WhatsApp group where the WhatsApp group only consisted of RT RW and of course the Jatikramat Kelurahan, even though when the kelurahan used WhatsApp media it was not too conventional for the writer. But the things that are done by the Kelurahan Jatikramat and also its RT RW in distributing information to the community still tend to be conventional.

The thing that became an obstacle in this research was that when the author conducted an interview with the community who received social assistance, the community admitted that they got a link to fill in so that they were indeed listed here as a community that really had to get social assistance. However, when the author conducted an interview with the Jatikramat Kelurahan, they did not mention anything about a link that the community had to fill in. From the results of the above research it tends to be that what is being done by the government here is still using conventional methods.

When the informants mentioned the use of a social media, namely the WhatsApp group to provide information to parties who would later distribute social assistance to the community, the government here meant always ensuring that the purpose of communication could arrive properly and with this WhatsApp group it also makes it easier for parties who later want to distribute social assistance to the community, even though those in the WhatsApp group only consist of Kelurahan Jatikramat staff and also the RT RW. Here the researcher will also present a process of how the Jatikramat Sub-District carries out a social assistance communication strategy to the community. The pictures are as follows:

**Picture 3.3 Communication Flow of the Jatikramat Kelurahan
in Distribution of Social Assistance**



Source: Author 2022

The communication flow above is the result of research where researcher found this flow based on field observations and the results of interviews with Kelurahan Jatikramat regarding the communication strategy in distributing social assistance to community during the COVID-19 pandemic. In this flow, researcher will connect the relevance of the concepts that researcher use, namely the existence of public communication and communication strategies. The public communication that researcher use to connect this research is from Arni Muhammad who revealed that public communication is the exchange of messages with a number of people within an organization or outside the organization with face to face or through the media (Arni Muhammad, 2008: 7). This communication flow is relevant to Public Communication, because the provision of information from the RT/RW to residents regarding a list of names entitled to receive social assistance via WhatsApp or the door to door method is very relevant to what Arni Muhammad disclosed regarding Public Communication.

Furthermore, the concept used by researcher is a communication strategy, a communication strategy according to Abidin (2015), namely a communication strategy is essentially planning and management to achieve that one communication goal. If it is related to the communication flow

that the researcher made, namely the kelurahan makes a list of names and synchronizes data regarding residents who are entitled to receive social assistance, then shares it with RT/RW via the WhatsApp group, then RT/RW provides this information to residents. This is also relevant to the results of the communication flow that researcher have found in the field, that what is being done by the Jatikramat Kelurahan is making a plan in distributing social assistance to the Jatikramat Kelurahan community.

Regarding the WhatsApp used by the Kelurahan, the WhatsApp Group can provide benefits for the Jatikramat Kelurahan to communicate regarding the distribution of social assistance to the community. The advantage of WhatsApp Groups here is that the parties can create groups on smart phones using the WhatsApp application. This proves that it can facilitate the parties in carrying out communication to distribute social assistance. For example, the Jatikramat Kelurahan parties here only need to give directions to the RT/RW or to their *Pamor*, which is already on the WhatsApp Group. The point is that the WhatsApp Group actually facilitates communication between these elements in carrying out social assistance distribution activities to the community.

Although the advantages of WhatsApp can make it easier for the Jatikramat Kelurahan, RT/RW/Pamor to carry out a communication strategy to distribute social assistance to the community. Certainly there are drawbacks in using WhatsApp, for example when providing information that is not up to date, not to mention, WhatsApp is so easy to use that it can make elements, whether it's from the Kelurahan Jatikramat or the RT/RW/Pamor, not do their job thoroughly, for example when researcher want to ask a notification letter regarding the distribution of social assistance, they explained that they did not use a notification letter and immediately used a list of names of recipients of social assistance, because there was already WhatsApp media to inform the distribution of social assistance. Precisely it can be Inferred that even though the presence of WhatsApp media can make it easier for elements to distribute social assistance to the community, letter media still needs to be needed as a form of valid evidence archive. Because the elements of the letter will include a name, letter number, description of activities, contents of the letter, and signature of the highest ranking party so that they can be trusted with what activities they will carry out.

It can be interpreted that not all communication is always carried out by means of conventional media but there is also an utilization through social media, namely WhatsApp to be able to streamline the problem of time in order to be able to convey communication easily, quickly and

precisely related to parties who will distribute social assistance to society. Mr. Agus also mentioned why a notification of the distribution of social assistance was not posted on social media, because Mr. Agus explained that a distribution of social assistance still sounded sensitive so that the Kelurahan administration did not post notifications of social assistance on social media such as Instagram and Facebook, and preferred using by name by address, however, it is also possible for residents who feel inadequate and feel entitled to receive social assistance, they also have the right to complain and submit themselves to the RT/RW and Kelurahan Jatikramat.

Given the purpose of the communication aimed at Jatikramat Kelurahan, which aims to distribute social assistance to the community by socializing or providing information to residents, especially in Jatikramat, regarding the provision of social assistance during the COVID-19 period. The relevance of this study is related to the indicators proposed by Ananda Florentina Luas, the results of this study will also be associated with several concepts used by researcher.

In terms of the communication purpose that have been discussed in this sub-chapter, the point is that the Kelurahan Jatikramat government has the purpose of providing social assistance to the community in the era of the COVID-19 pandemic. Associated with the concept of public communication, public communication is the exchange of messages with a number of people within an organization or outside the organization with face to face or through the media (Arni Muhammad, 2008: 7). The description expressed by Arni Muhammad regarding public communication is relevant, because when the purpose of communication in the Jatikramat sub-district is to distribute social assistance to the community, the Jatikramat RT/RW and Pamor will notify the community, therefore this social assistance can be accepted by the community according to the purpose and target.

The purpose of the communication carried out by the Jatikramat Kelurahan Government here is essentially to inform social assistance to the people who in particular are entitled to receive social assistance considering that in the era of the COVID-19 pandemic, the economy was shaken, especially for Jatikramat residents. They are directly affected by the impact of this COVID-19. So that the purpose of the communication made by the Government is to provide information to the people who really need and have the right to get social assistance.

It can be inferred that the purpose of the communication carried out by the Jatikramat Kelurahan Government is the best way to be able to provide / distribute information to residents who live in Jatikramat. It can be said that the social media used here is to coordinate between the

Jatikramat Kelurahan and RT-RW to convey information to the public. And at the time the handover and distribution of social assistance is carried out directly. Therefore, it can be concluded that Kelurahan Jatikramat does the merging between the use of conventional media by using door to door, with the BNBA system. And the use of Social media to provide information about distribution of social assistance. It can be seen that the Jatikramat Kelurahan government has succeeded in determining its communication purpose to the community regarding the provision of social assistance to the Jatikramat Kelurahan community.

b. Target Communications

The target of communication is also an indicator used by author to be able to discuss how the communication strategy carried out by the Kelurahan Jatikramat government in distributing social assistance to its people can be successful. A communication target is really needed in order to be able to determine who are the targets who should receive this information, later the parties must also compose a message that will be well received and understood by other parties and especially the community, then how the media and communication channels are carried out by the Kelurahan Jatikramat here.

Discussing the subject of communication targets, when the author made a direct observation to the field and conducted an interview process with informants, the target of communication determined by the Kelurahan Jatikramat here was people who were eligible to receive social assistance from the government. The process of determining this target is the Kelurahan Jatikramat, RT-RW and also assisted by *Pamor*, namely by equating data provided by the central government where the data is data on citizens who should be entitled to receive social assistance, or when the data is out of sync with the field conditions the RT-RW, and *Pamor* conducts a direct observation to residents' homes whether the data provided is synchronous or not. Considering that there is data on residents who are entitled to receive social assistance, some may no longer exist/have moved from the domicile of Jatikramat.

By synchronizing data on residents who are entitled to receive social assistance, it is clear that the Kelurahan Jatikramat has determined which targets should receive social assistance. The average targeted by the Kelurahan Jatikramat here is when residents are entitled to receive social assistance, namely residents who are indeed poor, widows, orphans, and it is possible for residents whose economy may immediately suffer due to the COVID-19 pandemic, so they report that they are entitled to social assistance.

If the Kelurahan Jatikramat here does not determine who is the target who is entitled to receive this social assistance, what will happen is chaos. Maybe residents who should have received social assistance did not receive social assistance, and vice versa, such as residents who were not supposed to receive social assistance instead they received social assistance from the Kelurahan Jatikramat. So a determination of communication targets here is a very important thing to do. So that the communication strategy determined by the Kelurahan Jatikramat in providing social assistance to the community in the COVID-19 pandemic era is successful.

Furthermore, the communication target must be determined how the communication strategy will be carried out by the parties, especially the Kelurahan Jatikramat in distributing social assistance to the community later. Therefore, the relevance of communication targets and communication strategies are interrelated, as revealed by Abidin (2015) that communication strategy includes a process of planning and management. In the planning process here, it means that there is a plan for how the Kelurahan Jatikramat and the RT/RW/Pamor parties plan the distribution of social assistance appropriately to the community and the management process is also carried out by the Kelurahan Jatikramat and the RT/RW/Pamor parties, therefore when they are able to determine this, they can determine which target residents are entitled to receive social assistance in the Kelurahan Jatikramat.

In terms of communication targets, what to do next in the distribution of social assistance here, the Kelurahan Jatikramat must also pay attention to the messages that will be conveyed later. The message conveyed here also determines the success or failure of this social assistance distribution to the community. Regarding the message conveyed, it is actually related to what media/channel will be used by the Kelurahan Jatikramat in distributing this social assistance.

The media or channels chosen by the Kelurahan Jatikramat here prefer to share information and social assistance directly so that they can avoid things that are not desirable, for example maybe residents who cannot get social assistance can instead get it. So that the media or channels carried out by the parties here are mostly carried out conventionally, such as utilizing workers from the RT/RW to conduct direct data observations of which residents are entitled to receive social assistance, then also utilizing *Pamor* that can help the Kelurahan Jatikramat so that they can synchronize new/old data such as which residents are entitled to receive this social assistance. Then the Kelurahan Jatikramat also conducted door to door through By Name By Address (BNBA). As Mr. Agus said, "Because the quota is limited here, we prefer door to door via RT,

this is to avoid confusion in the news because by using BNBA, for example, when making appeals via social media, there is a fear of chaos because the social assistance quota is indeed it is limited". BNBA can reduce chaos in the distribution of social assistance data as well.

The things that have been done by the Kelurahan Jatikramat have fulfilled how the government's communication strategy is successful, namely, one of them is by determining a communication target. The target of communication is also an important element in order to be able to assess whether the government's communication strategy determined by the Kelurahan Jatikramat is successful or not. It can be viewed that, what was done by the Kelurahan Jatikramat in determining which residents would later receive social assistance by cooperate with the RT/RW and *Pamor* had been successful. The author will also present evidence that a Kelurahan Jatikramat here has indeed succeeded in providing social assistance to Jatikramat residents, namely as follows:

Picture 3.4 Data on Citizens who are Eligible for Receive Social Assistance from the Kelurahan Jatikramat in the Phase I of the COVID-19 Pandemic

DAFTAR PENERIMA BANTUAN SOSIAL TAHAP I (SATU)
RUMAH TANGGA TERDAMPAK COVID-19
KELURAHAN JATIKRAMAT KECAMATAN JATIASHIH

NO	NIK	NO_KK	NAMA_LGKP	ALAMAT	NO_RW	NO_RT	KETERANGAN
1	3275020209540008	3275020108064570	DARMIN	JATI KRAMAT BARU NO 90	4	8	
2	32750222308950005	3275092210140010	ARIF ALIYA IZET BIGOVIC	MEDITERANIA REGENCY, JL PENROSE BLOK G15/12	12	1	
3	3275025810480003	3275092106180005	RETNOWATI	KP. CIKUNIR	8	2	
4	3275091505730010	3275092002110006	ALI MUBTADHO	KAMPUNG JATI KRAMAT	4	2	
5	3275090809810012	3275091006150005	SONNY SAFTA	KOMP DOSEN KIP BLOK II/87	2	5	
6	3275091205680019	3275091301120062	MUHLISN	JL. RATNA CIKUNIR	8	2	
7	3275040308840020	3275091301200010	AHMAD ZAINI	JL. JATIKRAMAT II	3	5	
8	3275092401840013	3275090811100046	ADI SUHADIANA	JL JATI KRAMAT INDAH II CLUSTER YASMIN NO 2	3	6	
9	3275040107850230	3275091412160013	DARUL	JATIKRAMAT	4	1	
10	3275051310860003	3275091212140025	NUR ANWARUDIN	KP CAKLUNG JATIKRAMAT	2	2	
11	3275091001700023	3275091105110026	FURSINA PETRUS	KP CIKUNIR	8	4	
12	3275091001710016	3275090703130009	SUMADNI	KP CAKLUNG GG DAMAI	2	2	
13	3275091594610011	3275090305070020	SUMARTO	JATIKRAMAT	8	4	
14	3275080606870015	3275091009150016	M. FNTIS	KP CAKLUNG JATIKRAMAT	2	4	
15	3275082405840009	3275091604130009	EGY LEGINDO SUJANTO	JATI KRAMAT JL MASJID	5	2	
16	3275084309730020	3275091709190012	IDA FARIDA	CLUSTER JATIKRAMAT GARDEN JL H GEMIN	2	9	
17	3275096205820010	3275092004160038	RODIAH	JATIKRAMAT	11	3	
18	3275092010710010	3275090205120016	SAVADIH	JL. JATIKRAMAT INDAH II	11	3	
19	3275085612800021	3275090702200013	ASMANI	JL. H. ANWAR GG. H. SA'ALI	4	1	
20	3275092710850002	3275090907061086	MUHAMMAD THOHIR	JL H GASIM	8	4	
21	3275095006420001	3275092908170006	SOPINAH	KP CAKLUNG	2	3	
22	3275092202480005	3275090206090026	FRENST F PATIPELDHY	JATIKRAMAT INDAH D13/5	14	1	
23	3275092027730011	3275092908060014	SAIRI	JATI KRAMAT	3	5	
24	3275090511790012	3275090907060983	DASUKI RACHMAT	KP CIKUNIR	8	4	
25	3275095211750017	3275091406170002	RODIAH	KP CAKLUNG JATIKRAMAT	2	4	
26	3275096209770013	3275092402090035	NURADAWIYAH	JL KH MOH SEMAN	8	1	
27	3275090606650018	3275092208060030	TM SIDIK	KP. CAKLUNG JATI KRAMAT	2	2	
28	3275090606730046	3275092417080077	KURNAN BIN SUYIB	KP. CAKLUNG	2	2	

NO	NIK	NO_KK	NAMA_LGKP	ALAMAT	NO_RW	NO_RT	KETERANGAN
30	3275092106840007	3275092408100019	AHMAD QOSASI	JATIKRAMAT	2	3	
31	3275091105760012	3275091008060025	NAPIS KURTUBI	KP CAKUNG	2	3	
32	3275090510520006	3275091107069142	H.SOLEH BIN H.JAMHARI	KP CIKUNIR	8	2	
33	3275090801520002	3275092704180028	SITI BARIYAH	KOMPLEK TNI AL BLOK E NO 167	13	4	
34	3275090712710006	3275091207061844	HEDE PRAWOTO	KP JATI KRAMAT	4	1	
35	327509170380010	3275091506190004	INDAH P SARI SIREGAR	JATIKRAMAT INDAH II	14	1	
36	3275094305730009	3275092301180028	SAODAH	JATIKRAMAT	3	5	
37	3275090707710015	3275090208100035	BUKMA BIN OLIH SUKRIA	KP CIKUNIR	8	2	
38	3275090707900226	3275092408100011	MULYADI	JATIKRAMAT	3	5	
39	3275095009570003	3275092301140011	SUFRIANI	JL MELATI V NO 63	3	9	
40	3275090404800316	3275092809120010	IANA SURYANA	JL KH.MOCH SEMAN	8	1	
41	32750903031740010	3275090510060091	AZWIRMAN	KOMP DOSEN K/P BLOK IV/104	2	4	
42	3275094711540002	3275092709130007	SUMIRAH	JL RATNA JATIKRAMAT	2	3	
43	3275090908740017	3275092005110015	NAJAR	JATIKRAMAT	3	5	
44	3275090908860009	32750916011160031	ADI KAMALUDIN	KP CAKUNG JATI KRAMAT	2	2	
45	3275094708780023	3275093003160008	SUNYATI	JATIKRAMAT	3	5	
46	3275097112600034	3275091505170029	CANI	KP CAKUNG	2	1	
47	3275094307610006	3275090810100063	TRIVULIASTUTI	JATIKRAMAT	4	8	
48	3275094807620016	3275091006090017	IMROH	JATIKRAMAT	4	2	
49	3275094503620009	3275090709150024	MAYLITIH	JATI KRAMAT	3	5	
50	3275091307480005	3275091108060046	ABDIUL GAJID H	JATIKRAMAT	2	3	
51	3275091501700024	3275092203100013	DURDODI BIN KANAFI	JL KH M SEMAN NO.6	8	1	
52	3275091501780007	3275092306110009	MARHASAN	JATIKRAMAT NO.87	8	4	
53	3275091708760015	3275090611150035	AAANG JAYADI	JL H GEMIN	2	1	
54	3275092512580007	3275090910190003	RI ROSIDAH	JL RATNA NO.10 KP CIKUNIR	8	2	
55	3275090107580178	3275091207061850	PARIS	KP JATI KRAMAT	4	1	
56	3275090505840023	3275090602130005	ARI SOLIHUN	JATIKRAMAT II	3	5	
57	3275094403590011	3275091107062213	MARLENA	JATIKRAMAT INDAH II D10/5	14	1	
58	3275090310910015	3275090612160021	SANDI WIGIATNO	GG H MUJIN JATIKRAMAT	3	5	
59	3275090406460003	3275091608060091	ROHMAT B C	JATIKRAMAT	11	3	
60	3275090805670017	3275092705100009	DEDE WAHYUDIN	JL SRI KANDI ATAS JATI KRAMAT	3	5	
61	3275090805780007	3275091508060060	AMINUDIN NST	KP. CAKUNG JATI KRAMAT	2	2	
62	3275091211850013	3275091611180016	FAKHRUR RIZAL	KP CIKUNIR	8	1	
63	3275091007840022	3275091906170009	ABD RICHMAN	KP CAKUNG JATIKRAMAT	2	4	
64	3275092505490004	3275090409080089	ASMAWIH	KP CIKUNIR	8	4	
65	3275090407590007	3275090409060068	SANIP	JATIKRAMAT	3	4	

NO	NIK	NO_KK	NAMA_LGKP	ALAMAT	NO_RW	NO_RT	KETERANGAN
68	3275090412690015	3275091108060025	MANIN	JL RATNA JATIKRAMAT GG TRITIS	2	7	
69	3275090212870006	3275090808160027	MUHAMMAD SAMAN	JATIKRAMAT	11	2	
70	3275090506850012	3275090605090012	MUSTOPA	JATIKRAMAT	8	4	
71	3275090506430015	3275091608060101	MULYADI	JATIKRAMAT	3	5	
72	3275090506530018	3275092309070054	MADROS'D	JL RAYA JATIKRAMAT	11	3	
73	3275090506540011	3275091108060030	ANIANG	KP CAKUNG	2	7	
74	3275090803690017	3275092609070067	MAMAN SUHERMAN	MAWAR I NO 2 JATIKRAMAT INDAH I PONDOK GEDE B	3	11	
75	3275090311700004	3275090701090003	JUNEDI	KP CIKUNIR	8	4	
76	3275090610790017	3275092507180004	MULYADIN	JATI KRAMAT	3	5	
77	3275090207830017	3275092208060081	MATJEN	JL H GEMIN I KP.CAKUNG	2	4	
78	3275090207860009	3275090110150021	ABDUL HAKIM	KP. CAKUNG JATIKRAMAT	2	3	
79	3275091807770023	3275090907100019	M YUSUF	KP CAKUNG	2	4	
80	3275095005720030	3275092309070070	RINI SUMARSIH	JATI KRAMAT BULAK	3	7	
81	3275091004740005	3275090312120007	SADONO ARI KUSWORO	JL MAWAR II/6 JATIKRAMAT INDAH I	3	11	
82	3275092804620003	3275091502080010	WONG TIJUN WAT	KP. CIKUNIR	8	2	
83	3275093009800011	3275090406120003	KOHARUDIN	KP.CAKUNG	2	3	
84	3275091706680021	3275090812070395	WAGIMIN	JATIKRAMAT	11	3	
85	3275096104590009	3275091307060719	NGADAWIYAH	JATIKRAMAT INDAH II 88/15	14	7	
86	3275090810580016	3275092901090097	ROHMAT	JATIKRAMAT BULAK NO.13	11	3	
87	3275091406840016	3275092703080088	JOKO SUSILO	KP CAKUNG NO.76	2	1	
88	3275094103660003	3275091606150044	ASMAYATI	JATIKRAMAT	3	5	
89	3275096403710005	3275091104180040	TOYIBAH	JL RATNA GANG TRITIS	2	7	
90	3275090711560005	3275091307060053	MUHAMMAD MADINAH	KP CIKUNIR	8	1	
91	3275096904520007	3275092303180015	BETTY R A SIMATUPANG	KOMP.DOSEN IKIP BLOK IV/112	2	4	
92	3275092112920009	3275091410060016	NURINDRA ROHMAT	KP CAKUNG	2	1	
93	3275092206670007	3275092608060042	NURHASANJUDIN	JATI KRAMAT	3	5	
94	3275090509800007	3275092912110020	JUNAEDI	JATIKRAMAT BULAK	11	2	
95	327509090770005	3275092408060054	MARTONO	JATIKRAMAT BULAK	3	6	
96	3275093105710005	3275090703130008	ROSIDIN	KP.PONCOL JL.MUSHOLA NO.25	8	5	
97	3275090107710107	3275090902100037	SRI ENDARTO HARDONO	KP CAKUNG	2	4	
98	3275090205760020	3275092611150016	AMR'AL BIN KASAD	KP CIKUNIR	1	3	
99	3275092407720010	3275092408060080	JAWANIR	JATI KRAMAT	3	5	

NO	NIK	NO_KK	NAMA_LGKP	ALAMAT	NO_RW	NO_RT	KETERANGAN
103	3275091104640006	3275092312080020	TI KHONG	KP. CIKUNIR	8	2	
104	3275090801680008	3275091107069476	IBRAHIM	JL KP CIKUNIR NO 2	8	2	
105	3275091202760013	3275092308060010	ARDI B	JL H GEMIN NO 30	2	4	
106	3275091204440006	3275092110080020	H. MUHAYAR	KP. CIKUNIR	8	1	
107	3275091002530009	3275091107065418	KEBIR	JL AL MUTAQIN NO 1	11	3	
108	3275095909740016	3275091709080059	LIANAWATI	JL TIRTA RAHARIA II F/301	10	4	
109	3275096107700007	3275091107065422	ROHIMAH	JATIKRAMAT	3	5	
110	3275090811800014	3275091412110029	SYAHRONI AZIS SANDOSO	KP CIKUNIR	8	1	
111	3275090505740030	3275091309090032	M YUNUS BUDALA	JATIKRAMAT INDAH II NO 58 JL PONCOL	8	5	
112	32750905010400005	3275091804180023	HINDUN	KP. CAKUNG JATI KRAMAT	2	2	
113	3275091010900040	3275090110150018	HERMAN SYAH	JATIKRAMAT	5	1	
114	3275091207620012	3275093010090005	SUHARYONO	KP CIKUNIR	8	1	
115	3275094910550006	3275090205180042	ASMAROH	JATIKRAMAT	4	1	
116	3275091206720030	3275093004120038	SYAFRUDIN	JL JATIKRAMAT INDAH II	3	7	
117	3275091206790014	3275092208060061	ROBIH	JATIKRAMAT	2	4	
118	3275090507440005	3275092908060006	ABDUL MUTI	JATIKRAMAT II NO.31	3	5	
119	3275090966600015	3275091307060020	H.SYAMSUDDIN NUR	JL KP CIKUNIR	8	1	
120	3275090208850006	3275092112190004	SANAN	KP CAKUNG	2	7	
121	3275090209610011	3275090910080003	ZAINAL ARAFIN	JATIKRAMAT INDAH II DK/4	14	1	
122	3275091507690013	3275092408060051	SAYADIH	KP.CAKUNG JATIKRAMAT	2	4	
123	3275091005880027	3275092007130001	NURHAKIM	JL. H. GEMIN NO 37	2	4	
124	3275090909700011	3275091207060814	MUDIN MALY	KP CIKUNIR	8	2	
125	3275094506480015	3275091107068776	ETI SULAMI	Jl MUHAMMAD LAH KP PONCOL	8	5	
126	3275090001770011	3275090309010010	NAMI	JATIKRAMAT	8	4	
127	3275091409690023	3275091110060005	ABDURROCHIM	KP CAKUNG	2	1	
128	3275090406870015	3275093101170014	SIDUP	KP CAKUNG	2	5	
129	3275090807500006	3275092703080049	ABU BAKAR BIN H GANDIL	KP CIKUNIR	8	2	
130	3275090807550016	3275092506090007	ASMAWI HD	KP CIKUNIR	8	4	
131	3275094902590001	3275090403080034	JUNIHI	JATIKRAMAT	2	3	
132	3275094302700008	3275090305070016	ERNAWATI	KP CAKUNG	2	3	
133	3275091811770005	3275090403100055	LUCKY MUGIONO	KP CIKUNIR	8	2	
134	3275092508520008	3275090907061046	PAIDJO ANWAR	JL H IBRAHIM	8	4	
135	3275096302630009	3275092703120033	SALAMAH	JL JATIKRAMAT	11	2	
136	3275091101630013	3275092408100014	SUHARNO	JATIKRAMAT	4	8	

Source: Kelurahan Jatikramat

Picture 3.5 Data on Citizens who are Eligible for Receive Social Assistance from the Kelurahan Jatikramat in the Phase II of the COVID-19 Pandemic

DAFTAR PENERIMA BANTUAN SOSIAL TAHAP II
WARGA TERDAMPAT COVID-19
KELURAHAN JATIKRAMAT KECAMATAN JATIASHIH

NO	NIK	NO_KK	NAMA_LGKP	ALAMAT	NAMA_KEC	NAMA_KEL	NO_RW	NO_RT
1	3275090506820014	3275093108180025	AHMAD HUMAIDI	JL H IDRUS	JATIASIH	JATIKRAMAT	1	2
2	3309066301809002	3275091209180051	LINA DEVI ANDRIYANTI	JL DR RATNA GG KAMBING	JATIASIH	JATIKRAMAT	1	5
3	3324021903890001	3275090609180003	ANDRIYANTO	HM IDRUS 2 D KP CIKUNIR	JATIASIH	JATIKRAMAT	1	3
4	3209231804840016	3275092707180001	SUGANDI	JL RATNA GG HJ BOYO	JATIASIH	JATIKRAMAT	1	3
5	3275092204920012	3275091812170027	JOHAN ZENA	KP CIKUNIR	JATIASIH	JATIKRAMAT	1	1
6	3275090805870012	3275091501180023	FIRMANSYAH	KP CIKUNIR	JATIASIH	JATIKRAMAT	1	2
7	3275095006610003	3275090409170029	NURHAYATI	JL RATNA NO 24 KP CIKUNIR	JATIASIH	JATIKRAMAT	1	4
8	3275090908600002	3275092709170003	MARSIAH	KP CIKUNIR	JATIASIH	JATIKRAMAT	1	3
9	3275090807930007	3275091010170003	ZAINAL AMBI	JL H IDRUS	JATIASIH	JATIKRAMAT	1	1
10	3275094107790085	3275091107100068	ROHATI	JL RATNA	JATIASIH	JATIKRAMAT	1	5
11	3275090301880009	3275093103170027	UBAIDILLAH	JL RATNA JATIKRAMAT JATI AS	JATIASIH	JATIKRAMAT	1	5
12	3275091512830008	3275090710160015	ISMAIL	JL SD JATI KRAMAT JAYA	JATIASIH	JATIKRAMAT	1	5
13	3275090507890020	3275090410160012	SANUSI ANWAR	KP CIKUNIR	JATIASIH	JATIKRAMAT	1	1
14	3275092501890007	3275092909160069	ZAENUDIN S	JATIKRAMAT	JATIASIH	JATIKRAMAT	1	5
15	3275094505720020	3275091907160039	SRI HANDAYANI	JL RAYA RATNA	JATIASIH	JATIKRAMAT	1	4
16	3275041304970016	3275093003190004	WIKANA SUPRIADI	CIKUNIR JATI KRAMAT	JATIASIH	JATIKRAMAT	1	2
17	3275092412740017	3275092902160022	RAHMAS YOSI LURANTO, ST.	JL HM IDRUS II KP CIKUNIR GG	JATIASIH	JATIKRAMAT	1	3
18	3275094702580005	3275091008150027	MAYUDAH HJ	JL DR RATNA NO 60 CIKUNIR GG	JATIASIH	JATIKRAMAT	1	3
19	3275091809880011	3275092005150020	APIP CHABIBI	KP CIKUNIR	JATIASIH	JATIKRAMAT	1	1
20	3275090712810020	3275092002140002	RIAN RUSTANO	KP CIKUNIR	JATIASIH	JATIKRAMAT	1	2
21	3275082810740030	3275093110130017	ILHAM	JL AL HUSNA GG H OTANG	JATIASIH	JATIKRAMAT	1	1
22	3275090409900005	3275092208130017	IRFAN SYAHBANA	JL HM IDRUS	JATIASIH	JATIKRAMAT	1	1
23	3275092803830007	3275090705130004	SLAMET MULYADI	KP CIKUNIR JL AL HUSNA	JATIASIH	JATIKRAMAT	1	1
24	3275092105800021	3275091809120004	WARSIM	JL H IDRUS	JATIASIH	JATIKRAMAT	1	1
25	3275091407840027	3275091506100041	SLAMET	JL RATNA KP CIKUNIR	JATIASIH	JATIKRAMAT	1	4
26	3275093007780022	3275091902000011	SYAHMUDIN	KP CIKUNIR	JATIASIH	JATIKRAMAT	1	4
27	3275091006830023	3275091511100030	KASDI HARDIANTO	JL H M IDRUS	JATIASIH	JATIKRAMAT	1	1
28	3275090807420004	3275092808080136	H MUHABAR B H DULGANI	KP CIKUNIR	JATIASIH	JATIKRAMAT	1	1

29	3275091404700037	327509270600146	SYARIF	JATIKRAMAT	JATIASH	JATIKRAMAT	1	3
30	3275091302810012	3275091201110002	ROHADI	JL. RATNA GG H BOYO	JATIASH	JATIKRAMAT	1	3
31	3275090038172011	327509004080009	BAMBANG SUNARNO	JL. RAYA RATNA KP. CIKUNIR	JATIASH	JATIKRAMAT	1	3
32	3275091008740021	3275092509070016	ALMI NURDIN CHANIAGO	JL. RAYA RATNA NO 108 C	JATIASH	JATIKRAMAT	1	3
33	3275090203430015	3275091200080045	NIPIN	JL. RATNA GG H BOYO	JATIASH	JATIKRAMAT	1	2
34	3275092211689008	3275091207090453	ASEP NURHADI	JL HM IDRUS II NO 99	JATIASH	JATIKRAMAT	1	2
35	3275091008560005	327509090770017	WEM SAERONI	JL HM IDRUS	JATIASH	JATIKRAMAT	1	1
36	3275092810790009	3275091207061096	DEDEN JUNAEDI SYAM	JL AL HIDAYAH	JATIASH	JATIKRAMAT	1	3
37	3275092512730011	3275091707060027	INS DPTO PURWOKO	KP CIKUNIR	JATIASH	JATIKRAMAT	1	1
38	3275091403360014	3275090605090122	U DAVID NAPTUPULU	JL HM IDRUS II KP CIKUNIR	JATIASH	JATIKRAMAT	1	1
39	327509412700031	32750907127070164	KUSMINA	JL AL HUSNA GG AMIL KP CIKUNIR	JATIASH	JATIKRAMAT	1	1
40	3275090410600013	3275091207060133	JALIH JULIJAR	KP CIKUNIR	JATIASH	JATIKRAMAT	1	3
41	3275095210890017	3275090308100003	KHAIRUL LIMMAH	KP CIKUNIR	JATIASH	JATIKRAMAT	1	0
42	3275095001530020	3275091011330001	DENI RAPIDA SARAH	KP CIKUNIR	JATIASH	JATIKRAMAT	1	1
43	3275092501870010	3275091011330001	DENI RAPIDA SARAH	KP CIKUNIR	JATIASH	JATIKRAMAT	1	1
44	3275091103530002	3275091207060068	S MARDI RAHARDJO	JL SD JATI KRAMAT JAYA	JATIASH	JATIKRAMAT	2	2
45	3172008306950004	3275093112190004	ARIP FACTI LAE	KOMP DOSEN IKIP BLOK IV/104	JATIASH	JATIKRAMAT	2	4
46	1371116704040012	3275091058190011	YUKI HERMANDA	JL HM IDRUS I NO 93 C	JATIASH	JATIKRAMAT	2	4
47	1373031212730004	3275090507190037	SONEDI	CLUS TER YASMIN RESIDENCE	JATIASH	JATIKRAMAT	2	2
48	3275092903650007	3275092709080083	AHYARI	JL H GEMIN NO 111	JATIASH	JATIKRAMAT	2	5
49	3275090908900013	32750919812180018	RACTYA MAHARDHYKA	KP CAKUNG JATI KRAMAT	JATIASH	JATIKRAMAT	2	2
50	3275090504820019	3275092502180005	ROFINAH	JATIKRAMAT	JATIASH	JATIKRAMAT	2	5
51	32750905062560003	3275091303100002	MASRIFAH	KP CAKUNG JATIKRAMAT	JATIASH	JATIKRAMAT	2	3
52	32750905060600019	3275091509180039	PERI IRAWAN	KP CAKUNG JATIKRAMAT	JATIASH	JATIKRAMAT	2	6
53	3275092812910008	32750905081700034	AMSANI	KP CAKUNG	JATIASH	JATIKRAMAT	2	3
54	3275090812620015	3275090305170034	AMSANI	KP CAKUNG JATI KRAMAT	JATIASH	JATIKRAMAT	2	4
55	3275090209990010	32750902810160027	BUCI	KAWI INS BNI 46 NO 108	JATIASH	JATIKRAMAT	2	8
56	3403090412890001	3275090603170034	BASUKI	JL H GEMIN NO 120	JATIASH	JATIKRAMAT	2	5
57	3172021903850010	3275090111160025	RISKY PRASETYO	JL H GEMIN NO 67	JATIASH	JATIKRAMAT	2	4
58	3275091204030008	3275090202170016	HASANUDIN	KOMP DOSEN IKIP BLOK IV/104	JATIASH	JATIKRAMAT	2	4
59	32750903108830013	3275090608160026	ROZ YUHARMAN	KP CAKUNG NO 26	JATIASH	JATIKRAMAT	2	7
60	3201160108890001	3275090906180036	SYAHRIZ TAMM	KOMP DOSEN IKIP BLOK IV NO 4	JATIASH	JATIKRAMAT	2	4
61	1306021203790002	3275091508160001	BENI ARDIAN	KOMP DOSEN IKIP BLOK IV NO 4	JATIASH	JATIKRAMAT	2	4
62	1306021101890002	3275092812150038	ROBBI YUNAJDI	KOMP DOSEN IKIP BLOK IV/78-7	JATIASH	JATIKRAMAT	2	2
63	3275094903740009	3275090501160026	ARIE SONDARI	KP CAKUNG	JATIASH	JATIKRAMAT	2	6
64	3275092511820020	3275090312140022	MUMIN BACHTIAR	KP CAKUNG	JATIASH	JATIKRAMAT	2	6

65	3275081706870012	3275090809140030	ABDUL LATIF	KP CAKUNG GG TRITIS	JATIASH	JATIKRAMAT	2	1
66	3275090308770003	3275092006140007	NASRUDDIN	JATIKRAMAT	JATIASH	JATIKRAMAT	2	4
67	3275091902820009	3275090803120037	YANA	KP CAKUNG	JATIASH	JATIKRAMAT	2	1
68	3275090907890009	327509102120032	HANAPI BIN CILE	KP CAKUNG	JATIASH	JATIKRAMAT	2	1
69	3275091406780016	3275091912110002	APSI SUKJA	KP CAKUNG	JATIASH	JATIKRAMAT	2	4
70	3275090303790023	3275090408120007	DONI PRESETIA	KOMP DOSEN IKIP BLOK IV/104	JATIASH	JATIKRAMAT	2	2
71	3275091203860018	3275091810100042	MUHAMMAD TAUFIK	JATIKRAMAT	JATIASH	JATIKRAMAT	2	3
72	3275092512860020	3275092603100009	ABDUL ROHMAN NAWI	KP CAKUNG	JATIASH	JATIKRAMAT	2	4
73	3275092705800007	3275092208060117	BABAN TARYAT BANA	JATIKRAMAT	JATIASH	JATIKRAMAT	2	4
74	3275092405530005	3275092408060058	AMIN GEBOS	KOMP DOSEN IKIP BLOK II NO 1	JATIASH	JATIKRAMAT	2	2
75	3275092512830011	3275090808110019	ARDIE HASNAN	KP CAKUNG	JATIASH	JATIKRAMAT	2	6
76	3275092711740003	3275092308060030	RIMANTO	KP CAKUNG JATI KRAMAT	JATIASH	JATIKRAMAT	2	2
77	3275091012640009	3275091608060034	MOM TOHIR	JATIKRAMAT	JATIASH	JATIKRAMAT	2	3
78	3275091201680007	3275091408060016	KAMALUDIN	JATIKRAMAT	JATIASH	JATIKRAMAT	2	1
79	3275090511710008	3275091310060100	OMAN	KP CAKUNG JATI KRAMAT	JATIASH	JATIKRAMAT	2	2
80	3275091043000005	3275091508060055	ZAMRODIN	KP CAKUNG	JATIASH	JATIKRAMAT	2	1
81	3275090105200011	3275091510060022	ENCEP S	JL H GEMIN	JATIASH	JATIKRAMAT	2	1
82	3275092808780006	32750910060087	IR AMAL EFENDI SIMBOLON	KP CAKUNG	JATIASH	JATIKRAMAT	2	1
83	3275090801690012	32750910060083	ROY YOTOMARUANGI	JL H GEMIN GG BENGKOK I	JATIASH	JATIKRAMAT	2	1
84	3275090703790015	3275092208060128	MAMAT KURTUBI	KP CAKUNG JATIKRAMAT	JATIASH	JATIKRAMAT	2	1
85	3275092006770024	3275090406080029	SONNY	KP CAKUNG NO 48	JATIASH	JATIKRAMAT	2	4
86	3275092203720016	3275093105100008	SUHAR	JL H GEMIN	JATIASH	JATIKRAMAT	2	1
87	3275091408570006	3275090410060087	IR AMAL EFENDI SIMBOLON	KOMP DOSEN IKIP BLOK I/26-27	JATIASH	JATIKRAMAT	2	1
88	3275091206740020	3275091410060166	HERI BUDIMAN	KP CAKUNG	JATIASH	JATIKRAMAT	2	3
89	3275091808040013	3275092803090107	SARIFUDIN	JATIKRAMAT	JATIASH	JATIKRAMAT	2	1
90	3275092801840010	3275091202800005	ANDRY YANUAR	KP CAKUNG	JATIASH	JATIKRAMAT	2	1
91	3275091512750013	3275092201080012	WIDHONIO AGUNG PONTO WI	KP CAKUNG	JATIASH	JATIKRAMAT	2	3
92	3275090707880015	3275092306060023	MARGONO	KP CAKUNG	JATIASH	JATIKRAMAT	2	1
93	3275092205000011	3275091810060119	SIGIT NUR WAKHDH	KOMP DOSEN IKIP BLOK IV/55	JATIASH	JATIKRAMAT	2	7
94	3275091509000009	3275090610060068	PILUS AKIKO PUTRA	JATIKRAMAT	JATIASH	JATIKRAMAT	3	6
95	3275090908940005	3275091207190013	MARUF FALZI	JL ZAMBRUDI ATAS NO. 8	JATIASH	JATIKRAMAT	3	7
96	3275092411910016	3275090312180009	MAULANA MALIK ABDUH	JATIKRAMAT	JATIASH	JATIKRAMAT	3	6
97	1508022104730003	327509151180025	FERRY HARYANTO	JATIKRAMAT	JATIASH	JATIKRAMAT	3	6
98	3275090112890009	3275090510170007	FERDIAN CAHYADI	JATIKRAMAT	JATIASH	JATIKRAMAT	3	6
99	3275090207900010	3275091805170030	FAJAR	JATIKRAMAT BULAK	JATIASH	JATIKRAMAT	3	4
100	3275092112900007	3275091302170019	AMIR MASHUM	JATIKRAMAT BULAK	JATIASH	JATIKRAMAT	3	4

101	3202111201850013	3275090712160034	YANTO	JL. UWA MAH JATIKRAMAT B	JATIASHI	JATIKRAMAT	3	6
102	327509230290009	3275091910160026	MAHELZ	JATIKRAMAT	JATIASHI	JATIKRAMAT	3	7
103	3275093112550021	3275091305160005	ZAKARIA	KP JATIKRAMAT	JATIASHI	JATIKRAMAT	3	6
104	3275090806920007	3275091108160015	NURHASANUDIN	JATIKRAMAT	JATIASHI	JATIKRAMAT	3	5
105	3172031306850012	3275090601160018	ERIK SUSENO	JL JATI KRAMAT INDAH II NO. 22	JATIASHI	JATIKRAMAT	3	7
106	3275092908660006	3275090512140013	MUJIYADI	JATIKRAMAT	JATIASHI	JATIKRAMAT	3	6
107	3275091007850014	3275092104150013	AHMAD PALUJI	JATIKRAMAT	JATIASHI	JATIKRAMAT	3	6
108	3275090104980017	3275092804150013	DWI AFRIYANTO	JL H TONGO	JATIASHI	JATIKRAMAT	3	7
109	3275082909900015	3275090509140012	DONI SEPTIAWAN	JATIKRAMAT NO.70	JATIASHI	JATIKRAMAT	3	6
110	3275091501890011	3275090407140014	RAHMAT EFENDI	JATI KRAMAT GG H TONGO	JATIASHI	JATIKRAMAT	3	7
111	3275090601770021	3275092509120008	YUSBAR RASYDI	JL DAHLIA II A.V/146 JATIKRAMAT	JATIASHI	JATIKRAMAT	3	8
112	3275091504720031	3275091203120006	TODALI	GG H TONGO	JATIASHI	JATIKRAMAT	3	7
113	3275090110650026	3275092505110013	TUGIMAN	KP JATIKRAMAT	JATIASHI	JATIKRAMAT	3	4
114	3275090805570018	3275091807090005	H SOFIAN	JATIKRAMAT	JATIASHI	JATIKRAMAT	3	6
115	3275091106640015	3275091608060100	LMAD B IN REBO	JATIKRAMAT	JATIASHI	JATIKRAMAT	3	7
116	3275091805660018	3275092908060017	S. AME	JATI KRAMAT	JATIASHI	JATIKRAMAT	3	6
117	3275090206650012	3275092206070017	RAHMAN KURNIADI	JL TERATAI VII NO 167	JATIASHI	JATIKRAMAT	3	6
118	3275090606710015	3275091108060052	UFANG URAY	JATIKRAMAT INDAH I JL MAWAR	JATIASHI	JATIKRAMAT	3	11
119	3275091809720004	3275090405070107	WARTO SIDIK	JATIKRAMAT	JATIASHI	JATIKRAMAT	3	6
120	3275090102660016	3275090705070133	SUKIMAN	KP JATIKRAMAT BULAK	JATIASHI	JATIKRAMAT	3	6
121	3275090210640009	3275090310960009	SYAMSUDIN	JATI KRAMAT GG H TONGO	JATIASHI	JATIKRAMAT	3	7
122	3275093006740005	3275090812070376	ANDRIAS	JATI KRAMAT BULAK	JATIASHI	JATIKRAMAT	3	6
123	3275091312810008	3275090403060133	TOUPIK HIDAYAT	JL RAYA JATIKRAMAT INDAH II	JATIASHI	JATIKRAMAT	3	4
124	3275091505830012	3275091807080072	WJJIYANTO, SE	KP JATIKRAMAT	JATIASHI	JATIKRAMAT	3	7
125	3275092302810004	3275092702080047	SUPRIYADI	JATIKRAMAT Gg.H.ALI	JATIASHI	JATIKRAMAT	3	6
126	3275090512500009	3275092208060032	ROSIDIN SUTRISNO	JATIKRAMAT INDAH II JL H. TONGO	JATIASHI	JATIKRAMAT	3	6
127	3275092607890012	3275090410260032	SARBINI*	GG H TONGO	JATIASHI	JATIKRAMAT	3	7
128	3275092101590009	3275090408090048	JOHANES CORNELIS MUNTU	JL MAWAR II NO.10	JATIASHI	JATIKRAMAT	3	11
129	3275093012660007	3275090310260001	IMAM	KP JATIKRAMAT	JATIASHI	JATIKRAMAT	3	7
130	3275094604640009	3275091610060077	EUIS SETIAWATI	JATIKRAMAT JL CEMPAKA I NO	JATIASHI	JATIKRAMAT	3	7
131	3275091809730019	3275091806090033	HARYANTO	JATIKRAMAT BULAK	JATIASHI	JATIKRAMAT	3	5
132	3275094507750035	327509131210020	SRIYATI	JL JATIKRAMAT INDAH II	JATIASHI	JATIKRAMAT	3	4
133	3275091906680013	3275091910090028	SALAHUDDIN	JATIKRAMAT	JATIASHI	JATIKRAMAT	3	6
134	3275091212640013	3275090109060039	SAWIN	JATIKRAMAT BULAK	JATIASHI	JATIKRAMAT	3	6
135	3275090712770001	3275091608090022	BUDI SETONO	JATIKRAMAT	JATIASHI	JATIKRAMAT	3	4
136	3275091009630009	3275091608090026	M. YUSUF	JATIKRAMAT	JATIASHI	JATIKRAMAT	3	4

Source: Kelurahan Jatikramat

The data above is data that must be available when Kelurahan Jatikramat provides social assistance to its people. This will not only help the Jatikramat Kelurahan distribute social assistance to the community, but will later become archival evidence that the Jatikramat Kelurahan has indeed provided social assistance to the Jatikramat Kelurahan community. Not only that, in terms of communication it also proves that data can make it easier for the Jatikramat Kelurahan to distribute social assistance to the community, because if the Jatikramat Kelurahan does not have data to be able to distribute social assistance to the community, the communication process will eventually reach a dead end and not match the intended purpose

Not only that, it turns out that in the communication target indicators, the government of Kelurahan Jatikramat is also experiencing a shortage, where the distribution of social assistance here is not in accordance with what has been set, the evidence is as follows:

Picture 3.6 Appropriate and Incompatible Social Assistance Receipts

**PEMERINTAH KOTA BEKASI
KECAMATAN JATIASIH
KELURAHAN JATIKRAMAT**
Jalan H. Gemin No. 2 Kode Pos 17321
JATIASIH

**BERITA ACARA
PENDISTRIBUSIAN BANTUAN SOSIAL BAGI RUMAH TANGGA NON DTKS
TERDAMPAK PANDEMI COVID – 19 DI KELURAHAN JATIKRAMAT
KECAMATAN JATIASIH
NOMOR : 460/122/Kessos/Kel.Jtk**

Pada hari ini Senin tanggal Dua puluh bulan April tahun Dua ribu dua puluh telah dilaksanakan pendistribusian bantuan sosial bagi rumah tangga non data terpadu kesejahteraan sosial terdampak pandemi covid – 19 di wilayah kelurahan Jatikramat Kecamatan Jatiasih sebanyak 357 (tiga ratus lima puluh tujuh) paket bantuan sosial berupa sembako, dengan rincian sebagai berikut :

1	Bantuan sosial diterima oleh	336	KK	(BNBA terlampir)
2	Penerima	-	-	-
3	Penerima tidak sesuai data BNBA	18	KK	(BNBA terlampir)
4	Penerima tidak sesuai dengan kriteria pendataan	-	-	(BNBA terlampir)
5	Penerima menolak ditempelkan stiker	1	KK	(BNBA terlampir)
	Lain-lain	-	-	(BNBA terlampir)

(Tanda terima beserta fotocopy KTP dan KK penerima bantuan sosial terlampir)

Demikian Berita Acara ini dibuat untuk diketahui dan dipergunakan sebagaimana mestinya

Bekasi, 20 April 2020

BABINSA JATIKRAMAT

[Signature]
SUHARTO
SERDA / NRP. 31990665010479

BABINKAMTIBMAS JATIKRAMAT

[Signature]
MARKHABAN
AIPTU / NRP. 65070598

KECAMATAN JATIKRAMAT
H. BAHRUDIN, S. IP
NIP. 19630803 200701 1 010

Mengetahui
CAMAT JATIASIH
[Signature]
H. MARIANA, S. Pd., M. Si
Perempuan, IV/a
NIP. 19650629 19803 2 006

**PEMERINTAH KOTA BEKASI
KECAMATAN JATIASIH
KELURAHAN JATIKRAMAT**
Jalan H. Gemin No. 2 Kode Pos 17321
JATIASIH

**BERITA ACARA
PENDISTRIBUSIAN BANTUAN SOSIAL BAGI RUMAH TANGGA NON DTKS
TERDAMPAK PANDEMI COVID – 19 DI KELURAHAN JATIKRAMAT
KECAMATAN JATIASIH
NOMOR : 460/123/Kessos/Kel.Jtk**

Pada hari ini Selasa tanggal Dua puluh tiga bulan April tahun Dua ribu dua puluh telah dilaksanakan pendistribusian bantuan sosial bagi rumah tangga non data terpadu kesejahteraan sosial terdampak pandemi covid – 19 di wilayah kelurahan Jatikramat Kecamatan Jatiasih **TAHAP 2** sebanyak 357 (Tiga ratus lima puluh tujuh) paket bantuan sosial berupa sembako, dengan rincian sebagai berikut :

1	Bantuan sosial diterima oleh Penerima	306	KK	(BNBA terlampir)
2	Penerima tidak sesuai data BNBA	43	KK	(BNBA terlampir)
3	Penerima tidak sesuai dengan kriteria pendataan	4	KK	(BNBA terlampir)
4	Penerima menolak ditempelkan stiker	4	KK	(BNBA terlampir)
5	Lain-lain	-	KK	(BNBA terlampir)

(Tanda terima beserta fotocopy KTP dan KK penerima bantuan sosial terlampir)

Demikian Berita Acara ini dibuat untuk diketahui dan dipergunakan sebagaimana mestinya

Bekasi, April 2020

BABINSA JATIKRAMAT

[Signature]
SUHARTO
SERDA / NRP. 31990665010479

BABINKAMTIBMAS JATIKRAMAT

[Signature]
MARKHABAN
AIPTU / NRP. 65070598

KECAMATAN JATIKRAMAT
H. BAHRUDIN, S. IP
NIP. 19630803 200701 1 010

Mengetahui
CAMAT JATIASIH
[Signature]
H. MARIANA, S. Pd., M. Si
Perempuan, IV/a
NIP. 19650629 19803 2 006



Source: Kelurahan Jatikramat

With the inaccuracy of receiving social assistance in the Kelurahan Jatikramat, it can be inferred that there are a deficiency that must be corrected by the Kelurahan Jatikramat, considering that in receiving social assistance, a social assistance must be distributed appropriately, especially to residents who really need it and what is clear is that the data of residents here must be in accordance with data determined by the Kelurahan Jatikramat, RT/RW and *Pamor*.

c. Message to be Delivered

Regarding the message conveyed in this communication strategy, it is also an important element in order to be able to assess whether the communication strategy carried out by Kelurahan Jatikramat is successful. The message conveyed here means that it must fulfil the elements that essentially provide notification of social assistance to the community, especially to residents of Jatikramat. The message conveyed in this case the author describes from the stages of the process how the Kelurahan Jatikramat party conveys a message to the RT / RW that they will distribute social assistance to the community, then the second how the RT / RW / *Pamor* party or maybe how the Kelurahan Jatikramat will give notification to the community about this social assistance.

The process of messages conveyed from the Kelurahan Jatikramat through RT/RW/*Pamor* is to ensure the parties to find a data on residents who are indeed entitled to receive the social assistance, so when the Kelurahan Jatikramat conveys the message to the parties, the parties such as RT/RW/*Pamor* can obtain a relevant and accurate or up-to-date citizen data in order to be able to provide social assistance effectively

If it is associated with the concept of public communication expressed by Arni Muhammad that public communication is an exchange of messages with a number of people who are within an organization or outside the organization face to face or through the media. This means that in public communication activities that will later be arranged by the Jatikramat Kelurahan, RT RW and *Pamor* here, there will always be a message they want to convey. If it is related to the results of the research, the indicators used and also the concept of public communication here between indicators and concepts have relevance where in public communication they must have something to convey to their targets, where in something they want to aim there is a message they want to convey, especially in the distribution of COVID-19 social assistance.

The message conveyed also has relevance to the communication strategy, according to Abidin, communication strategy is essentially a planning and management process in the communication strategy process. The message to be conveyed was formed when the Jatikramat Kelurahan prepared a plan in advance, then later when they had determined this then they implemented a management process in conveying communication to the community.

Furthermore, it can be viewed that when knowing how the process carried out by the parties in conveying information/messages regarding social assistance to the community, and the spearhead is RT/RW/*Pamor* in conveying information appropriately and also how to obtain relevant and appropriate population data. This means that the process of RT/RW/*Pamor* in conveying messages to Kelurahan Jatikramat must be precise, such as who are entitled receive to social assistance, which residents are no longer domiciled in Jatikramat and so on. Then when the process is carried out by RT/RW/*Pamor* in conveying messages to the community, which means that these parties inform such as the distribution of social assistance, they can also provide information to the public that the distribution of social assistance is the distribution of groceries/money/health equipment.

The results of observations and interviews in the field, it can be conclude that the message conveyed by the RT/RW/*Pamor* to the Kelurahan Jatikramat can be processed through social media WhatsApp groups that have been formed consisting of Kelurahan Jatikramat especially

social welfare staff, then the RT/RW/*Pamor*. However, it can be inferred that in the distribution of messages to the public, Kelurahan Jatikramat uses WhatsApp and some still use conventional methods such as those carried out by the RT/RW/*Pamor* directly via door to door through BNBA.

The message conveyed in the elements of the government's communication strategy is something that really needs to be considered in order to be able to assess whether the information conveyed has succeeded in achieving its objectives. So that an element of the message conveyed here must have accuracy to whom the message must be received, then what media is most effectively used. It can be seen that the Kelurahan Jatikramat prefers conventional media such as BNBA through the door to door method in sharing social assistance information, although Kelurahan Jatikramat also use the WhatsApp group media to coordinate with RT-RW-*Pamor* and share information regarding the distribution of Social assistance. However, if information about social assistance is disseminated via posters on social media such as Instagram and Facebook there will be chaos, as Mr. Agus said, this is due to the limited social assistance quota, then the more appropriate way is to use BNBA through the door to door method, it can be interpreted that not all social media will provide success or effectiveness in conveying messages to targets.

d. Time Arrangement

Time arrangement is the last indicator that should be included in the government's communication strategy. Related to this research, the time indicator for providing social assistance to the community in Jatikramat is actually regulated due to the COVID-19 pandemic phenomenon.

It can be seen that the time arrangement made by the Kelurahan Jatikramat is already correct, as explained by the informants of Kelurahan Jatikramat, the social welfare staff that their party is carrying out social assistance not routinely but due to the COVID-19 pandemic phenomenon which has affected the residents of Jatikramat, not only in terms of health but also in terms of economy.

Furthermore, in the time arrangement here, when the Kelurahan Jatikramat learned about the COVID-19 phenomenon, the Kelurahan Jatikramat immediately held a distribution of social assistance. The interesting fact is that the distribution of social assistance is not only from the

Ministry of Social Affairs, but there is assistance from the Social Service or from other parties such as the distribution of BLT (*Bantuan Langsung Tunai*) from the Indonesian Post Office or other parties who want to help.

Regarding the time arrangement here, when there is a distribution of social assistance here it is not only burdened on the Jatikramat Kelurahan, considering that a social assistance will surely

have many people who need it, both those who have been recorded and those who have not been recorded. Therefore, the time arrangement that is carried out by Kelurahan Jatikramat here is the distribution of social assistance in stages such as in Phase I and Phase II.

It can be inferred that the time arrangement indicator is something that must really be considered in the government's communication strategy, because with this time arrangement, social assistance distribution activities can be planned and considered, therefore control must be exercised in the process of providing social assistance activities so that it is maximized.

If it is linked to the public communication process and also the communication strategy, these two concepts have relevance to time arrangement. In setting the time here, it means that the Jatikramat Kelurahan must be able to arrange the right time so that time effectiveness can be realized in the distribution of social assistance to the community. In the sense of a public communication which is explained by Arni Muhammad, it does not directly mention the existence of a matter of time, therefore, in the process of communication activities, it is really necessary to have a time arrangement so that a social assistance activity here can be carried out properly. Then alluded to through the concept of communication strategy revealed by Abidin that there is a planning and management in the communication strategy process.

The communication strategy given here, when linked to the time arrangement process, is highly relevant to the planning and management process. The Jatikramat Kelurahan government arranges time so that it can provide social assistance to its people in an appropriate and effective manner. Time management carried out by the Jatikramat District is a time-sharing process that they carry out to distribute social assistance to the community, where there are Phase I and Phase II in the distribution of social assistance and this is a relevant form of planning and management to be able to realize a communication strategy, especially in distributing social assistance to the people in Kelurahan Jatikramat during the COVID-19 pandemic.

In terms of time arrangement, the Jatikramat Kelurahan has actually succeeded in distributing social assistance, but what is lacking here is that when there is a distribution of social assistance carried out by the Jatikramat Kelurahan, there are also obstacles, this is stated in the letter in Picture 3.7 regarding the appropriate data and which are not suitable for receiving social assistance. It can be inferred that the existence of discrepancies in the distribution of social assistance can provide obstacles in time arrangement. When there is a discrepancy in the receipt of social assistance, this

can be a waste of time for the Jatikramat Kelurahan where they are the main role in distributing social assistance to the community.

From this, in fact the Kelurahan Jatikramat has maximized the distribution of social assistance to the community, especially in the time arrangement, but the thing that is an obstacle or maybe what could be a problem in time management is that people who really have to receive social assistance are not in accordance with BNBA, and the recipient does not meet the criteria, from this it cannot make the time for the distribution of social assistance effective.

With a letter that appropriate and incompatible social assistance receipts, the receipt of social assistance also actually proves that the communication process carried out by the Jatikramat Kelurahan does not always run smoothly or perfectly. This happened when the Jatikramat Kelurahan was not careful in collecting data on residents who were entitled to receive social assistance, or the RT RW and *pamor* were not careful. Therefore, it would be nice if the distribution of social assistance should be carried out by the Kelurahan Jatikramat as accurately as possible or by doing a double check. This needs to be done in order to expedite the communication lines of the Jatikramat Kelurahan in distributing social assistance to the community, especially the people in the Jatikramat Kelurahan.

2. Comparison with Previous Research

In this study, a comparison will also be made with the research used by the author, in the previous study the author used four studies, three from national studies and one international study. The description is as follows:

1. Ananda Florentina Laus, Mariam Sondakh dan J.W Londa, "Strategi Komunikasi Komunikasi Pemerintah Dalam Menunjang Program Pengurangan Plastik Pada Masyarakat Kelurahan Tosuraya Barat", E-Journal, Vol 2. No. 1 Tahun 2020, Universitas Sam Ratulangi, Sulawesi Utara.

This study emphasizes how the government's communication strategy here is in distributing plastic packaging reduction programs to the public. The problem in this journal article is that the plastic waste in the community here is quite disturbing and also pollutes the place of residence. This happens because of the circulation of plastic waste in any place, be it on the road, in the gutter, and also in the yard. So, if things happen that can disturb the community, it is very necessary to take action that must be taken by those who have the authority so that the community here can be held accountable. In the results of the research

here, the government's communication strategy they do is with direct media or direct communication so in this case the government takes direct action to the community, then uses electronic media, namely radio, and uses mass media such as advertisements, pamphlets and posters.

The comparison with the author's research here is that the Kelurahan Jatikramat government carries out social assistance activities to the community, and the media they do are mostly conventional media, although there are several processes that use social media such as WhatsApp Groups to ensure that the communication strategy process in distributing social assistance here is successful. Although there are several obstacles, the distribution of social assistance carried out by the Kelurahan Jatikramat, RT/RW and *Pamor* here can still carry out social assistance activities to the community.

2. Ria Yunita, Amalliah, "Strategi Komunikasi Pemerintah Terhadap Masyarakat Mengenai Kebijakan Larangan Mudik Lebaran Tahun 2021 Pada Pandemi Covid-19", Jurnal AKRAB JUARA, Volume 6 Nomor 2 (122-133), Edisi Mei 2021, Universitas Bina Sarana Informatika (UBSI).

This journal article explains how the government's efforts to prevent the spread of the Covid-19 virus by issuing policies that prohibit people from going home. Data shows that Covid-19 in the 2021 period will increase by an average of 68-93%, thus making the government wiser in issuing a homecoming ban policy for the people of Indonesia. The content of the research here is "who" is meant by who conveys the message by the Government, which is also represented by the Covid-19 Task Force, Inspector General of Police Headquarters, Ministry of Transportation, and Air Transportation and the Government to the Community.

The results of the research here are "who" is meant by who conveys the message by the Government, which is also represented by the Covid-19 Task Force, Inspector General of Police Headquarters, Ministry of Transportation, and Air Transportation and the Government to the Community. Then the message that will be conveyed here is to emphasize that people are prohibited from going home in 2021 because in 2021 the number of Covid is increasing. The media used here are direct communication to the community, online media, and socialization to the community.

The comparison with this author's research is that Kelurahan Jatikramat distributes social assistance using conventional media and also social media, but the social media used here is

WhatsApp Group to coordinate between RT/RW social welfare officers and *Pamor*. Comparison of existing research in this study is a journal article discussing the policy of prohibiting going home and while in this study the author discusses the distribution of social assistance to the community.

3. Elisa Husein, Rini Darmastuti dan Richard Gordon Mayopu, "Strategi Komunikasi Pemerintah Kota Salatiga Dalam Upaya Mencegah Penyebaran COVID-19", *Jurnal Ilmu Komunikasi, Avant Grade*, Vol. 09. No. 02 Desember 2021, 230-246.

This journal study discusses how the Salatiga City government's communication strategy is to be able to make its efforts in prevent the spread of COVID-19 and its impact on the Salatiga community. So that communication strategy will be the topic of discussion in this journal, because finding the right communication strategy also requires effective external communication support during the pandemic, the communication strategy that is carried out needs to be effective so that the public can reach notifications, and information can also be conveyed optimally

From the results of research on journal articles, the Salatiga City Government found efforts to prevent the spread of COVID-19, namely by giving posters of appeals distributed through websites and also social media, then the Salatiga City Government made a video explaining the explanation of COVID-19, this is an effort of the Salatiga City Government.

The comparison with the author's research here is that the media used by Kelurahan Jatikramat in distributing social assistance does not use media that are too active, meaning they do not make appeals such as through social media, uploading videos that have social assistance distribution to the community. Because the Kelurahan Jatikramat party here admits that the distribution of social assistance can be sensitive, therefore it is better to do it directly rather than having to go through social media/too exposed like that.

4. Ahmed Farouk Radwan dan Sheren Ali Mousa, "Government Communication Strategies During the Coronavirus Pandemic: Lessons from the United Arab Emirates", March 2021. *Jurnal Manajemen Kesehatan*.

This journal describes a phenomenon that the government here concentrates more on its people because COVID-19 here presents aspects of loss and high risk. The United Arab Emirates (UAE) here is basically developing a communication strategy related to its health communication in handling COVID-19 according to international standards. The UAE government uses many strategies in informing and convincing the people here that the situation and conditions can be

controlled. So the strategies they take are action strategies, certainty, strategies to suppress unclear news about COVID-19, correcting misinformation and rumours as well as strategies to provide wise advice.

Likewise, this study discusses communication strategies related to covid-19, but in this journal this article is more towards the government's communication strategy which they describe as wanting to make people here feel safe by ensuring that people do not receive hoax news about COVID-19. Comparison with the author's research here is the author's research discusses the communication strategy of the Kelurahan Jatikramat government in providing social assistance to the community. Although in this article both discuss about COVID-19, the difference is in the phenomenon of the problems that become the problem above, namely how the government can suppress hoax news about COVID-19 which can scare the public.

5. Shyan Kirat Rai and Shital Moktan, "Use of Social Media in The Central Administrative Wings of The Government Off Nepal", October 2014, Research and Consulting Service Department Nepal Administrative Staff College, Jawalakhel, Lalitpur, Nepal.

Governance is a system that governs a country or society. Citizens living in a country or community need to be properly communicated by the government about their activities. They expect a responsive government to provide the information needed about the systems and services requested. This makes it possible to implement Information and Communication Technology (ICT) in government services. Social Media (SM) is one of them. The government's presence on platforms such as SM has increased the ease of information flow from the government to the public. Government organizations can take advantage of citizens' presence on social media to disseminate information and make citizens aware of their activities. Social Media such as Facebook, Twitter, Youtube, LinkedIn, Blogs etc. are widely used all over the world by instantly informing about products, social movements, political opinions, religion, music, government policies etc. to certain interest groups. It is also a trend in government communication, thereby bringing about a change in the traditional way of communication.

SM has been used and is being used all over the world for political revolutions, formulation of laws, national security, etc. Through the flow of free interaction between and among governments and citizens. Countries like US, UK, Australia, Iceland, Finland, India etc. effectively uses social media in their government sector to disseminate information effectively,

reduce service time, and costs and increase the productivity of knowledge workers. It has also been used to increase the effectiveness and efficiency of service teams by enhancing communication to make aware of government initiatives, knowledge management and government and citizen collaboration, thereby creating a conscious citizen.

Nepal has not been able to properly use ICT in the government sector for a better and meaningful governance system. Some ministries include ICT in providing their main services. In addition, the Government has induced regulations in the use of social media especially Facebook during office hours in the central administrative division of the Government, Singha Durbar, to increase employee efficiency and reduce the spread of employee discontent and leakage of official information in SM. Therefore, this journal was created to understand the use of social media to create an effective and communicative government system in Nepal. Studies reveal that most government officials use SM at home for personal use. Officials also use social media platforms to solve problems and learn new things from them. They agree that awareness of ICT is very low in the context of government employees and there is a lack of technology shift along with capacity building and staff training programmes. The officials revealed that they were not aware of the rules, regulations and policies for the effective use of social media in the Government but felt that the IT policies and laws developed until now, did not address social media issues. They believe that the use of social media can have a positive impact on their work culture. Thus, awareness and participation on ICT related issues for administrative staff is not significant. This study also revealed that organizations lack monitoring from the IT department or native personnel. Officials also lack the knowledge and risks that can arise from a lack of information security and privacy.

In this study the researcher took from an international journal which in his research study discussed that most of the Nepalese government officials are familiar with popular social media and have their presence on it to share information and connect with people for personal use. Not only that, this research also shows that the use of social media in Nepal has increased significantly, this has actually encouraged the government to make a regulation, namely that with the use of social media in Nepal, there are many things that must be done in the field of cyber law and regulations. Existing Cyber Laws do not address the holistic deception of cyber-related crimes. IT Policies and Measures in Nepal do not cover strong authentication and security

measures. So, there is a need for an amendment to create an effective IT policy and cyber law in Nepal. Thus, a strict IT policy and cyber law must be formulated and implemented for the safe use of social media in government organizations. Knowledge of information security and privacy is essential for government officials who are responsible for disseminating information to the public or other officials

The point is that both officials and the public here when using social media are not aware of the risks that occur, although there are still many on the positive side that the use of information technology such as social media can be utilized, namely that social media is seen as an effective tool for updating the community and various information, such as political issues, social movements, anti-corruption, and government policies. The relevance of this international research to research by researcher is that there is a use of social media. However, in the difference of researcher research, social media here is used for social movements, namely in distributing social assistance activities due to the Covid-19 pandemic to the community, while the research above discusses more about the use of social media used by officials and also the community. However, this research shows that the use of social media used by the public and the government can lead to high risks such as holistic fraud related cybercrime, risk of identity theft, loss of intellectual property, invasion of privacy, abuse and damage to reputation.

In fact, in this study, researcher also agreed that the use of social media not only facilitates or provides positive benefits, but also provides an unfavourable impact where the use of social media can cause high risks. For example, if it is related to the researcher's research entitled "Communication Strategy of Kelurahan Jatikramat Government in Providing Social Assistance during COVID-19 Pandemic", in the use of social media carried out by Jatikramat parties, the use of social media is carried out for the course of a communication between parties who will later distribute the social assistance such as the RT / RW, and Pamor. The Jatikramat Kelurahan, RT/RW and Pamor are here to take advantage of social media, namely only in the form of WhatsApp Groups, where to be able to communicate easily to coordinate with one another. If there is an utilization of social media in informing social assistance to the community, for example by using social media Facebook, Instagram, Twitter or other social media, it can actually cause things that are sensitive to the community. Therefore the researcher agrees with

this, therefore the use of social media carried out by the Jatikramat Kelurahan only uses a WhatsApp Group and this is also done for mutual coordination between the RT/RW and Pamor.

CHAPTER IV

CONCLUSION

Based on the results of the discussion that the author has explained in the previous chapter, in this chapter the author will present a conclusion, limitations and also suggestions from the research that the author has conducted with the title "Communication Strategy of Kelurahan Jatikramat Government in Providing Social Assistance During COVID-19 Pandemic."

A. Summary

The COVID-19 pandemic has significantly impacted society, especially in health, education, social and economic aspects. The COVID-19 pandemic has shaken the local economy, for example many people have been laid off, difficult to get a job, and many companies have had to go bankrupt. Therefore, the government created a social assistance program to help community affected by the COVID-19 pandemic, one of them is in the sub-district in Bekasi, namely Kelurahan Jatikramat. The Kelurahan Jatikramat is carrying out a social assistance activity to help meet its people's needs, considering that COVID-19 has had a considerable impact on the community, especially in the Kelurahan Kelurahan.

Meanwhile, the researcher here focused on the communication strategy used by Kelurahan Jatikramat in providing social assistance to the community. In the government's communication strategy, the authors use 4 indicators, namely purpose of communication, target of communication, messages to be delivered, and time arrangement. The first is the purpose of communication, the purpose of communication here is to make the information conveyed can be understood by others, in the context of this study Kelurahan Jatikramat has done well, namely the Kelurahan government conveys information to the community regarding the distribution of assistance to people in need. What is being done by the Kelurahan Jatikramat in carrying out its purpose of communication is to ensure that the people of the Kelurahan Jatikramat who need social assistance receive information and social assistance. The second is the target of communication, namely the kelurahan will determine which targets should receive information about this social assistance, such as data synchronization carried out by RT/RW and *Pamor* regarding residents who are entitled to receive social assistance and according to the criteria. The third is the message to be delivered. The message conveyed here means that it must fulfil the elements which essentially provide notification of social assistance to the community, especially Jatikramat residents, namely by using 2 methods, namely the first conventional method through door to door with BNBA. And

the second is through social media such as WhatsApp. The last is the time arrangement, namely the sub-district will distribute social assistance in stages, such as stages I and stages II.

Based on the process that has been described, it can be concluded that the Kelurahan Jatikramat in carrying out its communication strategy cooperates with the RT/RW and also *Pamor (Pantau Monitoring)*. Then in carrying out social assistance distribution activities to the community, the RT/RW/*Pamor* here will later synchronize existing data, therefore the distribution of social assistance is right on target and in accordance with the criteria. In the media used, there is a merger between conventional media and social media, while social media uses WhatsApp groups, the Kelurahan Jatikramat government uses WhatsApp groups to coordinate with RT/RW/*Pamor* parties and some to share information about social assistance to residents. The conventional media used by the Kelurahan Jatikramat is to do it directly through door to door method through BNBA in sharing information related to social assistance to the community.

B. Research Limitations

In conducting this research, the author also realizes that there will be many shortcomings and obstacles to be overcome in completing this research. The limitations in this study are as follows:

1. The author here does not get a data letter in the form of an appeal letter for social assistance notification which should indeed be able to strengthen the data in the research results, with the existence of the letter data it can prove that what is being done by the Jatikramat Kelurahan here is still using conventional methods.

C. Recommendation

The suggestions that the author will give are as follows:

1. Kelurahan Jatikramat preferably, notably the head of social welfare and staffs to align in order to respond towards questions in this research.

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APPENDICES

Questions
<p>Regarding the distribution of social assistance, how is the communication process carried out by the Kelurahan Jatikramat so that the goals regarding the distribution of social assistance can reach the community?</p>
<p>When informing the public about social assistance, does the Kelurahan Jatikramat use the media? If so, what media was used and what was the process?</p>
<p>If Kelurahan Jatikramat does not use social media for its communication strategy, how is the communication strategy carried out by kelurahan? Is this conventional media successful? And what is the benchmark to see if this social assistance distribution is successful?</p>
<p>Why does the Kelurahan Jatikramat institution not use social media to distribute social assistance to the community? Why is it still door to door to the public regarding this social assistance?</p>
<p>Is the use of notification letters related to Covid-19 social assistance effective for the community?</p>
<p>Apart from using letters to inform the public about social assistance, is there another way to inform the community about social assistance?</p>
<p>What are the pluses and minuses if the Jatikramat institution still uses conventional methods like that? How does the Kelurahan Jatikramat evaluate the use of conventional methods to inform the public?</p>

**Hasil Wawancara dengan Head of Social Welfare of Kelurahan
Jatikramat Mr. H. Moh Amin S.Ag**

Questions	Answer
Regarding the distribution of social assistance, how is the communication process carried out by the Kelurahan Jatikramat so that the goals regarding the distribution of social assistance can reach the community?	Alhamdulillah, it went smoothly, meaning we get the data of the residents here and then distribute it through RW, then each of RW have <i>pamor</i> . The <i>pamor</i> is like the one who distributes the social assistance to residents, the <i>pamor</i> stands for <i>Pantau Monitoring</i> . So the flow is like this, because every RW has its <i>pamor</i> , later on, those <i>pamor</i> in charge of seeing how the field conditions are if anyone has been affected by Covid, after that they will report to us after that the kelurahan will report directly to the top. So it is still said that we are still using conventional media.
When informing the public about social assistance, does the Kelurahan Jatikramat use the media? If so, what media was used and what was the process?	We still use conventional media. Most of the process still uses letters, then we have employees who are deployed to see how the field conditions are. So our process is, there are Kelurahan, RW and Pamor in each RW, each of them has a duty to see and find out who is affected by Covid-19, so we will distribute the social assistance later.
If Kelurahan Jatikramat does not use social media for its communication strategy, how is the communication strategy carried out by kelurahan? Is this conventional media successful? And what is the benchmark to see if this social assistance distribution is successful?	Alhamdulillah, it was smooth and successful, meaning that nothing was delayed or hampered. The benchmark for success is that social assistance is given to the kelurahan and we are given data by the Social Service, for example we are given data for 200 residents, now we are also assisted by the Pamor RW so that they hold the data too. Well, the social assistance is also different, some are in the form of money, some are basic necessities.

<p>Why does the Kelurahan Jatikramat institution not use social media to distribute social assistance to the community? Why is it still door to door to the public regarding this social assistance?</p>	<p>Actually, we just use this in 2022, for example, like Instagram, Facebook, but it's just not very intimate. Now, regarding the social assistance here, yes, we still use conventional media, so this social media is only used as a medium to update daily activities about the distribution in Kelurahan Jatikramat, if the distribution of the Covid-19 social assistance here using social media is rather difficult because it is urgent and must be fast too in the distribution.</p>
<p>Is the use of notification letters related to Covid-19 social assistance effective for the community?</p>	<p>Alhamdulillah so far it has been effective, because between Kelurahan Jatikramat and Pamor, each RW here works together. Now here we use the WhatsApp group as well to facilitate our communication to coordinate with each other for the distribution of social assistance.</p>
<p>Apart from using letters to inform the public about social assistance, is there another way to inform the community about social assistance?</p>	<p>The letter is more official, maybe another way here is through the WhatsApp group, then from the WhatsApp group it will be distributed</p>
<p>What are the pluses and minuses if the Jatikramat institution still uses conventional methods like that? How does the Kelurahan Jatikramat evaluate the use of conventional methods to inform the public?</p>	<p>For pluses and minuses, for example, from the workforce, they lack responsibility, but fortunately we have a RW, for example, from missing information. For the evaluation after the activity, we will definitely see how it performs, whether it's from the activity reports via the whatsapp group. Because from that data, we will also have to report to the Kecamatan regarding the distribution of this social assistance</p>

**Results of Interviews with Social Welfare Staff of Kelurahan
Jatikramat, Mr. Agus**

Questions	Answer
<p>Regarding the distribution of social assistance, how is the communication process carried out by the Kelurahan Jatikramat so that the goals regarding the distribution of social assistance can reach the community?</p>	<p>We have RT-RW so that when there is information from the central government or local government, usually the kelurahan will make a notification letter or list of names to the RT-RW regarding its citizens who receive social assistance so that the RT provides information to its residents that these residents will receive social assistance so that later the RT will provide assistance and notification to the public. Kelurahan get the data on residents who are entitled to receive social assistance, namely from the Ministry of Social Affairs (<i>Kemensos</i>). We in this kelurahan are only in a position to convey that residents receive social assistance. During the Covid-19 period yesterday, the Bekasi City Government made a social assistance program, then the kelurahan handed it over to the RT RW to determine which residents deserved assistance. So at that event, we asked the names of the residents before we proposed them, some were already recorded from the beginning from the Center. In essence, the data is a proposal from the residents themselves, then from the RT to the kelurahan, then to the kelurahan it is submitted to the City Social Service and then to the Ministry of Social Affairs.</p>
<p>When informing the public about social assistance, does the Kelurahan Jatikramat use the media? If so, what media was used and what was the process?</p>	<p>For media we use WhatsApp, we have an RT-RW group to speed things up, we make an notification via WhatsApp group, later the kelurahan will make a letter and a list of names then the letter will be photographed and will be included in the group even though the physical form of the letter is not yet available. Well, the contents of the group are indeed only RT-RW, there are no people, even if the community/citizens, the group is only consist of RT-RW. If we use social media such as Facebook or Instagram, it's too open and a little</p>

	<p>sensitive, so we afraid that later people will come in droves and ask questions like "do I get or not about the social assistance?". While social assistance is limited to only certain people, even when we use social media such as Facebook/Instagram it is risky. Then there are no posters here, because this is the domain of the Ministry of Social Affairs and the local government. The kelurahan does not dare to expose it, we are afraid that we will not be prepared. So only on WhatsApp only.</p>
<p>Did your strategy work? And how do you measure your success when you use these things?</p>	<p>Yes, it is quite effective, it means that by notifying through conventional media, the success here is the presence of residents to come and take the social assistance. For example, we have a target of several hundred, we have data on the names of residents who are entitled to social assistance and the average citizen here always comes to collect the social assistance. So, Mr. RT here has a recap of the BNBA data, namely by name by address, Now it will be announced through door to door and also announced via the RT RW WhatsApp group, which has a community as well as anyone who is entitled to receive social assistance</p>
<p>Is there still something missing with the use of the notification letter and list of names for the distribution of social assistance to the residents of Kelurahan Jatikramat?</p>	<p>Of course something has been missed, because the quota given by the ministry is not comparable to the data in our area. So it's not certain that everyone can get social assistance too.</p>
<p>Apart from using letters to inform the public about social assistance, is there another way to inform the community about social assistance?</p>	<p>Because the quota is limited here, we prefer the door-to-door method through Mr. RT, this is to avoid news confusion because by using this BNBA, for example, if you make an notification on social media, we are afraid of chaos because the social assistance quota is limited.</p>

<p>When using the door to door strategy to provide social assistance, are there any criteria for residents to be able to get social assistance from Kelurahan Jatikramat?</p>	<p>We already have criteria that are indeed determined by the Mayor and the Ministry of Social Affairs, but we choose the criteria that are the most from poverty and unemployment as well.</p>
<p>What are the pluses and minuses if the Jatikramat institution still uses conventional methods like that? How does the Kelurahan Jatikramat evaluate the use of conventional methods to inform the public?</p>	<p>Here, most of the pluses, when talking about social assistance, the stakeholders here are those in charge who are always careful, especially when discussing and giving social assistance is a sensitive matter. Precisely with conventional media, the use of RT is door to door, so it is to avoid sensitive things. So that's why using conventional media has many pluses, especially for Kelurahan, RT and residents because the source of information is clear too. Now if we talk about the minuses, when the RT is given data from the Kelurahan or the Ministry of Social Affairs, it turns out that the data is irrelevant, for example, it turns out that the one in the data has died, for example. Then here we think, especially if for example using Instagram / Facebook, the fear is that there will be more mistakes / not right on target. That's why conventional media is more useful. Then if we talk about the evaluation, we do it after the end of the distribution of social assistance, there will definitely be missed, which means there are some residents who have not received the social assistance because here are also absent for people who have taken the social assistance, if there is someone who doesn't take it, we will evaluate it directly to RT later, then there will be a crosscheck again.</p>

Results of Interviews with People Domiciled in Jatikramat

Questions	Answer
How can you find out social assistance from the Kelurahan Jatikramat?	Initially the information came from the RT and then there was also online, via the link from the Kelurahan given by the RT. Then the next process went through the RW, and I took the social assistance at the RW secretariat office. Now the social assistance is in the form of groceries, not money.
Was the notification from Kelurahan Jatikramat regarding social assistance clear enough for you?	Clear enough and quite helpful because the economy at the time of covid was difficult.
If you know about social assistance directly through an appeal, how is the process?	Yes, I know this directly, I got a WhatsApp from the RT, then there was information from the RT in the form of a list of names, then I got a link for the data. Well, the social assistance is in the form of groceries. The RW here only recaps the data and distributes it, while the RT here also does the recap, as far as I know.
Any comments/feedback on the notification given by the Kelurahan Jatikramat especially to you as a community regarding the Covid-19 social assistance?	For comments, I don't have any complaints, it's actually quite helpful, because it was still covid at that time and the economy's income was decreasing

LETTER OF COMPLETION OF RESEARCH



PEMERINTAH KOTA BEKASI
KECAMATAN JATIASIH
KELURAHAN JATIKRAMAT
Jalan H. Gemin No. 2 Kode Pos 17421
JATIASIH

SURAT – KETERANGAN

Nomor : 470/ 37 -Kl.Jk

Yang bertanda tangan dibawah ini Lurah Jatikramat Kecamatan Jatiasih Kota Bekasi, dengan ini menerangkan bahwa :

Nama lengkap : **YAAFI ATHTHARIQ**
Jenis kelamin : Laki-laki
Tempat Tgl Lahir : Jakarta, 12-08-2001
No KTP : 3275091208010012
A g a m a : Islam
Warganegara : Indonesia
Pekerjaan : Pelajar/Mahasiswa
Alamat : Jl. H. Gemin No.47 Rt. 005/008
Kel. Jatikramat Kec. Jatiasih Kota Bekasi.

Nama tersebut diatas benar warga masyarakat kami Kelurahan Jatikramat Kecamatan Jatiasih Kota Bekasi. Selanjutnya kami menerangkan bahwa yang bersangkutan adalah Mahasiswa dari Universitas Islam Indonesia Fakultas Psikologi dan Ilmu Sosial Budaya Jurusan Ilmu Komunikas IP, NIM : 19321280. Telah melaksanakan penelitian di Kantor Kelurahan Jatikramat Kecamatan Jatiasih Kota Bekasi pada tanggal 11 Oktober 2022 dengan judul :

" COMUNICATION STRATEGY OF KELURAHAN JATIKRAMAT GOVERNMENT IN PROVIDING SOCIAL ASSISTANCE DURING COVID-19 PANDEMIC "

Demikian surat keterangan ini kami keluarkan untuk dipergunakan sebagaimana mestinya.

Tanda tangang
Yang bersangkutan

YAAFI ATHTHARIQ

Jatikramat, 30-01-2023
LURAH JATIKRAMAT

H. MOHAMAD AMIN, S.Ag
NIP. : 19691008 201001 1 002