Digital educative public message: Health protocol awareness at pandemic COVID-19 periods (Instagram feeds @humasprovjatim)

Pesan edukasi digital kepada publik tentang kesadaran protokol kesehatan pada masa pandemi COVID-19 di Instagram feeds @humasprovjatim

Jokhanan Kristiyono[1*], Delmarrich Bilga Ayu Permatasari[2], Julyanto Ekantoro[2], & Fitria Widiyani Roosinda[2]

[1]Sekolah Tinggi Ilmu Komunikasi Almamater Wartawan Surabaya

[2]Universitas Bhayangkara Surabaya

Address: [1]Jalan Nginden Intan Timur I Number 18, Nginden Jangkungan, Sukolilo, Surabaya City, Jawa Timur, Indonesia 60118

[2]Ahmad Yani Frontage Road Ahmad Yani Number 114, Surabaya City, Jawa Timur, Indonesia 60231

E-mail: jokhanan.k@stikosa-aws.ac.id

Abstract

Dissemination of information related to the issues of the COVID-19 pandemic on the Instagram account @humasprovjatim is interesting to study because of understanding the meaning and motives behind educational messages conveyed through the Instagram account @humasprovjatim. It can form awareness regarding health protocols during the pandemic and post-COVID-19 pandemic to realize changes in attitudes, behavior, and healthy lifestyles that reduce the spread of COVID-19. This study aims to analyze educational messages aware of health protocols on the Instagram account of Public Relations (PR) of East Java Province (@humasprovjatim). This study used content analysis methods with Pentad's Dramatic Analysis. The object studied was educational messages from the PR Instagram feed in March-December 2020. Result of this research is the dramatic rhetoric in the content of the Instagram feed by the PR of the province of East Java. The Instagram media is a rhetorical stage in conveying the message of community life in dealing with COVID-19. Conclusion of this research is that there is an important role for packaging content on their Instagram. The results of this study explain that the PR Instagram account is a stage where a "show" occurs which is considered capable of bridging the government to build educational messages regarding the health protocols presented in such a way to the public.

Keywords: COVID-19 pandemic; educational messages; health protocols; Instagram feed; pentad analysis

Abstrak

Penyebaran informasi terkait isu pandemi COVID-19 di akun Instagram @humasprovjatim menarik untuk dikaji karena memahami makna dan motif di balik pesan pendidikan yang disampaikan melalui akun Instagram @humasprovjatim. Hal ini dapat membentuk kesadaran tentang protokol kesehatan selama pandemi dan pasca pandemi COVID-19, mewujudkan perubahan sikap, perilaku, dan pola hidup sehat yang mengurangi penyebaran COVID-19. Penelitian ini bertujuan untuk menganalisis pesan edukasi sadar protokol kesehatan pada akun Instagram Humas (Humas) Provinsi Jawa Timur (@humasprovjatim). Penelitian ini menggunakan metode analisis isi dengan Pentad's Dramatic Analysis. Objek yang diteliti adalah pesan edukatif dari feed Instagram Humas Provinsi Jawa Timur pada bulan Maret-Desember 2020. Hasil dari penelitian ini adalah retorika dramatis dalam isi feed Instagram oleh Humas Provinsi Jawa Timur. Hasil analisis pesan edukasi protokol kesehatan yang menyatakan bahwa media instagram merupakan panggung retorika dalam menyampaikan pesan kehidupan masyarakat dalam menghadapi COVID-19. Kondisi drama kehidupan dengan kondisi pandemi yang memiliki adegan, akting, agen, agensi hingga tujuan di setiap fase kehidupan. Kesimpulan dari penelitian ini, terdapat peran penting Humas Pemprov Jatim dalam mengemas konten di Instagramnya, hasil penelitian ini menjelaskan bahwa akun Instagram Humas (Humas) Pemprov Jatim merupakan tahapan di mana "pertunjukan" terjadi yang dinilai mampu menjembatani pemerintah untuk membangun pesan-pesan edukasi mengenai protokol kesehatan yang disajikan sedemikian rupa kepada masyarakat.

Kata kunci: pandemi COVID-19; pesan edukasi; protokol kesehatan; feed Instagram; analisis pentad

Introduction

Distribution of educational information needs to be done to break the chain of the spread of the COVID-19 virus. Since it was officially announced in early March 2020, precisely on March 2, 2020, Indonesia has become a country that has been highlighted because of its inefficient handling of the outbreak. This assessment can be seen from the total number of positive COVID-19 cases, which amounted to 1,046 people on March 27, 2020, and reached ten times the number on April 30, 2020, with even distribution to all 34 provinces in Indonesia, followed later on June 25, 2020, The positive number of COVID-19 was up to 50,187 cases with 2,620 deaths (Ministry of Health the Republic of Indonesia 2020, Tamtomo 2020, Van Bavel et al. 2020). At its peak, on June 26, 2020, East Java Province took the highest position with the number of positive cases of COVID-19, which amounted to 10,901 cases. This number exceeds the number of positive COVID-19 cases in Jakarta (10,976 cases).

Regarding the handling of cases of increasing the number of positive COVID-19 in East Java, the East Java provincial government is aggressively disseminating information related to COVID-19 cases, one method of which is through social media. Based on digital media searches, there are several official social media accounts managed by the East Java Provincial Government, including www.jatimprov.go.id, @jatimprov Instagram account, East Java Provincial Government Facebook account, @KominfoJatim, and @humasprovjatim Twitter accounts, and Instagram accounts @jatimpemprov and @humasprovjatim. Of all these social media accounts, the Instagram account @humasprovjatim is the most massive and active in informing various things, especially the COVID-19 pandemic outbreak. This can be seen from the total number of posts on the Instagram account @humasprovjatim which amounted to 1,730 uploads with 32,900 followers. In addition, Instagram can be said to be the most superior social media application among other social media accounts because it can package messages concisely in visual form, has a digital footprint, and is easily accessible by the public (World Health Organization 2020, Prayudi & Sagita 2021).
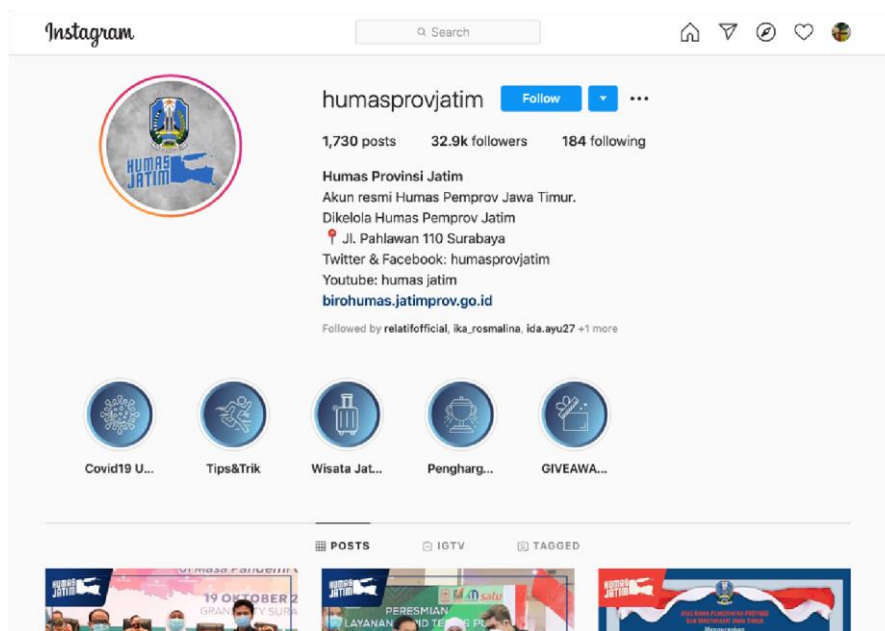

Figure 1.
Screen capture IG @humasprovjatim
Source: Instagram Profile humasprovjatim (2021)

The role of public relations in a government organizational structure is a form of implementing Good Governance. Reporting from the official East Java public relations website (birohumas.jatimprov.go. id), the public relations and protocol of the East Java Provincial government which is in charge of

preparing the guidance and development of public relations to strengthen the implementation of government policies in the government sector. In line with public relations duties, the Instagram account @humasprovjatim (see Figure 1) has become an account capable of being a mouthpiece for the dissemination of educational messages raising awareness of health protocols during the COVID-19 pandemic between government institutions and their citizens. From March 14, 2020, until the time this research was written (October 21, 2020), there were a total of approximately 408 uploads containing cases of the spread of COVID-19 in East Java uploaded by the Instagram account @humaspemprovjatim. Meanwhile, news about the COVID-19 pandemic cases in East Java in the same period also continued to increase. This phenomenon raises questions related to the role of Public Relations of East Java Province in shaping Good Governance in Indonesia (Bendle 2002, Paek & Hove 2021).

During the pandemic and post-pandemic, it is important to be aware that health protocols must be implemented so that government intervention is necessary through an appeal to the public. Dissemination of information related to the issues of the COVID-19 pandemic on the Instagram account @humasprovjatim is interesting to study because understanding the meaning and motives behind educational messages conveyed through the Instagram account @humasprovjatim can form awareness regarding health protocols during the pandemic and post-COVID-19 pandemic to realize changes in attitudes, behavior, and healthy lifestyles that reduce the spread of COVID-19.

The COVID-19 health protocol is a rule that needs to be followed by all parties to carry out their activities safely during the COVID-19 pandemic. To anticipate the increase and spread of cases of the COVID-19 pandemic, the public is encouraged to adopt a new healthy lifestyle. Based on the Decree of the Minister of Health of the Republic of Indonesia Number HK.01.07/MENKES/382/2020 concerning Health Protocols (Ministry of Health the Republic of Indonesia 2020), the COVID-19 health protocol, in general, must contain; First, individual health protection by wearing masks, washing hands regularly, keeping a distance of at least one meter from other people, and increasing body resistance. Second, Protection of Public Health by taking into account three elements, namely: Element of Prevention (Prevent), Element of Case Finding (Detect), and Element of Handling Quickly and Effectively (Respond).

The application of health protocols is not only important during the pandemic, but also in the post-pandemic period. Strong public awareness and discipline toward the application of health protocols can suppress the spread of the COVID-19 pandemic. During this pandemic, there were several studies that more or less highlighted the case of the spread of COVID-19 and its relation to government policies. The research entitled "Determinants of Depok City Community Compliance with the Large-Scale Social Restriction Policy (PSBB) in the Prevention of COVID-19" was conducted by Wiranti in 2020. The study resulted in the finding that PSBB compliance was increasing among female respondents who met certain criteria (higher education), good knowledge, and attitude to support government policy) (Wiranti 2020, Saputri 2021).

"Preventing the Spread of the Corona COVID-19 Virus in Indonesia" is a study conducted by Zahrotunnimah in 2020. The results of this study indicate that local governments have carried out many communication strategies to the community in their respective regions, but have not carried out coercive techniques to the stage of providing deterrent sanctions for violators. This is due to the absence of a centralized national command from the government which is known to be slow in preventing the transmission of COVID-19. Based on this research, it can be seen that research that focuses on educational messages raising awareness of the COVID-19 health protocol has never been done before so it is hoped that it will be able to fill the gap in science related to the government's role in handling COVID-19 cases in Indonesia, East Java in particular (Zahrotunnimah 2020, Muqsith et al. 2021).

Previous research that focused on the Public Relations of the East Java Provincial Government as the object of research was carried out by Rizky Arisanty. The research, entitled "Media Relations of East Java Provincial Government Public Relations to Build the Image of the New Governor" (Arisanty

2009) shows that, in building the image of governor Soekarwo, East Java Provincial Government Public Relations makes media relations the only way to build a positive image in the community (Muqsith et al. 2021, Prayudi & Sagita 2021). In addition, a similar study was conducted by Nabila Dwi Maharani with the title "Public Relations Strategy of the East Java Provincial Government in Utilizing Social Media as Information Delivery related to COVID-19" (Van Bavel et al. 2020, Pratiwi & Tsauro 2021). The results of the study stated that the Public Relations of the East Java Provincial Government has a certain communication strategy in maintaining the quality of the relationship between the East Java Provincial Government and the community which can be seen from the four formulations of the Hon and Grunig dimensions, namely Trust, Satisfaction Commitment (satisfaction), and Mutual Control (Perreault & Perreault 2021).

Although both focus on the performance and strategy of the East Java Provincial Government Public Relations in building a positive image, the two studies are clearly different from the research conducted by researchers. If Rizky Arisanty's research focuses on the image of Governors Soekarwo and Dwi Maharani focusing on the role of Public Relations of the East Java Provincial Government in conveying COVID-19 information, this research focuses on understanding how the meaning and motives behind educational messages conveyed through the Instagram account @humasprovjatim can form awareness regarding health protocols during and post-COVID-19 pandemic. Therefore, it is clear that this research brings newness and a different gap from the two previous studies because it focuses on the Instagram account @humasprovjatim in conveying educative messages on health protocols during the COVID-19 pandemic.

Based on the phenomenon and the background of the problem, the objective of this study is to analyze the content of the Instagram feed @humaprovjatim as the public relations of the East Java regional government which tries to provide educative messages about health protocols and public awareness of the condition of the spread of the COVID-19 virus in East Java. How are educational messages constructed and dramatized to be accepted by the people of East Java, in particular, educational messages about the health protocol of the 5M movement which is the basis for preventing the spread of the COVID-19 virus? This is related to the role of Public Relations of East Java Province in establishing Good Governance in Indonesia. During the pandemic and post-pandemic, it is important to implement an appeal to the public to be aware of health protocols. This health protocol movement needs government intervention, in this case, the East Java regional government through the Instagram account @humasprovjatim.

Research Method

This study uses the pentad analysis method with a qualitative study approach (Suparno 2011). The data collection technique uses metadata documentation of @humasprovjatim IG feed content for two periods in 2020 (Gray et al. 2007, Suparno 2011). This method refers to the track record of uploading educational messages raising awareness of the COVID-19 health protocol on Instagram @humaspemprovjatim. Uploads that are the object of research are categorized into two periods of time. The COVID-19 pandemic period with a high level of outbreak spread (March-August) and the decreasing rate of the COVID-19 pandemic outbreak (September-December) in East Java so that the total analysis period for uploading educational messages regarding awareness of the COVID-19 health protocol on Instagram @ Public Relations Pemprovjatim, is between March-December 2020.

The unit of analysis in this study is Instagram feed content which contains educational messages about content-awareness of health protocols during the COVID-19 pandemic; First period, Instagram feed during a time of high COVID-19 virus spread (March-August 2020). In this period, the 5M movement became an issue that was always present in @humasprovjatim's Instagram content. In this period, 62 uploads voiced the 5M movement which was analyzed based on the type of uploads that voiced the 5M movement, consisting of 13 video uploads, six photo uploads, 42 infographic uploads, one Twibbon-shaped upload. Twibbon is a combination of photo forms with attractive frames that serve as a health protocol movement campaign. Second period, Instagram feed during times of low COVID-19

virus spread (September-December 2020) In this second period, 47 uploads voiced the 5M movement which was analyzed based on the type of uploads that voiced the 5M movement, consisting of 15 video uploads and 32 infographic uploads.

Kenneth Burke's Pentad Dramatism Feed Content Analysis. In more detail, the point of "Analysis" carried out by researchers in the third stage or at the "Implementation" stage is to analyze data related to the five points of Pentad theory, namely: First, Act: Uploading content of educational messages regarding awareness of health protocols. Second, Scene: The largest number of COVID-19 cases in June-August. Third, Agent: Public Relations Agency of East Java Province. Fourth, Agency: Instagram account @humasprovjatim. And fifth, Purpose: Awareness of health protocols in the community. The data collected through the documentation study will then be processed and analyzed using Kenneth Burke's Pentad Dramatism analysis pattern matching to see the actors involved in delivering educational messages regarding awareness of the COVID-19 health protocol on Instagram @humaspemprovjatim. For more detail of research flow, see Figure 2 below.
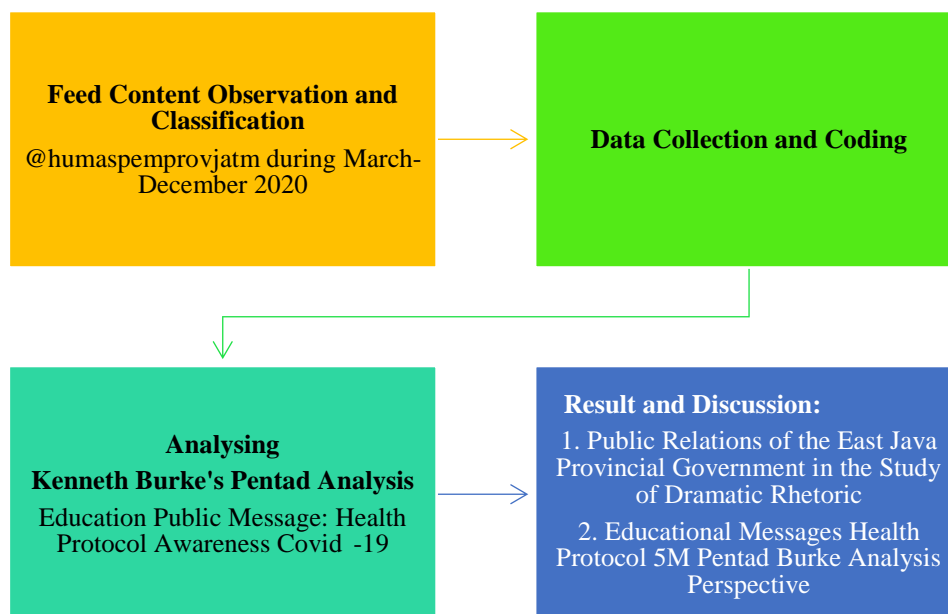

Figure 2.
Research method flow
Source: Created by the author

Results and Discussion

This study resulted in a study of the analysis of health protocol educational messages on health protocols on the Instagram account @humasptovjatim. During the pandemic and post-COVID-19 pandemic in 2020, awareness of health protocols is important to implement so that government intervention is necessary through appeals to the public. Regarding the handling of cases of an increase in the number of positive COVID-19 cases in East Java, the East Java provincial government is aggressively disseminating information related to COVID-19 cases, one method of which is through social media. Based on digital media searches, the East Java Provincial Government Instagram account @humasprovjatim is the most massive and active in informing various things, especially the COVID-19 pandemic outbreak. This can be seen from the total number of posts on the Instagram account @humasprovjatim which amounted to 1,730 uploads with 32,900 followers. In addition, Instagram can be said to be the most superior social media application among other social media accounts because it can package messages concisely in visual form, has a digital footprint, and is easily accessible to the public (Bafadhal & Santoso 2020, Pinasti 2020). The following are the results of the analysis and discussion.

Public relations of the East Java provincial government in the study of dramatic rhetoric

Dramatism in pentad' theory is Kenneth Burke's idea of understanding the action of human life as drama. That dramatism places a critical focus on the performances shown by various players. It is further explained that, like drama, actions in life are the center for revealing human motives (Irdiansyah 2020). Griffin argues that this theory reveals the way humans communicate and reveals the truth about the actions that humans do. Dramatism believes that language is a strategic response to certain situations (Overington 1977, Tobing 2018, Christy et al. 2020). Irdiansyah explained that the results of the pentad analysis will offer answers to the questions: What happened (act), when and where it happened (scene), who did it (agent), how it was done (agency), and why (purpose). Analysis of symbolic texts on these five points offers a way to determine why individuals in certain contexts choose communication strategies (Mroz et al. 2021). In the end, the dramatic ratio was used to conclude what factors most influenced the health protocol awareness educational message during the COVID-19 pandemic on Instagram @humaspemprovjatim (Irdiansyah 2020, Mroz et al. 2021).

This theory seeks to understand the actions of the East Java Provincial Government Public Relations as drama and Burke's ideas are related to his focus on symbols. Dramatism provides flexibility for researchers to understand an object of study from various points of view. In addition, dramatism can provide a logical explanation to understand the motives for the actions of the East Java Provincial Government Public Relations or the reasons why the East Java Provincial Government Public Relations felt the need to do what they did. Burke views that life is not like drama, but life is the drama itself. As a public relations agent, the East Java Provincial Government Public Relations certainly carries out certain processes and strategies in determining which content is appropriate to be presented on their Instagram account. For example, in creating content in the form of videos, the team requires special preparation from the recording process to the editing stage. Likewise other forms of content. Content in the form of images, for example, needs special design efforts so that the content is interesting so that it provokes netizens' enthusiasm to see the content presented. Because there is an important role for the East Java Provincial Government Public Relations in packaging content on their Instagram, this study places the East Java Provincial Government Public Relations Instagram account as a stage where a "show" occurs, which is seen as being able to bridge individuals/institutions to build their identity which is presented to the audience (Xenos et al. 2018).

Researchers use pentad to determine and identify what happens in a particular action. After describing the points of pentad and explaining them thoroughly, a dramatic ratio analysis was then carried out (the proportion of one element of pentad compared to other elements). The dramatic ratio (dramatic ratio) of the East Java Provincial Government Public Relations rhetorical actions which will be analyzed in this study consists of 52 uploads in the form of videos on the East Java Provincial Government Public Relations Instagram account divided into two periods:

First, high share period (March-August 2020): 26 uploads, and second, low share period (September-December 2020): 26 uploads. In addition, to clarify the explanation, the classification of health protocol messages is stipulated in circular letter NUMBER HK.02.01/MENKES/335/2020 which is briefly classified into the 5M movement (washing hands, wearing masks, keeping a distance, avoiding crowds, reducing mobility).

In addition to 5M, the analysis category is also based on the type of upload that is distinguished by the type of content: Photos: Uploads taken with the camera, Video: A moving image that aims to convey information to many people (see Figure 3). This video contains events that can be disseminated, Infographics: Data visualizations that convey complex information to readers so that they can be understood more easily and quickly. In the form of photos and videos, and Twibbon: Combination of photo forms with attractive frames that serve to campaign for a movement, support, or promotion that is disseminated with ease that everyone can easily edit the photo section to fill in their photos.

Figure 3.
Health protocol information 5M
Source: Ministry of Health of the Republic of Indonesia (2021)

In the first period, the 5M movement became an issue that was always present in the contents of the public relations Instagram of East Java. In this period, there were 62 uploads in which the 5M movement was analyzed based on the type of upload.

Video Feed Content, in the form of video uploads, there are a total of 13 uploads that voice the 5M movement. Detailed data can be seen in the following Table 1.

Table 1.
Table video feed content (1st period)

Message	Posted Date	Qty
Washing hands	8 March, 23 March , 6 April, and 31 August	4
Wearing a mask	8 March, 6 April, 31 August	3
Keeping a distance	6 April, 31 August	2
Staying away from the crowd	23 March and 6 April	2
Reduced mobility	23 March and n 6 April	2
Total		**13**

Source: Research data

Photos Feed Content, in photo uploads there are a total of six uploads. Detailed data can be seen in the following Table 2.

Table 2.
Table photos feed content (1st period)

Message	Posted Date	Qty
Washing hands	18 March	1
Wearing a mask	18 March, 21 April	2
Keeping a distance	21 April	1
Staying away from the crowd	21 April	1
Reduced mobility	21 April	1
Total		**6**

Source: Research data

Infographics Feed Content, in infographics uploads there are a total of 42 uploads. Detailed data can be seen in the following Table 3.

Table 3.
Table infographic feed content (1st period)

Message	Posted Date	Qty
Washing hands	24 March, 4 June, 18 June, 23 June, 4 July, 21 July, 25 July	7
Wearing a mask	9 April (2 pictures), 19 April, 14 May, 4 June, 11 June, 18 June, 23 June, 4 July, 11 July, 19 July, 21 July, 25 July	13
Keeping a distance	29 April, 4 June, 18 June, 23 June, 4 July, 11 July, 21 July, 25 July	8
Staying away from the crowd	2 April, 3 April, 20 April, 29 April, 4 June, 18 June, 23 June, 21 July, 25 July	9
Reduced mobility	2 April, 3 April, 15 April, 20 April, 29 April	5
Total		**42**

Source: Research data

Twibbon Feed Content, July 18, 2020, is the only type of upload on the @humasprovjatim account in the form of a campaign with the twibbon type. Twibbon in this upload contains a message to always wear a mask to prevent the transmission of COVID-19. Twibbon is a term used to describe posts with attractive frames.

Based on this data, it can be seen that the type of post in the form of infographics has the largest percentage in the East Java Provincial Public Relations account during a high level of distribution (March-August 2020) which is 68%, followed by video uploads which are 21%, photo uploads 10%, and the minimum is uploaded in the form of twibbon, which is 1%. Meanwhile, in the socialization of 5M through uploading the humasprovjatim Instagram account for the high-spread period (March-August 2020) it was found that the message that was voiced the most was Wearing a Mask with a percentage of 31%, followed by Washing Hands and Staying Away from Crowds as much as 19%, Keeping a Distance of 18 %, and the least voiced was about Reducing Mobility by 13% can be seen in the following Figure 4.
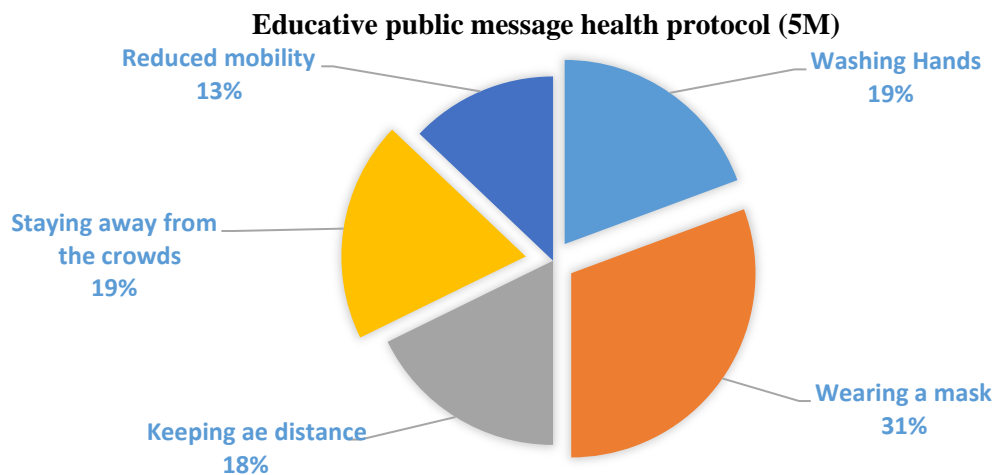

Figure 4.
Chart feed content educative public message health protocol 5M @humasprovjatim first period
Source: Processed data content of health protocol education messages in the first period March - August 2020

In the second period, although not as massive as before, the 5M movement is still present in an effort to break the chain of spreading the COVID-19 virus on the humasprovjatim Instagram account. In this period, there were 47 uploads that voiced the 5M movement, the following is a description of the analysis.

Video Feed Content, in video uploads, there are a total of 19 uploads that voice the 5M movement. Detailed data can be seen in the following Table 4.

Table 4.
Table video feed content (2nd period)

Message	Posted Date	Qty
Washing hands	4 October, 20 November, 9 December, 14 December	4
Wearing a mask	20 September, 22 September, 4 October, 8 November, 20 November, 9 December, 14 December	7
Keeping a distance	4 October, 20 November, 9 December, 14 December	4
Staying away from the crowd	-	-
Reduced mobility	-	-
Total		**15**

Source: Research data

Infographics Feed Content, in infographics uploads there are a total of 32 uploads. Detailed data can be seen in the following Table 5.

Table 5.
Table infographic feed content (2nd period)

Message	Posted Date	Qty
Washing hands	28 October, 25 November, 7 December, 9 December, 13 December, 14 December	6
Wearing a mask	9 September (2 posted), 14 September, 19 September, 28 October, 5 November, 8 November, 13 November, 19 November, 25 November, 7 December, 9 December, 13 December, 20 December	14
Keeping a distance	9 September (2 posted), 19 September, 28 October, 25 November, 7 December, 9 December, 13 December	8
Staying away from the crowd	9 September, 19 September, 9 December	3
Reduced mobility	17 December	1
Total		**32**

Source: Research data

Based on these data, it can be seen that the type of post in the form of infographics is still the favorite type of upload because it occupies the largest percentage in the East Java Provincial Public Relations account during the low distribution rate (September-December 2020) which is 68%, followed by uploads in the form of video, which is 32%. Upload types such as photos and twibbons are no longer present in this period, thus indicating a reduction in the type of upload variation. In the 5M socialization through the upload of the humasprovjatim Instagram account for the low spread period (September-December 2020) it was found that the message that was voiced the most was Wearing a

Mask with a percentage of 45%, followed by Keeping a Distance of 26%, Washing Hands as much as 21%, Staying Away from Crowds of 6%, and the least voiced was about Reducing Mobility by 2% (see Figure 5 below).
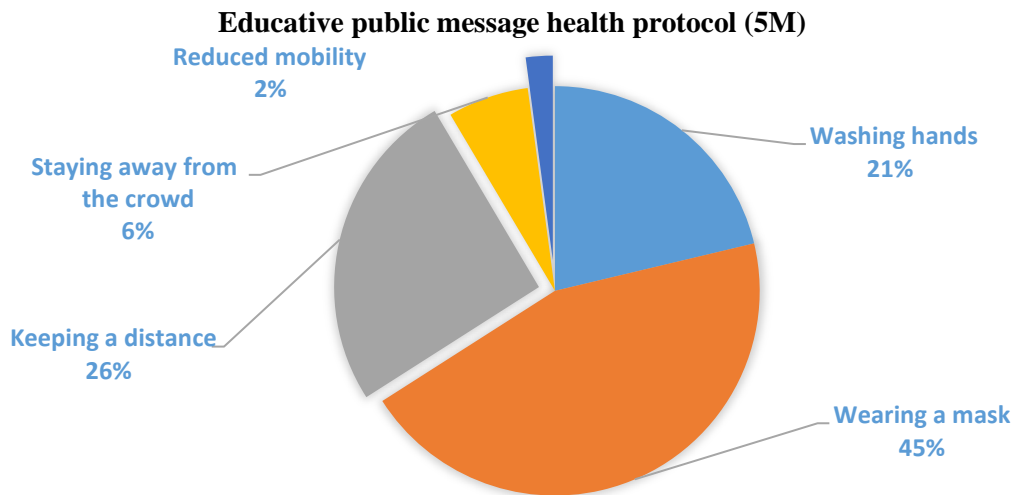
Educative public message health protocol (5M)

Figure 5.
Chart feed content educative public message health protocol 5M @humasprovjatim second period
Source: Processed data content of health protocol education messages in the first period September - December 2020

Based on the coding indicator of the health protocol awareness message which includes 5M (washing hands, wearing masks, maintaining distance, staying away from crowds, and reducing mobility, it can be seen that the March-August 2020 period (low cases) has a high level of a variety of content types, which include videos, photos, infographics, and twibbons. In the types of videos and photos, uploads tend to lead to coverage of activities carried out by Governor Khofifah as an agent to overcome the spread of COVID-19 with the most dominating activity or action being riding and sharing masks and necessities. The scene shows that the activities carried out by actors are real activities whose content uploads are always up-to-date, which indicates the actuality of the news. In addition, other actions uploaded in the content also include coverage of sudden inspection activities in public areas and speeches (narratives) by the sole main agent. Reminding the public of the importance of implementing the health protocol indicates that the East Java Provincial Government is aggressively eradicating the spread of COVID-19 in East Java. The video is packaged in a light and attractive way, accompanied by the character of the actor who is authoritative, polite, and close to the community, which is a separate identity in the videos uploaded by the East Java Provincial Government account (Naz et al. 2012).

Muchith (2016) explains that educational messages are patterns of delivering messages to other parties based on the spirit to achieve benefits both individually and socially by taking into account the principles of appropriateness, accuracy, and wisdom. Sardiman stated that a message can be said to be educative if it meets the following requirements (Muchith 2016): First, having the principle of awareness, which means that the communication that is built is truly understood in its entirety by both parties (the communicant and the communicator). Second, have a specific and clear goal. Third, lead to positive things. And fourth, produce products that are useful for both the messenger and the community. The message has or adds value to human life (Moyer-Gusé 2008). A well-delivered educational message will provide awareness to the public. The higher the level of public awareness of health protocols, the lower the rate of cases of spreading the COVID-19 pandemic. Meanwhile, both infographics and videographics are built with the same pattern. East Java Public Relations appears as the main actor because their identity is displayed at the bottom of the infographic which displays the addresses of several East Java Public Relations social media. In general, according to the type, the actions presented by the infographic contain educative information and useful tips in stopping cases of

the spread of the COVID-19 virus (Siricharoen 2013, Kristiyono 2020). At the agency, infographics are made as attractive as possible by using bright colors that tend to be soft by playing pastel colors with light fonts and cute animations so that it can be concluded that they are intended for all ages. This is not much different from twibbon. The rare and only type in this East Java provincial government account post is also made as attractive as possible and even able to foster the creativity of readers who are interested in uploading similar twibbons.

Jones et al. (2010) explain about developing pandemic communication strategies: Preparation without panic using steps to communicate a message (Jones et al. 2010). The clarity in delivering a message is important. Health education and promotion strategies can be challenging to communicate to others (Schultz et al. 2000). To successfully communicate the message, follow these steps: Step 1 (First Step), Identify key audiences. There may be different key messages for specific groups of people. What do you want the audience to do, think, or believe? Step 2 (Second Step), Develop a message. The message should be simple, clear, compelling, and include: What is the problem? The health protocol for coronavirus pandemic COVID-19, and What is the solution? Example: Hiring health education specialists in schools, colleges/universities, health departments, community organizations, health facilities, worksites, and insurance companies to implement health protocol for the COVID-19 pandemic. What are the facts or stories to get the attention of those who can make the solution happen? Possible key messages topics include: Increasing awareness of the various roles health education specialists play in improving consumer health and wellness. Providing support and resources for health education specialists. Encouraging collaboration – government agencies, community based organizations, schools, and businesses, whose services and decisions affect health education specialists` provisions on consumer health and wellness. Step 3 (Third Step), Get the facts. Research facts that support key message(s). Support the message with local facts and statistics, and step 4 (Fourth Step), Spread the word. Create a list of media. This includes local and regional radio, television, print media, major health journalists, and bloggers reporting on these or similar issues. Write and send a press release or story pitch. Increase your presence on online social media, listen to relevant news, join and follow groups.

Figure 6.
30 seconds video feed IG @humasprovjatim education message "Handwashing"
Source: Feed IG @humasprovjatim, Humasprovjatim (2020)

However, different things were found in the period of high spread cases (September-December 2020). The types of uploads made by the East Java Provincial Government related to educational messages aware of health protocols were decreasing in their level of variation as evidenced by only two types of uploads, namely videos and infographics/video graphics (see Figure 6). Although there is a decrease in upload types, the pattern of agent, scene, act, agency, and purpose, is still the same as the pattern used in the case of the low-category COVID-19 spread in March-August 2020 (see Table 6 and Table 7). One of the most striking is the reduced spread of educational messages related to avoiding crowds and reducing mobility. This reduction in educational messages is also in line with the increasingly

massive upload of video content containing Governor Khofifah's activities in cycling or cycling together to distribute masks and necessities, which increasingly shows the decline in messages for implementing social distancing (see Figure 7). When viewed from a different perspective, Governor Khofifah as the main actor gave an example that gathering and mobilizing can still be done.

Figure 7.
Education message "Using masker"
Source: Feed IG @humasprovjatim, Humasprovjatim (2020)

Table 6.
Table pentad video feed "Hand washing"

Indicator	Analyst
Agent	Governor Khofifah presents himself as the narrator as well as the main actor who is the focus of the story in this video.
Scene	This video was taken at the National Police Monument Jalan Raya Darmo on Sunday, March 8, 2020 morning. The scene begins with joint gymnastics and ends with washing hands together, which is attended by Governor Khofifah and Forkopimda East Java.
Act	The Forkopimda team with Governor Khofifah on stage greeted the visitors. Healthy walk together. Aerobic exercise. The Forkopimda team together with Governor Khofifah exemplified the six steps of the handwashing movement according to health recommendations.
Agency	This video was taken using the candid camera method without the knowledge of the Forkopimda team with a wide-angle shooting position so that it is clear that the activities carried out by the team are accompanied by uplifting TikTok-style background music.
Purpose	This video shows Governor Khofifah and the Forkominda Team aiming to campaign for a healthy living movement and proper handwashing to the wider community.

Source: Research data

Figure 8.
Infographic education message "Social distancing, avoid crowds and decrease mobility"
Source: Feed IG @humasprovjatim, Humasprovjatim (2020)

Table 7.
Table pentad analyst video feed "Using masker"

Indicator	Analyst
Agent	Governor Khofifah appears as the main focus or main actor in this photo upload. This can be seen from his focus which is always in the middle of the frame plus the contents of the caption which clearly shows the identity of Governor Khofifah as the main actor in the news.
Scene	This photo was taken at the Surabaya Tile Market on the morning of April 20, 2020.
Act	This photo consists of four slides showing Governor Khofifah's morning walk while delivering various anti-COVID-19 packages such as masks, vitamins, and hand sanitizers for residents and the poor.
Agency	This photo was taken using the wide shot method so that the background of the place and the interaction of Governor Khofifah with the residents can be seen clearly. Governor Khofifah uses a contrasting color of clothes (white) so that it stands out from the others and its great charm draws the residents closer. However, Governor Khofifah refused to be invited to shake hands by applying the wrong health (sawadikhap greeting), wearing a mask and keeping a distance, which indicated that he was disciplined in implementing health protocols.
Purpose	The photo aims to give an example and at the same time urge residents to wear masks outside the home, maintain a safe distance, and return home immediately when business is finished.

Source: Research data

Table 8.
Table pentad analyst infographic feed "Social distancing, avoid crowd and mobility decrease"

Indicator	Analyst
Agent	East Java Public Relations appears as the main actor because their identity is displayed at the bottom of the infographic, which displays the addresses of several East Java Public Relations social media.
Scene	This infographic was uploaded on December 17, 2020.
Act	This infographic consists of four slides containing the cover title, followed by three things that need to be considered in activities outside the home, which include: the identity of the person to be met, the place to meet, and the length of time to meet.
Agency	This infographic looks eye-catching with the use of soft background color and the use of bright font colors, namely blue and white. The type of font is relaxed and not stiff and the animated images of cute characters add to the appeal so it doesn't look boring, but the message can still be conveyed to all circles.
Purpose	This infographic aims to provide tips to readers about things that need to be considered in activities outside the home in the pandemic era.

Source: Research data

Using the Pentad analysis method, the content of @humasprovjatim's IG feed in the 2020 period was peeled and analyzed using five analysis indicators, namely Agent, Scene, Act, Agency and Purpose (see Table 8). These five units of analysis explore each content of the feed and then describe it using the dramatizing theory of Burke (Overington 1977, Suparno 2011, Mroz et al. 2021). The East Java Provincial Government's PR acts as a drama through symbols of the 5M health protocol educational message. Dramatism provides a logical explanation in understanding the motives of the East Java Provincial Government Public Relations; it is necessary to disseminate these educational messages to the public. The condition of the pandemic period experienced by the community is a condition of the

reality of life today. Burke views that life is not like drama, but life is the drama itself. Public Relations of the East Java Provincial Government through Instagram social media has carried out a certain strategic process in determining which content is appropriate to be presented in its Instagram account. Regarding the important role shown by the Public Relations of the East Java Provincial Government in packaging the content of educational messages on health protocols on Instagram, this study places the East Java Provincial Public Relations Instagram account as a stage where a "show" occurs, which is seen as being able to bridge individuals/institutions to build their identity which is presented to the community (Kristiyono & Ida 2019, Irdiansyah 2020, Kristiyono & Ida 2020).

Dramaturgy theory and communication messages have been widely reviewed and used as analytical theories in various studies (Smith 2013, Turner et al. 2016), but have not been sufficiently raised in the crisis phenomenon in society, especially in the COVID-19 pandemic. The results of this study explain that Burke's Pentad Analysis theory is used in depth in analyzing the content of the East Java Provincial Government Public Relations Instagram feed. Digital communication media, namely the Instagram account @humasprovjatim, is a stage where a "show" takes place which is considered capable of bridging the East Java provincial government to build educational messages regarding health protocols. An educational message that explains the health protocol in dealing with the COVID-19 pandemic is presented in such a way to the public, in this case, the people of East Java. An educational message that was conveyed well by the PR of the province of East Java through the content of the Instagram feed @humaprovjatim tried to give awareness to the public about a healthy lifestyle in dealing with and stopping the spread of the COVID-19 virus. The results of this study can be used as a basis for further research, especially research using content analysis methods in the phenomenon of crisis problems in digital-based society and community networks.

Conclusion

In handling cases of an increase in the number of positive COVID-19 cases in East Java, the East Java provincial government is aggressively disseminating information related to COVID-19 cases, one method of which is an educational message on health protocols through the social media account Instagram @humasprovjatim. The COVID-19 health protocol is a rule that needs to be followed by all parties to carry out activities safely during the COVID-19 pandemic. To anticipate the increase and spread of cases of the COVID-19 pandemic, the public is encouraged to adopt a new healthy lifestyle, based on the decision of the Minister of Health of the Republic of Indonesia Number HK.01.07/MENKES/382/2020 concerning Health Protocols. As a public relations agent, the East Java Provincial Government Public Relations certainly carries out processes and strategies for health protocol educational messages in determining which content is appropriate to be presented on their Instagram account. There is an important role for the East Java Provincial Government Public Relations in packaging content on their Instagram; the results of this study explain that the East Java Provincial Government Public Relations (PR) Instagram account is a stage where a "show" occurs which is considered capable of bridging the East Java provincial government to build educational messages regarding the health protocols presented in such a way to the public, in this case, the people of East Java.

The educational message that was conveyed well by the PR of the province of East Java through the content of the Instagram feed @humaprovjatim tried to give awareness to the public about a healthy lifestyle in handling and stopping the spread of the COVID-19 virus. The higher the level of public awareness of health protocols, the lower the rate of cases of spreading the COVID-19 pandemic. Content in the form of photos, videos, and infographics is built with the same pattern, East Java's public relations is the main actor whose identity is displayed at the bottom of the infographic. In general, according to the type, the actions presented by the infographic contain educative information and useful tips in stopping cases of the spread of the COVID-19 virus. At the agency, infographics are made as attractive as possible by using bright colors that tend to be soft by playing pastel colors with light fonts and cute animations so that it can be concluded that they are intended for all ages.

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