The Collaboration in Socializing Policies of Covid-19 Pandemic

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ABSTRACT

Role of regional government in socializing the policy produced by SKPD of this local government is an obligation for every apparatus to socialize that policy so that the society, as the main receiver of the related polciy, will get their rights and obligations properly. The communication of regional government in this research can be discussed in more explicit regarding the flow of that communication delivery from the government to the community. The method used in this research was decriptive with qualitative approach and applied the theory of Edward III to see the stages of communication in its role in socializing the policy of the Government of South Tangerang City. Those types of socialization media were main instruments of regional government pf South Tangerang to socialize policies. There was another type of socialization namely direct media or socializing to every neighbourhood. The conclusion of this research was that the socializing of policies has been conducting through various types of media; online, printed, and electronics. The Office of Communication and Informatics of South Tangerang City played its role also in regards to socialization by cooperating with Press Councils to monitor the behaviors of media. It is suggested that th e Government of South Tangerang City keeps improving their performance in socializing policies so that these will reach the purposes of the policies produced in order to build law order society towards the policies made.

Keywords: Policy Socialization, Regional Government, South Tangerang.

INTRODUCTION

In Indonesia, the outbreak of COVID 19 since the begnning until March of 2020, has been showing fairly significant case. This can be seen from the increasing of total case in the society of 1.528 people who were positively confirmed, and 156 of them died. The death rate of 8.9% is spreading over 32 provinces (Firmansyah et al., 2020). This data describes that there is 94% provices has been comfirmed for COVID-19. In this case, the highest one is found is DKI Jakarta Province, namely 48.49% from total case confirmed in Indoensia, and followed by West Java Province with 12.96% case and then Banten Province with the number of 9.29%. From those 3 provinces, 70.74% is confirmed as the main areas of COVID-19 case (Firmansyah et al., 2020).

Covid-19 is a Coronavirus epidemic which initially stroke Wuhan, Hubei Province, China, on December 2019. This virus will develop and become pandemic spreading out quickly to all over the world. In Marh 18, 2020, the number of sufferers of Covid -9 reached 194.909 with

7.876 death rate. This number is found mostly in China with 3.242 and Italy with 2.505 (Vardavas & Nikitara, 2020). Based on the data from end of Marh 2020, during 3 months between January to end of Marh 2020, COVID-19 outbreak hit the number of 719.000 and out of 33.673 suferrers died. The deployment within those period of time touched 202 countries (Firmansyah et al., 2020).

The phenomenon of Covid-19 pidemic which has been happening since December 2019 in China give significant impact to the condition of the society including those who live in Indonesia. This case was realized by Indonesian people after the official announcement from the president, Joko Widodo, through media on March 2, 2020 regarding two citizens of Indonesia who were positively infected by the virus. That announcement was considered as the response from the goernment of Indonesia towards the statement of Australian Prime Minister Scoot Morrison on February 28, 2020 and the representative of United State Embassy who doubted the condition of Indonesia, especially related to the efforts to prevent and qucikly overcome this (Margianto, 2020).

Regional government in managing and taking care of their own authorities should implement the principle of the broadest possible autonomy, except those which become the affairs of central government with the purposes of improving community welfare, public service and regional competitiveness. This regional government, in carrying out the affairs, has the relationships with central government and with other regional governments. The relationships include those related to authority, finance, public service, narutal resource utilization and other resources.

Based on the results of the survey with the society around Jakarta (South Tangerang, Tangerang, Bintaro, Depok, Bogor, South Jakarta), on MaMarch 24 – April 3, 2020, it was found that 31% of the society said that the actoion taken by the government in dealing with Covid-19 was in fast category, 39% of them said that the action was medium, 24% claimed it was slow, and another 6% of the respondents assessed that the action was very fast. Those percentages showed that the government still needs to do amother strategic actions in responding to this virus. The number of 6% and 31% which respresented 'very fast' and 'fast' responses did not give any positive impacts yet to a wider scope of society. Therefore, the moves among the government, society, and private sectors are needed. Mobilizing the potentials of the community becomes prominent to overcome Covid-19.

Both statutory regulations and in ministerial regulations related to the disseminations of regional regulations have not stated in detailed about effective socialization method of regional regulations as well as the feedback from the process of that socialization, hence, they can reach all elements of society. This is very influential towards the wide spread of regional regulations both in provincial level and especially in the districts. Thus, the governamnt in the regions should automatically be initiative to seek for their own strategy to socialize their local regulations with different levels of activities and impelelementation process.

The establishment of South Tangerang as the expansion area, gives the authorities to local government to make the right policies suitable with the needs of that regions so that the development can be accelerated through further potential development of the area concerned. Therefore, South Tangerang can compete with its surrounding areas which have already implemented the right policies in the regions.

The government of South Tangerang, as one of autonomous region organizers in Indonesia, is also required to socialize any policy related to local regulation to all elements of the society or

any party which directly related to those policies. Thus, it is expected that the society will know all policies determined by the government of South Tangerang.

Governance scholars have long argued that there is a need to discuss further the recent significant reform in the political and social frameworks that has taken place, which is a transition from government to governance (Klijn & Koppenjan, 2016) (Larsson, 2019a) Network governance refers to a particular type of governance in which public and private entities work together within networks to solve different public concerns (Larsson, 2019b) (Larsson, 2019a).

Stakeholders are distinguished from merely the broader 'public' and can also include government actors, the private sector, regulators and NGOs. A stakeholder is generally identified as someone who has an interest in a specific organization.(Wehn et al., 2018). (K. Emerson et al., 2012) thus suggest that network cooperation involves a "principled participation" with all important and relevant interests, and that such collaboration should be guided by the experiences and expertise of all participants. Inclusive engagement in network regulation is of significant significance to the degree that networks move public rationale and dialogue to the closed environments of participating members (Larsson, 2019b) (Beattie et al., 2011).

Meta-governance, future studies should pay more attention to the relationship between meta-governance and political legitimacy and the lack of governance. Our results suggest that democratic legitimacy is a significant justification for meta-governance, but that meta-governance does not immediately lead to a higher degree of democratic legitimacy for governance. (Gjaltema et al., 2019).

It is also worthwhile to further examine the connection between meta-governance and the democratic credibility of the governance networks. The complicating aspect is that various traditions of political philosophy are used in the study of meta-governance. (Gjaltema et al., 2019). Collaborative structures in the delivery of public services, it is believed, promote the best of hierarchical, business and network governance by putting together main governance players in a collaborative and cost-effective manner (Kekez et al., 2018)

Collaborative service delivery, at its heart, is a particular mode of governance that executes policies and provides services by cooperation between two or more state, business and civil society actors. These three main governance players engage with each other in inter-related spheres in the design and execution of public policy, creating different forms of governance structures or 'modes' (Casado-Asensio & Steurer, 2013) (Kekez et al., 2018).

Government agencies may use these resources to facilitate citizen engagement and interagency collaboration; however, their activities vary greatly and range from those inclusive of new voices to simplistic implementations of offline actions that struggle to produce substantive contact with others (Mergel, 2012) (Wukich & Mergel, 2016). Government agencies increasingly track, evaluate and interpret social media content generated by other users in order to understand the mood of the public (Zavattaro et al., 2015), obtain feedback from other users (Booth et al., 2016) and monitor the reach of government-curated content. (Wukich & Mergel, 2016)

Social media are described in the sections to be followed and their role in public relations is exposed, drawing on evidence in the sector. Lasswell's "culture cation science" and its importance for practical (as opposed to conventional) research are con-sided. The meaning definitions of Lasswell, the social process, the decision-making process and the developmental

creation are associated with present and potential future applications of social media in public relations. (Auer, 2011)

If adulthood for social media outlets is achieved as soon as these developments begin to affect politics and public policy, resources like Twitter, Facebook, and YouTube are growing quickly. None of these portals is expressly designed to gather or disseminate information on politics or public relations (Auer, 2011)

Standard bureaucratic patterns of sharing of information in public policy have long been criticized for their fragmented systems in which information is confined to a few select actors (Roberts & Kim, 2011). This challenge is especially relevant to emergency response because risks and hazards impact a wide variety of individuals, organisations and jurisdictions and thus re-enquires knowledge from disparate actors in order to address the needs of the public (Comfort, 2005; Kapucu, 2006).(Wukich & Mergel, 2016)

The structure for collective government is inclusive in a variety of areas. Second, our idea of collaborative governance is wider than what is generally found in the literature, and our approach builds from and extends information and ideas from a wide variety of fields (such as public policy, dispute resolution and environmental governance, among others) to collaborative governance. Second, the structure incorporates a range of elements of collective governance – from system context and external drivers through collaborative dynamics to behavior, impacts and adaptation (Kirk Emerson et al., 2012).

A model developed by Daniel Mazmanian and Paul A. Sabatier in Purwitasari (2012: 17) explained that implementation is an effort to carry out a decision of a policy. This model is called a framework for implementation analysis, proposes 3 groups of variables which influence the success of public policy implementation namely: (1) Characteristic of the problem; (2) Characteristic of a policy or constitution; and (3) Environment.

George C. Edwards III (1980: 9), stated that: "In our approach to the study of policy implementation, we begin in the absrtact and ask : What are the precondition for succsesful policy implemetation? What are primary obstacles to succsesfull policy implementation?" In order to respond to those important questions, Edwards III (1980: 10) proposed and considered four factors in the implementation of public policy, i.e.: Communication, Resources, Dispotition or Attitudes, and Bureaucratic Structure.

1. Communication Factor

Dunn described that a policy implementation can be effectively carried out if those who are responsible to that implementation understand what to do. The instruction to implement a policy should be conveyed clearly, accurately, and consistently to those who are capable since misunderstanding which might appear among the implementers regarding the actions taken, can give opportunities for not implementing the policies as it is expected by the mandatories.

2. Resources Factor

Significant resources are including staff with the right format and skills needed, to be informed by aduquate and relevant infrmation regarding the ways to implement a policy and in convincing that a policy is part of the facilities in givng service. Inadequate resources might contain the meaning that the regulations will not be valid, service will not be provided, and any proper regulations will not be developed, in this case, the capability of organization, thus, sources of implementers are referred to the capabilities of the implementers.

3.   Disposition and Implementers' Behaviors Factor

Disposition or implementers' behaviors are the third crucial factor in the approach of a study about implementing public policy. If the implementation of a policy is expected to be effective, then the implementers of that policy are not only required to know what they have to do but also to be capable to carry out that policy. Most of the implementers used their most possible authorities in implementing a policy. One of the reasons related to this is that because they are independent to the policy makers. Another reasons for this is that the complexity of that policy. However, eventhough another way taken by the implementers through the authorities is dependent on the disposition towards those policies, but in the end, it is their behaviors which influence their point of views toward those policies and how they see policies which are significant to the urgency of themselves and their organizations'.

4.   Bureaucracy Structure Factor

Although the resources to implement a policy have met the needs, and the implementers do not only know what actions should be taken but are also willing to act, the policy implementation is still hampered by the inficient of bureaucracy stucture factor. The fragmentation of an organization can hinder a coordination needed for the succesful of complexity implementation of a policy which requires the cooperation of many people. This thing causes the waste of scarce sources, closes opportunities, creates confusion, drives policies to produce cross objectives and causes important functions to be forgotten.

In overcoming the outbreak of Covid-19 quickly, the government should be able to manage potentials availabe in the society. Social strenghts which are referred as social capitals, are expected to become prominent instruments to succeed the government in dealing with Covid-19. Social capital is a concept which was firstly developed by Piere Bordiue that put the focus on the relationships or interactions among others and keep those relationships going over time (Field, 2003). Beside networkings or interactions among people, social capital can also be seen in the forms of goodwill, friendship, mutual sympathy, and social relations between a group of individuals and families.

Social capital concept then developed as one of the instruments to identify the involvement and participation in groups which have positive consequnces to indivduals and community. Bourdieu defined social capital as one of economic capitals formed together with the culture and symbols, which colletivley determine the social lives. From the point of view of Hacker, social capital is defined as an aggregate of actual or potential resources associated with the ownership of the network that can last a long time from institutionalized relationships and receive mutual recoqnition in the prespective of of relationship between agents and nonlinear structures (Bourdieu, 1990).

Based on the concept developed by Bordieu, social capital was developed by James S. Coleman as a form of relations between people that experienced changes in ways to ease actions (Coleman, 2011). Social capital, according to Coleman, was created through the relationships between people built on broad trusts in each other so that they are able to move and do more. Coleman focused more on how social capital can be actualized to become concrete resources to be utilized by individuals.

In the efforts of covid-19 prevention, social capital concept is placed in the frame of relations, behaviors and cooperations built by the society voluntarily for similar purposes to

prevent this virus. Social capital possessed by the people of Indonesia such as mutual help, empathy, love to give, and like to help become the main attraction when the country is in need in a fast time.

Therefore, social capital cannot be separated from the resources affecting resilience at the communal level. The culture and behaviors of Indonesian people, which are full of mutual help, are often neglected. Instead, the state and decision makers continue to spend money for physical infrastruture and urge citizens to prepare themselves in purely materialistic ways. While the efforts to give attention among citizens and create strong bonds with neighbors, knowing the names of both neighbourhood and citizenship heads, become crucial in a critical condition.

Economic factors are also important in preparing people to be strong in facing disasters, including Covid-19 epidemic. Economic condition of the community greatly affects the vulnarability of that community in facing disasters. Social capital can be resulted and developed from individuals as a nation which will shift toward the increasing of social cohesion and strengthening trust in the community (Aldrich & Meyer, 2015).

Disasters are not newly phenomenon to people's lives. They can be seen as a fundamental aspect of nornal life. Disasters are frequently described as the consequences of people's ways in having self-management, both economically and socially, ways of the community and government to interact, and ways of how the relations between decision makers are being maintained (Kusumasari et al., 2010). The ability in managing disasters is a reflection of the functions of organizations' resources, human resources, effective implementation of a policy, financial resources, and techniques and leaderships. Beside that, the potentials and capabilities become key factors to the succeed of disasters prevention (Kusumasari et al., 2010).

The needs toward the resilience of the community is described from collective ability of an envireonment or a region determined geographically to overcome the pressures efficiently to continue the ryhtm of the daily lives through cooperations after the disasters (Aldrich, 2012c) (Aldrich & Meyer, 2015). Federal of Emergency Management Association (*COVID-19 Disaster Declaratures | FEMA.Gov*, n.d.) suggested local community to nationally build and maintain partnerships related to emergency condition management, social sector, and organization, empower local actions through the increasing of social capital and activities, improving and strengthening the infrastructures of social, networking, and available assets (Aldrich & Meyer, 2015). It is considered important to strengthen social capital networks of both individuals and community to become the access to various resources in the situation of dissasters, including information, help, financial resources, and child care and also both emotional and psychological supoorts (Aldrich & Meyer, 2015).

METHODS

This research applied descriptive with qualitative approach and referred to the theory of Edward III to see the stages of communication in its role in socializing a policy in the Regional of South Tangerang City. A qualitative method was chosen due to the objectives of the research which are dynamic, comprehensive and not generalizing. The data were collected through the techniques of Interview, Observation and Documentation.

RESULT AND DISCUSSION

In order to handle the outbreak of Covid-19, strong collaboration between society and government is needed. The government who possess the power should be able to mobilze the society to actively participate in preventing the spread of Covid-19. Sveral initial steps have been conducted by the government, including; (1) a call for caution, (2) health protocol implementation including 'Germas' (Healthy Living Community Movement), (3) social distancing, (4) disinfectant spraying, (5) the adequacy of medical devices and health facilities, (6) stay at home or work from home to geofence options such as regional partially closed down and or lockdown (Dr.Irman Firmansyah, 2020).

Ater it was announced that there were Covid-19 sufferers in Indonesia last March, there were surprised responses from the society. The responses shown through panic buying of basic necessities, masks, hadsanitizers, and disinfectant which made the prices of those things became very pricy. This condition proves that a country, as the power holder, is not able yet to manage the situation well. The government's step was less fast in solving this condition due to the information conveyed.

The survey conducted a week after the implementation of social distancing revealed that the society evaluates the roles holding by the government was still less. This was proven by the number of 98% of the government that only carried out the socialtization program about Covid-19 and the ways to prevent it, while the other 2% of it was for spraying deisinfectant in public places. The community expected quick actions by providing massive test or distributing masks and handsanitizer. The government is not only required to call for actions, but also to help the fulfilment towards the needs of masks, disinfectant and handsanitizer since the prices were not affordable anymore.
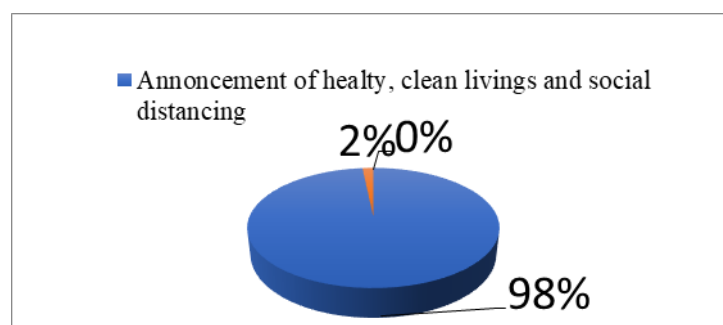

Figure 1. The Actions of Local Government in Preventing Covid-19 Outbreak
Source : In Field Data

Regarding the responses of the community related to the policy of work from home (WFH) due to Covid-19 towards their psychological conditions were seen from the fear of doing activities (65,9%) and every day confusion and dismay (56%), and these might be caused by the effects of news on media which highly affect the feelings of the community (80,1%), (Roosita MD, Devi Utami, Dkk (Center of Human And Economic Development), 2020).

During the first 2 weeks after the announcement of social distancing, there was no strong collaboration yet between the government and the community. Each of them moved for their own urgency and purpose. The society tried to fulfill their necesities without any intervention

from the government, especially to prepare the condition of panic buying. On the other hand, the society did not really care yet about the virus of Covid-19. They still considered this Covid-19 as common epidemic which can be handled fast. Lack of literacy and understanding of the society about Covid-19 created an attitude of less caring in the society. This can be seen in the following Graph:
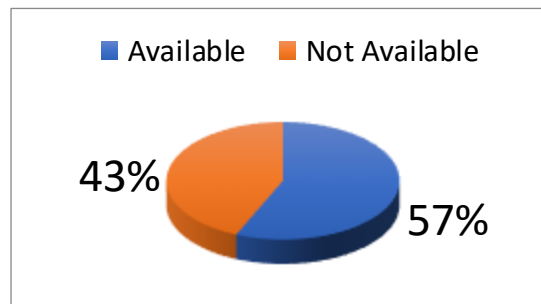

Figure 2 : Understanding Of The Society About Covid-19
Source: In the Field Data

On the other hand, the government was trying to take several quick actions through: (1) issued preparedness guidelines through the Indonesian Ministry of Health on January 28, 2020, (2) informed the ways of preventing Covid-19 on January 21st, 2020 through communication and community service bureau, the Indonesian Minist ry of Health, (3) carried out the actions of returning Indonesian citizens in three stages during February up to March 2020. By evacuating a total number of 238 Indonesian citizens in the province of Hubei, China. Also, to the number of 188 Indonesian citizens as the crew of the world dream-ship in Hongkong on February 26, 2020, also 68 citizens as the crew of Diamond Princess on March 1, 2021, (4) the government was also quick in releasing the instruction from the President of the Republic of Indonesia. The President relased a Presidential Instruction No. No. 4/2019 on June 17, 2019 regarding the increasing of the ability to prevent, detecting and responding epidemic of disease, global pandmic, and the urgency of biology and chemicals nuclear. Through that instruction, the president did the coordination in relation to the determination of a policy, funding, people development, non-nature disasters, and periodically reports to president.

In responding to that, the community is trying independently doing the activities that could help the prevention of Covid-19.
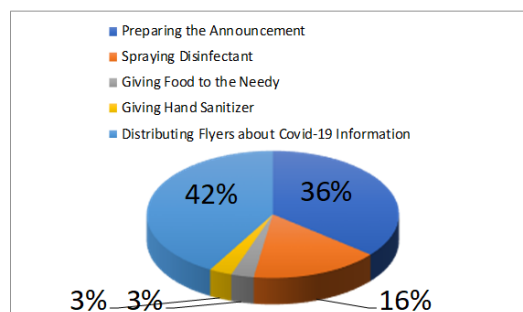

Figure 3: Forms of Community Concern Movements to Covid-19
Source: In the Field Data

Based on the survey, it was found that 42% of the government only distributed fliers about Covid-19, 36% of them made announcements, 16% of them spraying disinfectant, 3% giving alms and handsanitizers.

In its development, the number of patients who were positively infected by Corona virus kept increasing. The total number of the sufferers of Covid-19 was 514 people. There are various ways taken by Joko Widodo, the President to hold back the pace development of this virus. One of the ways was carrying out rapid test like what was done in South Korea. Rapid test is a quick checking method to see the infection inside human's body. This rapid test was started firstly on Friday afternoo, March 20, 2020 in South jakarta. The test was only intended to be given to those who were at risks. If the results was potentially positive, then that person was asked to have self-isolation. While those who were potentially positives would be tested further with the method of Real Time Polymerase Chain Reaction (RT-PCR) gen N, by using the liquid in the throat.

The efforts done by the government were still limited, and unable to reach the whole community. Therefore, it is very important to build the network and mobilize social capital exist in a community as the strategy to accelerate the prevention and deployment of Covid-19. Social network in a community gives positive effects to the behaviors of those in disasters. This is also aimed to imporve the development of the society, democracy process and disasters management (Schellong, 2008).
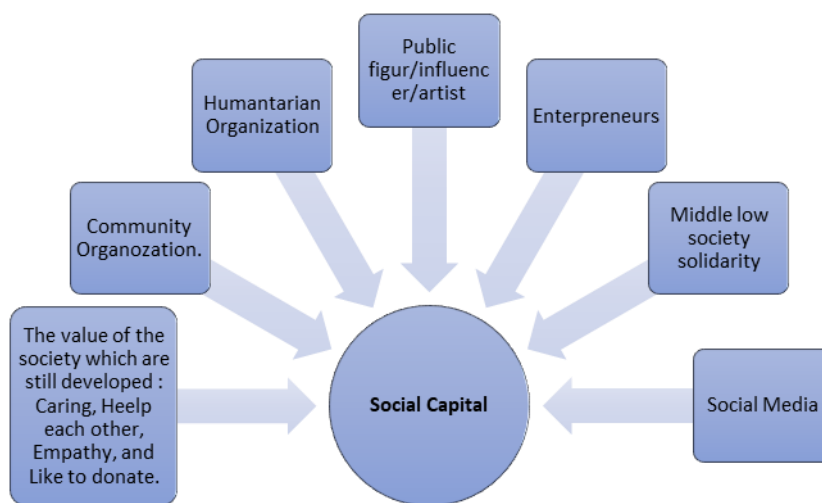

Figure 4 : Social Capital of Indonesian Community
Source: Modified from the Data from the Field

The results of the interview with Mr Taufiq Ismail as the Head of Meida and Public Communication Partnerships Division of South Tangerang City Region, said that socializing a policy is part of the responsibilities of Public Relations of Communication and Informatics Office of South Tangerang, and also part of the main-tasks of Public Relations of Regional

Apparatus Organization as the effort to publish the activities of this city both locally and nationally.through printed media, online media and or electronic media.

From the observation, several esamples of online media were found, and 2 of them have been in the stage of being verified by Press Councils as the media which will publish the activities of the Government of South Tangerang City, including: 1) *bidiktangsel.com*, and 2) *reportase.tv*.

Figure 5 : Website News Online of bidiktangsel
Source: Website of bidiktangsel.com, accessed on March 2020

The picture above is website news of bidiktangsel.com, one of the media verified by Press Councils used to publish activities of the Government of South Tangerang City through media related to Covid-19 pandemic.
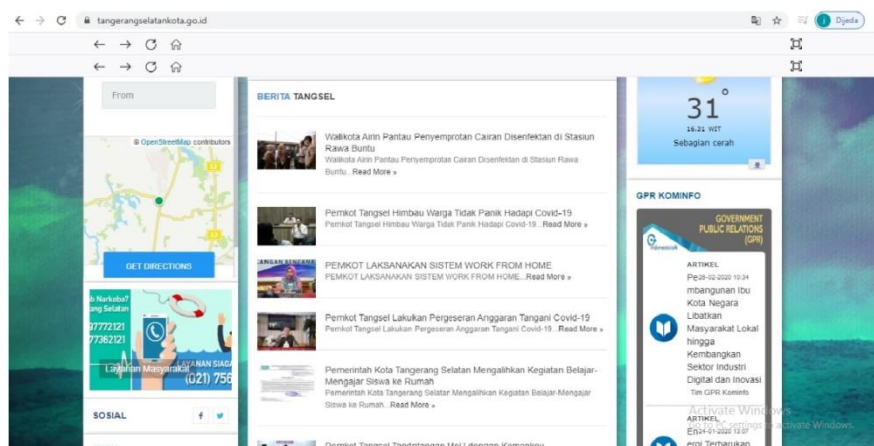

Figure 6 : The Website of the Government of South Tangerang City
Source: Website of the Government of South Tangerang City, accessed on March 2020

In that picture, it can be seen the website belongs to the Government of South Tangerang which is also used for publshing all activities regarding Covid-19 from each of Local Apparatus Organization, and various services provided for the community can also be seen from that website, including:

1. The Profile of the City with the contents of local symbol, history, vision, mission, South Tangerang map and contacts.
2. Government Profile which presents the profiles of the Mayor, Vice Mayor, governmental structure, list of addressess, names of authorities and *SKPD*.
3. Public Services which contained *LPSE, EMUSRENBANG, DPMPTSP, E-SPPT, E-SPTPD, PBB and PBHTB, RSUD*, and law products (*JDIH*).
4. Public Information which shows *PPID* of South Tangerang City and *E-PPID* of South Tangerang City.
5. Planning with the contents of *APBD, RPJMD, RENSTRA*, and *RKPD*.
6. The reports which contains complaints and suggestions.
7. Data and Statistics which cover the aspects of economy, social, politics, law and human right, tables and graphs, and tecnological information and communication.

While the results of the documentations were gotten from the documents from Media and Public Communication Partnerships Division, in the forms of list of online media and printed media both locally and nationally which were verified by Press Councils as the format of cooperation in filtering the contents of media news.

Table 1. List of Verified Local Online Media

NO	MEDIA		
1	Detaktangsel.com	16	Bidiktangsel.com
2	Indolinear.com	17	Citranewsindonesia.com
3	Kabar6.com	18	Vivabanten.com
4	Palapanews.com	19	Serpongupdate.com
5	Pojoksatu.id	20	Nonstopnews.id
6	Republika.id	21	Kabartangsel.com
7	Rmolbanten.com	22	Reportase.tv
8	Suaratangsel.com	23	Tangerang7.com
9	Tangerangnews.com	24	Metrobanten.co.id
10	Tangerangonline.id	25	Bantennews.co.id
11	Tangseloke.com	26	Megapolitanpos.com
12	Cipasera.com	27	Salakanews.com
13	Metrotangsel.com	28	Beritafakta.co.id
14	Fajarbanten.com	29	Tangerang Tribun
15	Beritairn.com	30	Putraindonews.com

Source: Division of Meida and Public Communication Partenrship Documents (data processed), accessed on March 2020.

Online media under the scope of South Tangerang region are those which publish and socialize all activities related to Covid-19 in city government. Those local online media, are such as *kabartangsel.com, suaratangsel.com*, and many more (see table 4.2 above). Beside online media, the publication is also done through local printed media that has been being verified by Press Councils, namely *Info Kebayoran* and other media.

Table 2. List of Verified Local Printed Media

NO	MEDIA		
1	Tangsel Pos	12	Banten Inti Media
2	Tangerang Ekspres	13	Kabar Banten
3	Radar Banten	14	Koran Lensa Fokus
4	Satelit News	15	Majalah Mantra
5	Banten Raya	16	Majalah Teras
6	Banten Pos	17	Detak Magazine
7	Warta Banten	18	Majalah Info Serpong
8	Tangerang Raya	19	Majalah Keadilan
9	Jaya Pos	20	Majalah Halo Serpong
10	Gerbang Banten	21	Persepsi
11	Haluan Banten	22	Berita Fakta

Source: Division of Media and Public Communication Partnerships Document (data processed), accessed on March 2020

Another local printed media that has been listed by Division of Media and Public Communication Partnerships are those in the forms of newspaper and magazine. On table 4.3. abovem those media are listed so that the responses of those media toward the activities of South Tangerang City which will be published can be monitored. Those local printed media are including; *Tangsel Pos, Tangerang Ekspres, Mantra magazine*, and *Halo Serpong magazine*, and many more.

Figure 7. Local News
Source: Website of Government of South Tangerang City Accessed on March 2020

The above example is the way of city government in publishing local news, in which in that activity, the Mayor gives suggestions and input to the Office of Communication and Informatics to be tranparent in the process of development and one of each is by publishing *APBD* to extent its use and so on.

Thus, the results of triangulation technique on Transmission indicator revealed that the implementation of policy socialization outreached by Division of Media and Public Communication Partnerships were well carried out and it is expected that the results of those publications will serve actual and trusted information for the community.

The results of the interview carried out to the Head of Media and Public Communication Partnerships Division also explained the clarity of one of stakeholders' tasks, i.e. pubishing the activities of the Government of South Tangerang. Those stakeholders including online media, printed media, and electronic media which have cooperated with the city government are 40 to 50 including both local and national media. The next is Press Councils which taking care of the professionalism of meda and filtering types of news to be published such as balancing the news to be in line with the activities program of South Tangerang City Government.

The results of the observation conducted in regards to the clarity indicator is that the ones regarding publication of national media which come up with the activities of the Government of South Tangerang City.

Figure 8. Nationaaly Activities of the Government of South Tangerang City
Source: Media Indonesia, accessed on Marcht 2020

The figure of 4.5 above does not only contain local media. Media and Public Communication Partnerships Division also publishes any national-based activities of South Tangerang City in national media, as for example, one of the national activities held in South Tangerang was the Association of City Government of Republic of Indonesia (*Tangerang Selatan | South Tangerang*, n.d.) on last June 30 to July 3rd, 2020.

The results of the interview conducted to the Head of Media and Public Communication Partnerships gave the info that the Office of Communication and Information of South Tangerang City having cooperation with media which have fulfilled the requirements of Press Councils and The Regulations of Ministry of Finance about regional financial management. This Office created Groups of Social Media aimed to spreading out the information besides official portal of the Government of South Tangerang City.

The results of the observation related to the indicator of commitment to Media and Public Communication Partnerships revealed the information around the literature of Covid-19 to the society who access the official web of the Government of Siuth Tangerang City, and those readings are called *e-Kliping*.
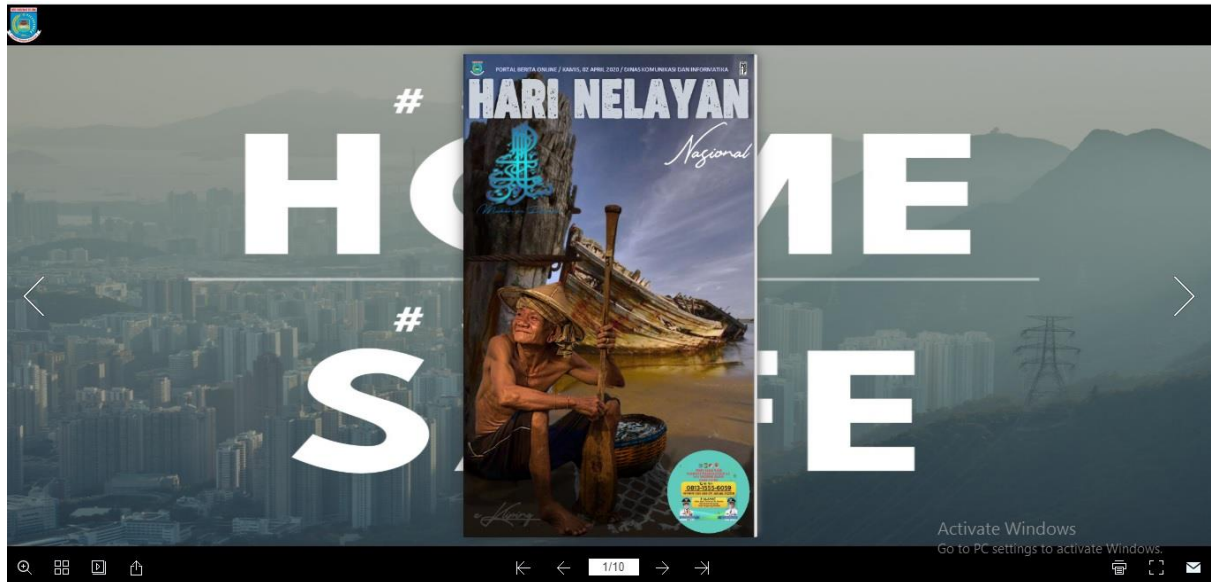
Figure 9. *E-Kliping* of the Commitment of South Tangerang Government
Source: Official Website of South Tangerang Government, accessed on March 2020

The picture on fifure 6 above is the e-kliping as the commitment form Office of Communication and Infromation of South Tangerang City to provide the widest possible information to the society of South Tangerang.

CONCLUSION

Referring to the results of the research, it can be concluded that social capital as the values of Indonesian people which are still developing and networking built become the prominent drive instruments to the succeed of the government programs. The forms of social capitals, namely values, humanitarian agency, middle-class collaboration, public figures/influencers/artists, enterpreneurs, and social media are necessary to manage as the assets of the government in driving the sucessful of a program. Besides, the concept of social capital in the frame of relations, behaviors, and cooperation are bult by the Indonesian people voluntarily with purposes of preventing the outbreak of Covid-19 and get the authentic proves of this virus case.

The benchmarking of the success of a policy socialization in the Government of South Tangerang City is through the Office of Communication and Information which can be socialized and approved to be published. The publication by this Office are through various media. Including; 1) lpcal and national media, and 2) local and national online media. Then it can be concluded that the socialization of a policy published by the the city government on official portal of the Government of South Tangerang City has been running as it should be. Besides, the city government also cooperates with Press Councils to monitor the behaviors of the media in publishing all activities of the Government of South Tangerang City.

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