

PSS-Puji Lestari, Eko Teguh Paripurno-STRATEGIC FAMILY

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STRATEGIC FAMILY COMMUNICATION ON THE COVID-19 PANDEMY THROUGH HEART-TO-HEART COMMUNICATION

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Abstract

This study aims to find a family strategic communication model in responding to COVID-19 through heart-to-heart communication. This research method uses descriptive qualitative. The results of this study found a family strategic communication model in responding to COVID-19 through heart-to-heart communication. The contribution of this research is in the form of strategic family communication models and policies in responding to COVID-19 through heart-to-heart communication.

Keywords: COVID-19; Family Strategic Communication Model; Heart to Heart Communication Model

Introduction

Family is a group of people who are bound in marriage, commitment, or blood legally or illegally with the aim of maintaining culture, creating and enhancing physical, mental, emotional development to share future hopes regarding related relationships (Bala, Senduk, & Boham, 2015). This interrelated family relationship builds a continuous and full of intimacy, so that between family members a certain event occurs, so other family members feel the incident. The family will become united and are said to be a successful family. The success of the family uniting together and adapting to each other is very dependent on the way of communicating between families (Nurhajati & Wardyaningrum, 2014). Family communication is communication that exists between parents and children, or between husband and wife in various ways as a means of exchanging information, thoughts, socializing the personality values of parents to their children, and conveying all problems that occur and complaints of children to parents (Santi, Koagouw, & Mingkid, 2015). Family communication requires good communication planning so that communication is established smoothly between families.

Communication planning is a method used within the family to disseminate information that is held correctly between families, from parent to child and child to parent through the right channel and at the right time (Wijaya, 2015). This method is used in order to create strategic communication. Strategic communication is communication that is fully consistent with the vision, mission, and values of the organization, and is able to increase strategic positioning and competitiveness with other organizations (Hardjana, 2017). This strategic communication aims to improve the vision of a disaster-resilient family by realizing the mission. The family is the first place for the growth and development of children both physically and spiritually (Wahidin, 2017), so that parents need to instill a good and positive influence on children in dealing with problems such as cultivating disaster resilience from within. This study aims to find a family strategic communication model in responding to COVID-19 through heart-to-heart communication.

Literature Review

This study uses the concept of strategic communication. Researchers have conducted strategic communication, namely strategic communication for the earthquake in Bantul using Javanese cultural values, namely: (1) religious-spiritual values; (2) moral values; (3) social values; (4) leadership and governance values; (5) the value of struggle and language; (6) the value of the distinctive spirit of Keogyakartaan (Lestari, Puji., DN, RR Susilastuti., Hendariningrum, 2009). The author also examines the communication strategy of the Karo Regional Government in overcoming communication problems between the government and the victims of Mount Sinabung through the SMS Gateway (Lestari, P., Paripurno, E. T., Wijoyono, E., Suntuoro, I., & Brata, 2014). In addition, the author has also conducted research on Sinabung disaster communication strategies through local wisdom, namely: 1). Karo language; (2) Jambur; (3) Philosophy, (4) ecology; (5) kinship / kinship system; (6) year work (Lestari & Paripurno, 2015). Local wisdom becomes a reference for behaving in a society. Local wisdom to avoid throwing mistakes at each other, throwing responsibility when a disaster occurs, even to overcome conflicts due to disasters, namely through purposage (Lestari, Kertamukti, & Ruliana, 2019).

Research Methodology

This study used descriptive qualitative method. The object of research is strategic family communication. The subjects of this study were families affected by COVID-19 in Ngandong Village, Switchwarno District, Klaten. Data collection methods using in-depth interviews, Focus Group Discussion (FGD) and simulation. FGD and simulation participants, namely: 10

families affected by COVID-19. The research was conducted in July in Ngandong Village , Gantiwarno District.

The qualitative data analysis technique refers to Ali (Ali, 2015) ³ which is done by: (1) collecting data at the time of pre-research, at-time-research, and post-research. Data collected related to COVID-19 disaster communication before the simulation, during the simulation, and after the COVID-19 disaster management simulation; (2) data presentation is done by selecting the necessary data and relevant to the research, then presenting it in the form of tables or figures; (3) drawing conclusions on the data that has been presented into interpretations or results of research. Draw conclusions regarding new findings in handling COVID-19 disaster communication through heart-to-heart communication.

Finding and Discussion

Heart Communication in Addressing Family Problems due to COVID-19

At the end of ² 2019, Coronavirus Disease 2019 (COVID-19) first ² appeared in Wuhan City, China (Brown, Kumar, Rajji, Pollock, & Mulsant, 2020). COVID-19 is a disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) (Tang et al., 2020). This disease spread rapidly to several countries, so that it became a pandemic and became a global health emergency. One of the countries that was attacked was Indonesia.

In Indonesia, COVID-19 began to spread in March 2020, data as of 5 May 2020 as many as 872 people died and 12,071 tested positive for COVID-19 (Covid19.go.id, 2020). COVID-19 is mostly spread through close contact within a community (Tang et al., 2020), so that the government implements work from home and stay at home. Here is the opportunity for families to chat with each other, establish communication with each other to deal with this pandemic. Stay at home due to COVID-19 has had a significant impact on public health and the behavior of social activities, as well as the economic development of the community. One of the results of the 21 April 2020 Forum Group Discussion (FGD) stated that the social impacts that arise, namely not being able to have direct contact with relatives, friends, relatives, the community, the environment, including to places of worship. The economic impact in the family is felt, namely the income decreases even though there are more daily needs that must be met because it must also support health / immune problems. The psychological impact that is felt in the family is the feeling of anxiety, fear, worry, stress, boredom, and emotions.

Prevention of COVID-19 has been made successful with strategic communication so that it runs smoothly. In addition to preventing COVID-19 by eating healthy food, self-isolation, and reducing community gatherings (Law, Leung, & Xu, 2020). This is in

accordance with the research conducted by Listautin and Nurzia regarding the Communication Strategy and Health Cadre Service for the prevention of infectious diseases in the tribal community of inner children in Batanghari Regency, Jambi Province. The results of this study indicate that there is an effect of communication strategies and health cadre services on the prevention of infectious diseases in the Anak Dalam Tribe in Batanghari Regency, Jambi Province. Strategic communication between humans must be planned, organized, and developed so that it becomes higher quality communication. The communication strategy really determines the extent to which the community gathers all strengths and resources for communication.

Solutions taken to overcome social impacts in the family include following the protocol from the government to stay at home if there is no urgent need, establishing communication via telephone, or social media such as WhatsApp, Facebook, Instagram. This communication is carried out by spreading positive things on social media, by channeling heart-to-heart communication so that there is a feeling of believing that staying at home will reduce the spread of COVID-19. The solution taken to overcome the economic impact on the family, among others, is by saving money and prioritizing the use of funds. This can be communicated from heart to heart so that all family members can understand and understand for the welfare of the family. The solution is to overcome the psychological impact in the family by looking for entertainment with various alternative activities such as caring for plants, sports, singing, cooking, making positive messages, and calming the mind by praying and spiritual activities with the family. Heart-to-heart communication made to God will give peace to the minds and hearts of His people.

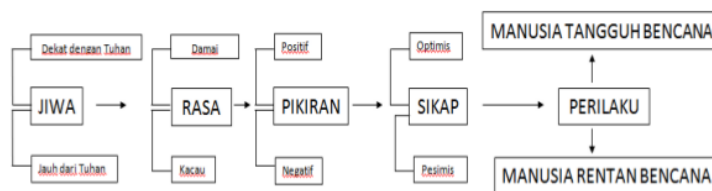


Figure 1 Heart-to-Heart Communication
 Source: Researcher's analysis results (2020)

Figure 1 explains that in a COVID-19 disaster situation, an individual's closeness to God also determines the individual's attitude and behavior in dealing with disasters. When a survivor feels panic and anxious, not accompanied by belief in God, what happens is that

people become weak and helpless in facing various problems related to the disaster crisis. On the other hand, if an individual is intrapersonal to God, his soul will generate a positive aura in the form of strength to face the various problems he experiences. The belief that there is always a positive side to all human events will result in positive thoughts. Then positive thoughts will give birth to positive attitudes and behaviors. The stronger the family is united to each other, the more resilient the family will be in the face of any disaster. Resilience to disasters is fostered from family communication that supports each other in existing circumstances. Families cultivate strong confidence in the face of this epidemic. Confidence is instilled by developing heart-to-heart communication between families.

Conclusion and Further Research

The family communication strategy in responding to the COVID-19 pandemic can be done by heart-to-heart communication regarding various activities in the family. Heart-to-heart communication can be implemented starting from creating positive thoughts and feelings facing COVID-19. Positive thoughts will encourage positive attitudes and behaviors in daily activities at home. Positive attitudes and behaviors can be created together with mutual support guided and monitored by parents. Positive activities and in accordance with government protocols make families ready to be safe and resilient to the COVID-19 disaster.

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