



# PRIMA Task Force as a Government Program on the Covid-19 Health Protocol in Padang City

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## ABSTRACT

To speed up the handling of COVID-19 in Padang City, the Padang City Government together with relevant stakeholders in this case is FORKOPIMDA (Regional Leadership Coordination Forum) Padang City created the SATGAS PRIMA (Community Behavior Change Task Force) program, in which the project leader in the Civil Service Police Unit. Padang City in synergy with relevant stakeholders. Starting from the low awareness of the people of Padang City in carrying out health protocols which resulted in Padang City is included in the ranks of 13 regencies/cities that contributed the highest number of active Covid-19 cases in Indonesia with these findings, the central government through the spokesman for the national Covid-19 handling gave a warning to the Padang City Government regarding the Covid-19 handling system carried out. In this study, researchers used the synergy theory proposed by Irwan Noor, Triana Rahmawati, and Ike Manusmawati. Where in developing the concept of synergy, two important elements are needed, namely communication and coordination. This research was conducted with a descriptive qualitative method, where the data collection system used was through interviews and documentation studies. The results of the study show that this program can be a tactical step for the Padang City Government in reducing the number of COVID-19 cases in the Padang City area also through this program the Civil Service Police Unit as a project leader gets the best award number 2 from the Governor of West Sumatra.



## INTRODUCTION

WHO states that the 2019 Coronavirus disease is a public health emergency of international concern (PHEIC) or can be interpreted as a global health emergency. Where at the beginning of its appearance the virus generally continued to grow in various countries, causing quite a lot of deaths in several countries. As we know the spread of this virus until the end of 2021 is still moving.

The same thing can be seen in the development of Covid-19 cases in Indonesia, the development of these cases in this country continues to experience ups and downs. Where almost all regions in Indonesia can be said to have been exposed to COVID-19. One of these areas is the city of Padang, the capital of West Sumatra province.

Based on data for 2020 last October, the central government stated that Padang City is one of the regencies/cities in Indonesia as the region that contributed the most COVID-19 cases in Indonesia ([langgam.id](http://langgam.id)). There have been many efforts and steps taken by the Padang City Government related to the handling of COVID-19. Starting with the formation of the Covid-19 Handling Task Force in the City of Padang, where this task force received a direct decree from the Mayor of Padang, which was contained in the Mayor of Padang Decree Number 149 of 2020. This task force consisted of several cross-departmental organizations that coordinated with each other in handling and supervision related to the developing Covid-19 cases in the City of Padang.

Then to suppress the number of cases, the Padang City Government also took tactical steps through various efforts to limit social activities and community mobility. Starting from the implementation of the PSBB, then implementing the new normal era in which the public urges the public not to do activities that cause crowds, and to apply health protocols properly. However, in reality, this policy cannot be implemented properly. This causes the development of COVID-19 cases in the city of Padang to increase. This can be proven through data where the City of Padang is the Regency / City that contributes the most cases to the Province of West Sumatra. And it is also the area with the highest number of deaths due to COVID-19 among other districts/cities in the province of West Sumatra ([news.detik.com](http://news.detik.com)).

The cause of the spike in positive cases of COVID-19 in the City of Padang is due to the lack of public awareness to apply the Covid-19 protocol in carrying out activities outside the home. Where there are still people who are reluctant to use masks and wash their hands before entering public spaces. This was also confirmed through [liputan6.com](http://liputan6.com)'s monitoring, it was seen that people who went shopping at Pasar Raya Padang were not wearing masks, as were the sellers in the market. Not only in the market environment, but also in tourist attractions such as Padang Beach, it is also seen that some people are reluctant to use masks. It looks like the mask that was brought was only in the necklace.

Even though in handling this case, community participation is needed to implement government policies to carry out the COVID-19 protocol in every activity carried out outside the home. To minimize the spread of this virus in West Sumatra. This is to the statement of Agus Rizal Ardy and Hariandy Hamid in a journal entitled "Social responsibility of medical journal: a concern for the COVID-19 pandemic" which states that:

"Society must apply social distancing and self-isolation protocols as there are also several Asymptomatic COVID-19 patients who are referred to as carriers. Behavioral hygiene, including hand washing, should be practiced regularly, as soon as we mention something. because to stop this virus, high community participation is needed". So it can be concluded that community compliance in carrying out health protocols in reducing the number of COVID-19 cases is very important.

The cause of the low compliance of the people of Padang City to health protocols is allegedly a lack of public understanding and access to the implementation of health protocols. So government synergy is needed in encouraging changes in people's behavior.

Synergy itself is defined as cooperation between two or more parties who coordinate, help each other, give each other, and benefit each other in realizing certain goals that have been mutually agreed upon (Podungge, 2009: 47). in developing the concept of synergy, it is necessary to build 2 aspects consisting of coordination and communication (Dwi Nugraha, 2017; Sugianto, 2018). Synergy is also defined as a combination or combination of elements or parts that can produce a better and greater output. Or it can also be concluded as a joint operation (Rahmawati, 2014).



Therefore, the government through the Civil Service Police Unit synergizes with FORKOPIMDA Padang City which consists of the police, TNI, and related OPD in the Padang City Government in creating the SATGAS PRIMA (Community Behavior Change Task Force) program. (Roni Ekha, 2020 Vol 4 No 1) Where changes in people's behavior are important things to do to quickly get used to a new way of life in carrying out activities during a pandemic by continuing to pay attention to the health protocols that have been set.

Moreover, at this time the Padang City Government it self has officially enacted Regional Regulation No. 6 concerning the Adaptation of New Habits as a legal umbrella in enforcing community discipline to implement health protocols during the pandemic. Therefore, public involvement and awareness in supporting the government's efforts are essential. Because actually, an optimal disaster management activity cannot be carried out by the government alone, but requires active community involvement. (Putera, 2022).

Community involvement it self is absolutely necessary, considering that in disaster management the community is both the subject and object of disaster risk management. In general, the government's strategy for avoiding transmission is separated into three parts: around the place of residence, while traveling, and when engaging in activities outside the house. As a result, in order to manage areas of life and the number of people who are not tiny, particular regulations that serve as guidelines, as well as the dynamics of periodic renewal, are required (Candra, et.all, 2022). The purpose of this research is to see how the synergy carried out by the Padang City Government with FORKOPIMDA in improving community compliance regarding the implementation of health protocols through the PRIMA SATGAS program.

## METHODS

This study uses a qualitative research approach that aims to solve the problem by describing the problem under study and describing a systematic, factual, accurate picture related to the research phenomenon. then also describes the relationship between the phenomenon under study with the theory used by the researcher. This research was conducted in Padang. Data collection through observation and interviews (structured or unstructured), documentation, and visual materials (Creswell, 2009)

## RESULTS AND DISCUSSION

### Communication

#### a. Downward Communication

In this indicator, it is seen how the implementation of the coordination stages of the implementation planning of the PRIMA SATGAS program is seen. Where at this stage the Civil Service Police Unit as the leading sector coordinates with stakeholders consisting of the local government, in this case, Assistant 1 for the Padang City Government, and representatives of each FORKOPIMDA related to the preparation of the PRIMA SATGAS team draft and drafting decisions regarding the PRIMA SATGAS team. This activity will be held on March 29, 2021, with documentary evidence as follows downward communication





### b. Upward Communication

This indicator shows how each top management provides socialization related to the implementation of the program. So in this case, each stakeholder involved provides socialization to their respective subordinates regarding the implementation and the team that has been formed in the PRIMA SATGAS program. Then in this process, the PRIMA SATGAS team was launched, as well as the PRIMA SATGAS team socialization was conducted by the Civil Service Police Unit as the project leader in the program.



### c. Lateral/Horizontal Communication

This indicator looks at how the communication between elements in the coordination team in carrying out the stages of the PRIMA SATGAS program is. In this regard, the relevant stakeholders held a technical coordination meeting with various actors consisting of the local government, the Padang Police, the Padang Military District Command 0312, and the Padang City Health Office, and were known by the Padang City DPRD representatives to discuss the change project plan. Second, approach all of these parties, and third, conduct discussion activities on the PRIMA SATGAS scheme proposal with all of these parties.



## Coordination

### a. Direct Relationship

This indicator looks at how to direct meetings are held by the coordinating team and sees how the stages of the PRIMA SATGAS program are carried out by coordinating through direct relationships between stakeholders. In this regard, it was found that the Padang City Civil Service Police Unit together with the implementing parties, namely the Padang Police, Kodim 0312 Padang, and the Padang City Health Service had coordinated in evaluating and monitoring the implementation of changes in community behavior.



### b. Continuity

This indicator looks at whether there is sustainability related to the program being made. So related to this, it can be seen that there is a continuation of the PRIMA SATGAS program, namely the issuance of a policy in the form of Regional Regulation (Perda) Number 1 of 2021 concerning the Adaptation of New Habits, where in this policy there are criminal sanctions against violators of these rules. So that the existence of criminal sanctions will provide a deterrent effect and increase community

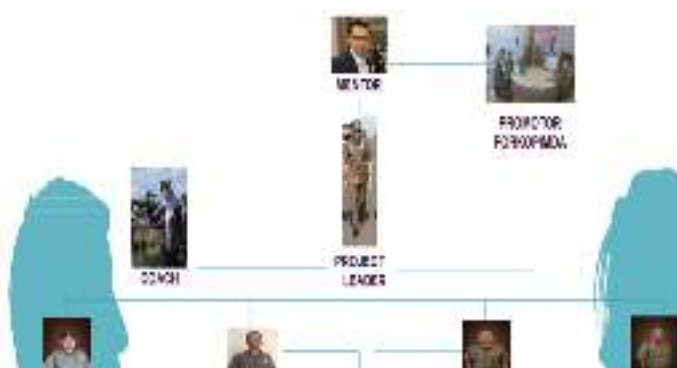


discipline in carrying out health protocols. Then not only that, along with the policy, the Padang City Government also launched a supporting application in implementing the policy, namely the SIPELADA application (Information System for Violators of Regional Regulations).

The form of implementation of the synergy that was carried out began with the existence of judicial operations carried out by the Padang Police with Kodim 0312 Padang and the Civil Service Police Unit personnel. Where later if there are people who are caught or are netted the operation will be handed over to the Civil Service Police Unit for data through the SIPELADA application, which will then determine what kind of sanctions will be given to the violators by the recap of the violations that have been committed. Is this the first violation or has it been done repeatedly. If the violation is committed only once, it will only be given a social penalty such as cleaning activities at public facilities. Meanwhile, if the violation has been committed repeatedly, there will be a criminal sanction in the form of a fine of 250,000 or imprisonment for 2 days.

### c. Simple Organizational Structure

This indicator looks at the parts in the structure of the PRIMA SATGAS program coordination team. About this indicator, the team that synergizes in implementing the PRIMA SATGAS program has the following organizational structure:



Where based on the structure, it can be seen that in the PRIMA SATGAS program the mentor in this program is the local government, namely Assistant 1 of the Padang City Government. Then the promoter was FORKOPIMDA Padang City, which consisted of the Padang City DPRD, Padang Police, and Padang Military Command 0312. While the leader of this program is the Padang City Civil Service Police Unit. And the involvement of the Padang City Health Office as a director is related to the implementation of this program. Meanwhile, the implementation in the field will be carried out by all personnel of each agency

### d. Goals

This indicator means that every stakeholder must understand the purpose of the establishment of a program that is made. So that all stakeholders understand the goals that have been determined. In this indicator, the researcher found that every stakeholder had understood that the expected outcome of this change project was a permanent change in community behavior so that community compliance with the Covid-19 prevention health protocol increased. including wearing masks, washing hands, maintaining distance, staying away from crowds, and limiting mobility and interaction.

As well as increasing awareness to implement health protocols for business actors such as restaurants and cafes, to continue to comply with policies issued by the government. Based on the research that the researchers did, this program had a good impact on reducing COVID-19 cases in the



city of Padang. As evidenced by data released by the Padang City Health Service, it can be seen that regarding the conditions for the spread of Covid-19 cases in the Padang City area, 96 sub-districts have been declared free of Covid-19, which means that there are no more additional cases from that area. And as of June 3, 2022, there were only 9 confirmed cases of new confirmed cases in Padang City, with details of 3 cases being treated at the hospital, and 6 cases being treated in independent isolation. So based on this data, it can also be seen that the total number of COVID-19 cases in Padang City reached 7,435, with a total of 7,390, recovered patients and 36 deaths.

The Task Force Prima program has given birth to an award as the best OPD number 2 to enforce the Regional Regulation of the Province of West Sumatra Number 6 of 2020 concerning the Adaptation of New Habits in the Prevention and Overcoming of Covid-19.

## CONCLUSION

PRIMA SATGAS is a program that aims to be responsive to local governments to increase public awareness and discipline in making behavioral changes during a pandemic. This behavior change is related to the implementation of health protocols. The purpose of the PRIMA SATGAS program is to protect the public from the COVID-19 pandemic and increase compliance, and public understanding regarding this pandemic. So to achieve this goal, the synergy between stakeholders in the Padang City Government is needed.

This synergy can also be said to have gone well. Where communication and coordination have been carried out properly. It's just that there are some suggestions and recommendations related to the implementation of this program, some of which are:

First, it needs to be carried out on an ongoing basis related to the training and coaching of personnel/human resources who run this program. As well as the support of adequate facilities and infrastructure as well as a strong commitment from all interested parties.

Second, regarding the prevention of the transmission of COVID-19, it is a shared responsibility between the government and the people of the City of Padang and related stakeholders, so collaboration and synergy between these actors must be maintained and improved both formally and informally.

Third, it is hoped that the PRIMA SATGAS program can be used for similar activities in the Padang City Government.

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