Likeability Factor and Public Perception in Indonesia Spokesperson as a Public Campaign Representative During COVID-19

Koleksi digital milik UPT Perpustakaan ITB untuk keperluan pendidikan dan penelitian

FINAL PROJECT

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for the master's degree
from Institut Teknologi Bandung

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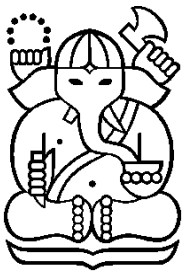

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Koleksi digital milik UPT Perpustakaan ITB untuk keperluan pendidikan dan penelitian

ABSTRACT

Likeability Factor and Public Perception in Indonesia Spokesperson as a Public Campaign Representative During Covid-19

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In communications, a spokesperson plays a vital role in public outreach and conveying the organization's message. During the COVID-19 pandemic, the government appoints five people to be the representatives of the Indonesian government institutions. To perform effectively, a spokesperson must consider their 'likeability,' which comprises three facets: attractiveness, credibility, and congruence.

The study explores the elements of likeability through digital listening, survey, and in-depth interviews with the media. Digital intelligence finds that the topics or conversations that were disseminated through a spokesperson tend to be covered in positive to neutral tonality. And then survey shows that physical attractiveness, trustworthiness, and expertise similarly influence a spokesperson's likeability. Lastly, the in-depth interview explored the role of a spokesperson and what element of likeability is the most crucial from the media perspective. The interview finds that the media emphasizes expertise and trustworthiness more than physical attractiveness. Additionally, there are inherent expectations for the spokesperson to be committed to a working relationship with the press.

The study findings will be beneficial for a future spokesperson who deals with a similar situation as the COVID-19 pandemic. The study will provide references and information for preparing future strategies as a spokesperson.

Keywords: spokesperson, likeability, attractiveness, expertise, trustworthiness, and congruence

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ABSTRAK

Faktor Kesukaan dan Persepsi Publik terhadap Juru Bicara Indonesia Sebagai Representatif Kampanye Selama Pandemi Covid-19

Oleh
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Pada komunikasi, juru bicara memiliki peran penting dalam hubungan masyarakat dan menyampaikan pesan-pesan suatu organisasi. Selama pandemic Covid-19, lima juru bicara ditunjuk oleh pemerintah Indonesia untuk mewakili institusi-institusi pemerintah. Agar bisa berperan secara efektif, salah aspek yang harus dipertimbangkan adalah 'likeability' mereka, yang terdiri dari tiga komponen: penampilan, kredibilitas, dan kecocokan.

Studi ini mendalami komponen 'likeability' melalui 'digital listening', survey, dan wawancara mendalam dengan media. Digital listening' riset ini menemukan bahwa topik-topik atau perbincangan yang disebarkan melalui juru bicara cenderung diberitakan secara positif atau netral. Lalu, survei menemukan bahwa penampilan fisik memilik porsi pengaruh yang sama, dibandingkan dengan keahlian dan kepercayaan. Dan terakhir, wawancara mendalam menelusuri peran dari juru bicara dan elemen 'likeability' apa yang paling penting menurut media. Dari wawancara ditemukan bahwa media lebih mementingkan keahlian dan kepercayaan dibandingkan dengan penampilan fisik. Ditambah lagi, adanya ekpektasi dari media agar juru bicara berkomitmen dalam hubungan kerja dengan media.

Temuan dari riset ini akan menguntungkan juru bicara di masa depan yang akan menangani situasi yang serupa seperti pandemi Covid-19. Studi ini akan memberikan referensi dan informasi untuk mempersiapkan strategi di masa depan.

Kata kunci: *juru bicara, 'likeability', kemenarikan, keahlian, kepercayaan, dan kecocokan*

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VALIDATION PAGE

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This thesis is dedicated to all healthcare workers, officials, spokespersons, and other heroes who have poured their sweat and soul into curbing the COVID-19 pandemic. A special mention to my parents, friends, and brother, who always supported me in completing this thesis.

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LIST OF ABBREVIATIONS AND SYMBOLS

ABBREVIATIONS	Name	Page of initial usage
WHO	*World Health Organizations*	1
COVID-19	*human coronavirus disease 2019*	1
VOC	*Variant of Concern*	1
BNPB	*The National Agency for Disaster Countermeasure*	2
MoH	*The Ministry of Health*	3
USAID	*United States Agency for International Development*	3
IVR	*Interactive Voice Response*	3
PSBB	*Large-scale social restrictions*	3
MoCIT	*Ministry of Information and Communication Technology*	5
BPOM	*National Agency of Drug and Food Control*	5
Satgas Covid-19	*Indonesian COVID-19 Handling Acceleration Task Force*	5
BPPK	*Financial education and Training Agency*	11
PPE	*Politics, Philosophies, and Economy*	14
G20	*The Group of 20*	14
IDI	*In-depth Interview*	21

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Chapter I Introduction

I.1 Background

On 30 January 2020, the World Health Organization (WHO) declared a Public Health Crisis of an outbreak of the human coronavirus disease 2019 (COVID-19). Subsequently, the virus called SARS-CoV-2 became the fifth recorded virus that caused a pandemic since the 1918 flu (Moore, 2022). Since then, the virus has spread rapidly throughout the globe, and by January 2022, there had been more than 340 million confirmed cases with 5.59 million confirmed deaths.

Today the virus has mutated several times, with the latest named (after alpha, beta, and delta) The Omnicron variant (B.1.1.529). The variant was first reported to the World Health Organization (WHO) from South Africa on 24 November 2021 and has spread worldwide. Due to its high transmissibility and ability to evade vaccination, the WHO declared it a Variant of Concern (VOC). At the time of writing this paper, many countries are scrambling to detect, trace, and quarantine the latest strain of this deadly virus.

At these challenging times, governments must grapple with the unprecedented global pandemic with uncertain political, health, and economic consequences. Politicians, policymakers, experts, and researchers had to plot a course to manage the pandemic, balancing economic progress and health risk. Countries that managed to control the spread of the disease responded quickly and decisively to public health advice (Nutbeam, 2020). The public response towards government policy also depended on a high level of public trust in the government's information and a high level of compliance towards its healthcare policy (e.g., handwashing, facemask, etc.).

Countries also often struggle to combat misinformation as myths and misconceptions about COVID-19 are abundant (Karamouzian, 2020). The phenomenon is often dubbed infodemics as topics like the origin of the disease, inhale/exhale tests for detecting the disease, herbal medicine, etc., are prevalent in

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public discourses. Fear and misinformation is a complex issue that often correlates with the public's health literacy and how the information is communicated through the news, government channels, influencers, and public health officials (Karamouzian, 2020; Ratzan et al., 2020).

Crisis and emergency risk communication has become necessary in recent years. Effective public outreach is vital for governments to effectively implement their healthcare policy and manage the pandemic risk. Maintaining a fragile consensus between governments, experts, and the public is critical to contain the spread of the virus successfully. Most of the research on COVID-19 crisis-related communications is related to formulating messages in terms of style and content rather than who delivers them (Abu-Akel et al., 2021). this paper will explore how a public spokesperson could impact the public's perception of the government and its healthcare policy outreach.

I.1.1 The urgency of crisis for organizations and businesses

While a crisis does not occur frequently, it has a significant impact that may threaten an organization or business's continuity or viability (Diers-Lawson, 2017). It is difficult for organizations to avoid facing a crisis in today's global information environment, where everything is connected. A crisis can be a defining point for organizations as they are pervasive, challenging, and potentially catastrophic – or even an opportunity to thrive and emerge more robust than ever.

I.2 Business Issue

The outbreak of the COVID-19 pandemic in Indonesia was first reported in early March 2020 in Depok City of the Jakarta Greater Area. Later, in March, there were reported cases in the remote Province of Maluku in east Indonesia. Soon after, in April 2020, the President of Indonesia, Joko "Jokowi" Widodo, declared the pandemic as a national disaster under Presidential Decree No. 12 of 2020 and established COVID-19 Handling Acceleration Task Force to develop a national response and mitigation plan for the disaster (BNPB, 2020). The task force is organized in lieu of the protocol for disaster management phases of preparedness,

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disaster readiness/alert, disaster response, and rehabilitation to assign responsibilities to the national agencies and subnational governments, including provinces and districts (Sevindik et al., 2021).

Public awareness perception and awareness are crucial factors to consider when dealing with a public health crisis with the magnitude of the COVID-19 pandemic. The masses need to know the inherent dangers of disease and the most effective prevention method. Indonesia quickly communicated to the public regarding the risk posed by a novel coronavirus at that time and announced the first case. The government also heeded the public to be cautious and follow the established health protocol through daily press releases, press conferences/briefings, daily television broadcasts, and online channels (e.g., websites, social media, and articles). The government also made an interactive voice response (IVR) '321' led by the Ministry of Health (MoH) in collaboration with USAID and PT XL Axiata. The system offers free information to improve the health and well-being of those without smartphones and internet access (Purwaningsih, Kusumadewi, & Damanik, 2020). According to Purwaningsih et al. (2020), the government also imposes policies to further curb the spread of the disease through large-scale social restrictions (PSBB) such as:

1. Government regulation no. 21/2020 concerning large-scale social restrictions for Acceleration of Handling Coronavirus Disease 2019 (COVID-19) on March 31, 2020. The policy acts as a reference regulation approved by the President of Indonesia and the Minister of Law and Human Rights (MoLHR). The content of the policy allows the government/authorities to implement PSBB on the scale of the province, district, or city following approval from the MoH.
2. MoH regulation no.9/2020 regarding PSBB guidelines for the acceleration of handling COVID-19 was set on April 3, 2020. The regulations limit school and workplace activities, religious activities, public domain activities, socio-cultural activities, transportation activities, and other activities related to defense and security.

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3. MoH regulation no. HK.01.07/Menkes/231/2020 regarding forming a team to implement PSBB to accelerate the handling of the COVID-19 outbreak. The team is instructed to (1) conduct an epidemiological study; (2) a political, economic, social, cultural, and security study; (3) provide recommendations regarding the implementation of PSBB for the Minister of Health. The team is also to collaborate with the COVID-19 Handling Acceleration Task Force.
4. Throughout April and May 2021, the MoH rolled out approval for PSBB proposals in various provinces and cities across Indonesia.

Although Indonesia's quick action can be recognized, its response is lackluster compared to other nations. The government does not display effective leadership (Pepinsky, 2021); this can be reflected by the controversial Minister of Health at that time and the rapid change of the official government representative, along with the disbandment and re-establishment of a new COVID-19 task force. On the facet of public-facing communication, there were several changes of spokesperson and a new spokesperson from relevant government agencies. Additionally, messages and policy briefs that the government delivers often have mixed meanings and interpretations, reflecting its unclear communication strategy and lack of intergovernmental coordination.

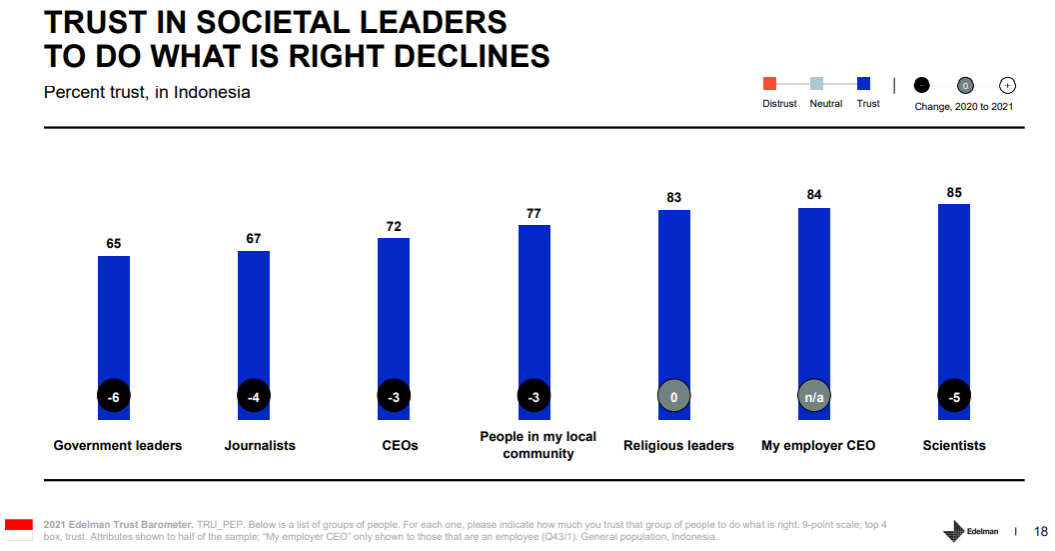

Figure I. 1 Edelman Trust Barometer records that the Indonesian public's trust in societal leaders is in decline

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The government's lacking COVID-19 response is reflected in **Figure I.1**.. Edelman recorded **a six (6) point loss towards the government leaders**; **four (4) point loss towards journalists**; three (3) point loss towards CEOs; three (3) point loss towards community leaders; zero (0) changes towards religious leaders; and five **(5) point loss towards scientists**.

The government's response to the second wave of the pandemic improved significantly. They have responded proactively to rising issues, immediately denying misinformation and displaying much clearer transparency regarding their efforts and decision-making. Although Indonesia has improved its communication efforts on the national level, regional communications management is persisting. Aside from technical issues from infrastructural, mismanagement and lack of human resources – rampant misinformation within the public discourse and traditional belief/customs that contradicts government policy often cause problems for the government's COVID-19 outreach (Sevindik et al. 2021; Angeline et al. 2020).

On December 2020, The Minister of Information and Communication Technology (MoCIT), Johny G. Plate, appointed five (5) spokespersons for the national COVID-19 vaccination effort. Those spokespersons will be in charge of delivering updates regarding COVID-19 cases and vaccination efforts. Those five spokespeople are:

1. Siti Nadia Tarmizi from Indonesia's Ministry of Health (MoH**)**
2. Lucia Rizka Andalusia from the National Agency of Drug and Food Control (BPOM)
3. Wiku Adisasmito from the Indonesian COVID-19 Handling Acceleration Task Force (Satgas COVID-19)
4. Reisa Broto Asmoro, celebrity doctor, assigned to the Indonesian COVID-19 Handling Acceleration Task Force (Satgas COVID-19)
5. Bambang Heriyanto from the Biofarma

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For the spokesperson to perform effectively, their likeability would have a detrimental role in influencing public perception and behavior (Rimoldi, 2008; Biel & Bridgewater, 1990; Plessis & Charles, 2000). This paper will explore whether the selection of the five spokespersons has been effective in terms of their likeability and impact on the government's public outreach crisis communications.

I.3 Research Questions

Communication is a detrimental factor in successfully curbing the spread of the COVID-19 pandemic. Thus, this paper will focus on answering three determinant questions:

1. What factors determine a spokesperson's likeability for public health outreach in Indonesia?
2. What is the public's perception of the government's spokesperson regarding public health outreach in Indonesia during the COVID-19 pandemic?
3. How influential are the likeability factors towards the public perception of a spokesperson and health outreach programs that contribute to the success of curbing the COVID-19 pandemic?

I.4 Research Objectives

The study will focus on the role of a spokesperson, especially for the governmental institutions contributing to COVID-19 discourses. This paper will measure the current spokesperson's likeability and perception through a systematic approach of perception audit to further develop future crisis & risk communication efforts. Thus, the paper seeks to achieve these objectives:

1. This research will re-examine the factors contributing to spokesperson-likeability in the context of public health outreach.
2. To measure the public's perception towards the spokesperson from governmental agencies/institutions actively participating in public health outreach efforts in Indonesia during the COVID-19 pandemic.

3. To measure the relevance of likeability towards the spokesperson that influences the public's attitude towards government messaging and programs.

I.5 Research Scope and Limitation

This research will utilize non-participatory observation, qualitative, and quantitative methods toward the spokesperson of four (4) government healthcare authorities and institutions in Indonesia.

The data collection steps are divided into five phases:

1. Theory building and scale development
2. Non-participatory observation with big data analytics optimization
3. Quantitative survey on the impact of spokesperson
4. In-depth-interview with related key stakeholders
5. Statistical analysis
6. Result & implication

I.6 Practical Implication

The research findings will give communications practitioners a deeper insight on how to enhance their response towards crises that utilizes a spokesperson.

I.7 Academic Implication

The research findings will contribute to the Risk Communication theory on Disaster and Emergency for handling crises and emergencies and spokesperson utilization for crises in Indonesia.

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Chapter II Business Issue Exploration

II.1 Role of Spokesperson in Crisis & Public Health Communication

A crisis is usually defined as “an unusual event of an overwhelming negative significance that carries a high level of risk, harm, and opportunity for further loss” (Sellnow & Seeger, 2013). A crisis usually entails characteristics that pose a significant continuity threat and require quick response time and unforeseen precedence (Seeger, Sellnow, & Ulmer, 2003). A crisis comes in many shapes and sizes in incidents; a few examples are media blunders, social media activism, extortion, product tampering, security issues, natural disasters, accidents, or negligence (Diers-Lawson, 2017).

For organizations, governments, and individuals, a crisis is inevitable and could occur suddenly. Therefore, a proper set of crisis management measures is necessary to maintain legitimacy from stakeholders and to maintain the organization's social ‘license to operate.’ Anticipative measures would help the organization deal with the crisis quickly, measured, and targeted.

The concept is called crisis management, and it is “a set of anticipatory measures that enable an organization to coordinate and control its response towards an emergency” (Nudell & Antokol, 1998). Diers-Lawson (2017) points out five critical factors to consider during crisis communication that would determine an organization's success, and those are: (1) issue and reputation management as crisis management and prevention; (2) crisis types in a modern global environment; (3) organizational factors affecting crisis response; (4) stakeholders factor affecting crisis response; and (5) response factor to consider in crisis response – this paper will focus on the fifth point, specifically for a thematic topic of spokesperson.

Aligning empirical observation from the researcher’s experience and a paper made by Robert and Kimberly (2006), most of the literature on crisis communication strategy, and organizational crisis handbooks/manuals encourages crisis management team to include experts from (1) public relations (2) legal affairs, (3) operational sector, (4) security, (5) top management (with a caveat that personnel selection depends on the severity of the crisis). And during a crisis, the role of the

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spokesperson is to be the image and the voice of the organization; therefore, the spokesperson must be able to present accurate and consistent messages and information to the targeted audience (Coombs, 2007). For a public health outreach, the spokesperson's function is to connect to the audience, remove psychological barriers, and gain support for the public health responses, ultimately reducing any incidence of illness, injury, and death.

II.2 Selection of Spokesperson

Selecting the right spokesperson is difficult and often requires a complex thought process and critical judgment. The quality expected based on several communication manuals are: (1) to be able to deliver audience-centered key messages with compelling evidence; (2) able to understand the audience's perspective; (3) practice their talking points and messaging to become a disciplined communicator; (4) be comfortable presenting a message to the media (including via online settings); (5) able to use techniques for staying on message including when facing a tough question; (6) understand their rights and how to use them to effectively communicate their perspective in media interviews and public-facing meetings, as well as respond with confidence; and (7) lastly familiar with the social media policy and has social media plan (SAMSHA, 2017; CERC, 2014; Barrett, 2005; Coombs, 2007). The expected attributes of a spokesperson are credible, trustworthy, attractive, and relevant to increase the effectiveness of its public outreach (Lee, 2012; Grigaliunaite & Pilelienė, 2015). Referring to a paper made by Grigaliunaite and Pileiene (2015), there are five types of spokespersons: (1) celebrities; (2) experts; (3) average consumers; (4) employees; and (5) animated characters. For the case of this research, the MoCIT only appointed celebrities and experts as COVID-19 spokespersons.

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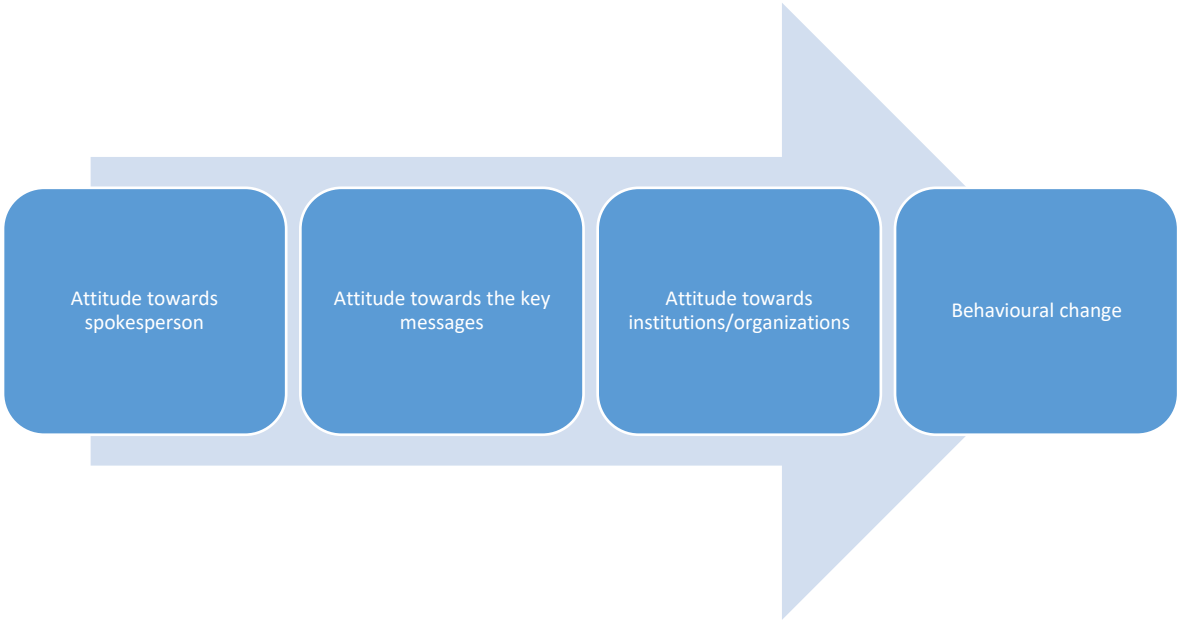

Figure II. 1 Hypothesized effect of a spokesperson

There is a common consensus amongst crisis experts that a single spokesperson pivot would be the most effective way for an organization to manage a crisis; however, that rarely happens (Littlefield & Cowden, 2006). While single spokesperson designation funnels the organizational stance into a single voice, creating a more consistent public outreach message, stronger association, and less distortion in the overall messaging process. But a paper by Littlefield and Cowden (2006) argues that multiple spokespersons could be more effective when communicating with a more vulnerable and disparate population. A carefully chosen spokesperson that represents various groups to disseminate crisis response has the potential to be more effective than a singular spokesperson.

For the case of Indonesia, initial secondary research found that there is **Five (5)** primary (or official) spokesperson representing various government institutions with a stake in the COVID-19 pandemic. Below is the list of the official spokesperson appointed by the Minister of Communication and Information Technology (MoCIT).

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Table II. 1 List of an identified official spokesperson from government agencies

Name	Institution represented	Institutional Role	Identified Spokesperson type
Siti Nadia Tarmizi	Indonesia's Ministry of Health (MoH)	• Implementation of public health policy • Management of health institutions in Indonesia.	Expert
Lucia Rizka Andalusia	National Agency of Drug and Food Control (BPOM)	Development policy for vaccine safety regulation and distribution authorization	Expert
Wiku Adisasmito	Indonesian COVID-19 Handling Acceleration Task Force (Satgas COVID-19)	• Implementation of social distancing policy • Overall authority on emergency management • Coordination with municipal health institutions	Expert
Reisa Broto Asmoro			Celebrity & Expert
Bambang Heriyanto	Biofarma	Healthcare product manufacturer that is responsible for COVID-19 vaccine distribution and development.	Employee & Expert

On the other hand, there are other un-official 'spokespersons' in the form of celebrities or *influencers* regarding COVID-19. These types are prevalent since the internet has taken precedence in society. Social media such as Twitter, Instagram, Facebook, and YouTube have become a staple for media consumption, gradually replacing conventional media such as television, radio, and print media. The use of influencers is being actively encouraged to reach out to marginal audiences. A research paper by Lestyowati and Hadisaputra (2021), representing the Financial Education and Training Agency (BPPK) of the Ministry of Finance, encourages the procurement of influencer services as they are deemed an effective public outreach approach to increase public trust and awareness. Although, in the context of the

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COVID-19 pandemic, a survey in Switzerland found that government officials are more effective as spokespersons than celebrities or influencers in increasing compliance towards social distancing measures (Abu-Akel, Spitz, & West, 2020).

There is an example of the use of celebrity without success. In 2021, Indonesian Celebrity, Raffi Ahmad, was one of many chosen to be the COVID-19 vaccine ambassador. In this case, the government failed to brief the spokesperson on how to act properly and faced harsh public criticism. He is later exposed that he attended a party on the night of 13 January 2021, when he publicly received his vaccination shot – during that date, a strict social distancing policy was still in place. Therefore, choosing a celebrity/influencer who would not undermine the government/organization(‘s) authority without further exacerbating the crisis is crucial.

II.3 Conceptual Framework

The concept of ‘likeability’ often correlates with commercial products. Brands worldwide use celebrities/influencers for advertising and promoting their products to the masses. The whole idea of this method is to borrow celebrities'/influencers' renowned images to strengthen brand communications through association. Additionally, celebrities/influencers help a brand stand out amongst competitors in a saturated market. According to Fleck-Dousteyssier et al. (2012), the framework of spokesperson likeability is based on three models: (1) source attractiveness model, (2) source credibility model, and (3) meaning transfer model.

(1) The source attractiveness model presumes that the effectiveness of message delivery is based on the physical characteristics of the sources (Chao, Wührer, & Werani, 2005; Till & Busler, 2000). In advertising, a celebrity spokesperson/influencer that is physically attractive would positively impact a brand recall and attitude towards the brand with an increased purchasing intent (Joseph, 1982; Kahle & Homer, 1985). The hypothesis is that physical attractiveness would influence the audience’s acceptance of the messages, leveraging human’s ability to identify subjects through the phenomenon of identification (Fleck-Dousteyssier, Korchia, & Roy, 2012).

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Therefore, the message's effectiveness depends on the spokesperson/influencers' (‘s) similarity, likeableness, and familiarity.

(2) The source credibility model postulates that the effectiveness of a message is influenced by the spokesperson/influencer(‘s) perceived level of expertise and trustworthiness (Hovland & Weiss, 1951). This model's general hypothesis is that a message's effectiveness depends on expertise and trustworthiness (Ohanian, 1991; Spry, Pappu, & Cornwell, 2011). A communicator's credibility has a significant impact on the persuasiveness of a communication (Hovland, Janis, & Kelley, 1953). In the context of a spokesperson, the more credible the spokesperson is, the more pervasive and acceptable their messages and the organization behind them will be well perceived by the audience. The concept of expertise refers to a perceived skill or knowledge in a particular field from the spokesperson/influencer, therefore regarded as a valid source of information (Erdogan, 1999). The audience’s perception of a spokesperson having sufficient skill, knowledge, and experience makes their message more credible. Erdogan’s (1999) literature review found that a highly credible source is more effective and persuasive than a less credible in changing the audience’s perception. Fleck-Dousteyssier et al. (2012) also found that credibility positively affects willingness to change behavior. Therefore it is detrimental that a spokesperson has the quality of trustworthiness, honesty, credibility, and integrity to influence a positive perception. Additionally, An unqualified, incapable, or controversial figure could further exacerbate the crisis; a capable, skilled, knowledgeable, and credible spokesperson could increase communication effectiveness and turn the situation around (Lee, 2012; Coombs, 2007; Turner, 1999; Barrett, 2005).

(3) The third framework is a meaning transfer model developed by McCraken (1989). This model completes the two models; according to Fleck-Dousteyssier et al. (2012), the source attractiveness model and source credibility model are incomplete, reasoning that they could not capture the

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multidimensional aspect of the source's characteristic. Both focus on a particular quality without grasping or considering the perceptions and significance connected to a specific spokesperson/influencer. The meaning transfer model describes that audiences have a shared cultural relevance. McCraken defines this as a translation of the meaning of a celebrity to a particular subject. For an analogy, when a certain individual adjusts their behavior/intentions that have been appropriated with the spokesperson/influencer. The model explained how a spokesperson/influencer transmits associations to the brand/issue they endorse (Fleck-Dousteyssier, Korchia, & Roy, 2012). Therefore, it is detrimental for an organization/business to select the right spokesperson/influencer that conveys the correct meaning. Fleck also further explained that the unity of the right personality between the spokesperson and organization would positively facilitate the meaning and message transfers.

II.4 Congruence model

To complete the concept of the spokesperson likeability model, Fleck-Dousteyssier et al. (2012) highlight the significance of congruence for a spokesperson. Misra & Beatty (1990) explained that congruence is a concept that defines a relevant characteristic of a spokesperson that is consistent with the prominent attribute of the brand. Fleck-Dousteyssier et al. (2012) further explained that there are two dimensions of congruence: *relevancy* and *expectancy*. The concept of relevancy reflects how the information contained in the stimulus contributes to or prevents clear identification of the message. It is an abstract concept that constitutes a message from a source determined to fit, link, or be relevant to a subject or source. While expectancy refers to the degree to which information fits into a predetermined contextual pattern or structure evoked by a certain stimulus. For example, a medical expert who endorses a medication is more meaningful than a celebrity who endorses the same subject.

Fleck further elaborates that both variables are completely independent, giving an example that a spokesperson could be very relevant to the subject while being unexpected or vice-versa. Giving a contextual example, the current spokesperson

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for Indonesia's Presidency of G20 is Maudhy Ayunda. She is relevant to the event's theme as she holds a graduate degree in Politics, Philosophies, and Economy (PPE) from Oxford and a Post-graduate joint degree in Education and Business Administration from Stanford University. At the same time, she is completely unexpected because a celebrity has never been appointed as an official government spokesperson for a highly prominent international event.

II.5 The impact of spokesperson likeability and congruence towards the public perception

From the theoretical framework elaborated in the previous segments, the spokesperson's effectiveness is determined by likeability and congruence to impact the messages positively.

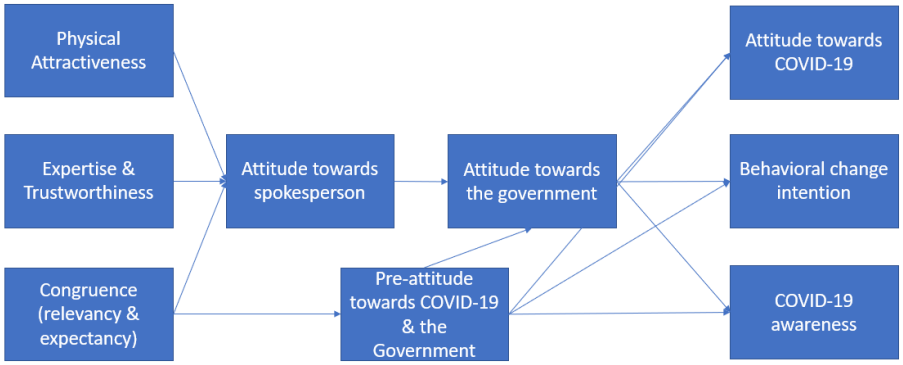

Figure II. 2 Consolidated model for spokesperson likeability and its impact on the COVID-19 outreach.

To address this paper's research question, the model presented in **Figure II.2** takes inspiration from a quantitatively proven model made by Fleck-Dousteyssier et al. (2012). The model posits the effect of likeability and congruence on a spokesperson's perception of COVID-19 in Indonesia. The model's variable includes the standard factors of likeability: attractiveness, trustworthiness,

expertise, and perceived association while adding congruence towards the spokesperson to capture a more holistic picture of public perception.

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Chapter III Business Solution

III.1 Research Methodology

III.1.1 Method selection

A perception audit is a systematic research approach that will identify the strengths and weaknesses to examine the effectiveness and reach of a government's communication efforts. The government of Indonesia, primarily through the MoH, COVID-19 task forces, Biofarma, and BPOM, has continuously educated and spread the disease's awareness. It is one of the government's measures to curb the spread

The perception audit will adopt a positivist perspective, where the researcher will take an observatory approach toward the external environment. The positivist approach presumes that reality is independent of the observer, including any bias that comes with them (Orlikowski & Baroudi, 1991). This approach is ideal for measuring a spokesperson's likeability and public perception. With the topic's complexity, the research will utilize a mixed methodology that uses both qualitative and quantitative approaches.

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III.1.2 Research Design

The research was designed to complement each qualitative and quantitative approach weakness to provide an in-depth understanding of the perception without subjectivity.

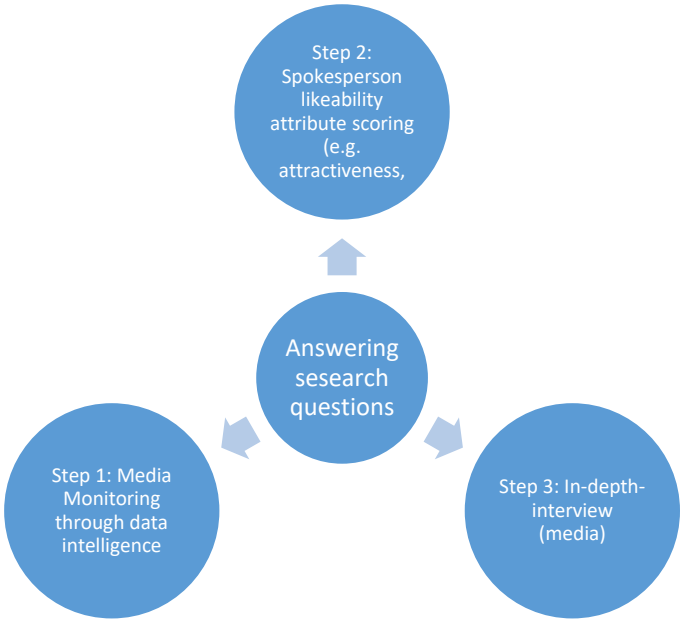

Figure III. 1 The research process illustrated in the chart above

- The first stage of the research starts with social listening through Brandwatch. This study analyzes public conversations and discourses about COVID-19 concerning the government and its spokesperson. The study will generate a bird's eye view of the context of what is being communicated to the public, how it was delivered, and the length and depth of its reach. The study will also display a chronological timeline of each conversation to understand how the spokesperson's role evolves throughout the years.
- The study will leverage qualitative data to explore deeper contextual topics such as meanings, concepts, and perceptions of the COVID-19 discourse and the role of the spokesperson (Berg & Lune, 2016), complementing the social listening data. The advantage of this approach is that it provides insightful and holistic information as it focuses on a lived experience with more contextuality (Tracy, 2013)

- A quantitative survey will supplement the potential subjectivity of the qualitative approach (King, 1968; Chapman & Mcneill, 2005). The results will be presented as descriptive statistics. Descriptive statistics are commonly utilized to identify variables that would be used for creating a hypothesis. A thorough description of a certain variable is required so readers can easily understand its significance to the hypothesis. Some examples of descriptive statistics tools are; tables, graphics, diagrams, and pictograms or the usage of simple calculations of modus, median, mean, percentage, average, and data distribution.

The research will utilize two types of sampling methods:

1. The convenience & purposive sampling approach mixes the target respondents that are most accessible to the research and selects the most useful groups that are relevant to the research (Barreiro & Albandoz, 2001; John Overton, 2014). This research will collect data from the informed public through a survey to provide a holistic view of the spokesperson 'likeability' attributes.
2. In the purposive sampling approach, the sample selection of the population is based on a defined criterion determined by the researcher (Berg & Lune, 2016). The sampling method for the qualitative study is a purposive sampling; hence the selection of media respondents will be decided based on their urgency.

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III.1.3 Stakeholder selection

Table III. 1 List of stakeholders' selection, objective, and data collection methodology for this research

Stakeholder types	**Primary Objectives**	**Data collection methodology**	**Number and types of informants**	**Sampling types**
Media	• Identify potential gap(s) between spokesperson messages and the perception amongst journalists and media outlets • Assess governments and their institutions' relationship with the media • Gather communications recommendations with the media for the future	Qualitative – in-depth-interview (IDI)	Five journalists/editors	Purposive sampling
Informed audience	• Identify potential gap(s) between the experience of the informed public regarding COVID-19 spokesperson	Quantitative – online survey	97 informed audience using Google Forms	Convenience & Purposive sampling

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III.1.4 Research Strategy

- As for the perception audit regarding the likeability of a spokesperson from the **media representatives**, this research will reach out to **five media representatives** to conduct an in-depth interview (IDI) with the selected respondents. The targeted respondents are as follows:

  1. Bisnis Indonesia : SAH, Senior Journalist
  2. Kompas TV : PAF, Field Reporter
  3. Kompas TV : CP, Field Reporter
  4. CNN Indonesia TV : SAW, Field Producer
  5. Kompas.com : RKD, Senior Journalist

- As for the general public, this research will define the customers into three segments Anti-COVID-19, Uncertain/Uninformed/Confused, and Informed. The survey distribution will strictly aim for the informed audience segment for practical purposes. The sampling formula determines the number of samples as below.

$$n = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \frac{z^2 \times p(1-p)}{e^2 N}}$$

n = sample size

N = total population

e = margin of error

z = Z-score

Table III. 2 The z-score is the number of standard deviations a given proportion is away from the mean. To find the right z-score to use, refer to the table below

Desired confidence level	z-score
80%	1.28
85%	1.44
90%	1.65
95%	1.96
99%	2.58

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- This research uses a **95% confidence level,** and **10% margin of error** hence targeted to achieve:
    - **97 general public** will be reached through online survey invitations from emails, social media, and personal contacts.
    - The research parameters are adjusted for practical purposes to ensure that it captures the most populous segment of the productive Indonesian age (Kemendagri, 2021) while ensuring objectivity. The parameters are below.
        - Age: 18 – 44 years old
        - Area[1]: Greater Jakarta Area, Bandung, Surabaya, Medan and Others

III.2 Data Intelligence Findings

III.2.1 Conversation Analysis

Table III. 3 General parameters for the media listening research through Brandwatch

General parameter	
Online media:	Source: Indonesia e.g. Tribunnews, Kompas, Antaranews, Katadata, Daily social, Detik.com, Swa, etc.
Time Frame	11 March 2020 – 2 September 2022
Language	Indonesian

Overview:

From 11 March 2020 to 2 September 2022, there has been an **8,972%**[2] increase in conversation and mentions related to the COVID-19 pandemic. The keywords used for the analysis are COVID-19, Kementerian Kesehatan, Biofarma, Satuan Tugas Penanganan COVID-19 (Satgas COVID-19), Badan Pengawasan Obat dan Makanan (BPOM) in relations to each respective spokesperson.

[1] Area of focus will be Greater Jakarta Area, Bandung, Surabaya, and Medan as it is cities with the the biggest population density in Indonesia and had multiple cases of increased COVID-19 social restrictions.

[2] The total number of mentions which matc the Query within the selected date range. This number is compared to the total mentions over the preceding equal period (2 September 2018 to 10 March 2020). The change is shown as a percentage.

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Table III. 4 Conversation development from 11 March 2020 to 2 September 2022.

Month	Focus of conversation
October – December 2020	• Procurement of Sinovac vaccine • A clinical trial of the vaccine • Vaccine side effects • Increased health protocol socialization following Christmas and New Year holiday
January – April 2021	• Distribution of COVID-19 vaccine • Face-to-face education socialization and its following health protocol • Increased health protocol socialization following the Ramadhan holiday and pilgrimage • Vaccination progress update • Names of vaccines that passed clinical trial
April – December 2021	• Vaccination clinical trial progress for the elderly and children • Vaccination socialization • COVID-19 case updates • Health protocol socialization following Christmas and New year holiday
January – April 2022	• New COVID-19 variant socialization (Omnicron & Deltacron) • Increased socialization of health protocol following the Ramadhan holiday and pilgrimage • COVID-19 case updates

III.2.2 COVID-19 Conversation highlights

Over the course of the period of 11 March 2020 to 2 September 2022, issues regarding the COVID-19 pandemic and spokesperson were related to the following three aspects

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Vaccination efforts & socialization

It was observed that during this timeframe, media often covers various vaccination efforts done by the government, the MoH, Satgas COVID-19, and Biofarma, along with its progress. Increased coverage is observed for sensitive topics such as **vaccine procurement, vaccine efficacy, gotong-royong vaccine development, vaccine testing phases, vaccine distribution, and vaccine side effects (sometimes related to children and the elderly).** Frequently there is participation from various spokespersons such as **Siti Nadia Tarmizi, Lucia Rizka Andalucia, Wiku Adisasmito, Reisa Broto Asmoro,** and **Bambang Heriyanto.** However, **Wiku Adisasmito and Siti Nadia Tarmizi** dominate the conversations on this matter.

On the other hand, although it is not as prominent as the two, **Lucia Rizkia Andalucia** and **Bambang Heriyanto** also garnered high media attention towards this conversation since Biofarma is assigned to procure, safety testing, and distribute the COVID-19 vaccine. At the same time, BPOM is responsible for the safety permit. The focus of his conversation that usually has high media attention were COVID-19 procurement targets, vaccine price, vaccine pre-order, name of vaccine product within the market, clinical trial of the vaccine, and vaccine side effects. The trend development that was observed is as follows:

Healthcare protocol socialization

During the pandemic, it is observed that **Wiku Adisasmito, Siti Nadia Tarmizi,** and **Reisa Broto Asmoro** are the most active in promoting healthcare protocol over the course of the period analysis. The three are prominent in the media-sphere as Wiku and Siti regularly socialize health protocols during the pandemic and update the status of social restrictions within major cities. **Reisa** also contributes to the effort by socializing healthy lifestyles and nutrition while campaigning for wearing masks during the pandemic.

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Covid-19 case updates and hoax busting

One of the most regular conversations during the period analysis, the government started a campaign of updating the COVID-19 cases through **Wiku Adisasmito** and Siti Nadia Tarmizi, as the first one is more prominent in this role. **Wiku** and **Siti** also use the opportunity **to combat misinformation** about the disease and vaccine, emphasizing the topic of treatment, transmission, symptoms, vaccine side effects, and politicization of the vaccine or the disease.

III.2.3 Organizational share of voice

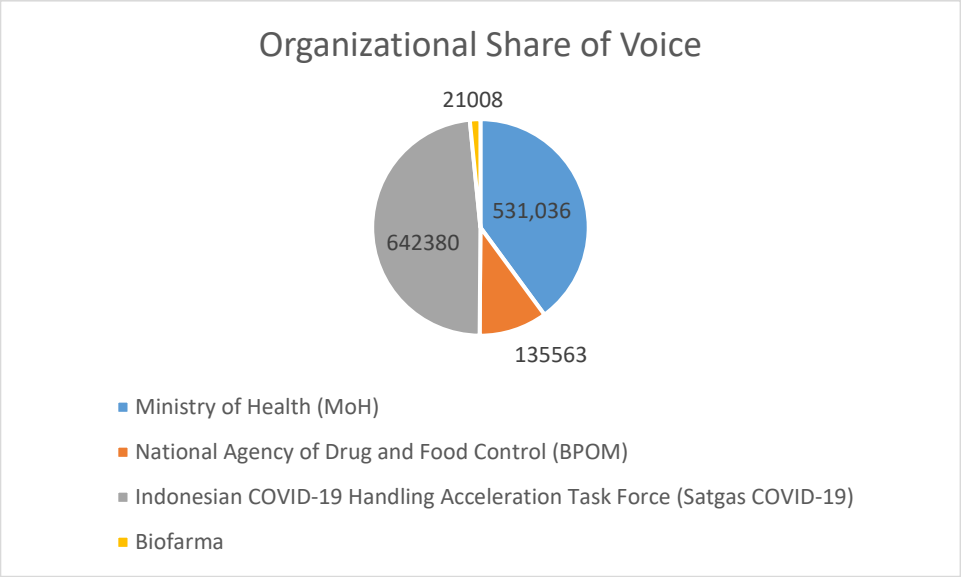

Figure III. 2 Organization shares of voice during the period analysis of 11 March 2020 to 2 September 2022.

During the period analysis, the **COVID-19 task force** and the **MoH** are the most covered in the national media, with 642,380 (48%) and 531,036 (40%) mentions, respectively – making up to 88% of the total voice from the government agency. Meanwhile, **BPOM** and **Biofarma** only have 135,563 (10%) and 21,008 (2%) mentions. Below is a table for each organization's focus of the conversation.

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Table III. 5 Organization's focus of the conversation

Organization Name	Focus of conversation
MoH	• Vaccine side effects • Vaccination policy • National and regional social restriction policy • COVID-19 test price • COVID-19 variant socialization • Foreign border closure • Other COVID-19 measures/policy
BPOM	• Vaccine quality • COVID-19 vaccine clinical test development • Debunking vaccine myths • Vaccine recommendations • Vaccine side effects
Satgas Covid-19	• COVID-19 disease socialization • Safety protocols (social distancing, wearing masks, and nutritional suggestions) • Policy development • New variant socialization • Importance of nutrition
Biofarma	• COVID-19 vaccine handling and distribution • COVID-19 vaccine price • COVID-19 vaccine license

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III.2.4 Spokesperson share of voice

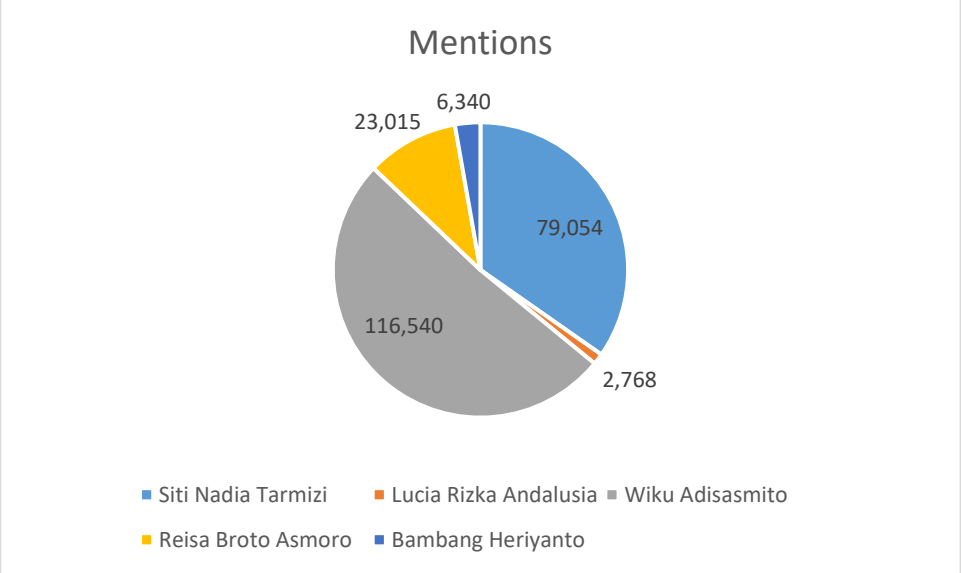

Figure III. 3 Spokesperson's share of voice during the period analysis of 11 March 2020 to 2 September 2022.

Reflecting the result of the organizational share of voice, the spokesperson shares of voice display a similar proportion with **Wiku Adisasmito** and **Reisa Broto Asmoro** representing Satgas COVID-19 116,540 (51%) and 23,015 (10%), making a total 66% of the total shares. As for **Siti Nadia Tarmizi** from the MoH has 79,054 mentions, representing 35% of the total voice. Meanwhile, **Lucia Rizka Andalucia** and **Bambang Heriyanto** only have 2,768 (1%) and 6,340 (3%), respectively, only representing 4% of the total voice

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III.2.5 Spokesperson Tonality

**The sentiment analysis utilizes Brandwatch's automated sentiment function, which leverages artificial intelligence continuously improved by the Brandwwtch community. The result is sometimes inaccurate, but for this case, the researchers did some additional sampling and found that the results aligned with Brandwatch's findings.*

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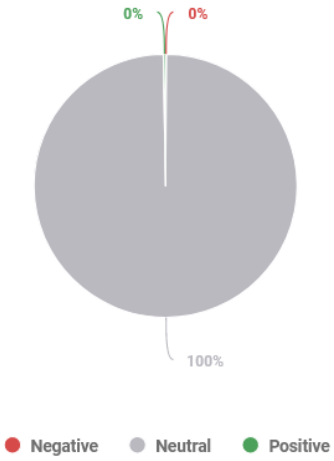
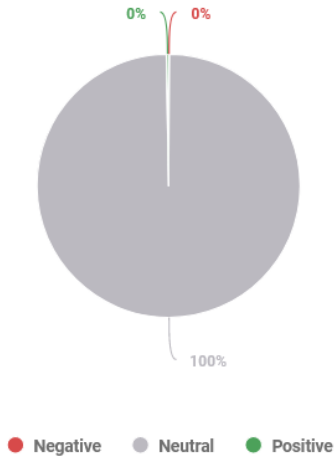
<td> 

Sentiment analysis for Siti Nadia Tarmizi from 79,054 samples</td>
<td> 

Sentiment analysis for Lucia Rizka Andalucia from 2,768 samples</td>
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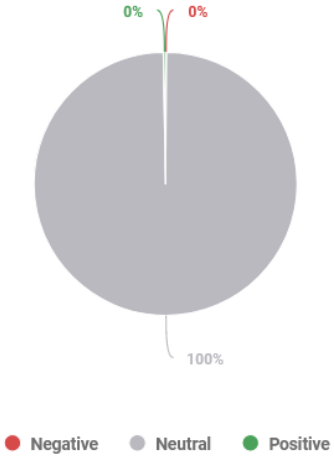
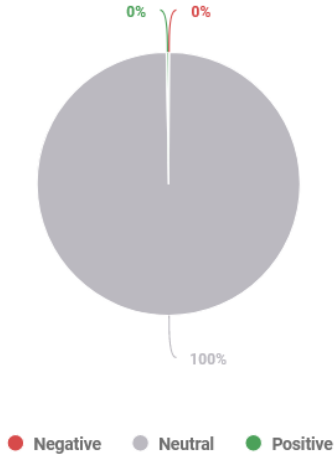
<td> 

Sentiment analysis for Wiku Adisasmito from 116,540 samples</td>
<td> 

Sentiment analysis for Reisa Broto Asmoro from 23,015 samples</td>
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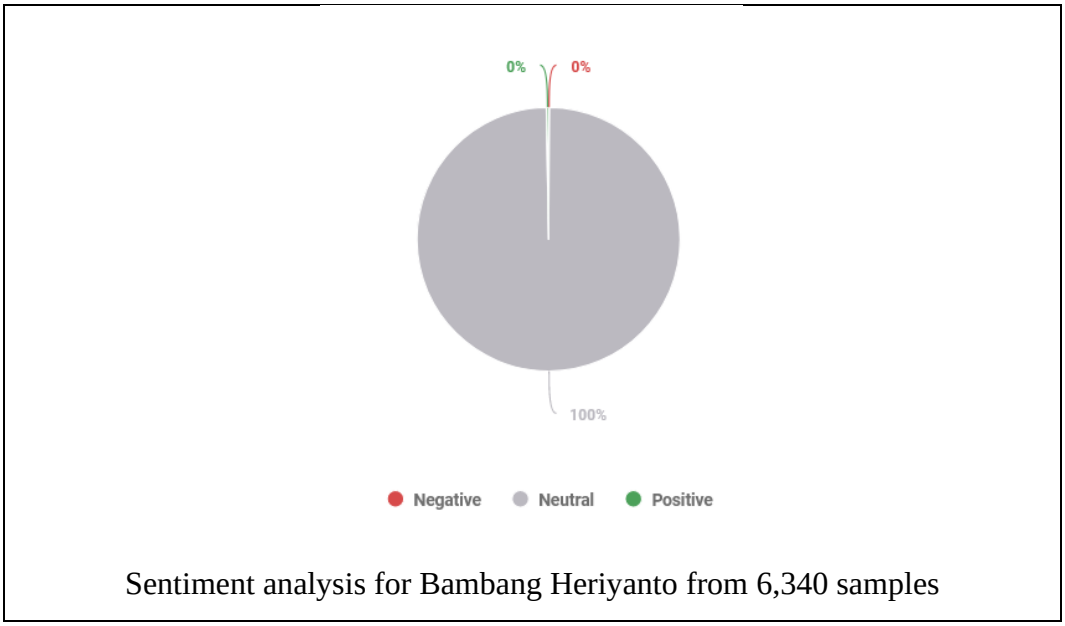

Figure III. 4 Sentiment analysis during the period of 11 March 2020 to 2 September 2022.

Table III. 6 Prerequisites for tonality analysis on social listening

Tonality	Prerequisite
Positive	The news content has a positive tone toward the COVID-19 policy and socialization. The content would rather: • Emphasize the benefits of following the words of the spokesperson • Underline the need for heeding the policy, message, or socialization • View the statement from the spokesperson as positive.
Neutral	The overall news content has a relatively neutral tonality, for example: • Neither indicates a preference for the message by the spokesperson • Nor speak negatively about it.
Negative	The overall news content has a negative tone towards energy transition. The content would be rather • Negative towards the spokesperson's message • Emphasizing the challenges that come with it, • Perceived disadvantages of the message delivered

From the data intelligence findings, most news articles covering COVID-19 and mentioning the spokesperson of each relevant institute show that **99% have neutral tonality**. Meanwhile, negative news mainly criticizes the government (usually politically charged) or incites fears – even though it is very sparse in quantity.

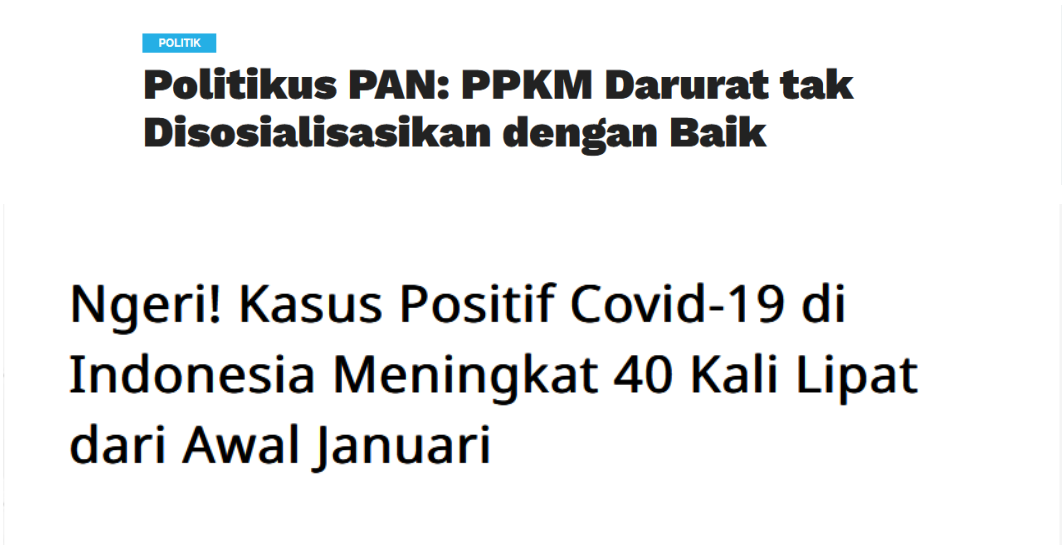

Figure III. 5 Example of a news article that has negative tonality

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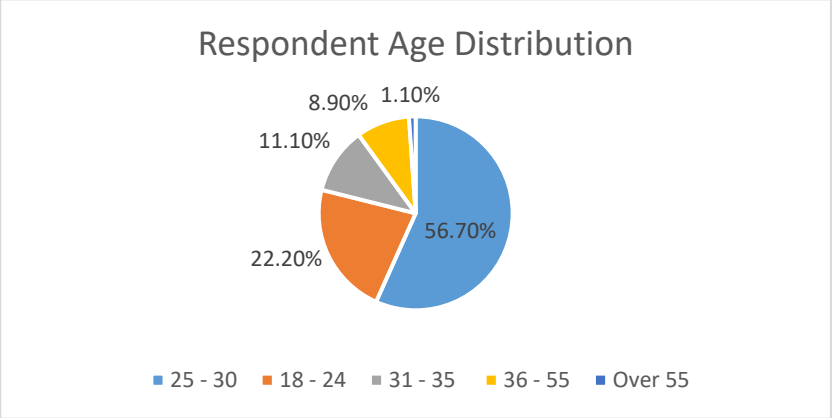
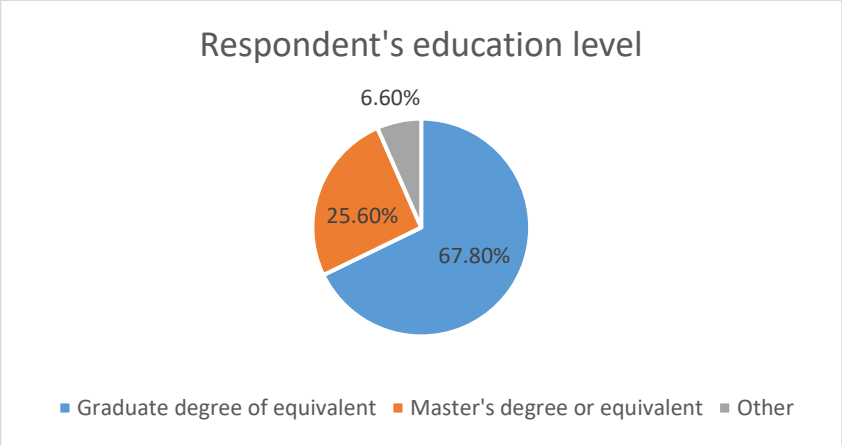
III.3 Survey Findings

III.3.1 Demographic data

In exploring the 'likeability' factor of the government's spokesperson, the research conducted an online assessment through a survey questionnaire distributed to the researcher's network. The survey distribution is targeted toward **Informed respondents** so that the information gathered will be relevant. The survey managed to collect **90 respondents,** and below are the details of the demographic profile





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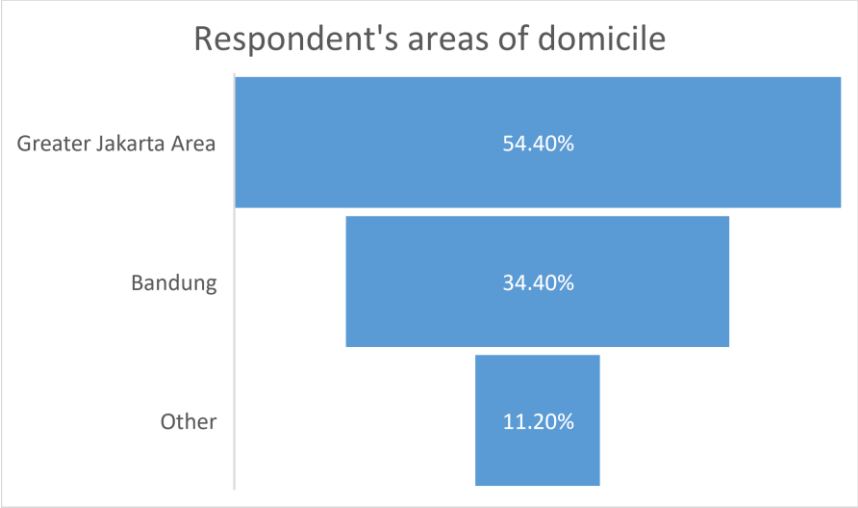

Figure III. 6 Survey results on demographic data of the 90 respondents

Most respondents came from the **Greater Jakarta Area (54.4%)** and **Bandung (34.4%)**. The majority age of the demographics is **adults** (25-30 Y.O), made up 56.7% of the total respondents, followed by **young adults** (18-24 Y.O) with 22.2%. The respondents also came from a highly educated background, with **67.8%** having finished **a graduate degree or equivalent education** and **25.6% having finished a master's degree or equivalent education**.

III.3.1 General awareness and information-seeking habits regarding the COVID-19 pandemic

Figure III. 7 Survey results on general awareness of the COVID-19 pandemic

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The research also shows that the majority of the respondents, 97.8%, believe in the pandemic, signifying that they are **informed**. Only **2.2%** are **uncertain/uninformed/confused** about the pandemic.

Figure III. 8 Survey results on information-seeking initiatives during the COVID-19 pandemic

The survey found that **64.5%** of the respondents **actively seek information** regarding prevention, treatment, and the latest update on COVID-19 policy. In comparison, only **23.3%** and **12.2%** are neutral and inactive in searching for the latest information about the COVID-19 pandemic.

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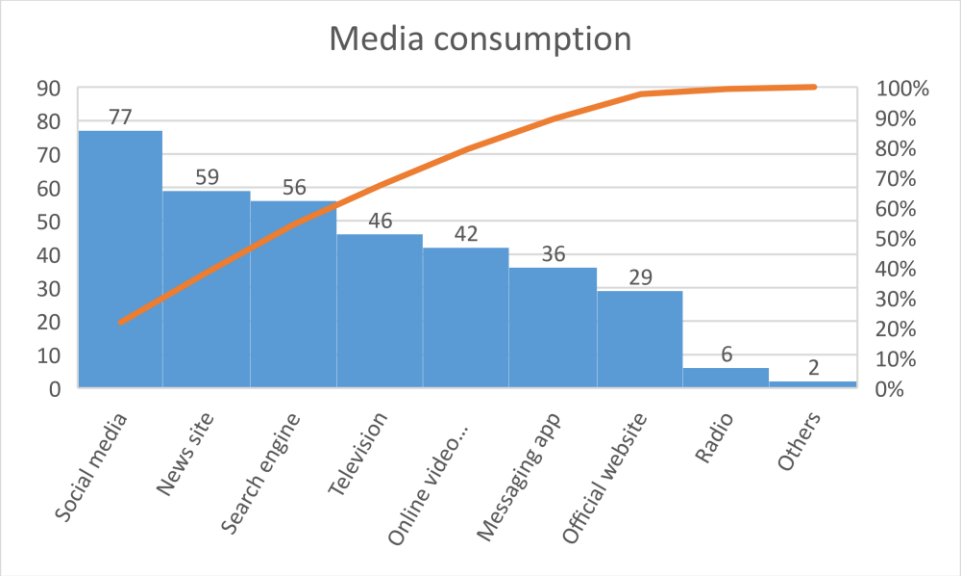

Figure III. 9 Survey results in media consumption for information about COVID-19

A more throughout look into the information-seeking habit, the chart above portrays the platform most commonly used when searching for information related to the COVID-19 pandemic. **Social media** (Twitter, Instagram, Facebook, etc.), **online news sites** (Kompas.com, Detik.com, Tirto. id, etc.), and **online search engines** (Google, etc.) sequentially with **85.6%, 65.6%**, and **65.2%** made up the majority of platform used for information gathering regarding the COVID-19 pandemic. Meanwhile, **a significant portion of respondents used television, online video platforms (e.g., YouTube),** and **online messaging app (WhatsApp, Line, Telegram, etc.), respectively, with 51.1%, 46.7%, and 40%**. Also, from this respondent group, we can see that the official website by Satgas Covid-19 was used by a significant portion of the respondents, with **32.2%.**

III.3.2 Pre-attitude towards the government concerning the COVID-19 pandemic

The survey also briefly examined the respondent's perception regarding the government's response to COVID-19. This questionnaire aims to determine any pre-existing negative bias towards the government institutions that would later affect the scoring for the government's spokesperson likeability.

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Table III. 7 Score regarding the pre-attitude towards the government concerning COVID-19

Pre-attitude	**Average Score**
Q 11: Quickness of Response	3.43
Q 12: Perceived Benefit	3.61
Q 13: Perceived Impact	3.61
Q 14: Perceived Resolution	3.23
Average Score	3.47

**The results are from [Scale of 1-5] Q11: "Anda rasa kalau lembaga pemerintah (Kemenkes, BPOM, Satgas, dan Biofarma) sudah cukup cepat dalam menangani pandemic Covid-19"; Q12: "Kebijakan pemerintah (Kemenkes, BPOM, Satgas, dan Biofarma) telah memberikan manfaat selamat pandemic Covid-19; Q13: "Anda rasa pemerintah (Kemenkes, BPOM, Satgas, dan Biofarma) dapat mengurahi dampak negatif pandemic Covid-19 terhadap masyarakat; Q14:" Menurut Ana kebijakan pemerintah (Kemenkes, BPOM, Satgas, dan Biofarma) mampu menyelesaikan pandemic Covid-19 secara efektif dan efisien".*

Looking at the result above, we can see that, on average, the pre-attitude point for the government is at **3.47** (a score closer to 5 portrays a positive perception towards the subject in question). This result indicates that the respondents are close to neutrality when asked about government institutions handling the COVID-19 pandemic. Additionally, the scores about the quickness of response and perceived resolution are slightly lower than perceived benefit and impact, which aligns with Pepinsky (2021), which shows that the initial response from the Indonesian government is slow and uncoordinated.

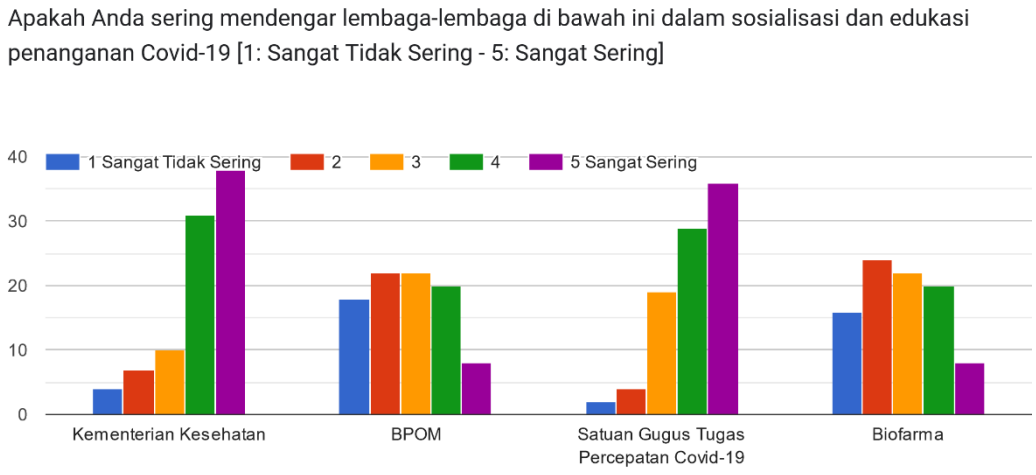

Figure III. 10 Survey result on the awareness of governmental institutions' initiative on COVID-19

Table III. 8 Survey score on the recognition of governments institutions

Q15: Institutions	**Average Score**
MoH	4.02
BPOM	2.76
Satgas Covid-19	4.03
Biofarma	2.78
Average Score	**3.40**

When asked about each organization most often heard in the media, **MoH** and **Satgas Covid-19** scored the highest, with an average of **4.02** and **4.03** points, respectively. Meanwhile, **BPOM** and **Biofarma** score low, with an average of **2.76** and **2.78** points. The results are aligned with the digital listening analysis, reflecting on the **organizational share of voice result.**

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III.3.3 Likeability factor towards government spokesperson

Table III. 9 Survey score on the likeability of spokesperson attribute factors

Attribute	Attribute factors	Government Spokesperson					Average
		Siti Nadia Tarmizi	**Lucia Rizka Andalucia**	**Wiku adisasmito**	**Reisa Broto Asmoro**	**Bambang Heriyanto**	
Attractiveness	Recognition score	2.64	2.18	2.9	3.96	3.59	3.05
	Perceived attractiveness	3.1	3.24	3.44	4.66	2.22	3.33
	Perceived speaking fluency	3.62	3.86	3.34	3.97	3.09	3.58
	Perceived impact of attractiveness	**3.4**	**3.56**	**3.54**	**3.78**	**3.32**	**3.52**
Expertise	Perceived expertise	3.48	3.76	3.61	3.72	3.28	3.57
	Perceived experience	3.56	3.81	3.64	3.59	3.43	3.61
	Perceived integrity & credibility	3.63	3.73	3.73	3.69	3.46	3.65
	Perceived impact of expertise	**3.56**	**3.68**	**3.63**	**3.60**	**3.51**	**3.60**
Congruence	Perceived congruence	3.41	3.73	3.5	3.73	3.41	3.56
	Resonance of value	3.48	3.64	3.59	3.59	3.40	3.54

**The results are from [Scale of 1-5] Q15 – Q40; respondents were asked four questions regarding attractiveness, four regarding expertise, and two regarding congruence from each specific government stakeholder.*

Delving deeper into the 'likeability' attributes, the table above shows a score for each government spokesperson. Highlighting the highest score in attractiveness, **Reisa Broto Asmoro** achieved the highest score in **recognition, perceived attractiveness**, and **speaking fluency** – making her the most attractive spokesperson out of all the research subjects. The result was no surprise since she is the only celebrity who took on the mantle of spokesperson for the COVID-19 vaccine following the Ministry of Information and Communication Technology (MoCIT) appointment. **Lucia Rizka Andalucia** has the highest score on **perceived expertise**, **experience**, and **integrity & credibility.** The

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result reflected her extensive portfolio, a little more than all the research subjects. Additionally, the spokesperson's congruence level is similar since most of the spokesperson is Indonesian and has similar cultural values to the respondent.

From the results, we attempted to give a score to each respective spokesperson to find which has the highest ‘likeability’ score amongst the government spokespersons. The method is simple, the average score attribute factors, expertise factors, and congruence factor is summed. The result is as follows:

Table III. 10 Total survey score on spokesperson likeability

Attribute scoring	Siti Nadia Tarmizi	Lucia Rizka Andalucia	Wiku adisasmito	Reisa Broto Asmoro	Bambang Heriyanto	Average
Attractiveness	3.12	3.09	3.23	4.19	2.97	3.32
Expertise	3.56	3.77	3.66	3.67	3.39	3.61
Congruence score	3.45	3.69	3.55	3.66	3.41	3.55
Spokesperson score	**10.12**	**10.55**	**10.43**	**11.52**	**9.76**	**10.48**

Overall, Reisa Broto Asmoro has the highest score compared to all government spokespersons. Her background as a doctor, supplemented with her actress career and good looks, seems to make her the ideal role model for a spokesperson.

The research also attempts to measure which factor has more influence between Attractiveness and Expertise through a relative index calculation. The formula is as follows:

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- $\boldsymbol{Index\ value = \frac{Attribute\ Index\ Score\ A}{\sum Attribute\ Index\ Score\ of\ A\ \&\ B}}$
- $\boldsymbol{Relative\ Attribute\ score = Average\ attribute\ score \times Attribute\ index\ value}$

The result is as follows:

Table III. 11 A relative survey score comparing the effect of attractiveness and expertise

Relative score calculations	Siti Nadia Tarmizi	Lucia Rizka Andalucia	Wiku adisasmito	Reisa Broto Asmoro	Bambang Heriyanto	**Average**
Perceived impact of attractiveness	3.4	3.56	3.54	3.78	3.32	3.52
Perceived impact of expertise	3.56	3.68	3.63	3.60	3.51	3.60
Attractiveness Index Value	0.49	0.49	0.49	0.51	0.49	**0.49**
Expertise Index Value	0.51	0.51	0.51	0.49	0.51	**0.51**
Relative attractiveness score	**1.52**	**1.52**	**1.59**	**2.15**	**1.44**	**1.64**
Relative expertise score	**1.82**	**1.91**	**1.85**	**1.79**	**1.74**	**1.82**

The research found that the attractiveness and expertise index value are only marginally different and can almost be neglected with **0.49** and **0.51,** respectively. This result indicates that attractiveness and expertise had a similar portion of influence on 'likeability' within the respondents' perspective.

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III.4 In-depth Interview with the media

Table III. 12

Area of exploration	Theme	Code	The excerpt
Perception regarding spokesperson	The role of the spokesperson	Gateway	Spokespersons can collate information from fragmented sources and provide the media with more workable information for the public.
		Credibility	Spokespersons provide a credible source for information verification for the media to rely on
		Inform	The spokesperson plays a key role in the socialization effort for policy, healthcare protocols, and vaccination efforts.
		Disinformation and hoax	The spokesperson plays an active role in combatting hoaxes and disinformation. The spokesperson can address viral issues directly or when the media asks during media briefings or press conferences.
Factors related to likeability	Attractiveness	Physical appearance	The media accounts that physical appearance is not significant in determining the performance of a spokesperson. A neat and clean getup of a government representative is sufficient to be

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			broadcast-worthy. Although, it is appreciated that a celebrity with 'good looks' is selected, as they would attract more attention from the public.
		Speaking fluency	A fluent speaking capability is a must, according to the media. To be able to provide a piece of comprehensive information and to address media questions comprehensively during media briefings or press conferences requires great public speaking fluency. Additionally, the skill could help lessen disinformation and provide more clarity or resolution towards contentious topics.
	Expertise and Trustworthiness	Expertise	The media respondents emphasized a good background experience and expertise as a spokesperson, especially when dealing with a contentious topic like COVID-19. A strong and extensive background could deliver a more credible statement for COVID-19 policy and healthcare socialization. Additionally, an experienced

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			spokesperson will answer technical questions regarding disease, medication, and policy.
	Congruence	Cultural relevancy	Although this element is not deeply discussed, there is a consensus that similar cultural identity (e.g., ethnicity, language, or relevant background) could improve the effectiveness of a spokesperson. According to media accounts, cultural figureheads could be effective spokespersons, considering Indonesia's diverse culture.
		Cultural expectancy	The media states that there is a shift in cultural habits, especially among the younger generations that are digitally savvy. Hence, they expected a competent spokesperson that could keep up with the speed and transparency of information exchange. Additionally, the spokesperson is also expected to be able to form a professional relationship with the media.
Correspondence with spokesperson	Communications effort	Channels	The government spokesperson is active in creating an engagement channel with the media. They have

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			been delivering regular data updates on their website, press release, regular media briefing, or press conference (both in-person or through online platforms, e.g., Zoom or YouTube Live) and creating an engagement group in social media (WhatsApp).
	Challenges in media relations	Transparency	There is a perception that the government lacks transparency when providing information about a contentious topic. The spokesperson often refrains from providing a contextual answer and avoiding the topic directly.
		Personal Relationship	The media also account for the lack of commitment in personal correspondence by the media. When the spokesperson is given a personal query for clarification, they often cannot reply properly to the media.

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III.4.1 General Perception of the Role of Spokesperson

A consensus amongst the media respondents states that the spokesperson generally played a significant role in curbing the COVID-19 pandemic. This perspective is taken on how the media appreciates the spokesperson as a convenient information gateway to explore up-to-date information regarding the latest developments in policy and case updates. They serve as a credible source of information to clarify false information circling in public. The spokesperson also acts as an information nexus, consolidating fragmented data from various government institutions and their complex hierarchy.

"They are (spokespersons) important since the government needs to explain the situation (pandemic) properly…." PAF – field reporter, Kompas TV

"The spokesperson is really helpful (for the media). Since the government has a complex hierarchy, (the MoH) has a branch that specializes in specific pandemics. Since health issue is a priority, a spokesperson could act as a 'door' (for the media) … They could be a single (credible) source for confirmation, avoid misleading answers" RKD – Senior journalist, Kompas.com

"The spokesperson holds a crucial role, especially during the period of restricted access (due to the pandemic). Spokespersons really helped journalists in obtaining crucial information…." SAH – Senior Journalist, Business Indonesia

III.4.2 Spokesperson plays a vital role in combating misinformation and curbing hoaxes

Throughout the pandemic, the media also concurs that the government spokesperson plays a key role in fighting against disinformation and hoaxes that is rampant in public. The spokesperson addresses this issue directly, and by leveraging their credibility, they could effectively debunk any ongoing myths

circulated in public. The media's role is to serve as an effective source of information clarity for the press.

"... public communication related to COVID-19 is, of course, really important. There is a lot of misinformation circulating in public: (during the beginning of the pandemic) there are many do's and don'ts on how to wear a mask properly. Either it is a triple layer or whatever. The ever-changing rules or policy – due to the novelty of the virus, epidemiologists and experts are still trying to grapple with the proper process. Without a credible spokesperson, there will be mass confusion within the public…." SAW – field producer, CNN Indonesia TV

"…One of the most important roles (of a spokesperson) is to combat hoax or disinformation spreading within the public…." SAW – field producer, CNN Indonesia TV

III.4.3 Communications effort for the government spokesperson

During the pandemic, the media accounted that the government started actively distributing information to the public. Some practices are delivering simple data updates, regular press releases, regular media briefings through online platforms (Zoom or YouTube Live), creating an engagement group through an online messaging app (WhatsApp), and direct correspondence with the media.

"…then there is the simplest form as a data update because media is often required to provide data to the public. How the (COVID-19 pandemic) development goes, for example, if the public knows about the development of ongoing COVID-19 cases, the public will have a reference to conduct their (daily) activities accordingly…." SAW – field producer, CNN Indonesia TV

"We are invited to a group for media (in a messaging app), and there are many other media there. After a press conference about COVID-19, (the government) within that group will disseminate the data…." PAF – field reporter, Kompas TV

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"(During) Pak Wiku's period, once a week, there will be a press conference (about COVID-19). Although it was not a physical conference, he disseminated an announcement, calling for media inquiries about his conference. Since there are many journalists within the (messaging app) group (made by BNPB), there are many questions pop up, and not all of the questions can be addressed…." CP – Field Reporter, Kompas TV

III.4.4 Issues relating to the spokesperson's likeability

A consensus from the media is that expertise is emphasized compared to attractiveness. All the respondents agreed that credibility and expertise are significantly more important since they are dealing with sensitive information and potentially contentious topic of the COVID-19 pandemic. A strong and extensive background could deliver a stronger message and more impactful statements for the COVID-19 policy and combating disinformation. The media also points out that the ability to answer tough technical questions, especially regarding medicines, disease, and policy, could help the media obtain the relevant information they seek. Although attractiveness is not especially emphasized, also the media states that a formal look should be enough to be broadcast-worthy.

"…From my perspective, physical appearance ranks second or third (in importance). The most important factor (for a spokesperson) is their congruence with their background experience or expertise…." PAF – field reporter, Kompas TV

"I don't think the media emphasizes physical appearance, although I don't discredit it as well. An appealing appearance can attract attention, but (to me) a spokesperson with a neat appearance will suffice…." CP – field reporter, Kompas TV

"A strong background experience and expertise will really help a spokesperson perform…." RKD – senior journalist, Kompas.com

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"As a reporter, my priority for a spokesperson is their understanding of the issue: how will he answer questions; is the answers already being understood (by the spokesperson) and the media; and simplifying complex information for the public. Hence, physical appearance is not the primary factor for a spokesperson…." SAW – field reporter, CNN Indonesia TV

III.4.5.1 Importance of speaking fluency

Another component of attractiveness that the media emphasize is fluency in speaking. A fluent speaking capability, especially in front of the media during press briefings or conferences, is necessary to address the media comprehensively. Also, public speaking fluency could help lessen disinformation and provide more clarity on contentious topics.

"(spokesperson) is required to be able to speak fluently. To structure words properly, so there will not be a blunder or confusion to the public, and not misinterpreting the data…." CP – field reporter, Kompas TV

III.4.5.2 Media opinion regarding celebrity spokesperson

The media also shows an appreciation for the selection of celebrities, especially mentioning Reisa Broto Asmoro as a spokesperson for the COVID-19 vaccination effort. They mentioned that it is a strategic move to garner the public's attention and relevance towards the COVID-19 effort. Another component of likeability that is not heavily discussed during the interview with media colleagues is congruence, stated as an important element for a spokesperson to perform effectively. Cultural similarity, ability to speak the local language, and relevant regional background could help deliver socialization and education efforts more effectively.

"(using a celebrity) is one of a strategy. "Oh, there is a beautiful celebrity" will certainly garner attention… From my perspective, it is a good step for the ministry to appoint dr. Reisa. Besides her good looks and taste in fashion, she also has a medical

background, so she fits the relevant criteria to be a good (COVID-19) spokesperson…." CP – field reporter, Kompas TV

III.4.5 Congruence has a significant impact on the spokesperson's ability to persuade the public

Although the component of congruence is not extensively discussed, the media stated that it is essential for a spokesperson to perform effectively. The relevancy element that was discussed is cultural similarity, ability to speak the local language, and relevant regional background could help deliver socialization and education efforts more effectively.

"*(Congruence) is important because (many) Indonesians consider cultural similarity. I mean that cultural similarity could make people feel connected and have a sense of closeness; hence they are more willing to listen and pay attention to the spokesperson…." PAM – field reporter, Kompas TV*

"*Cultural congruence is important, considering there are Javanese, Papuans, and even Aceh. For instance, taking the local figure from communities since he knows how to approach his community…." CP – field reporter, Kompas TV*

Another element that was being 'expected' by the media is that spokesperson is their willingness to build a working relationship with the media. With consideration of the dynamic nature of the pandemic and the ever-changing policy and protocols, leveraging personal relationships can provide quicker access to information and a more seamless dynamic between the spokesperson and the media.

"I want to highlight how responsive a spokesperson is; even though they have a good likeability, it is rather unpleasant if they create distance with the media. Even though there is a regular weekly update, sometimes the development requires more than the regular update. Hence personal relationship becomes important…." CP – field reporter, Kompas TV

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III.4.6 Challenges when corresponding with the spokesperson

Throughout their engagement with the spokesperson, media colleagues agreed there are issues when dealing with the government spokesperson:

1. The media perceived that the government lacked transparency when providing information to the media colleagues. The topics are especially prevalent when media colleagues seek crucial details on a contentious issue. The media suggests addressing the elephant in the room rather than avoiding it, as it would better help the public understand the situation. When it comes to the pandemic, it is not easy to attain perfection, and honesty often is the best policy.
2. The media states there is a lack of committed correspondence with the spokesperson. This problem stems from the spokesperson who holds a significant post in each respective government institution, making them unable to address a specific media each media queries. Although, Prof. Wiku is an exception since he is willing to correspond with the media, which is highly appreciated personally. The media suggested that the spokesperson should be open to creating a working relationship with the media so that the government could obtain more straightforward access to the press – which would eventually result in more favorable coverage.

"(one of the biggest challenges) is transparency dan quickness of response. From our perspective (the media), transparency is crucial. When asked where the information came from or, for example, when 'Wisma Atlet'[3] we (the media) saw busses lining up in the queue (signifying overcapacity), but we received no formal statement or clarification from the government; hence we perceived that they are not transparent on the issue. When we receive the government statement, they undermine the issue as a regular occurrence. Still, we witness the passengers (COVID-19 patients) being neglected, passing out, and not getting into the self-isolation ward…." PAF – field reporter, Kompas TV

[3] 'Wisma Atlet' or Kemayoran Athletes Villages is a building complex in Jakarta, Indonesia that was developed for the 2018 Asian Games and 2018 Asian Para Games. The building was designated as a COVID-19 self-isolation complex during the peak of pandemic

"Sometimes we feel bad since the information that was delivered (by the spokesperson) is too short. For example, I inquired bu (Siti) Nadia Tarmizi regarding the consumption of medicinal syrup for children, "should the product be already consumed by children, can the medication continue or stop?" our expectations as a journalist that we, the spokesperson, would give an elaborate answer, but unfortunately, not every spokesperson is informative, and I only receive 'adequate' answer…." RKD – senior journalist, Kompas.com

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Chapter IV Conclusion and Implementation

IV.1 Gap analysis of reputation attributes

Table IV. 1 A summary of reputational attributes and analysis

Spokesperson likeability attribute	Existing Condition	Ideal Condition and Further Recommendations
Attractiveness Refers to physical characteristics, recognition, and speaking fluency	● From the research result, we found that most of the government spokespeople are favorable in terms of physical characteristics from the media and the public ● Although the media do not emphasize it, attractiveness substantially impacts the performance of a spokesperson. Proper attention to looks would have a positive impact on public perception.	● An opportunity to leverage an attractive spokesperson could garner wider public attention toward the COVID-19 efforts
Expertise & trustworthiness Refers to background experience, credibility, and integrity	● Expertise is emphasized by the media when gathering information from a spokesperson ● Expertise also plays a significant role in shaping public perception when socializing efforts towards the COVID-19 pandemic	● Utilizing the spokesperson's relevant expertise could have a significant impact on the government's effort to curb the COVID-19 pandemic
Congruence Refers to cultural relevancy and expectancy	● Cultural relevancy and expectancy have a significant impact on the spokesperson's performance ● The current spokesperson is relatable and fits the expectancy criteria of the public ● Although, the current spokesperson does not live up to the expectations of the media, as they could not maintain a committed working relationship	● A culturally relevant spokesperson would be ideal for delivering messages to the public ● An opportunity to improve the standard of practice regarding media relations using popular culture references (e.g., humor, memes, etc.) to improve congruency

IV.2 Analysis of likeability attributes

This section summarizes the research findings and verifies or explains key likeability attributes defined in Chapter 2. The section is structured around three

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key areas: attractiveness, expertise, and congruence. The research findings are consolidated, compared, and contrasted in each section to give a more comprehensive view of the current likeability perception.

Due to the research restriction, first-hand account from the spokesperson is not included in this research paper. The research will only rely on the survey data and media interviews to examine and assess likeability.

IV.2.1 Attractiveness

Refers to physical characteristics, recognition, and speaking fluency

The research results reveal that the current spokespersons are viewed as attractive, with a particular highlight on **Reisa Broto Asmoro**. Her status as a celebrity and the relative impact of attractiveness was observed from the survey, suggesting an associative meaning transfer to the audiences. Although, when asked about the portion of influence from attractiveness compared to expertise towards the government's effort towards COVID-19, the results show an insignificant difference in results. Reisa's case confirms the **source attractiveness** and **meaning transfer model**, reflecting within the attitudinal effect of physical characteristics and her associations in influencing the audience towards the effort of curbing the COVID-19 pandemic. While for the other research subjects, namely Wiku Adisasmito, Siti Nadia Tarmizi, Bambang Heriyanto, and Lucia Andalucia, has a relatively favorable perception with positive scores on attractiveness scoring.

Further exploration regarding the topic of attractiveness from the **media** interviews found that **attractiveness was not the primary point of consideration** when selecting the source of information related to the COVID-19 pandemic. The media views **physical attractiveness** as the second factor after **expertise**, prioritizing **credibility, trustworthiness, integrity, and background experience**. It is indicated that **a standard degree of attractiveness** that could reflect the subject's post as a government spokesperson by wearing simple formal wear and a clean outfit is enough to be broadcast-worthy.

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Although there is a resonance between the survey result and media opinion on physical attractiveness, the media voiced an **appreciation** for the government's strategy for selecting **Reisa Broto Asmoro** as a spokesperson. Her figure is seen to be more publicly **recognizable** and **has sufficient background** to perform well as a spokesperson during the COVID-19 pandemic.

IV.2.2 Expertise and trustworthiness

Refers to background experience, credibility, and integrity

From the survey results, we found that expertise plays a significant role in influencing the public perception of a spokesperson. The research **highlights Lucia Rizka Andalucia's** survey results, which align with her extensive career experience in the **health sector**. The overall impression of the government **spokesperson's expertise is positive** since most extensive background experience and a track record in the health sector. The result also confirmed the **source credibility model** by Hovland and Weiss (1951), stating that the message effectiveness depends on the perceived level of expertise and trustworthiness of the endorser.

Deriving from the interview with the media, they voiced an opinion that **expertise** is considered **more influential** in determining a spokesperson. The media emphasized that a spokesperson should be capable of quickly and effectively answering tough media questions regarding the pandemic.

IV.2.3 Congruence

Refers to cultural relevancy and expectancy

The survey results indicated that most of the government's spokespersons are highly congruent with their respective posts in the government's institution. However, the survey only explored a surface-level perception without further and deeper contextual exploration of this concept.

Nevertheless, a deeper contextual exploration was asked during an in-depth interview with the media. It is suggested that a more likable someone is widely

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appreciated; it is more likely that the subject would be more congruent to play its role as a spokesperson. A case example was asked during the interview with the media, and most answers refer to **Prof. Achmad Yurianto**, where most of the media had a positive experience corresponding with him and his quickness of response.

While most of the spokespersons had performed according to their **relevancy**, there are still gaps that must be addressed in terms of **expectancy**. It is important to appreciate the continual improvement of the government's effort to satisfy media queries, but there are often cases of a lack of **committed correspondence** with the media. For instance, when the media tries to dig for more information about the COVID-19 pandemic through a personal approach to the spokesperson, they often find their queries unanswered or only receive a surface-level response without any substance. They made this case point compared to when **Prof. Achmad Yurianto** was in charge as a spokesperson; he took his time to correspond with the media individually and was willing to deliver an informative answer to media queries.

This case proves that the government spokesperson has an underlying **expectation** of being willing to forge a **personal working relationship** with the media. Although the government has made some channels through regular media briefings or press conferences and a WhatsApp group, sometimes there is a need for further clarification through personal channels via the spokesperson. If the spokesperson is willing to forge a relationship, they could have more favorable coverage and easier access to the media. The current spokesperson is being perceived as withholding information and questioned about their transparency.

Another aspect of congruence explored from the interview is the **cultural fitness** of a spokesperson – related to the relevancy aspect of congruence. Most of the media agreed that a spokesperson with a similar cultural background, the same spoken language, and the same ethnicity is more likely to be more acceptable to the public.

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IV.3 Recommendation

From the research result, we can see that likeability plays a significant aspect in a spokesperson fulfilling their role. Furthermore, each facet of likeabilities, such as attractiveness, expertise, and congruence, has a proportional influence on spokesperson likeability.

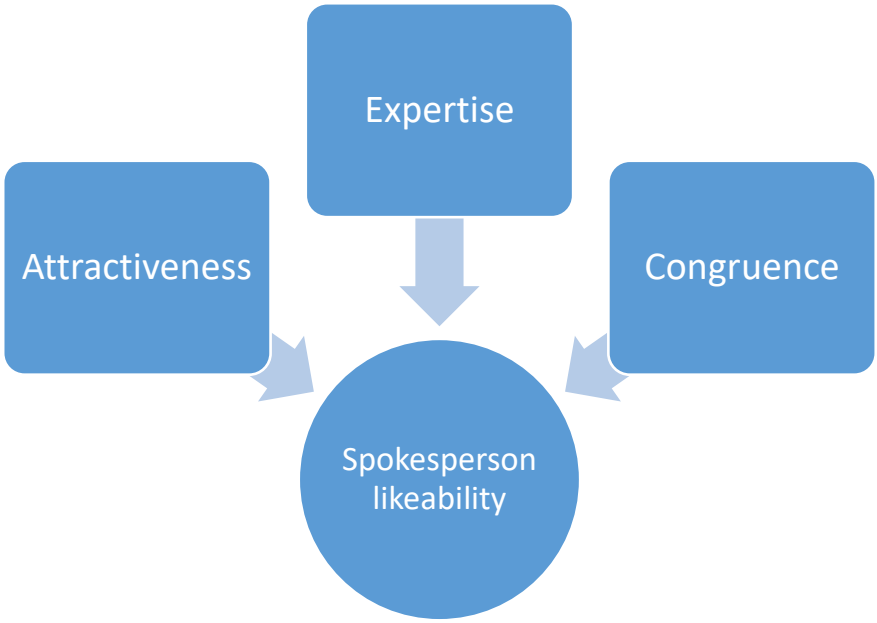

Figure IV. 1 A consolidated model on spokesperson likeability

The model is depicted in **Figure. IV.1** has been developed to visualize the answers to this research question. The model is a simplified version of the model developed by Fleck-Dousteyssier et al. (2012) that is derived from Bergvist and Rossiter (2008) and Bergkvist and Rossiter (2008). This presented model shows how attractiveness, expertise, and congruence are facets of a spokesperson's likeability. It is possible to expand or significantly change the model as it is presented in an elementary form to include the possibility to include other likeability facets that were not explored in this research. Following the model above, the following section will provide a summary and series of recommendations for improving the 'likeability' of the upcoming spokesperson during a crisis.

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IV.3.1 Emphasizes expertise rather than attractiveness and then congruence

Although the result from the research indicates that attractiveness and expertise have an equal impact on spokesperson likeability, a competent person would be ideal for fulfilling the role of a spokesperson. Their background information, experience, and track record, along with the need to provide impromptu information while handling the media, are necessary to be a spokesperson during a crisis. While attractiveness plays a role, the relevant stakeholders greatly appreciate a standard formal look and a clean outfit. Additionally, congruence is also important for a spokesperson as it positively affects message effectiveness and media relation activities.

IV.3.2 Appoint specialized staff for the role of spokesperson

Spokespersons played an important role during the COVID-19 pandemic as they were significant in publishing information, curbing hoaxes and disinformation, and serving as a nexus of information for the public.

With the quickly changing conditions of the pandemic and the ever-evolving discourses, the government may need to consider allocating specialized personnel as a spokesperson. The current spokesperson holds another permanent post within their organization, reducing their adequate time to serve as a spokesperson. For instance, during the time of the appointment as a spokesperson, (1) Siti Nadia Tarmizi held the position of Director for Prevention and Control of Contagious Diseases; (2) Wiku Adisasmito is a lecturer at the University of Indonesia; (3) Lucia Rizka Andalucia is General Director for Pharmacy and Health Apparatuses; and (4) Bambang Heriyanto is Corporate Secretary.

Specialized personnel would have more opportunities to conduct proper media relations activity and collate comprehensive information for the public. They can also forge personal relations with the media or key public stakeholders.

IV.3.3 Bridge the congruency gap through pop culture and humor

The usage of pop culture references and humor has been prevalent in marketing communications (Faculj & Lekaj, 2021; Núñez-Barriopedro et al., 2019). At the

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most basic level, humor grabs attention and connects to people, eliciting positive associations, which also creates a lasting impression.

While pop culture is represented in people's everyday lives (Faculj & Lekaj, 2021), it encompasses various elements of life, such as books, movies, brands, and even internet memes. Leveraging familiar aspects of life positively impacts marketing communications, and there is a potential to be replicated within the scope of a spokesperson.

Although, there is a concern that using these two elements could dilute the 'seriousness' of the topic, taking away the audience's attention from the core of the message towards the humor or pop-culture references. Referring to a paper by Grigaliunaite and Pileiene (2015), it is suggested to use this element on type of celebrities, average consumers, and animated characters – although there may be an exception to use these elements on experts or employees depending on the situation or context.

While there are cases that already reflected the usage of these elements in the most recent government efforts, the discussion still lacks within the scope of academic studies or papers. The element of humor and pop culture could be used in a grounded approach and consistent for a selected spokesperson or influencer relative imagery. If it was used in such a way, it could positively impact the spokesperson's congruency and, therefore, positively impact the institutions/organization it represents. One of a few examples of a successful attempt to utilize humor or pop culture is the US President Barrack Obama during the 2015 White House Correspondent Dinner. During his speech, he invited Keegan-Michael Key to be his anger translator, expressing Obama's anger and frustration.

Humor and pop culture are interesting topics to follow after this study. When utilizing a spokesperson, the scope could extend from government organizations to private sectors. Thus, could the congruence element extend beyond the normal two facets of relevancy and expectancy?

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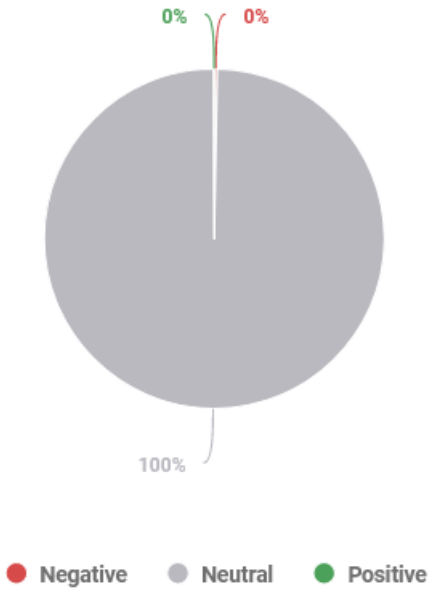
APPENDIXES

Appendix A – Brandwatch Conversation Analysis

The focus of conversation:

Conversations regarding recent pandemic development, health socialization and education, and regulatory updates – with some CSR news – dominate the online discourses from the news outlet. Since the topic of COVID-19 is sensitive and sometimes contentious, most conversations tend to keep their tone neutral. It is reflected in the Brandwatch findings from 1,389,663 samples; 100% are neutral – although some negatively covered the topic. Some of the examples in news tonality are regarding regulatory updates (suara.com & mediaindonesia.com) that talk about how the pandemic developed over the period from a neutral standpoint. Another example is an op-ed with negative tonality (kompasiana.com) that criticize the government's lack of effort in handling the current pandemic. Negative articles have a moderate potential to be politically charged against the current ruling regime.



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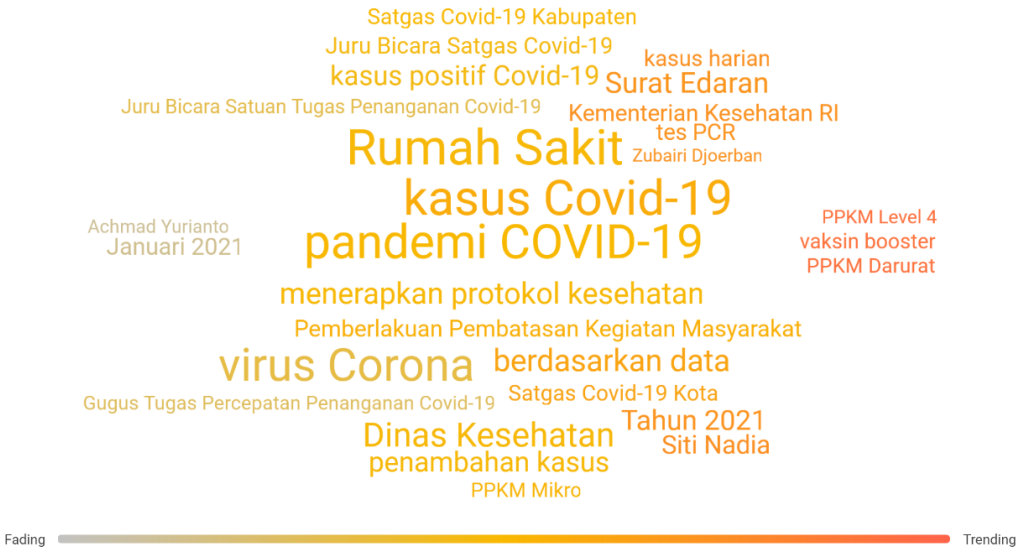
Trend Analysis:

From data intelligence to we are seeing trend in conversation regarding ‘pandemi covid-19’, ‘vaksinasi covid-19’, ‘protokol kesehatan’, ‘siti nadia’, ‘juru bicara satgas covid-19’, ‘ppkm’ and ‘vaksin booster’. This topic generates significant topics from news outlets, including press releases, business articles, editorials, op-eds, and videos. Since two of the trends are related to spokesperson, it signifies significant attention to the role of spokesperson during the COVID-19 pandemic.



Appendix A.1 Individual conversation analysis

A.1.1 Siti Nadia Tarmizi

- **Coverage:**
    - There are 79,054 mentions of the keywords ‘siti nadia tarmizi’, a 19.81K% increase in mentions compared to the previous period.
    - The mentions were made by 8,738 unique authors, a 6,277% increase to the similar range of the previous period

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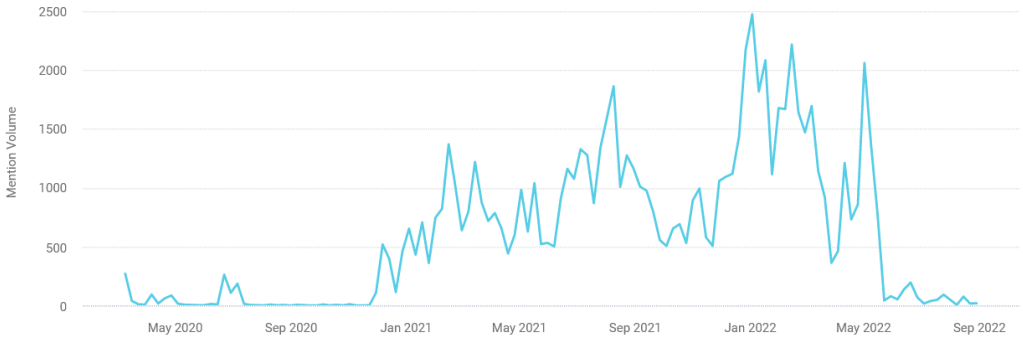

- **Mention peaks analysis**

Mention Peaks Period	**Period Analysis**
15 February 2021	There is a spike in mentions related to the keywords in conversations regarding the side effects of the second dose of the Sinovac vaccine. The Ministry of Health discourse informs the public regarding the light side effect from the second dose of the vaccine. Most of the news articles covered the topic in a neutral tone
15 August 2021	During this period, there was an increased conversation regarding the government's strategy to boost the vaccination rate and relaxation of the social restriction policy to restart the economy. During this period, an additional conversation regarding the government's push to reduce PCR test prices is also prevalent. Overall, the news articles written during that period are neutral in tonality.
9 January 2022	In this period, our analysis found that there is increasing coverage of omicron surges, restricted access for paid boosters, and foreign arrival closure. News regarding foreign arrival closure and the omicron surge were covered in neutral to positive tonality. At the same time, restriction in accessing spent boosters was mostly covered in negative tonality.
23 January 2022	In this period, most of the conversation is regarding omicron case development, relaxation of social restrictions for face-to-face education, and omicron suppression. Most of the news related to this topic is covered in neutral tonality.
20 February 2022	Most of the news articles in this period are conversing about the decline of omicron-positive cases and the effectiveness of vaccination and social distancing policies in curbing the

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	disease. The conversations that we found in the articles are mostly neutral and positive.
13 March 2022	At this peak, we found that conversations are mostly regarding the increasing number of vaccinated individuals in Indonesia, the deltacron variant, and pandemic development. Most of the news articles in this period are neutral in tonality.
17 April 2022	Conversations in this peak are mostly about anticipatory measures for COVID-19 approaching the month of Ramadhan and vaccination progress. News articles in this period are mostly neutral
8 May 2022	The pandemic has become a norm in this period - most of the conversations on the news outlet are about the surge of acute hepatitis in Indonesia. The discussion is mostly about how social security (BPJS) will cover the disease treatment cost.

- **Top sites**

	MENTIONS				IMPACT	SITE VISITORS		LOCATION	REACH
SITE NAME	MENTIONS	POS	NEG	NEU	AVERAGE	VISITORS/MONTH	TOP AUTHORS		AVERAGE
line.me	7 600	1	7	7 592	45	49 867 000	n/a	Indonesia	4 296
antaranews.com	4 008	0	1	4 007	32.1	1 102 000	n/a	Indonesia	594
tribunnews.com	3 258	0	3	3 255	42	12 333 000	n/a	Indonesia	3 008
siapgrak.com	2 216	1	6	2 209	0	0	n/a	Indonesia	0
rctiplus.com	2 125	0	5	2 120	0	0	n/a	Indonesia	0
kurio.id	1 988	2	4	1 982	0	0	n/a	Indonesia	0
pikiran-rakyat.com	1 981	0	1	1 980	30.3	868 000	n/a	Indonesia	480
kompas.com	1 980	0	2	1 978	39.9	10 821 000	Haryanti Puspa Sari	Indonesia	2 849
indonesiatoday.co.id	1 717	0	0	1 717	0	0	n/a	Indonesia	0
detik.com	1 618	0	0	1 618	43.5	22 573 000	n/a	Indonesia	3 672
Total for top sites	**28 491**	**4**	**29**	28 458		**97 564 000**			

- From the data gathered from the intelligence tools, we find that most of the news sources came from the content aggregators, namely:
  - Line.me
  - Siapgrak.com
  - Indonesiatoday.co.id
  - Kurio.id
- Other identified news sources are:
  - Antaranews.com (state-funded news agency, tier-1)
  - Tribunnews.com (tier-2)
  - Rctiplus.com (tier-2)
  - Pikiran-rakyat.com (tier-2)

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- Kompas.com (tier-1)
- Detik.com (tier-1)

- **Word Cloud**
  - The following are the keywords that relate to “siti nadia tarmizi’. The results are aligned with the volume trends analysis, as the topics have a high correlation with ‘covid-19’, vaccination’ (*vaksinasi*), ‘spokesperson’ (*juru*), and ‘ministry’ (*kementerian*).

- **Trend Analysis**
  - Topics regarding ‘Nadia says’ (*nadia mengatakan*), ‘kasus covid-19’ (*covid-19 cases*), ‘covid-19 protocols’ (protokol covid-19), ‘get vaccinated’ (mendapatkan vaksinasi), booster vaccination (vaksinasi booster), and ‘get booster dosage’ (*mendapatkan booster*) shows an increasing frequency over the period analysis. This shows that the spokesperson is playing a highly prevalent role in the COVID-19 communications activity.

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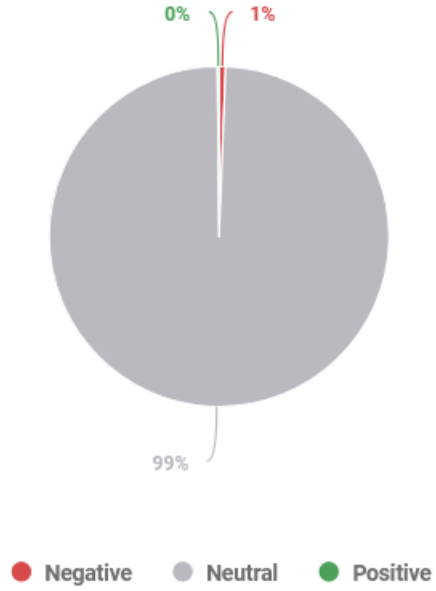
- **Tonality Analysis**

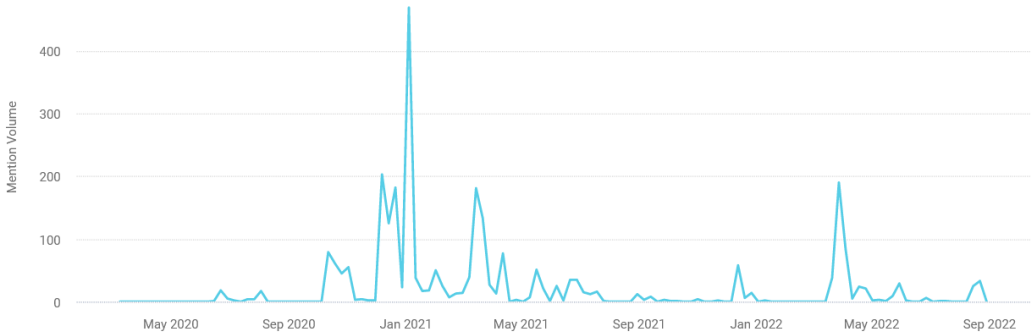


  - Over the course of the period analysis, most of the conversations are covered in neutral tonality

A.1.2 Lucia Rizka Andalucia

- **Coverage:**
  - There are 2,768 mentions of the keywords ‘lucia rizka andalucia’, a 138.3K% increase in mentions compared to the previous period.
  - The mentions were made by 691 unique authors, a 69K% increase to the similar range of the previous period

Koleksi digital milik UPT Perpustakaan ITB untuk keperluan pendidikan dan penelitian



- **Mention peaks analysis**

Mention Peaks Period	**Period Analysis**
18 October 2020	The first spike is when the BPOM inspects the quality of vaccines in China. The discourse is about how BPOM ensures that the quality of Sinovac vaccines is fit for national distribution. Most of the topics are covered in neutral and some negative tonality.
10 December 2020	In this period, there has been a substantial increase in conversation regarding the clinical test of the Sinovac vaccine. Much of the discourse is regarding the clinical phase of the vaccine by BPOM. At the same time, some conversation is about the prohibition of vaccine usage before the clinical test result is announced. Most of the conversation is covered in a neutral tone.
10 January 2021	During this period, there was a significant increase in conversation regarding the 3rd phase of clinical testing for the Sinovac vaccine and fact-checking regarding the side effect of the Sinovac vaccine. Most of the discourse is regarding the latest progress of the Sinovac clinical test and the upcoming schedule of the first public vaccination effort. In addition, there are numerous fact-checking and hoax-busting news regarding the side effect of the Sinovac vaccine starting from penis enlargement to a conspiracy theory that 'vaccines' are being used to kill religious leaders. Most of the topics are covered in neutral to negative tonality.

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7 February 2021	In this period, most of the conversation is regarding vaccines for the elderly. Most of the news conversation in this period is neutral tonality.
21 March 2021	At this peak, most of the conversation revolves around the Astra Zeneca (AZ) vaccine. Most of the conversations are related to the approval of the AZ vaccine for public usage and its 'halalness.' Most of the conversations are in neutral tonality.
16 April 2021	There is a significant increase in conversation during this period due to increased attention towards the domestically made vaccine development program "Nusantara." Most of the news during this period is regarding the unwanted side effects of the vaccine and how the vaccine does not pass BPOM's standard.
19 May 2021	Conversations on this peak are mostly regarding the follow-up symptoms of the AZ vaccine and Lianhua Qingwen Capsules (LQC). Most of the conversations are revolving BPOM's safety recommendation for AZ and the withdrawal of the market permit for LCQ. Most of the conversations are in neutral tonality.
31 March 2022	As the pandemic spreads slows down and the vaccination rate increases, the conversation during this period is mostly regarding booster/3rd jab procurement. Most news article conversations revolve around 'halal' vaccine procurement for boosters. Most of the conversations are in neutral tonality

- **Top sites**

	MENTIONS				IMPACT	SITE VISITORS		LOCATION	REACH
SITE NAME	MENTIONS	POS	NEG	NEU	AVERAGE	VISITORS/MONTH	TOP AUTHORS		AVERAGE
line.me	218	0	1	217	45	49 867 000	n/a	Indonesia	4 296
kurio.id	115	0	0	115	0	0	n/a	Indonesia	0
antaranews.com	113	0	0	113	32.1	1 102 000	n/a	Indonesia	594
tribunnews.com	109	1	0	108	42	12 333 000	n/a	Indonesia	3 008
msn.com	91	0	0	91	96.2	2 147 483 647	n/a	Indonesia	4 981
detik.com	86	0	0	86	43.5	22 573 000	n/a	Indonesia	3 672
okezone.com	55	0	0	55	35.3	3 000 000	n/a	Indonesia	1 343
cnnindonesia.com	54	0	0	54	35.3	3 036 000	n/a	Indonesia	1 355
skanaa.com	51	0	0	51	8.4	10 000	n/a	Indonesia	6
yahoo.com	47	0	0	47	95.8	1 873 020 000	n/a	Indonesia	4 978
Total for top sites	**939**	**1**	**1**	937		**4 112 424 647**			

- From the data gathered from the intelligence tools, we find that most of the news sources came from content aggregators, namely:
  - Line.me
  - Skaana.id

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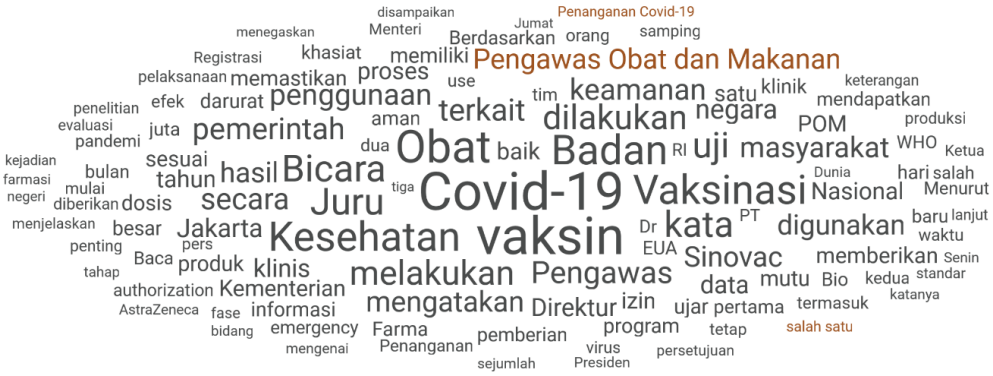
- Kurio.id
- MSN.com
- Yahoo.com

- Other identified news sources are:
  - Antaranews.com (state-funded news agency, tier-1)
  - Tribunnews.com (tier-2)
  - Detik.com (tier-1)
  - Okezone.com (tier-2)
  - CNN Indonesia (tier-1)

Word Cloud



- The following are the keywords that relate to “Lucia Rizka Andalusia.” The results are aligned with the volume trends analysis, as the topics have high correlation with ‘covid-19’, vaccination’ (*vaksinasi*), ‘spokesperson’ (*juru*) and ‘health’ (*kesehatan*).

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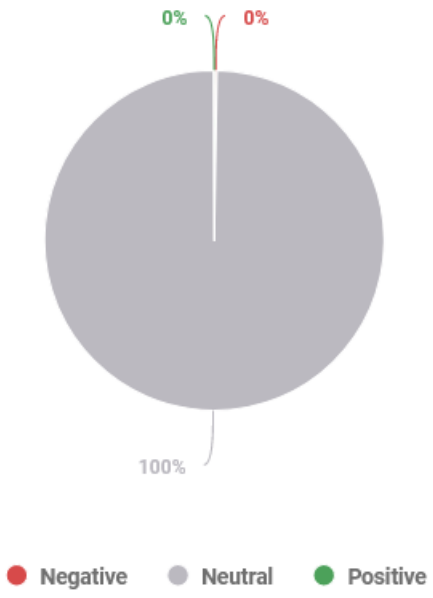
- **Trend Analysis**

  - Topics regarding ‘Lucia Rizka Andalusia,’ ‘program vaksinasi’ (*vaccination program*), ‘emergency use authorization,’ ‘BPOM’s spokesperson’ (juru bicara dari BPOM), show an increasing frequency over the period analysis. The trend shows that the spokesperson plays a prevalent role in the COVID-19 communications activity.

- **Tonality Analysis**



  - Over the course of the period analysis, most of the conversations are covered in neutral tonality

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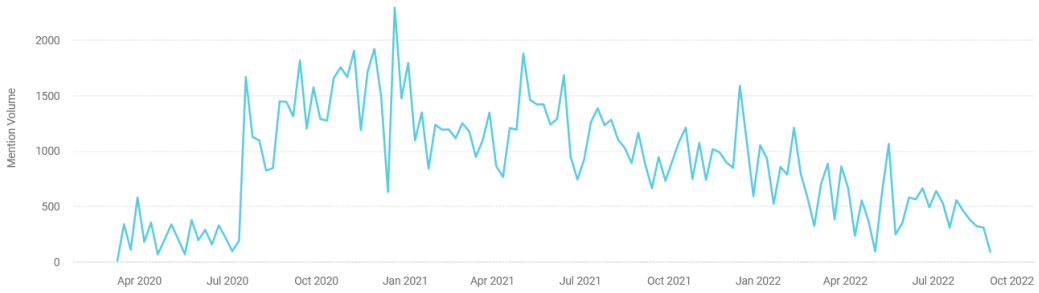
A.1.3 Wiku Adisasmito

- **Coverage:**
    - There are 116,540 mentions of the keywords ‘wiku adisasmito’, an 80.83K% increase in mentions compared to the previous period.
    - The mentions were made by 12,697 unique authors, a 69K% increase to the similar range of the previous period



- **Mention peaks analysis**

Mention Peaks Period	**Period Analysis**
25 July 2020	The first spike is when the task force intensifies the socialization of COVID-19. During this period, most of the conversation revolved around increasing awareness of COVID-19 cluster areas, the number of COVID-19 cases, COVID-19 vaccination efforts, and safety protocols. Most of the conversations are neutral in tonality.
20 September 2020	During this period, there was a substantial increase in conversation regarding safety protocols. Many discourses revolve around COVID-19 development and safety protocol during the local/district election (Pilkada). Most of the conversations are neutral in tonality.
9 – 30 November 2020	During and between these two peaks, there is intense communication about COVID-19 safety protocols. Most of the conversation serves as a public reminder, and the topics are neutral.
27 December 2020	During this period, there was a substantial increase in conversation regarding safety protocols. Much of the discourses revolve around COVID-19 development, COVID-19 testing

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	price, vaccine distribution, and the increase in COVID-19 cases. Most of the conversations are neutral in tonality.
10 January 2021	At this peak, most of the conversation revolves around the face-to-face learning discourse and the first wave of the vaccination program. Most of the conversations are in neutral tonality.
3 May 2021	As Ramadhan approaches its peak, most conversations are regarding safety protocols during Ramadhan homecoming and strict COVID-19 checkpoints to prevent the spread of the disease. Most of the conversation is covered in neutral tonality.
14 June 2021	There is a significant increase in conversation during this period. Increased attention toward the delta variant of COVID-19 causes it. Most of the news during this period are regarding the increase in the number of delta case nationally and the safety protocols. Most of the conversation is covered in neutral tonality.
19 December 2021	During this period, there is increased attention toward the omicron variant of the disease. Hence, approaching the Christmas and New Year holidays, most conversations are regarding raising awareness of the variant and public reminders towards safety protocols. Most of the conversation is covered in neutral tonality.
13 February 2022	In this period, most of the conversation is focused on the importance of child COVID-19 vaccination. Most of the conversation is covered in neutral tonality.
22 May 2022	During this period, most of the conversations are mostly regarding the passing of Achmad Yurianto (govt. COVID-19 spokesperson).

- **Top sites**

	MENTIONS				IMPACT	SITE VISITORS		LOCATION	REACH
SITE NAME	MENTIONS	POS	NEG	NEU	AVERAGE	VISITORS/MONTH	TOP AUTHORS		AVERAGE
line.me	10 142	0	13	10 129	45	49 867 000	n/a	Indonesia	4 296
antaranews.com	5 229	0	4	5 225	32.1	1 102 000	n/a	Indonesia	594
tribunnews.com	5 176	0	7	5 169	42	12 333 000	n/a	Indonesia	3 008
msn.com	5 064	0	5	5 059	96.2	2 147 483 647	n/a	Indonesia	4 981
kurio.id	3 488	1	4	3 483	0	0	n/a	Indonesia	0
republika.co.id	3 312	0	1	3 311	35.4	3 133 000	n/a	Indonesia	1 386
skanaa.com	2 195	1	4	2 190	8.4	10 000	n/a	Indonesia	6
detik.com	2 191	0	3	2 188	43.5	22 573 000	n/a	Indonesia	3 672
yahoo.com	2 187	5	4	2 178	95.8	1 873 020 000	n/a	Indonesia	4 978
rctiplus.com	1 941	0	3	1 938	0	0	n/a	Indonesia	0
Total for top sites	**40 925**	**7**	**48**	**40 870**		**4 109 521 647**			

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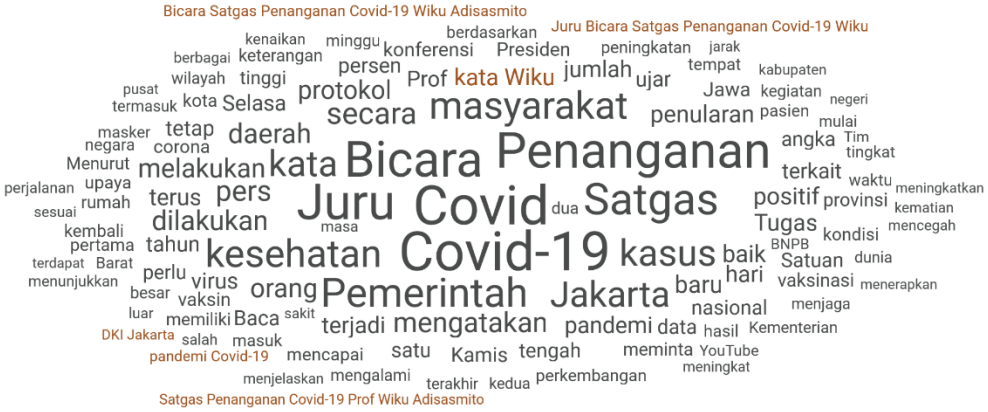
- From the data gathered from the intelligence tools, we find that most of the news sources came from content aggregators, namely:
  - Line.me
  - Skaana.id
  - Yahoo.com
  - Kurio.id
  - MSN.com
- Other identified news sources are:
  - Antaranews.com (state-funded news agency, tier-1)
  - Tribunnews.com (tier-2)
  - Republika.co.id (tier-2)
  - Detik.com (tier-1)
  - Okezone.com (tier-2)
  - Rctiplus.com (tier-1)

Word Cloud



- The following are the keywords that relate to “wiku adisasmito”. The results align with the volume trends analysis, as the topics have a high correlation with ‘covid-19’, taskforce (*satgas*) *vaccination’* (*vaksinasi*), ‘spokesperson’ (*juru*), and ‘wiku said’ (*kata wiku*).

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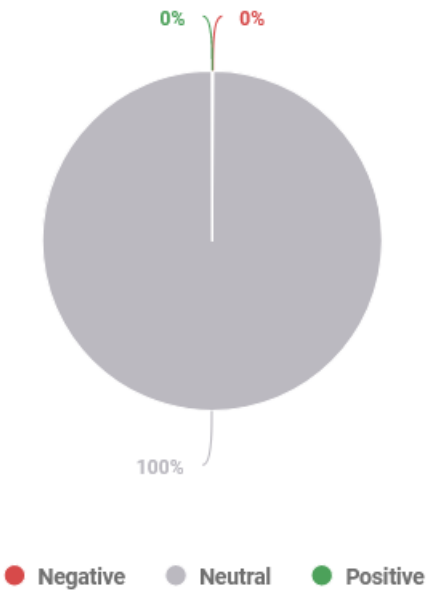
- **Trend Analysis**

  - Topics regarding 'COVID-19 Task Force Wiku Adisasmito' (*'juru bicara satgas penanganan COVID-19 Wiku Adisasmito'*, 'Government Spokesperson for COVID-19 Handling' (*juru bicara pemerintah untuk penanganan Covid-19*) shows an increasing frequency over the period analysis. That means the spokesperson plays a prevalent role in the COVID-19 communications activity.

- **Tonality Analysis**

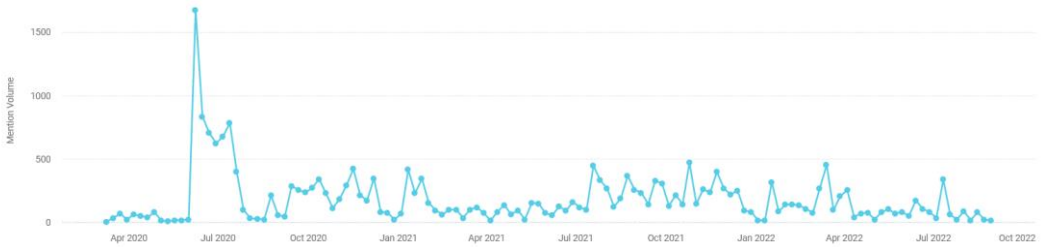


  - Over the course of the period analysis, most of the conversations are covered in neutral tonality

Koleksi digital milik UPT Perpustakaan ITB untuk keperluan pendidikan dan penelitian

A.1.4 Reisa Broto Asmoro

- **Coverage:**
  - There are **23,015** mentions of the keywords 'reisa broto asmoro', a 4,413% increase in mentions compared to the previous period.
  - The mentions were made by **3,872** unique authors, a 1,906% increase to the similar range of the previous period



- **Mention peaks analysis**

Mention Peaks Period	Period Analysis
14 June 2020	The first and most prominent spike is regarding Reisa Broto Asmoro is dominated by conversations regarding food nutrition and health maintenance from Reisa. Additionally, there are some conversations about Reisa's appointment as the official spokesperson of the COVID-19 task force and the socialization of health protocols in public spaces. Most of the conversations are neutral in tonality.
19 July 2020	The second most prominent spike in the volume analysis is mostly about the conversation about the negative stigma that COVID-19 patients and healthcare workers received. On the sides of that conversation are statements about the effectiveness of the rapid test and how it can help with tracking cases, COVID-19 cases update, and some celebrity talks about Reisa. Most of the conversations are neutral in tonality.
14 August – 14 September 2020	Conversations within this period are about education on stunting, mask usage socialization, and COVID-19 family clusters. Most of the conversations are neutral in tonality.

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16 November 2020 – 25 February 2021	Conversations within this period are about the governments' vaccination campaign, vaccination progress, and vaccination socialization. Most of the conversations are neutral in tonality.
19 July – 13 December 2021	Conversations within this period are about childhood vaccination socialization and awareness, importance vaccination, mask socialization, vaccination progress, and health protocol socialization following Christmas and New Year holidays. Most of the conversations are neutral in tonality.
17 January – 14 March 2022	Conversations around this period are about the new variant of the omicron and the deltacron disease and the importance of heeding the health protocols to prevent the spread of the new variant. Most of the conversations are neutral in tonality.
14 June 2021	There is a significant increase in conversation during this period. It is due to increased attention toward the delta variant of COVID-19. Most of the news during this period are regarding the increase in the number of delta case nationally and the safety protocols. Most of the conversation is covered in neutral tonality.
19 July 2022	Conversations during this period are about the socialization of health protocol. Most of the conversation in this period is neutral in tonality.

- **Top sites**

	MENTIONS				IMPACT	SITE VISITORS		LOCATION	REACH
SITE NAME	MENTIONS	POS	NEG	NEU	AVERAGE	VISITORS/MONTH	TOP AUTHORS		AVERAGE
line.me	1 950	7	0	1 943	45	49 867 000	n/a	Indonesia	4 296
tribunnews.com	1 883	1	2	1 880	42	12 333 000	n/a	Indonesia	3 008
antaranews.com	1 420	0	1	1 419	32.1	1 102 000	n/a	Indonesia	594
pikiran-rakyat.com	772	4	5	763	30.3	868 000	n/a	Indonesia	480
msn.com	723	4	0	719	96.2	2 147 483 647	n/a	Indonesia	4 981
okezone.com	642	3	2	637	35.3	3 000 000	n/a	Indonesia	1 343
kurio.id	510	6	0	504	0	0	n/a	Indonesia	0
yahoo.com	477	0	0	477	95.8	1 873 020 000	n/a	Indonesia	4 978
republika.co.id	471	0	0	471	35.4	3 133 000	n/a	Indonesia	1 386
skanaa.com	408	2	2	404	8.4	10 000	n/a	Indonesia	6
Total for top sites	**9 236**	**27**	**12**	**9 197**		**4 090 816 647**			

- From the data gathered from the intelligence tools, we find that most of the news sources came from content aggregators, namely:
  - Line.me
  - Kurio.id
  - Skaana.id
  - MSN.com
  - Yahoo.com
- Other identified news sources are:
  - Antaranews.com (state-funded news agency, tier-1)

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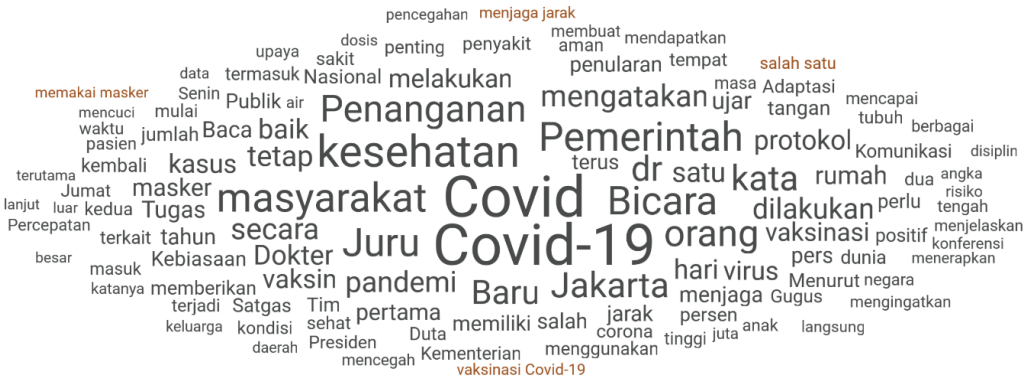
- Tribunnews.com (tier-2)
- Pikiran-rakyat.com (tier-2)
- Okezone.com (tier-2)
- Republika.co.id (tier-1)

Word Cloud



- The following are the keywords that relate to “reisa broto asmoro”. The results are aligned with the volume trends analysis, as the topics have a high correlation with healthcare protocols with an emphasis on society *(masyarakat)*, and habit (*kebiasaan*).

- **Trend Analysis**

- Topics regarding ‘COVID-19 Task Force Spokesperson‘ (*juru bicara pemerintah untuk penangangan Covid-19)*, new normal Reisa Broto Asmoro (*kebiasaan baru reisa broto asmoro)*, and Covid-19 and new normal ambassador (*Covid-19 dan duta adaptasi*

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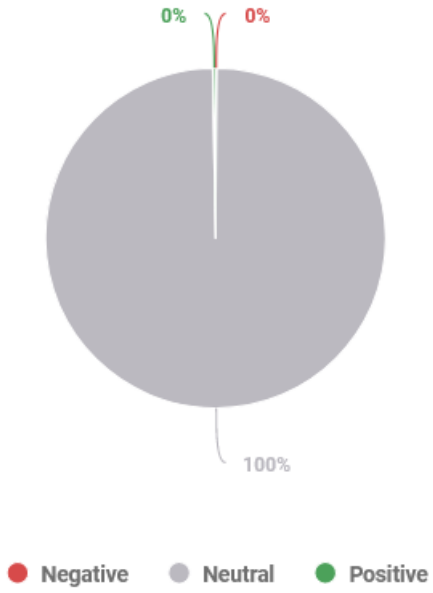
kebiasaan baru) shows an increasing frequency over the period analysis.

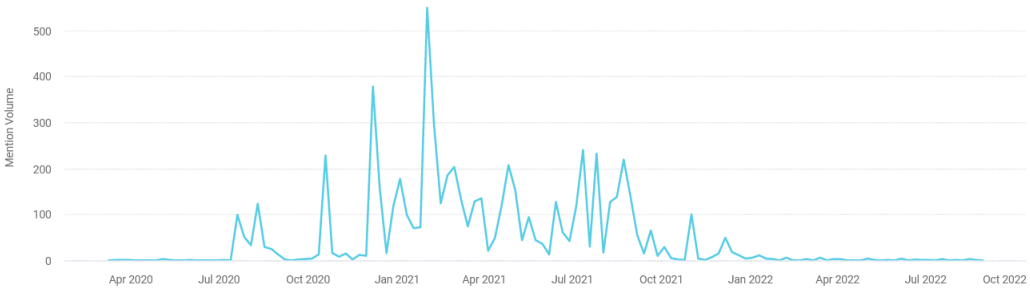
- **Tonality Analysis**



  - Over the course of the period analysis, most of the conversations are covered in neutral tonality

A1.5 Bambang Heriyanto

- **Coverage:**
  - There are 6,340 mentions of the keywords ‘bambang heriyanto’, a 5319% increase in mentions compared to the previous period.
  - The mentions were made by 1243 unique authors, a 2386% increase to the similar range of the previous period.



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- **Mention peaks analysis**

Mention Peaks Period	Period Analysis
20 July – 10 August 2020	The increase in mention regarding Bambang Heriyanto is regarding handling the first batch of the Sinovac vaccine, halal certification of the Sinovac vaccine, and the vaccination of West Java's Governor Ridwan Kamil. Most of the conversation is neutral in tonality.
19 October 2020	The first significant peak of conversation is about the clinical trial of the Sinovac vaccine, vaccine price, and government target for vaccine production. Most of the conversation is neutral in tonality.
7 December 2020	The second most significant conversation is about clarifying Biofarma's plan to implement vaccination pre-order. Most of the conversation is neutral in tonality.
10 January 2021	Conversations within this period are about the governments' vaccination procurement, Biofarma's distribution capability and accountability, and vaccine side effects. Most of the conversation is neutral in tonality.
7 February 2021	The most significant peak conversation is about Biofarma's clearance for Sinovac vaccine distribution for the general public and the elderly. Talks about vaccine procurement, side effect socialization, and vaccine availability also follow the conversation. Most of the conversation is neutral in tonality.
1 March 2021	Conversation in this period is mostly announcements on vaccine products that are licensed in Indonesia and socialization on fake vaccines. Most of the conversation in this period is neutral in tonality.
12 July – 23 August 2021	During this period, most of the conversation is about Biofarma's vaccine procurement, distribution target, and vaccination progress. Most of the conversation in this period is neutral in tonality.
4 November 2021	Most of the conversation in this period's final peak is about vaccine procurement for children. Most of the conversation in this period is neutral in tonality.

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- **Top sites**

	MENTIONS				IMPACT	SITE VISITORS		LOCATION	REACH
SITE NAME	MENTIONS	POS	NEG	NEU	AVERAGE	VISITORS/MONTH	TOP AUTHORS		AVERAGE
line.me	645	0	0	645	45	49 867 000	n/a	Indonesia	4 296
kurio.id	319	0	0	319	0	0	n/a	Indonesia	0
antaranews.com	269	0	0	269	32.1	1 102 000	n/a	Indonesia	594
msn.com	221	0	0	221	96.2	2 147 483 647	n/a	Indonesia	4 981
tribunnews.com	191	0	0	191	42	12 333 000	n/a	Indonesia	3 008
bisnis.com	151	0	0	151	32.1	1 090 000	n/a	Indonesia	588
okezone.com	144	0	0	144	35.3	3 000 000	n/a	Indonesia	1 343
skanaa.com	137	0	0	137	8.4	10 000	n/a	Indonesia	6
yahoo.com	120	0	1	119	95.8	1 873 020 000	n/a	Indonesia	4 978
sindonews.com	108	0	0	108	34.2	1 494 000	Suparjo Ramalan	Indonesia	773
Total for top sites	**2 305**	**0**	**1**	**2 304**		**4 089 399 647**			

- From the data gathered from the intelligence tools, we find that most of the news sources came from content aggregators, namely:
  - Line.me
  - Kurio.id
  - Skaana.id
  - MSN.com
  - Yahoo.com
- Other identified news sources are:
  - Antaranews.com (state-funded news agency, tier-1)
  - Tribunnews.com (tier-2)
  - Bisnis.com (tier-1)
  - Pikiran-rakyat.com (tier-2)
  - Okezone.com (tier-2)
  - Sindonews.com (tier-2)

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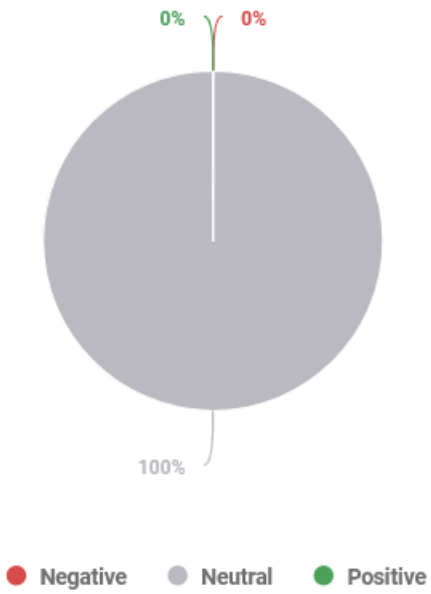
Word Cloud

- The following are the keywords that relate to “bambang heriyanto”. The results are aligned with the volume trends analysis, as the topics have a high correlation with vaccination procurement efforts with an emphasis on ‘vaccination’ *(vaksinasi)*, and ‘Sinovac’ (*sinovac*).

- **Trend Analysis**

- Topics regarding ‘vaccination number’ *(jumlah vaksin)* and ‘spokesperson biofarma’ *(juru bicara bio farma*) show an increasing frequency over the period analysis.

- **Tonality Analysis**



  - Over the course of period analysis most of the conversation are covered in neutral tonality

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Appendix B – Interview Guidelines

Likeability Factor and Public Perception in Indonesia Spokesperson as a Public Campaign Representative During COVID-19 Interview Guidelines

To understand the role of the spokesperson during the COVID-19 pandemic, this research will conduct a qualitative assessment based on interviews on the subject of the selected spokesperson below:

1. Siti Nadia Tarmizi, Chief of Communication Bureau and Public Service for the Indonesian Ministry of Health
2. Lucia Rizka Andalusia, Directorate General of Pharmacy and Medical Apparatus (BPOM)
3. Wiku Adisasmito, Spokesperson for the Indonesian COVID-19 Handling Acceleration Task Force (Satgas COVID-19)
4. Reisa Broto Asmoro, Spokesperson for the Indonesian COVID-19 Handling Acceleration Task Force (Satgas COVID-19)
5. Bambang Heriyanto, Spokesperson for the Biofarma

Each interview will be conducted for around 30-45 minutes, with a maximum of 60 minutes per interview. The interview will be recorded and transcribed for limited distribution based on the research needs.

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Appendix B.1 Areas to be explored during the interview:

Areas	Siti Nadia Tarmizi	Lucia Rizka Andalusia	Wiku Adisasmito	Reisa Broto Asmoro	Bambang Heriyanto
Challenges	Spokesperson challenges in communication messages towards the public as a governmental institution	Spokesperson challenges in communicating messages to the public as a governmental agency	Spokespersons' challenges in communicating messages to the public as the primary task force in handling COVID-19	Spokespersons' challenges in communicating messages to the public as the primary task force in handling COVID-19	Spokesperson challenges in communicating messages to the public as a public-owned enterprise
Internal selection of spokesperson	Understanding the standard internal procedure for the Ministry of Health spokesperson *Current gaps to support the performative aspect of the spokesperson based on experience.*	Understanding the standard internal procedure for the BPOM *Current gaps to support the performative aspect of the spokesperson based on experience.*	Understanding the standard internal procedure for the COVID-19 Handling Acceleration Task Force *Current gaps to support the performative aspect of the spokesperson based on experience.*	Understanding the standard internal procedure for the COVID-19 Handling Acceleration Task Force *Current gaps to support the performative aspect of the spokesperson based on experience.*	Understanding the standard internal procedure for the public-owned enterprise *Current gaps to support the performative aspect of the spokesperson based on experience.*
Stakeholders	Working level and cross-team/function coordination. What's done right and improvement needed.	Working level and cross-team/function coordination. What's done right and improvement needed.	Working level and cross-team/function coordination. What's done right and improvement needed.	Working level and cross-team/function coordination. What's done right and improvement needed.	Working level and cross-team/function coordination. What's done right and improvement needed.
Role of spokesperson	Importance of a spokesperson during the COVID-19 pandemic Vision for the future roles of spokesperson	Importance of a spokesperson during the COVID-19 pandemic Vision for the future roles of spokesperson	Importance of a spokesperson during the COVID-19 pandemic Vision for the future roles of spokesperson	Importance of a spokesperson during the COVID-19 pandemic Vision for the future roles of spokesperson	Importance of a spokesperson during the COVID-19 pandemic Vision for the future roles of spokesperson

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Appendix B.2 – Question list

English

Introduction

1. How long have you been with the media? How long have you been working at your current desk?
2. Where did you work before being designated at your current desk?

Perception regarding official governmental spokesperson

1. How do you see the role of a spokesperson in supporting the government's effort to curb the COVID-19 disease? Do you think spokespersons are important?
2. [Show profiles] how likable in terms of attractiveness and expertise are these spokespersons?
3. Are there any improvement areas you identified while engaging with the official spokesperson?
4. Do you think a likable spokesperson would be more appropriate when communicating with the media and public?
    a. How about their experience and credibility?
    b. How about their congruence with the institution that they represented? Would it be better to select what your stakeholders expect or what is more relevant?
5. What is your vision for the future role of a spokesperson in public health outreach, and how do you see a spokesperson playing a role?

Challenges

1. What are the biggest challenges that are being faced by the media when relaying government messages during the pandemic? Can a spokesperson resolve this issue?
    a. How about access to policy and information regarding COVID-19?
2. What are the root causes of the communication challenges that you mentioned?
3. Were there any efforts by the government in the past to address the challenges? How?

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Bahasa Indonesia

Daftar pertanyaan untuk representatif media

Untuk memahami peran juru bicara selama pandemi Covid-19, peneliti akan melaksanakan studi kualitatif dengan mewawancara rekan-rekan media.

Setiap wawancara akan dilaksanakan selama 30 – 45 menit, maksimal 60 menit per wawancara. Wawancara akan direkam dan ditranskrip untuk kebutuhan dokumentasi riset.

Daftar pertanyaan

Pembukaan/Perkenalan

1. Sudah berapa lama di bekerja di media? Sudah berapa lama di redaksi Anda?
2. Sebelum di redaksi yang Anda tempati sekarang, sebelumnya ditempatkan di mana?

Persepsi mengenai juru bicara dari pemerintah

1. Bagaimana pandangan Anda terkait peran juru bicara dalam mempercepat penanganan pandemi Covid-19? Apakah menurut Anda juru bicara penting?
2. Dari beberapa juru bicara resmi pemerintah yang mewakili institusi BPOM, Satgas Covid-19, Kemenkes dan Biofarma, apakah juru bicara yang mudah disukai lebih layak untuk mewakili institusi-institusi tersebut?
    a. menurut Anda apakah mereka perlu berpenampilan menarik?
    b. Apakah mereka perlu juga memiliki latar belakang keahlian dan pengalaman yang cukup kuat?
3. Apakah menurut Anda ada yang harus ditingkatkan dalam peran juru bicara pemerintah?
4. Menurut Anda, bagaimana peran juru bicara dalam komunikasi kesehatan di masa depan?

Tantangan

4. Apa saja tantangan-tantangan yang dihadapi Anda ketika meliput pesan-pesan pemerintah selama pandemi? Apakah juru bicara mampu membantu Anda mengatasi isu tersebut?
    a. Bagaimana dengan akses terhadap kebijakan dan informasi terbaru mengenai pandemic Covid-19?
    b. Apa saja akar masalah dari permasalahan yang Anda sebutkan di atas?
    c. Apakah ada usaha dari pemerintah dalam menyelesaikan masalah tersebut?

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Appendix C – Interview Transcript

***Interviews are conducted in Bahasa Indonesia*

Appendix C.1 PAF – Reporter, Kompas TV

Pembicara 1: Untuk pembukaan PAF silahkan perkenalkan diri dulu. Mulai dari nama, berapa lama kerja di media, dan di redaksi apa.

Pembicara 2: Namaku Pembicara 2, masih aktif sebagai newsreporter kompas tv, sudah bekerja hampir 5 tahun. Cakupan topik liputan kesehatan, politik, hukum, keamanan, nasional, ekonomi, dan lainnya.

Pembicara 1: Sebelum di redaksi sekarang, ditempatkan di mana?

Pembicara 2: Awalnya ditempatkan di megapolitan (sekitar jabodetabek). Lalu pindah ke polhukam, kesehatan, sempat di ekonomi, balik lagi ke politik-hukum. Kadang-kadang (karena masih pandemi covid) kesehatan juga, ditambah berita-berita wakil presiden.

Pembicara 1: Menurut pandangan PAF, apakah peran juru bicara untuk mempercepat penanganan pandemi penting?

Pembicara 2: Penting banget, karena tidak setiap waktu pemerintah dapat menjelaskan kondisi perkembangan pandemi secara resmi. Apalagi mempertimbangkan covid sebagai penyakit menular yang seharusnya disikapi dengan kewaspadaan tinggi oleh masyarakat indonesia, dan ini pertama kalinya masyarakat mengalami penyakit seperti covid. Jadi dibandingkan dengan setiap hari pemerintah harus mengadakan semacam konferensi pers dan bergantian orang (berbeda-beda terus dan gak fokus) setiap kali dibutuhkan, sangat dibutuhkan peran dari juru bicara untuk menyampaikan situasi terkini dan update penanganan covid di indonesia. Alasan:

1. Adanya jubir memperjelas satu pintu (sumber), baik untuk informasi yang disampaikan maupun meneruskan pertanyaan-pertanyaan yang hendak disampaikan ke pemerintah, semua lewat dia (juru bicara).

2. Pesannya sama. Tugas jubir pasti merangkum segala hal yang ingin pemerintah sampaikan, baik himbauan, update data, anjuran-anjuran, dll, pasti sudah sama dan tidak simpang siur. Yah walaupun dengan keberadaaan juru bicara saat ini, ditambah kepala rumah sakit wisma atlet, kepala rumah sakit lain yang menangani kasus covid, kemenkes, beberapa perbedaan data tetap ada. Apalagi kalau tidak ada juru bicara sama sekali. Jadi memang sudah tepat ada peran dari juru bicara untuk menangani situasi seperti ini, agar pemerintah satu sumber satu rujukan dan sampai langsung ke masyarakat luas.

Pembicara 1: Sempat tersebut beberapa pihak lagi yang punya suara dan ada kontradiksi data. Di indonesia kan ada lima juru bicara, dua satgas, satu kemenkes, satu gak kedengeran woi):

Pembicara 1: Buat media apakah tidak membingungkan? Bagaimana dinamikanya apakah cukup baik?

Pembicara 2: Sebenarnya tidak membingungkan. Akan tetapi perlu disadari memang butuh beberapa lembaga untuk bidang-bidang berbeda. Contohnya dari bnpb pak wiku satgas covid, pak syahril kemenkes, biofarma, bpom, dll. Memang itu semua sudah sesuai, semuanya institusi yang bergerak untuk penanganan covid dan sesuai latar belakang

masing-masing. Misalnya orang bpom membicarakan vaksin bagaimana, biofarma juga membahas vaksin, dari bnpb melakukan update kasus, dari kemenkes membicarakan varian atau mutasi virus baru. Semua sesuai bidang masing-masing. Menurut gue gak masalah ada juru bicara dari masing-masing lembaga, asal yang mereka sampaikan sinkron, harus menyambungkan data jika ditanyakan. Tapi menurut gue selama ini sudah cukup baik dalam sinkronisasi menyampaikan informasi baru. Misalnya ada vaksin ini dan itu, penyebaran mutasi, segala macam informasi masih sama. Sekarang sudah sama, sangat berbeda dibandingkan awal mula pandemi covid, informasi masih simpang siur. Kemenkes, bnpb, dan lainnya berbeda. Sekarang sudah ada perbaikan. Jadi menurut gue tidak ada masalah meskipun banyak juru bicara asalkan informasinya sama dan saling melengkapi. Karena kan tidak memungkinkan pak wiku menyampaikan persoalan mutasi virus atau efektivitas vaksin padahal dia kurang paham, nanti malah blunder. Yaa sudah seharusnya memang diserahkan ke pihak-pihak yang bertanggung jawab membicarakan topik di bidang tertentu.

Pembicara 1: Sebagai juru bicara apakah penting dia mudah disukai? Ada tiga unsur: penampilan, latar belakang, kecocokan. Nah seberapa penting dia mudah disukai sebagai juru bicara dari persepsi media?

Pembicara 2: Menurut gue masalah disukai jadi masalah kedua atau ketiga. Faktor terpenting (untuk juru bicara) sesuai sama latar belakang atau bidang dia. Misalnya pak wiku sempat bertanggung jawab menangani wabah penyakit menular, kalau tidak salah flu burung. Jadi pak wiku sudah ada pengalaman. Dengan pak wiku menjadi juru bicara covid 19, yang termasuk penyakit menular juga, sudah tepat dengan bidangnya. Pak syahril dari kemenkes sering menangani soal covid ya karena dia spesialis paru, sudah nyambung dengan bidangnya. Jadi yang terpenting latar belakang mereka cocok (dengan topik yang disampaikan sebagai juru bicara). Mengenai disukai atau tidak, kalau memang dia cukup terkenal di lingkungannya dan dirasa cocok, faktor ini menjadi bonus, nilai plus aja. Jadi dia dipilih karena menonjol itu supaya orang-orang juga aware. Mengenai (penampilan) menarik, memang sudah seharusnya sih kalau tokoh yang tampil di publik atau juru bicara itu berpenampilan menarik. Tapi yang terpenting tetap sesuai dengan bidangnya. Jika ditanyai wartawan maupun praktisi kesehatan itu nyambung atau tidak clueless.

Pembicara 1: Berarti tutur berkatanya juga harus bagus ya?

Pembicara 2: Ya, meskipun gue tahu mereka textbook kalau konferensi pers. Mereka sebentar-sebentar baca buku, ya itu karena mereka lihat data. Tidak masalah mereka punya pegangan supaya tidak salah. Tetapi mereka tetap butuh kemampuan untuk mengatur tutur kata. Jadi perkataannya benar, tidak blunder, tidak membingungkan masyarakat, dan terlebih juga tidak salah data. Karena ada juga orang yang karena tidak textbook, dia membahas covid, lalu sering tidak menyadari mereka salah ngomong. Misalnya bicara mengenai data angka yang rawan salah, pasti itu ada saja kan. Oleh karena itu, selain dari bidang yang tepat, seorang juru bicara juga harus bisa mengatur dan memastikan kalimat-kalimat yang disampaikan tidak salah. Komunikasi juru bicara juga harus lebih enak. Apalagi juru bicara di masyarakat indonesia tidak selalu menghadapi orang-orang pintar atau “kelas A”. Pasti ada juga kan kelas-kelas lain. Hal ini menjadi “pr” juru bicara mengatur semua pesan mudah disampaikan dan mudah dimengerti semua lapisan masyarakat.

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Pembicara 1: Tadi katanya segi penampilan nomor dua. Penampilan itu menarik dari segi apa? Apakah pakaian formal saja atau penampilan harus menarik? Kan kemenkes pernah menjadikan selebriti dokter sebagai juru bicara satgas, namanya dr. Risa?

Pembicara 2: Ya itu menjadi salah satu strategi. Oh ini dokter cantik, selebriti juga kan, pasti orang-orang lebih banyak memperhatikan dia. Mungkin awalnya iya begitu, tapi menurut gue, sekarang ini jadi biasa saja (yang selebriti). Ditambah orang-orang sudah menganggap covid biasa. Tapi menurut gue itu tetap sebuah langkah yang cukup baik dari kemenkes dengan menunjuk dr risa. Selain dia berpenampilan bagus, fashion-nya bagus, look bagus, dia juga berlatar belakang dokter. Jadi dia memang pas berperan jadi juru bicara. Selama ini pun bukan cuma dr risa yang dari segi penampilannya baik. Prof wiku, dr syahril, dan lain-lain setiap konferensi pers atau zoom meeting bersama wartawan juga tetap menjaga penampilan. Bagaimanapun mereka pejabat pemerintah, pasti mereka akan concern dengan penampilan. Penting juga sih bagi mereka untuk menjaga penampilan tetap menarik. Cuma ya itu bukan poin utama. Poin utamanya seperti gue bilang tadi itu (sesuai bidang atau latar belakang).

Pembicara 1: Poin ketiga agak ruwet nih, kecocokan. Maksud kecocokan adalah dari segi budaya, warga negara indonesia, dan lain sebagainya. Kebanyakan juru bicara pemerintah kan dari indonesia. Seandainya pemerintah mengambil juru bicara dari orang luar (bukan wni), notabene gak cocok lah, karena berbahasa inggris. Tapi latar belakang kuat dan penampilan baik, kira-kira gimana?

Pembicara 2: Menurut gue agak susah ya. Malah menjadi tantangan dan pr baru. Oke dia bisa lebih pintar, apa yang dia sampaikan lebih aplikatif untuk masyarakat, dan lain-lain. Tapi pasti ada gegar budaya (culture shock), misal karena tidak memahami bahasa inggris, ditakutkan malah mispersepsi, dan ketidakpahaman akan bahasa membuat orang-orang tidak acuh. Dari pada malah tidak ditonton dan pesannya tidak sampai, menurut gue selagi ada indonesia yang mumpuni dan cocok yaa jadikan juru bicara saja, orang lokal dulu saja.

Pembicara 1: Berarti lokalisasi penting ya?

Pembicara 2: Ya penting. Karena orang indonesia kan memperhatikan kesamaan budaya. Maksudnya dengan adanya kesamaan budaya mereka langsung merasa cocok, merasa ada kedekatan, mereka pasti lebih mendengarkan dan menyimak juru bicaranya. Orang profesional (wni) pun kan belum tentu disimak apalagi pakai juru bicara dari orang luar.

Pembicara 1: Kalau menurut PAF, kira-kira apa yang harus ditingkatkan dari peran juru bicara yang sudah ada kemarin?

Pembicara 2: Ada, yaitu transparansi dan kecepatan mereka merespon. Dari sudut pandang media ya, transparansi adalah hal penting. Kalau ditanya sumber data dari mana, atau ada kejadian seperti dulu bus-bus menumpuk di wisma atlet, kita (media) lihat ada antrian bus segala macem, tapi dari pihak pemerintah tidak transparan, tidak ada penjelasan mengenai kejadian tersebut. Mereka malah bilang itu kan biasa kok. Padahal di lapangan gue lihat penumpang bus itu terlantar, pingsan, mereka positif covid tapi belum dapat tempat. Gue paham sih di dalam juga keos. Gue cuma menyayangkan pemerintah tidak transparan menjelaskan apa yang sebenarnya terjadi pada saat itu. Kan kasihan juga sama masyarakat yang tinggal di sekitar wisma atlet itu. Mereka berisiko terpapar. Itulah kesulitan kami, tidak hanya masalah data tapi juga transparansi untuk menjelaskan masalah

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atau krisis yang terjadi. Pemerintah jangan malah dipermanis (sugar-coating) ini akan baik-baik saja. Jangan selalu menenangkan masyarakat karena masyarakat juga harus tahu bukti atau kejadian sebenarnya. Jadi tidak ada spekulasi ke sana ke sini. Lalu masalah kecepatan. Kami juga tahu mereka sibuk, wasap bunyi terus, tapi di saat ada media membutuhkan ya sebisa mungkin ditanggapi atau dijawab. Meskipun dijawab lewat tes. Supaya tidak ada media yang ambil kesimpulan selain dari dia, tidak ada kesalahan berita. Karena kita (media) kan harus sesuai fakta dan konfirmasi ke yang bersangkutan. Jadi memang yang harus ditingkatkan adalah transparansi dan kecepatan (konfirmasi atau penyampaian informasi). Tambahan menurut gue, juru bicara juga harus bisa inklusif, pesan harus sampai ke semua. Campaign-campaignnya menurut gue harus digembor-gemborkan lagi, terutama jika gelombang covid meningkat lagi. Bagaimana cara campaign mereka sampai ke masyarakat, sampai misalnya ke masyarakat yang tinggal di gang. Bagaimana cara orang-orang yang tidak punya tv bisa mendapatkan akses himbauan menghindari covid. (intinya menjangkau) Lebih masuk lagi sih himbauannya. Menurut gue, lama-lama nih hanya sekedar himbauan.

Pembicara 1: Mulai hilang esensi dari himbauan ya kelama-lamaan?

Pembicara 2: Iya, esensi himbauan mulai hilang. Masyarakat jadi menganggap enteng covid, menganggap sudah biasa, padahal penyakitnya kan sudah macam-macam, tidak main-main, dan berbahaya bagi masyarakat. Apalagi ada orang-orang komorbid. Mereka kan harus tahu. Jadi bukan cuma rajin cuci tangan, memakai masker saja. Memang himbauan itu semua benar, yaa tapi bagaimana caranya implikasi himbauan bisa mendisiplinkan orang-orang indonesia yang susah taat himbauan.

Pembicara 2: Waktu ppkm, pada akhirnya aplikasi di lapangan formalitas aja. Gue menyayangkan pemerintah sudah gembar gembor akan ada penyekatan ketika mudik dan segala macam. Tapi ternyata di lapangan petugas dan personil-personil yang bertugas formalitas saja. Cuma ketika ada media-media meliput mereka melakukan penyekatan, kalau (orang) media cabut sudah tidak ada reportase langsung, mereka udahan juga. Yang seperti itu sangat disayangkan. Jadi pihak pemerintah dan juru bicara harus memastikan bawahan-bawahannya terutama pekerja lapangan penanggulangan covid benar-benar serius. Kalau (hanya bergantung pada) himbauan-himbauan, kebijakan, dan peraturan tapi kerja (implementasi) sebatas formalitas yaa tidak akan berdampak di masyarakat.

Pembicara 1: Nah kalau begitu menurut PAF jika leader-nya yang jadi juru bicara bagaimana? Misalnya mentri langsung menjadi jubir.

Pembicara 2: Dari segi leadership, menurut gue tidak mesti “pucuknya” karena peran dari leader lebih untuk memikirkan konsep dan bagaimana mendapatkan vaksin, konsep kesehatan, laporan ke presiden, dll. Tugasnya pasti sudah banyak. Menurut gue sudah benar bukan mentri yang langsung turun menjadi jubir, tapi orang-orang yang menjadi bawahannya misal pak yuri yang adalah dirjen kemenkes. Toh latar belakang mentri belum tentu (ahli penanganan) penyakit menular atau spesialis paru. Menurut gue sudah cukup asalkan bisa … dan komunikasinya enak. Satu hal lagi, jangan yang panikan yang menjadi jubir jika ditanya.

Pembicara 1: Emang ada yang panikan ya?

Pembicara 2: Ada jubir tapi bukan jubir di bidang kesehatan ini.

Pembicara 1: (dia) belum bisa mengatasi media ya?

Pembicara 2: Iya.

Pembicara 1: Bagaimana peran juru bicara di masa depan? Apakah sekiranya akan ada evolusi dari peran juru bicara?

Pembicara 2: Juru bicara tentang kesehatan di masa depan pasti dibutuhkan lagi. Tapi meninjau kondisi di indonesia sepertinya juru bicara masih berdasarkan kejadian ataupun kasus yang terjadi. Misalkan pandemi covid sudah hilang. Ya sudah, juru bicara ini mau apa lagi, buat apa? Jadi (tugasnya) udahan. Menurut gue di Indonesia masih susah untuk menjadikan jabatan atau posisi tetap juru bicara kesehatan, karena pasti sudah ada mentri kesehatan. Kalau sedang tidak ada apa-apa, tidak ada covid, tidak ada apa, pasti mentri kesehatan yang memegang. Pasti ke depan masih berdasarkan peristiwa dan tidak ada posisi tetap itu (juru bicara).

Pembicara 1: PAF sempat bilang masalah transparansi, akses data, kecepatan balas informasi atau pertanyaan media. Apakah dari pemerintah sudah ada usaha mengatasi tiga masalah itu?

Pembicara 2: Sekarang sudah ada. Pada dasarnya dari bnpb yang mengatasi … , kita diundang di (grup yang berisi) media, ada banyak media yang tergabung. Setelah konferensi pers soal covid, di grup itu dikirimkan data-datanya. Nah itu sudah bagus sekarang. Kita tidak perlu lagi mengejar update data perhari. Sekarang sudah ada perbaikan kalau soal data-data, sudah sama semua. Data wisma atlet dan bnpb satgas sudah sama semua. Dari kemenkes pun sudah sama. Tapi masih ada tantangan, yaitu ketika mereka merespon peristiwa atau kejadian terkait covid. Misal kasus wna di bali menularkan covid dan membuat klaster baru, terus klaster ini klaster itu. Kita kan perlu konfirmasi kejadian-kejadian yang kualitatif, yang harus disampaikan lewat kata-kata, bukan cuma soal data. Yang seperti itu yang masih agak lama.

Appendix C.2 CP – Reporter, Kompas TV

Pembicara 1: CP, kenalin aku Lutfi dari SBM ITB, mohon izin untuk mewawancarai terkait tentang unsur lain jadi juru bicara Covid-19 selama pandemi. Untuk perkenalan, boleh tolong disebut namanya siapa, udah berapa lama kerja di media.

Pembicara 2: Oke, halo nama aku CP, untuk kerja di media total udah sekitar 5 setengah tahun karena startnya dari sambil kuliah tahun 2016, sekitar satu tahun di PR FM sebagai reporter juga, kemudian lulus langsung masuk kompas TV dari 2018 awal, jadi ini pas menuju 5 tahun di Kompas TV, kerjanya masih sama jadi reporter dan untuk di divisinya sendiri atau untuk program yang harian gitu.

Pembicara 1: Sebelum masuk media cuman di PR FM aja ya?

Pembicara 2: Iya, waktu di PR FM mulainya karena ini ada mata kuliah job training atau magang, aku milihnya langsung bagian redaksi jadi reporter yang ternyata menyenangkan, lanjut kerja disana sih setahun kurang lebih.

Pembicara 1: Sebelumnya CP sebagai jurnalis atau reporter sempet berhubungan sama juru bicara pandemi Covid-19?

Pembicara 2: Pernah berhubungan dulu itu waktu pertama ada Covid itu belum ada juru bicara, kan yang ditunjuk dari Kemenkes atau bagian Kemenkes itu kalau nggak salah

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dirjen P2, kayak bagian penyakit tertentu dan namanya Pak Yuri dia yang bertanggungjawab waktu awal awal Covid masuk ke Indonesia, kek waktu zaman kesebar, natuna kan dia yang bertanggungjawab semua wartawan bertanya ke dia, kemudian dia baru ditunjuk sebagai juru bicara terus setelah juru bicara nya ganti jadi Pak Wiku juga pernah cuman kalau Pak Wiku nggak pernah balas Whatsapp, kalau Kemenkes juru bicara yang lama itu Ibu Siti Nadia sama sekarang Pak Syahril itu pernah, terus kalau BPOM sama Biofarma aku belum pernah.

Pembicara 1: Kalau menurut CP peran juru bicara penting nggak dari sudut pandang media?

Pembicara 2: Kalau menurut aku penting, karena ini berhubungan juga sama keterbukaan informasi dan bahwa masyarakat kan punya hak untuk tahu, itu masuk ke dalam hak asasi manusia dan hak yang diatur undang-undang bahwa publik itu punya hak untuk tahu soal informasi atau keterbukaan informasi untuk publik. Kenapa itu jadi penting karena kalau menurut aku transparansi atau keterbukaan ujung ujungnya agar masyarakat tahu apa yang terjadi terutama kalau yang menyangkut hidup hajat masyarakat, kita perlu tahu apa yang terjadi, yang akan kita lalui, dan apa yang harus kita lakukan agar bisa melalui itu. Yang kedua, karena dengan kita tahu masyarakat kan bisa berkontribusi ya dalam apapun misalnya kalau DPR mau bikin kebijakan baru kan suka DRDP atau Rapat Dengar Pendapat yang artinya akan ada perwakilan dari masyarakat yang bisa ngasih persetujuan atau ngasih kritik hal itu, juga baik ujung ujungnya bisa mewakili apa yang masyarakat pikirkan atau rasakan. Ketiga, kenapa kita masyarakat ini harus tahu karena lagi lagi keterbukaan publik ini penting karena dengan masyarakat tahu setiap progressnya apapun setiap ada perkembangan apapun bisa mencegah mulai terjadinya hoax, polemik, dan juga lain lain. Terus kenapa lagi-lagi juru bicara penting kehadirannya itu karena kan kita juga ngerti di pemerintahan atau lembaga atau pejabat itu pasti punya kesibukan lain, tidak cuman mensosialiasikan atau menjawab pertanyaan-pertanyaan seputar kebijakan. Makanya butuh juru bicara, juga gabisa dipungkiri ada aja kepala lembaga atau pejabat yang komunikasi massanya belum sempurna sehingga butuh sosok juru bicara yang punya kemampuan komunikasi massa public speaking yang baik. Kaya yang Covid-19 kemarin, jadi penting karena pandemi kemarin bisa dibilang hal yang baru, banyak sekali masyarakat yang tidak tahu mulai dari vaksin, vaksin kita gangerti harus di vaksin apa kenapa berapa kali kapan dan lain lain. Lewat juru bicara itu lah kita bisa tahu, pandemi Covid-19 itu hoax nya sampai puluhan ribu deh keknya sampai ada yang coba tangkal dan tanpa juru bicara kita ga akan tahu mana yang bener mana yang nggak.

Pembicara 1: Oke, nah itu kan perannya banyak banget kan kaya mulai dari menyebar informasi, memperangi hoax, terus juga berhubungan dengan masyarakat. yang paling penting dari sudut media peran juru bicara itu apa sih?

Pembicara 2: Kalau dari sudut pandang wartawan yang penting dia bisa dihubungi, reachable karena ada aja narasumber atau dia yang, aku nggak tau ya kalau wartawan lain tapi aku ga pernah dibales sama Pak Wiku padahal dia juga juru bicara satgas ya. Menurutku itu penting karena pandemi ini kan mempengaruhi banyak aspek bukan cuman soal kesehatan, tapi ada kesejahteraan sosial, politik, dan lain lain yang muaranya dari masalah covid ini dan yang bisa menjawab kan salah satunya dia. Ketika dia aja nggak membalas itu bikin mandek sih. Kemudian juga yang penting tentu fast respon, sebenernya nggak fast respon juga nggak papa sih asal ngebales asal bisa dihubungi, kemudian juga yang penting adalah juru bicara ini paham gimana cara kerja media yang kalau kita itu

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selalu butuh update setiap harinya atau sehari bisa beberapa kali tahu bahwa lewat media bisa mensosialisasikan apapun yang dia pengen, kemudian paham pentingnya transparansi bahwa dia harus selalu bisa menjelaskan setiap sekecil apapun perkembangan, sebodoh apapun pertanyaan dari masyarakat dia harus mau dan bisa menjawab itu, sama memiliki kemampuan public speaking yang bagus, karena walaupun dia pintar tapi tidak bisa menyampaikan maksudnya juga kan sulit untuk masyarakat karena kan salah satu peran juru bicara atau salah satu skill dalam public speaking adalah membuat sesuatu yang ribet bisa disampaikan dengan sederhana jadi ketika juru bicara tidak mempunyai skill public speaking yang baik juga menurutku akan menyulitkan masyarakat. Kan tidak semuanya pintar, mungkin ada remaja mereka belum mengerti, atau ada yang belum terlalu melek dengan perkembangan dan lain lain, kalau bahasa mereka tidak bahasa orang awam ya orang nggak akan ngerti sih. Itu sih, sama mungkin kredibel ya, setidaknya terlihat kredibel sih.

Pembicara 1: Mantap sih jawabannya, dan kalau gitu dari beberapa juru bicara yang udah disebut, kaya Pak Yuri, Pak Wiku, Bu Siti. Reisa Broto Asmoro pernah ketemu nggak?

Pembicara 2: Dr. Reisa nggak pernah ketemu sejujurnya karena dia lebih cocok untuk sebagai public figure, kalau untuk diwawancara lebih ke Pak Wiku atau Bu Siti Nadia.

Pembicara 1: Berarti tiga itu nih. Aku mau nanya, mereka itu harus mudah disukai nggak sih? Unsur yang mudah disukai itu ada tiga sebenarnya, penampilan yang mana penampilannya harus menarik, dua latar belakang, jadi kaya dia lulusan mana, udah pernah kerja apa aja, soal apanya dimana. Ketiga kecocokan, itu lebih kaya unsur budaya, misal kita naro orang buat mengisi sebagai juru bicara misal kita taro orang WHO kan kemungkinan besar nggak cocok. Nah dari tiga hal itu yang bikin dia mudah disukai kira kira apa aja yang paling penting sih?

Pembicara 2: Kayaknya kalau untuk media sih penampilan nggak begitu penting walaupun aku sendiri nggak menampik banyak orang yang pasti akan langsung tertarik sama yang penampilannya kece, tapi kalau penampilan sih kupikir setidaknya terlihat rapi, kalau nggak salah tuh aku pernah baca salah satu yang perlu diperhatikan oleh public speaker juga adalah bahwa dia harus selalu terlihat satu tingkat lebih rapi dibandingkan dengan komunikannya. Kalau komunikannya pake kaos berarti dia pake kemeja, orang orang yang audiensnya pake kemeja berarti dia pake jas, karena itu juga dalam tanda kutip membedakan, bukan kasta, lebih ingin membedakan bahwa posisi dia seorang pembicara yang membedakan dengan pendengarnya, kan kalau dia juga berpenampilan rapi kan jelas dia akan terlihat lebih kredibel. Terus kalau latar belakang kupikir penting sih karena apalagi kalau kesehatan banyak istilah yang sulit terus tadi juga salah satu tugasnya menjabarkan sesuatu yang sulit, menjabarkan sesuatu yang tidak familiar di telinga masyarakat menjadi mudah. Jadi latar belakang kesehatan atau yang sesuai itu menurutku penting banget sih. Kalau pengalaman lebih akan berpengaruh kepada seberapa dia bisa menjawab pertanyaan wawancara atau menjelaskan pertanyaan wartawan dengan tenang dan sistematis, tapi ya balik lagi walaupun dia tidak punya latar belakang dan pengalaman yang banyak kan itu bisa dipelajari, mungkin pak menkes sekarang juga yang termasuk latar belakangnya bukan dokter tapi dia oke.

Pembicara 1: Selanjutnya, tadi udah sempet bahas tentang berbicara, penampilan yang rapi lalu latar belakang harus oke, yang ketiga itu kecocokan, seberapa penting sih unsur kecocokan?

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Pembicara 2: Kecocokan kayaknya juga penting ya karena budaya orang Jawa, budaya Papua, atau budayanya Aceh itu beda. Terutama juga ngambil soal tokoh-tokoh dari masyarakat adalah karena dia juga paling tahu apa yang dibutuhkan masyarakatnya, bagaimana approach ke masyarakatnya, karena kan misalkannya milih juru bicara cuman satu orang jawa tapi kita gabisa tahu apa yang dibutuhkan sana, bagaimana cara komunikasi sama orang sana, kecocokannya juga kayaknya butuh deh tapi kayaknya liat juru bicara yang sekarang, juru bicara yang utama itu sebenernya Jawa ya dua duanya.

Pembicara 1: Sebenarnya dulu di CNN pernah liat ngambil dari WHO sebagai pembicara, peran seberapa cocoknya juru bicara itu dari segi culture lah. Kira kira berpengaruh nggak atau cuman yang penting informasi yang disampaikan?

Pembicara 2: Kayaknya kalau soal culture itu akan lebih berpengaruh ke seberapa cepat informasi itu bisa ditangkap atau diterima oleh audiensnya deh. Jadi menurutku juga penting sih, cuman kalau orang orang sekarang setidaknya karena generasi millenial dan Y itu sudah lebih melek teknologi jadi mereka lebih terbuka sama informasi. Kaya mereka udah nggak sekaku zaman dulu, walaupun iya tentu budaya tetep penting. Cuman kalau disuruh antara penampilan latar belakang kecocokan, latar belakang aku taro nomor satu yang paling penting, kecocokan dulu sih tetep daripada penampilan.

Pembicara 1: Terus mau nanya, pengalamannya CP berhubungan sama juru bicara, kira kira apa aja sih yang harus ditingkatin? Tadi kan disebut juga kan ya kaya yang sekarang jarang balesin Whatsapp berarti kurang responsif dan informatif, nah kira kira yang lainnya apa ya?

Pembicara 2: Apa ya karena yang paling aku highlight adalah seberapa dia responsif, karena kalaupun dia punya tiga faktor likeable tadi tapi dia membuat jarak juga kan kurang ya. Kan Pak Wiku seminggu sekali itu selalu ada update, tapi kan kita kadang kadang itu butuh update lebih dari seminggu sekali, jadi kan tidak bales atau nggak fast respon tetap aja kurang karena satu lagi semakin jarang dia berbicara, semakin jarang diliput media, dia akan punya gap juga dengan masyarakatnya, ada kesan dia jauh.

Pembicara 1: Pak Wiku agak kontradiktif sih, dia sering diliput padahal jarang bales whatsapp,

Pembicara 2: Aku gatau ya kalau wartawan lain sering dijawab atau nggak mungkin bisa jadi ada beberapa person yang cuman mau bales ke wartawan yang dia kenal.

Pembicara 1: Berarti kaya ada personal relations nya juga berarti ya.

Pembicara 2: Bisa jadi dia tipe orang yang seperti itu juga kan aku gatau ya.

Pembicara 1: Kira kira mereka itu suka terbuka nggak sih sama hubungan baru?

Pembicara 2: Iya, karena wartawan kan bukan cuman yang mereka kenal dan wartawan yang mereka kenal kan bisa jadi mungkin mereka pindah kerjaan, mungkin mereka naik jabatan, dan lain lain. Mau nggak mau mereka akan terus bertemu dengan wartawan wartawan baru dan image ‘jelek’ dalam wartawan juga kan cepat menyebar, kaya soal “aduh ini mah susah di wawancara” tuh image itu melekat tentu juga mereka harus sangat terbuka dengan orang orang wartawan wartawan baru sih.

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Pembicara 1: Menarik, berarti di dalam wartawan sendiri itu berbagi informasi tentang narasumber ya kaya juru bicara, misalnya di grup whatsapp wartawan, kaya kita lagi, misal media A nyari informasi narsum ini terus mereka konsultasi di grup wartawan gitu ya?

Pembicara 2: Setidaknya di kantorku sendiri kita akhirnya sering nanyanya misalnya, "Guys misal mau nanya info ini siapa ya yang gampang diwawancarai?", apalagi kalau dia pinter tapi ga bisa diwawancara ya buat apa.

Pembicara 1: Kira-kira kedepannya peran juru bicara harus dikembangin nggak menurut CP?

Pembicara 2: Iya kataku masih perlu banget, soal juru bicara di bidang komunikasi kesehatan juga kataku tetap perlu dikembangkan karena aku yakin banget kalau Covid-19 bukan pandemi terakhir dan akan tetap ada penyakit-penyakit kedepan yang perlu kita tahu dan yang mungkin akan kita lalui. Aku juga yakin masyarakat sekarang sudah sangat melek informasi, contohnya kaya di media sosial sudah banyak dokter, tenaga kesehatan yang juga bantu sosialisasi soal komunikasi kesehatan, cuman kan tetap aja bahwa juru bicara akan jadi corongnya pemerintah untuk mensosialisasikan kebijakan baru yang akan menjawab tanda tanya soal kebijakan itu. Jadi juru bicara harus tetap ada dengan perannya yang pasti responsif, yang juga terbuka dengan personal relations dengan siapapun, tidak tertutup.

Pembicara 1: Tadi kan CP sempat cerita tantangan-tantangan, kira kira sempet ada usaha nggak kaya dari pemerintah untuk menutup gap gap tersebut gitu, mungkin bisa seperti mereka inisiatif untuk membuat rilis, mereka inisiatif untuk buat presscon.

Pembicara 2: Sebenarnya Pak Wiku itu seminggu sekali itu dia pasti ada, dia itu pasti bikin konpers tapi memang nggak mengundang media secara langsung, misalnya setiap hari selasa, seninnya bakalan ngasih pengumuman untuk media yang mau bertanya silahkan nanti ditutup jam sekian. Sebenernya tuh ada kaya gitu, jadi setiap hari tertentu jam lima sore kita tinggal nonton aja update dari dia, itu kenapa dia termasuk yang paling banyak diliput karena selalu rutin konferensi pers soal isu isu terkini soal Covid-19 dan ada juga beberapa pertanyaan wartawan yang juga dijawab. Cuman kan lagi-lagi tidak semua wartawan ada di grup BNBP dan banyak pertanyaan pertanyaan yang akhirnya tidak tertampung karena dia menjawabnya via YouTube tidak ada wartawan langsung yang bertanya jawab, kebanyakan jadinya satu arah sih menurutku, walaupun ya ada konferensi pers setiap seminggu sekali tuh sebenernya juga udah bagus. Tapi btw Pak Wiku nya emang agak sulit dihubungi tapi kalau BNPB lainnya humas, kapusdatin, kepala BNPB nya malah gampang dihubungi, mereka selalu bales, jadi kalau misalnya Pak Wiku susah dihubungi kita juga kan masih ada Ibu Siti Nadia, Pak Syahril, Kapusdatin BNPB, sih.

Pembicara 1: Tapi mau nanya deh, isu isu yang paling menonjol kalau juru bicara susah bales pertanyaan wartawan, apakah itu cuman terjadi di Pak Wiku aja atau terjadi di juru bicara juru bicara lainnya?

Pembicara 2: Kalau Pak Yuri dia selalu bales bahkan ditelpon pun selalu diangkat, jam berapapun, makanya waktu almarhum meninggal wartawan pada sedih semua. Terus Bu Siti Nadia juga selalu membalas dan selalu bisa diwawancara, Pak Syahril juga terakhir aku kontak dia bales dan dia juga bisa diwawancara. Mungkin balik lagi kalau Pak Wiku mungkin kesibukan atau mengutamakan yang dikenal, aku juga ga ngerti situasinya jadi gak enak kalau terus-terusan bilang dia nggak bales.

Pembicara 1: Berarti itu perspektif CP seperti itu ya?

Pembicara 2: Iya.

Appendix C.3 RKD – Senior Journalist, Kompas.com

Pembicara 1 : Oke selamat siang kak RKD, boleh perkenalan dulu. Nama siapa, jabatan nya apa, sudah berapa lama di media dan sekarang redaksinya dimana?

Pembicara 2 : Namaku RKD. Sekarang bekerja di Kompas sudah dari tahun 2018 Mei. Sudah 4.5 tahun lah kurang lebih. Jabatan saya saat ini sebagai reporter senior di dextran, belum pernah pindah-pindah.

Pembicara 1 : Sebelum di redaksi ini berarti belum pernah pindah-pindah sama sekali yah?

Pembicara 2 : Belum ada mas

Pembicara 1 : Oke sip. Kalau gitu buat kak RKD nih mau tanya, selama pandemi covid ini peran juru bicara apakah penting gak sih dalam mempercepat penanganan covid 19?

Pembicara 2 : Kalau menurutku iya sih karena di pandemi ini kan khususnya akses jurnalis kalau mau wawancara ga bisa sebebas tanpa pandemi covid ini gitu ya. Ini kan harus terbatas gitu kan ya. Apalagi kalau konferensi pers atau door stop gitu. Jadi kalau menghubungi narsum via telepon atau via gadget malah akan sangat membantu gitu sih. Jadi informasi jelas dan kita bisa menginformasikan kepada masyarakat dengan cepat.

Pembicara 1 : Seberapa penting sih peran juru bicara ini? Apakah tidak bisa digantikan oleh peran lain atau juru bicara perannya itu lebih dari sekedar memberikan informasi?

Pembicara 2 : Kalau peran jubir itu sebenarnya membantu banget. Apalagi kalau sekarang jabatan pemerintah itu kan pejabat suatu instansi banyak cabang-cabangnya [suara sempat menghilang] misal wabah covid sendiri, wabah malaria sendiri. Nah sekarang kan isu yang lagi disorot adalah masalah kesehatan, kalau ada satu pintu yaitu jubir misal jubir kemenkes atau jubir kemenkeu kayak gitu. Soal BSU pandemi ini kan juga penting ya bagi masyarakat karena roda ekonomi harus muter juga biar masyarakat enggak kekurangan. Nah itu jubir itu benar-benar membantu banget sih satu pintu. Jadi kita nggak harus cabang-cabang harus konfirmasi ke orang ini orang ini. Jadi kan kadang menghindari jawaban yang berbeda gitu, jadi mendingan satu pintu aja ke jubir.

Pembicara 1 : Kan tadi sebenernya sudah sempet ngobrol dikit terkait dengan juru bicara. Nah di pemerintah kan ada juru bicara kalau gak salah tuh tahun kemarin ditunjuk 5 orang buat mewakili masing-masing institusi. 2 buat SATGAS, 1 buat BPOM, 1 buat KEMENKES, 1 buat BIOFARMA. Nah kira-kira juru bicara itu harus mudah disukai gak sih menurut mbak RKD? Mudah disukai dari segi penampilan, latar belakang, kredibilitas nya, pendidikan, pengalaman kerja, dan kecocokan. Cocok itu lebih ke faktor budaya sih.

Pembicara 2 : kalau menurutku sih iya yah. Lebih banyak disukai. Soalnya kalau apa yaa.. Hmmm… Kayak lebih profesional gitu aja… Sabar, aku menyusun kata-kata nih.

Pembicara 1 : Nggak apa-apa santai saja

Pembicara 2 : Kalau berpenampilan menarik itu mungkin seperti Dr. Raisya ya. Ya cuma agak menyayangkan dengan dr. Reisa dulu waktu konfirmasi suka agak telat yang barengannya Pak Yuri itu. Kalau Pak Yuri itu lebih satsetsatset dan cepet, mau dihubungi

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lebih mudah. Kalau dr. Reisa mungkin sibuk ya, jadi tidak bisa seoptimal Pak Yuri. Mungkin seperti itu. Kalau berpenampilan menarik salah satunya dr. Reisa itu.

Soal banyak disukai itu lebih bergantung pada masyarakatnya sendiri sih. Kalau disukai atau nggak kan kita nggak bisa nilai ya. Tapi kalau informasi yang disampaikan oleh jubir itu benar dan jelas, misalkan vaksinnya itu akan disamaratakan atau didistribusikan pada tanggal ini ini ini kan masyarakat jelas. Tapi kalau jubirnya tidak jelas, ambigu dan belum pasti mungkin masyarakat kayak kurang puas gitu mungkin ya. “Lho ini sudah ditunggu-tunggu kok belum padahal covid-nya lagi naik. Nah hmm. Latar belakang keahlian dan pengalaman yang cukup kuat itu sih kayaknya membantu juga sih mas. Dan meningkatkan kepercayaan masyarakat juga. Kalau dari contohnya apa ya. Misalkan contohnya satgas, Pak Yuri kan jadi TNI juga. Dia juga sebagai dr. TNI juga kalau nggak salah ya. Hmm. Kalau dari dokter TNI kan orang-orang tuh nangkepnya “Wah ini sudah berpengalaman banyak, apalagi Pak Yuri ini kan track recordnya dan pengalamannya dimana-mana udah jelas ya. Pas beliau ditunjuk sebagai ketua atau jubir vaksin, nah orang-ornag jadi tahu profilnya Pak Yuri itu seperti apa, dr. Nadia itu seperti apa. Apalagi pak Yuri kan selalu muncul di pemberitaan sore-sore untuk menyampaikan update covid bersama Bu Nadia misal. Nah orang-orang jadi apal ”Oh ini orang yang sering muncul nih”. Mereka otomatis mencari tahu latar belakang orang yang menyampaikan informasi tersebut.

Tapi kan sekali lagi kalau latar belakang misal dr. tapi informasinya kurang meyakinkan kayak KEMENKES sebelumnya kan ya, orang-orang juga perlu milih-milih.

Pembicara 1 : Tadi kan kita sempet ngebahas 3 faktor yang membuat orang mudah disukai sebagai juru bicara. Pertama penampilan, latar belakang, sama kecocokan. Nah aku pengen tahu dong, prioritasnya Kak RKD itu darimana sih, apa aja dari 3 faktor itu?

Pembicara 2 : kalau menurut aku sih lebih ke latar belakang keahlian sama pengalaman itu lebih penting sih. Kalau penampilan menarik apa nggak itu tergantung sih. Kalau dia kerjanya bener terus transparan dan jujur sih nggak masalah. Meskipun penampilannya nggak good looking. Tapi nggak bisa ngejudge kesitu ya mas. Ya namanya pejabat pasti penampilannya rapih, sopan dan formal. Tapi kalau menunjukkan dia profesional atau tidak itu kan mengikuti mandat pemerintah kayak gimana. Misal permenkes atau poin-poin penting terbaru, sama kayak aturan transportasi yang berubah secara berkala itukan perlu diikuti. Syarat naik pesawat, naik kereta gitu. Menurutku pengalaman sama latar belakang keahlian. Itu sih yang paling penting.

Pembicara 1 : Kalau dari segi kecocokan nih misalkan aku kasih contoh yang agak ekstrim aja ya. Ini kan juru bicara pemerintah itu dari orang Indonesia. Misalkan kalau tiba-tiba mengambil orang WHO gitu kan, orang WHO kan notabenenya bule dan berbahasa inggris. Nah itu kan dari segi budaya enggak cocok tuh. Kira-kira tuh gimana sih pentingnya menurut kak RKD?

Pembicara 2 : Menurut aku nggak apa-apa sih asalkan dia tuh dari institusi yang orang tau dan percaya. Dan bener aja gitu sih mas.

Pembicara 1 : Jadi yang paling penting itu informasinya yah mbak

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Pembicara 2 : Betul sihi mas, karena WHO kan institusi kesehatan dunia yah. Nah orang-orang kan sudah pada tahu. Jadinya segala informasi yang mereka berikan itu valid. Malah perlu dijadikan acuan dan juga pertimbangan gitu.

Pembicara 1 : Nah kalau dari segi sudut pandang media nih, kira-kira hal yang perlu ditingkatkan dari peran juru bicara apa sih?

Pembicara 2 : Yang perlu ditingkatkan, responnya yang informatif. Kadang Bu Nadia kan orangnya super sibuk, jadi tidak mengurusi vaksin saja. Nah kayak misalkan saya pernah mau mengkonfirmasi terkait sebuah penyakit menular, kebetulan saya lupa namanya mas. Nah itu karena Bu Nadia super sibuk, jadi balesnya cuma singkat-singkat gitu. Jadi harus berkali-kali gitu nanyanya. Jadi yang perlu ditingkatkan itu mas. Ya namanya pejabat pasti sibuk dan kita tidak bisa memaksa juga. Tapi disisi lain, kami juga membutuhkan informasi seperti itu mas.

Pembicara 1 : Kalau menurut Kak RKD, apakah kedepannya akan ada perubahan peran dari juru bicara? Kalau sekarang kan hanya sekedar penjembatan dan penyaring informasi, apakah ke depannya ada peran-peran yang bisa diambil lagi oleh juru bicara?

Pembicara 2 : Ini maksudnya peran lain dari jubir perorangan?

Pembicara 1 : Mungkin dalam satu institusi Kak RKD

Pembicara 2 : Kalau sekarang mengenai informasi kesehatan itu tidak bisa ditebak gitu mas, misalkan kita lagi fokus covid, tiba-tiba ada penyakit gagal ginjal akut pada anak ini, terus covid naik lagi. BPOM sampe turun tangan karena distribusi obat mereka yang tanggung jawab. Jadi sangat dimungkinkan sekali peran satu juru bicara untuk beberapa kasus kesehatan. Melihat covid juga dirasa akan kembali naik di tahun depan. Jadi peran jubir bisa sekali lebih dari satu dan tentunya lebih sibuk lagi.

Pembicara 1 : Kalau menurut pengalaman Kak RKD, apa sih tantangan-tantangan yang dialami oleh media selama ini dalam pengambilan informasi melalui juru bicara? Kira-kira apakah ada keluh kesah media terhadap juru bicara?

Pembicara 2 : Kadang menyayangkan informasi yang disampaikan itu terlalu singkat. Misalkan saya pernah bertanya kepada Bu Nadia mengenai pemberian obat sirup kepada anak. Apabila sudah terlanjur diberikan obat sirup kepada anak apakah dilanjutkan atau berhenti. Ekspektasi kami sebagai wartawan, jubir akan menjelaskan berhenti atau tidak dengan elaborasi yang cukup jelas. Tapi sayangnya, tidak semua jubir informatif dan dibalas secukupnya saja. Misalkan dijawab “berhenti”. Setelah diberikan pertanyaan lanjutan tidak ditanggapi. Kalau mengejar narsum kan untung-untungan ya, kalau lagi responsif kita akan kejar terus karena online statusnya. Kita akan terus melanjutkan percakapan agar tidak kehilangan momen. Tapi saat kita menanyakan pertanyaan lanjutan, kadang jubirnya hanya membaca dan tidak dibalas kembali.

Pembicara 1 : Berdasarkan pengalaman Kak RKD, kira-kira dari pemerintah apakah ada usaha nggak, misalkan seperti merilis informasi tanpa diminta dan berinisiatif gitu? Atau mungkin ada usaha dalam bentuk lain?

Pembicara 2 : Hmm kalau seperti itu biasanya dari KEMENKEU dan KEMNAKER deh mas. Cukup banyak merilis informasi.

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Pembicara 1 : Artinya kalau dari BPOM, SATGAS, KEMENKES, belum melakukan berarti ya?

Pembicara 2 : Kalau dari BPOM tuh cenderung ngasih rilis, kalau Bu Beni tidak ngomong. Biasanya humas akan memberikan informasi bahwa nanti akan ada info yang dirilis. Wartawan yang sifatnya online akan susah menembus Bu Beni kalau via WA atau Daring. Jadi memang perlu lewat humas terkait. Kalau humasnya nggak bales lagi, ya kadang wartawan lapangan saja yang mengurusi. Jadi berbagi tugas.

Pembicara 1 : Aku juga sering mendengar dari rekan media, saat wartawan mencari informasi kadang pemerintah ngasihnya adalah rilis. Nah mungkin apakah ada solusi lain kak? Misalkan memberikan online conference seperti itu?

Pembicara 2 : Kadang tuh prescon itu waktunya dadakan banget. Kalau breaking news itu kita kan nggak bisa nentuin kan ya mas, kadang baru pagi hari informasinya masuk. Jadi wartawan memang harus mengejar narsum saat itu juga dan membuat apa yang bisa dibuat terlebih dahulu. Walau misal belum jelas, kayak berita mengenai kematian pertama dari kasus gagal ginjal akut misalkan seperti itu. Kita biasanya akan buat dulu, konfirmasi dari angle lain seperti lokasi atau penyebab, kurang 5W1H bisa digarap nanti. Kalau kita mau cepat tidak bisa nunggu pemerintah, jadi mau tidak mau nelpon atau datangi instasinya.

Pembicara 1 : Oke terima kasih Kak RKD, itu adalah pertanyaan terakhir dari saya Kak.

Pembicara 2 : Silakan tanyakan lagi kalau ada yang ingin ditanyakan ya

Pembicara 1 : Cukup jelas Kak RKD dan secara umum hal ini juga disampaikan dari rekan-rekan yang lain juga. Sepertinya kurangnya transparansi informasi dan juga tanya jawab yang berlangsung lama.

Appendix C.4 SAH – Senior Journalist, Bisnis Indonesia

Written Inverview:

Pertanyaan Pembuka

1. Saya sudah hampir 5 tahun bekerja di media dan sudah 4 tahun liputan di desk hukum dan politik

2. Saya sempat ditempatkan di desk ekonomi dan otomotif

Persepsi Juru Bicara Pemerintah

1. Peran juru bicara penting saat pandemi Covid. Selain mengabarkan perkembangan ihwal kondisi pandemi, juru bicara juga berperan untuk meluruskan informasi-informasi liar soal pandemi yang berada di luar.

Juru bicara sangat krusial apalagi dengan sulitnya akses untuk ke luar rumah saat pandemi. Keberadaan juru bicara satgas covid membantu kinerja wartawan dalam mencari informasi soal pandemi. Apalagi seringkali konferensi pers ditayangkan secara daring lewat kanal zoom maupun YouTube.

2. Juru Bicara terbaik selama pandemi menurut saya dari Satgas Covid yakni Pak Yuri dan Prof Wiku.

a. Penampilan tak penting sebenarnya yang penting penyampaian informasi jelas dan komprehensif serta mudah dihubungi.

b. Pengalaman diperlukan, hal ini agar juru bicara benar-benar paham apa yang dibicarakan dan minim kesalahan. Pengalaman dan pemahaman serta komunikasi yang baik adalah hal krusial yang dimiliki juru bicara.

3. Yang perlu ditingkatkan adalah kecepatan dalam merespon pertanyaan media, serta penggunaan bahasa yang teknis namun mudah dipahami

4. Peran juru bicara krusial. Apalagi di masa banyaknya wabah, maupun penyakit baru bermunculan. Juru bicara bisa membantu jurnalis untuk lebih mudah memahami informasi soal pandemi maupun penyakit baru yang muncul.

Tantangan

1. Taantangan terbesar adalah akses kepada narasumber. Dengan adanya pandemi, hubungan antara jurnalis dan narasumber semakin berjarak dan sulit untuk mencari informasi. Juru bicara dapat menjadi jembatan yang cukup baik untuk menangani isu itu

a. Akses informasi cukup mudah dengan adanya laman resmi, youtube, dan juru bicara

b. Pandemi Covid-19

c. Dengan menghadirkan juru bicara dan konpers harian

Appendix C.5 SAW – Field Producer, CNN Indonesia TV

Pembicara 1: Perkenalkan gua Lutfi dari SBM ITB, mau wawancara proses media terkait juru bicara selama Pandemi COVID-19. Untuk pertamanya boleh sedikit perkenalan ga dari jojo, namanya, bekerja di media apa dan sudah berapa lama di redaksinya?

Pembicara 2: Oke, kenalin nama gua, nama panjangnya SAW cuman biasanya dipanggil Jojo. Gua saat ini bekerja sebagai produser lapangan atau sebagai reporter di CNN Indonesia TV. Kerja dari tahun 2019 dan berarti udah kurang lebih 3 tahun di CNN Indonesia TV. Saat ini desk atau penugasannya lebih sering ke isu-isu metropolitan sama humaniora dan termasuk juga kesehatan, cuman kalau di CNN itu bisa lintas desk juga ngerjainnya.

Pembicara 1: Oke. Sebelum nyiar di tempat yang sekarang itu dimana, Jo? Atau pertama kali langsung CNN?

Pembicara 2: Waktu sebelum ke CNN, sempet kerja di radio, radio berita punya Compass Gramedia Group, nama radionya itu Radio Sonora. Bekerja dari tahun 2018 setelah lulus sekitar bulan Oktober, tapi nggak lama karena cuman beberapa bulan sampai Agustus, kurang lebih berarti 10 bulanan di Radio Sonora.

Pembicara 1: Okesip. Keren yah sebagai penyiar. Lanjut, riset ini untuk mengenal persepsi media terhadap juru bicara komunitas. Ingin bertanya kepada media soalnya media kan yang menyalurkan aspirasi pemerintah kepada masyarakat luas. Ingin tau apa sih persepsi media selama pandemi COVID-19. Dari sisi jojo, apa sih peran juru bicara selama penanganan pandemi COVID-19, sekiranya penting gak sih peran juru bicara?

Pembicara 2: Kalau menurut gua pribadi, kalau penting atau nggak, pasti penting banget karena komunikasi publik terkait COVID-19 itu penting banget karena banyak

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misinformasi di tengah masyarakat. Contohnya kaya di awal-awal, apa yang boleh dilakukan dan apa yang nggak boleh dilakukan, bagaimana protokol kesehatannya, masker yang boleh dipake yang bikin kita bingung juga kan kaya masker tiga lapis lah, berubah-ubah pokoknya peraturannya karena virusnya sendiri merupakan virus baru di dunia, jadi para epidemiolog, para pakar – pakar kesehatan juga kan masih belajar prosesnya, jadi pasti ada kebijakan kebijakan yang berubah. Jadi kalau misal tidak ada spokesperson, tidak ada juru bicara yang kredibel yang bisa menyampaikan informasi tersebut pastinya terjadi kebingungan di masyarakat. Jadi kalau misal dari poin penting atau nggak, penting banget gitu kalau menurut gua.

Pembicara 1: Berarti lebih memerangi disinformasi ya menurut Jojo?

Pembicara 2: Iya salah satunya itu, karena banyak hal dari apa yang gua liat sekarang gitu ya, pas kemarin COVID-19, ketika ada informasi-informasi yang bisa dibilang salah yang beredar misalnya di sosial media atau di antara obrolan obrolan lewat aplikasi chat itu, menurut aku bahaya banget. Jadi salah satu peran pentingnya itu selain memerangi hoaks atau disinformasi, juga jadi klarifikasi, misalnya ada informasi apa yang lagi beredar di masyarakat dan yang lagi banyak diomongin, harusnya spokesperson bahkan juru bicara yang kemarin juga udah cukup berhasil untuk mengkonfirmasi informasi-informasi yang beredar di masyarakat, bener nggak sih informasinya? Salah nggak sih informasinya? Kaya gitu.

Terus juga update informasi yang paling simple juga itu update data, karena biasanya kalau kita sebagai media itu dituntut untuk kasih data juga ke publik. Bagaimana perkembangannya, karena kalau misalnya masyarakat umum tahu data perkembangan pasien COVID-19, masyarakat jadi punya referensi buat melakukan kegiatan atau istilahnya masyarakat tau nih, “Oh hari ini lagi covidnya lagi banyak di daerah Jakarta Selatan,” misalnya, mereka mungkin akan bisa mengurangi kegiatan di daerah – daerah yang covidnya banyak. Misalnya kemarin ada satu waktu periode yang angka covidnya itu di Bali lebih banyak dari pada Jakarta, dan dilihat jika data itu tidak bisa disampaikan ke publik, takutnya masyarakat yang mau liburan ke Bali banyak. Jadi kemarin sih Alhamdulilah pada periode tertentu mereka selalu update informasi terkait dengan jumlah pasien COVID-19 yang bisa ngasih referensi untuk masyarakat mau jadi pergi atau tidak ke satu lokasi.

Pembicara 1: Oke menarik, sangat komprehensif. Berarti yang dimaksud itu selain judul bicara itu, selain memerangi disinformasi, memberikan informasi penting, terus juga memberitahu kebijakan publik, terus juga sebagai sumber referensi yang aktual untuk masyarakatnya, boleh ditambahin kalau aku ada yang kurang.

Pembicara 2: Iya betul-betul.

Pembicara 1: Selain itu, merujuk ke pertanyaan penelitian aku nih, Jo. Menurut Jojo, apakah juru bicara itu harus mudah disukai? Mudah disukainya misalnya dalam segi satu, penampilan, dua, expertise atau kredibilitas, dan juga mungkin kecocokan kali ya. Cocoknya ini yang masuk ke dalam konteks yang nggak hanya cuman penampilan, tapi lebih cocok mungkin secara budaya, secara sosial, ataupun dia mampu mewakili institusi yang diwakili. Misalnya kan kemarin diannounce sama Kominfo, kalau juru bicara masing-masing institusi itu punya satu, POM ada satu, Satgas ada dua, terus Kemenkes ada satu. Nah itu kira-kira menurut Jojo apakah lebih baik lebih mudah disukai juru bicara?

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Pembicara 2: Kalau dari sudut pandang media, aku kan sebagai reporter nih, sebenernya penampilan itu, menurut aku ya, itu nggak penting sih. Nggak penting karena kalau kita liat di layar kaya Pak Wiku, Pak Yuri, atau Pak Syahril yang sekarang kan juga nggak terlalu perlente lah istilahnya, yang nggak terlalu gimana-gimana banget penampilannya. Emang pada akhirnya sih ada satu tahap, pemerintah tuh nunjuk Reisa Broto Asmoro untuk jadi salah satu spokesperson, mungkin mereka pikir Reisa dengan penampilannya dan tentu saja dengan kepintarannya, dan dia juga sebagai dokter kan yang mungkin lebih bisa ditonton oleh masyarakat luas. Tapi kalau misalnya aku pribadi sebagai reporter dengan tugas-tugas aku, yang penting pertama adalah pemahaman dia atas isu, gimana dia cara menjawabnya, apakah jawaban-jawaban dia sudah dipahami oleh kita sebagai reporter, dan lebih bisa disampaikan kepada publik dengan lebih simple, karena kan istilah-istilah medis itu banyak yang kurang familiar. Jadi yang pertama menurut aku, penampilan tuh nomor sekianlah bukan nomor pertama. Jadi yang pertama pasti harusnya pemahaman dia terlebih dahulu tentang dunia kesehatan jadi background pekerjaan dia pasti akan sangat berpengaruh. Dan kedua, cara dia menyampaikan bahasa-bahasa yang digunakan, terus gimana dia menyusun kalimatnya, apakah mudah dipahami atau jelimet kaya gitu. Terus itu sih baru mungkin penampilannya.

Walaupun mungkin Pak Yuri, Pak Wikuah, atau Pak Syahril itu biasa biasa aja, juga termasuk Bu Siti Nadia, tapi menurut aku ya dia standar broadcast lah maksudnya dari segi kalau misalkan aku di televisi tuh masih rapi, masih enak dilihat, bukan sesuatu yang kita permasalahkan penampilan dia. Justru kita itu di TV termasuk CNN gak pernah tuh wawancara Reisa Broto Asmoro, kita rujukan pertamanya pasti bu Siti Nadia, Pak Wiku, atau Pak Yuri, jarang banget bahkan nggak pernah bagi kita mewawancara Reisa Broto Asmoro untuk approach pertama, kecuali dia tampil di Youtube BNPB atau Youtube pemerintah karena mau nggak mau kita harus potong soundbait dari Reisa Broto Asmoro. Tapi kalau misal kita disuruh liputan covid, yang pertama kali dikontak itu pasti diantara tiga orang itu. Jadi menurutku sih penampilan bukan hal utama yang kita cari, tapi bagaimana pemahaman dia, pokoknya intinya bagaimana kepintaran dia memahami suatu isu, itu kurang lebih.

Pembicara 1: Oke oke menarik. Berarti kalau dari segi penampilan itu nggak terlalu penting tapi yang penting itu dari bagaimana latar belakangnya dan expertise nya ya?

Pembicara 2: Iya betul betul banget. Jadi dari pengalaman aku dan teman teman sih iya begitu.

Pembicara 1: Baik-baik, terus ini ada unsur ketiga, untuk kecocokan kira kira kecocokan itu mungkin lebih konteksnya dia orang Indonesia, dia juga bisa mewakili rakyat Indonesia, kira kira, menurut Jojo lebih penting ngga? Misal pemerintah tiba tiba ngambil juru bicara contohnya ahli dari WHO, kira kira unsur kecocokan itu penting ya?

Pembicara 2: Penting banget karena kalau misalnya juru bicara itu yang ditunjuk oleh pemerintah orang Indonesia pasti menurutku pertama orang orang yang masyarakat nonton tv menengah ke bawah pasti akan mudah lebih mudah memahami bila yang berbicara orang Indonesia dari segi bahasa misalnya dibanding orang-orang WHO. Beberapa kali emang kita emang mengejar soundbait dari orang WHO untuk menjelaskan di skala yang lebih luas, misal pandemi secara globalnya, tapi pada akhirnya kita akan minta konfirmasi ke juru bahasa yang orang Indonesia misal 3 orang tadi, karena untuk pemahaman dan mudah dipahami oleh penonton-penonton yang biasanya strata ekonominya menengah ke bawah.

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Pembicara 1: Berarti yang dipertimbangkan dari kecocokan itu lebih dilihat dari segi budaya itu termasuk bahasa?

Pembicara 2: Betul

Pembicara 1: Terus kira kira dari Jojo kira kira ada yang harus ditingkatkan ga dari peran juru bicara pemerintah selama pandemi?

Pembicara 2: Sebenernya kemarin sih udah baik ya karena mereka turutin, ngasih rilisan tanpa diminta untuk yang pertama. Mungkin yang perlu ditingkatkan adalah keterbukaan informasi publiknya atau istilahnya mereka akan menjawab atau memberikan informasi yang mereka pengen kasih info aja, tapi ketika para wartawan bertanya tentang satu isu yang lebih menyerang mereka, mereka akan memberi jawaban yang kurang memuaskan bagi kita. Kaya misalnya tentang data, kemarin CNN tuh bikin liputan soal ada banyak orang yang meninggal gegara COVID-19 tapi nggak tercatat dalam data pemerintah, ketika mengkonfirmasi isu isu yang menyerang mereka, istilahnya menyerang kan mengkritisi juru bicara itu atau pemerintah secara umum, mereka kasih jawabannya kurang bisa menjelaskan gitu. Istilahnya juru bicara yang selama ini muncul itu hanya satu arah, memberikan informasi apa yang pemerintah ingin sampaikan kepada publik tapi jika untuk mengklarifikasi mengkonfirmasi hal hal yang lebih sensitif dan ditanya oleh wartawan itu mereka agak kurang bisa jawab gitu. Mungkin yang perlu diperbaiki, kita kan jadi wartawan pengennya nggak cuma satu arah kan informasinya, kita juga kan ingin bertanya juga, jadi lebih fleksibilitas untuk pertanyaan - pertanyaan dari wartawan bisa terjawab dengan baik karena jatuhnya juru bicara yang hanya satu arah, jadinya kaku gitu loh dan harus lebih birokratis gitu.

Pembicara 1: Selain itu menurut Jojo, kalau misalnya terjadi ada krisis yang serupa seperti pandemi sekarang, krisis yang skalanya nasional, kira kira peran juru bicara apakah berevolusi gak jadi sesuatu yang baru? Apakah peran juru bicara di masa depan kira kira kaya gimana? Khususnya untuk komunikasi kesehatan ya.

Pembicara 2: Oke, sebenernya pas pandemi COVID-19 juga menurut aku cukup berevolusi juga sih, pas yang saat ini kemarin, karena biasanya sebelum pandemi itu, semua rilis informasi media itu harus dateng ke kantornya Kementrian Kesehatan atau BNPD pada waktu kemarin-kemarin ya kalau misal ada conference press, karena COVID-19 itu ada revolusi yang sangat berasa karena kita jadi terbiasa untuk pake teknologi seperti Zoom atau Youtube. Zoom sih yang paling utama, kerja kerja wartawan juga jadi sangat berubah, jadi kita juga ga bergantung harus wawancara orang secara lapangan tapi kita juga bisa wawancara via zoom atau nyari informasi lewat rilis di Youtube. Kalau untuk masa depan misalnya terjadi pandemi lagi yang lebih luas, aku gabisa bayangin akan terjadi revolusi atau perubahan perubahan dalam komunikasi publik yang lain karena aku belum bisa bayangin akan seperti apa di masa depan. Tapi kemungkinan penggunaan teknologi mungkin yang aku prediksi, penggunaan teknologinya akan lebih masif lagi. Karena kemarin pas covid aja itu sangat sangat berasa kan bagi kita, jadi mungkin kalau di masa datang akan ada pandemi yang membuat kita gabisa ketemu secara langsung mungkin penggunaan teknologi akan lebih masif lagi, cuman aku gabisa bayangin masif nya itu akan kaya gimana, seperti apa teknisnya gitu sih.

Pembicara 1: Kalau dari Jojo berarti dari segi media perannya masih belum keliatan perubahannya kedepannya gimana kira kira?

Pembicara 2: Iya masih belum keliatan sih, sebenernya kemarin sehabis COVID-19 kan ada, kalau misal kita bicara soal isu isu kesehatan kan ada gagal ginjal akut pada anak kan, nah itu menurut aku sih juru bicaranya kan dari Kemenkas juga dan nggak ada perubahan dari cara mereka berkomunikasi, dari segi komunikasi publiknya juga masih sama aja kan.

Pembicara 1: Tadi kan Jojo sempet ngasih kaya cuplikan terkait tantangan-tantangan yang dihadapi media dalam menggali informasi melalui juru bicara, kira kira juru bicara ngebantu Jojo nggak sih kaya mengatasinya atau hanya ngasih following statement aja?

Pembicara 2: Menurut aku ngebantu ya untuk mengklarifikasi hal-hal yang nggak sensitif, hal hal yang umum, misinformasi yang lebih umum di publik, mereka bantu meluruskan mengkonfirmasi keadaan kalau kita dari media butuh tokoh prominen untuk jadi soundbait, untuk yang jadi ngomong di berita kita. Kalau aku bisa kritisi itu di awal-awal sebelum Pak Agus Terawan kalau nggak salah, yang sekarang bikin vaksin juga menteri kesehatan juga, itu kalau misal bisa dikritisi cara komunikasi dia cukup berbeda ya walaupun dia bukan juru bicara. Tetapi di awal-awal kan karena mungkin belum ditunjuk juru bicara yang ngomong, tapi kan di awal-awal dia yang lebih sering muncul di media, nah itu menurutku menarik sih. Waktu awal awal pandemi sering menyampaikan statement ke depan pers karena Pak terawan itu orangnya aku lihat sih nggak birokratis tapi ngomongnya ceplas ceplos aja tapi justru bikin pernyataan yang kontroversial gitu kita lihatnya, itu cukup menimbulkan kegaduhan kegaduhan, kegaduhan sih aku bilang karena banyak orang seperti politisi-politisi atau pejabat-pejabat publik lainnya yang nggak setuju dengan yang disampaikan Pak Terawan tentang COVID-19 gitu, dia lebih menyepelekan gitu. Mungkin karena itu akhirnya pemerintah menunjuk satu orang selain menteri kesehatan sebagai juru bicara yang lebih bisa ngomong secara tertata dan birokratis, mungkin itu yang aku kritisi di awal awal banget COVID-19 tuh cara komunikasi pemerintah dengan menteri kesehatan tuh masih cukup kacau sebelum ada juru bicara, jadi peran juru bicara itu sangat membantu agar issue nya itu tidak terlalu melebar ke hal-hal yang lebih kontroversi, bukan hal hal yang inti dari penanganan COVID-19 itu sendiri.

Pembicara 1: Berarti pada esensinya juru bicara itu ya untuk menjadi gatekeeper informasi supaya gak bleber jadi isu isu hoax atau disinformasi.

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Appendix D – Survey questionnaires

Foreword:

Kata Pengantar dari tim peneliti

Salam sehat dan sejahtera bagi kita semua.

Terima kasih banyak kepada teman-teman yang sudah memberikan waktunya untuk mengisi survei mengenai Juru Bicara institusi pemerintah selama pandemi Covid-19.

Survei ini ditujukan untuk menelusuri bagaimana unsur-unsur 'likeability' seorang juru bicara mempengaruhi persepsi masyarakat terkait penanganan dan kebijakan Covid-19 dari pemerintah. Data yang dikumpulkan dari survei ini akan digunakan untuk menganalisa proses komunikasi publik ketika masa krisis guna mengembangkan proses komunikasi yang lebih matang di masa mendatang sehingga dapat mengurangi jumlah kematian dan kerugian materi.

Dengan demikian, kami berharap pengisi dapat mengisi dengan sejujur-jujurnya.

Survei ini diperkirakan dapat diselesaikan dalam waktu ~15 menit.

Untuk memberikan apresasi terhadap partisipan survey, peneliti akan memberikan hadiah senilai IDR25,000.- kepada 5 pengisi melalui OVO/Go-pay. Pemenang akan dipilih secara acak melalui randomizer. Hasil akan diumumkan melalui e-mail dan bagi para pemenang akan dimintakan nomor telepon OVO/Go-Pay masing-masing.

NDA:

Dengan menjawab pertanyaan di bawah, pengisi survei sadar penuh bahwa mereka akan memberikan data pribadi yang akan digunakan untuk kepentingan penelitian.

Peneliti menjamin keamanan data pengisi dan distribusinya akan hanya dibagikan kepada pihak-pihak yang berkeperluan dalam proses penelitian.

Apabila pengisi membutuhkan penjelasan lebih lanjut, dapat menguhubungi Lutfi Kamili J.I - MBA ITB pada kontak:
p: +62 819 3148 1260
e: lutfi.kamili@sbm-itb.ac.id

Appendix D.1 General & Demographic

1. Questions	Answers
2. Name or initials	<fill>

3. email	<fill>
4. Gender	Male, female, prefer not to answer
5. age	<17 18-24 25-30 31-35 36-55 >55
6. Education	Primary education Vocational (D1, D2, D3) Graduate or equivalent Masters or equivalent PhD or equivalent
7. Domicile	Greater Jakarta Area Medan Surabaya Bandung <fill>

Appendix D.2 Attitude and Information seeking habit on COVID-19

Questions	Answers
8. Selama periode 2 Maret 2020 sampai sekarang, seberapa aktifkah Anda dalam mencari informasi terkait pencegahan, penanganan dan kebijakan Covid-19	[scale 1-5]
9. Selama periode 2 Maret 2020 sampai sekarang, seberapa aktifkah Anda dalam mencari informasi terkait pencegahan, penanganan dan kebijakan Covid-19	[scale 1-5]
10. Media apa saja yang menjadi sumber informasi terkait pencegahan, penanganan dan kebijakan Covid-19 (jawaban boleh lebih dari satu)	Social Media Messaging app Video media Radio Television Official website News website Search engine <fill>
11. Tolong sebutkan, media apa yang paling sering Anda gunakan untuk mendapatkan informasi tentang pencegahan, penanganan dan kebijakan Covid-	<fill>

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19	
12. age	<17 18-24 25-30 31-35 36-55 >55
13. Education	Primary education Vocational (D1, D2, D3) Graduate or equivalent Masters or equivalent PhD or equivalent
14. Domicile	Greater Jakarta Area Medan Surabaya Bandung <fill>

Appendix D.3 Pre-attitude towards the government

Questions	Answers
15. Anda rasa kalau lembaga pemerintah (Kemenkes, BPOM, Satgas, dan Biofarma) sudah cukup cepat dalam menangani pandemi Covid-19	[scale 1-5]
16. Kebijakan pemerintah (Kemenkes, BPOM, Satgas, dan Biofarma) telah memberikan manfaat bagi masyarakat selama pandemi Covid-19	[scale 1-5]
17. Anda rasa pemerintah (Kemenkes, BPOM, Satgas, dan Biofarma) dapat mengurangi dampak negatif pandemi Covid-19 terhadap masyarakat	[scale 1-5]
18. Apakah Anda sering mendengar lembaga-lembaga di bawah ini dalam sosialisasi dan edukasi penanganan Covid-19 [1: Sangat Tidak Sering - 5: Sangat Sering]	MoH [scale 1-5] BPOM [scale 1-5] Satgas Covid-19 [scale 1-5] Biofarma [scale 1-5]

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Appendix D.4 Spokesperson-specific likeability measurement

Likeability	Questions	Answers
Attractiveness	Apakah Anda pernah melihat beliau pada saat sosialisasi dan edukasi tentang penanganan Covid-19 di media?	[scale 1-5]
	[Skala 1-5] Menurut Anda yang di atas berpenampilan menarik	[scale 1-5]
	[Skala 1-5] Menurut Anda tutur bicara beliau mudah didengar.	[scale 1-5]
	[Skala 1-5] Penampilan dan Tutur Bicara beliau mempengaruhi pendapat Anda tentang kebijakan Kementerian]	[scale 1-5]
Expertise and Trustworthiness	[Skala 1-5] Menurut Anda, beliau memiliki keahlian yang cukup untuk menjadi juru bicara Kementerian Kesehatan	[scale 1-5]
	[Skala 1-5] Menurut Anda, beliau memiliki pengalaman yang cukup untuk menjadi juru bicara Kementerian Kesehatan	[scale 1-5]
	[Skala 1-5] Menurut Anda, beliau memiliki integritas dan kredibilitas yang cukup untuk menjadi juru bicara Kementerian Kesehatan	[scale 1-5]
	[Skala 1-5] Menurut Anda, segi kecakapan dibidang beliau mempengaruhi pendapat Anda tentang kebijakan Kementerian Kesehatan	[scale 1-5]
Congruence	[Skala 1-5] Menurut Anda beliau cocok untuk menjadi Juru Bicara Kementerian Kesehatan	[scale 1-5]
	[Skala 1-5] Menurut Anda nilai-nilai yang dicerminkan	[scale 1-5]

	beliau sesuai dengan apa yang Anda junjung	

Appendix D.5 Spokesperson profile

Picture	Bio	Video link
	Nama: dr. *Siti Nadia Tarmizi*, M.Epid **Jabatan Sekarang:** Kepala Biro Komunikasi dan Layanan Publik **Jabatan Sebelumnya:** Direktur Pencegahan dan Kontrol Penyakit Menular; Juru Bicara Kemenkes **Catatan pendidikan:** S1: Kedokteran Universitas Indonesia; S2: Epidemiologi Universitas Indonesia	link
	Nama: Dr. Dra. *Lucia Rizka Andalucia*, Apt, M.Pharm, MARS **Jabatan Sekarang:** Direktur Jenderal Kefarmasian dan Alat Kesehatan **Jabatan Sebelumnya:** Juru Bicara vaksinasi Covid-19 untuk BPOM oleh Komite Penanganan COVID-19 dan Pemulihan Ekonomi Nasional (KPC-PEN). ; Direktur Standarisasi Obat, Narkotika, Psikotropika, Prekursor dan Zat Adiktif; Direktur Registrasi Obat Badan Pengawas Obat dan Makanan. **Catatan pendidikan:** S1: Kedokteran Universitas Indonesia; S2: Farmasi dari Unair & Administrasi Rumah Sakit; S3: Farmasi UGM	link
	Nama: Prof. drh. *Wiku* Bakti Bawono *Adisasmito*, M.Sc., PhD, **Jabatan Sekarang:** Juru Bicara Satgas Covid-19; Professor Besar Kebijakan Kesehatan Universitas Indonesia; Ketua Tim Ahli Satgas Covid-19 **Catatan pendidikan:** S1: Kedokteran Hewan dari IPB ; S2: Colorado State University; S3: Pengendalian penyakit vektor Colorado State University; Gelar informal dari Unhan (2012)	link
	Nama: Raden Kanjeng Mas Ayu Tumenggung *Reisa* Kartikasari *Broto Asmoro* **Jabatan Sekarang:** Juru Bicara Satgas Covid-19; Artis/Selebriti **Jabatan Sebelumnya:** Humas Ikatan Dokter Indonesia **Catatan pendidikan:** S1: Kedokteran Universitas Pelita Harapan	link

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	Nama: *Bambang Heriyanto* **Jabatan Sekarang:** Corporate Secretary Biofarma; Kepala Divisi Produksi Biofarma **Jabatan Sebelumnya:** Juru Bicara Vaksinasi Covid-19 Biofarma **Catatan pendidikan:** S1: Farmasi Industri ITB; S2: Manajemen Pengawasan Operasi Unpad	link

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