

POLITICAL COMMUNICATION STRATEGY INDONESIAN NATIONAL ARMY IN HIS ROLE ACCELERATE COVID-19 MANAGEMENT IN INDONESIA

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Abstract. The involvement of the military in the global health crisis has started since the COVID-19 outbreak in Indonesia, starting from the implementation of Large-Scale Social Restrictions to the implementation of the new normal adaptation phase, including the acceleration of vaccination. However, this involvement has its pros and cons. A number of parties regard it as something natural, while others criticize the urgency of involving the military. This study focuses on the political communication strategy of the roles of two defense institutions, namely the Indonesian National Army and the Ministry of Defense in dealing with COVID-19. The methodology used is a qualitative research design. Researchers used role theory, political communication concepts, national defense concepts, and pandemic handling concepts to analyze this study. The results of the study show that the TNI has a role in political PR in changing the good image of its institutions and is closely correlated in providing communication from the government, which is strategically in a number of fields such as health, security, and socio-economics in an effort to tackle COVID-19. The Ministry of Defense also plays a strategic role both internally and externally through collaboration with other ministries, domestic private companies, state-owned enterprises in the defense industry sector, and with other countries in tackling the COVID-19 pandemic.

Keywords: role; TNI; political communication; covid-19

I. INTRODUCTION

Indonesia confirmed the first positive case of Coronavirus Disease 2019 (COVID-19) on March 2, 2020. Then, in its development, it was recorded that until July 5, 2020, the number of positive cases of COVID-19 had reached 63,749, consisting of 31,473 patients under treatment, recovered as many as 29,105 people, and patients who died reached 3,171 people [1]. When viewed from the development of the graph, the pattern of the spread of COVID-19 in Indonesia is still increasing and there are no signs of a sloping curve. The COVID-19 pandemic, which has become a global health crisis, not only has an impact on human health, but also has a domino effect on the economic, social and security sectors. The impact of the pandemic on the economic and social conditions of the community can be seen from many people experiencing layoffs (PHK), the increasing number of unemployed which then leads to an increase in poverty rates [2]. In addition, the decline in people's economic conditions has a domino effect on the security sector, such as the increase in crime rates during the pandemic that threatens security and public order in the community. Furthermore, the lockdown policies implemented by neighboring countries such as Malaysia led to the illegal repatriation of Indonesian Migrant Workers (TKI) through the 'rat route'. Repatriation that is not accompanied by a strict screening process has the potential to increase the transmission of COVID-19 at the point of arrival and in their hometown [3].

Considering the escalation of the spread of COVID-19 in Indonesia and the various impacts it has, on April 13,

2020 President Joko Widodo issued Presidential Decree (Kepres) No. 12 of 2020 concerning the Determination of Non-Natural Disasters. The spread of COVID-19 as a national disaster. The issuance of the Presidential Decree is an indication that the government sees the COVID-19 pandemic as a real non-military threat that requires special handling, in accordance with Law Number 23 of 2019. The government has made a number of efforts to overcome the COVID-19 pandemic, starting from forming a Task Force for the Acceleration of Handling COVID-19 in synergy with a number of related ministries/agencies and local governments. The Ministry of Defense (Kemhan) and the Indonesian National Armed Forces (TNI) are the two defense institutions that are also participating in efforts to contain COVID-19 [4].

This paper focuses on the role of two defense institutions, namely the TNI and the Ministry of Defense in dealing with COVID-19. The involvement of the military in this health crisis situation has been carried out since the COVID-19 outbreak broke out in Indonesia, during the Large-Scale Social Restrictions (PSBB), to the implementation of the new normal, including the current acceleration of vaccination [5]. However, the military's involvement in the response to COVID-19 and the adaptation of the new normal has brought pros and cons, some consider it a natural thing while others criticize the urgency of involving the military. before the deployment took place, the duration of Military Operations Other than War (OMSP), the urgency and calculation of the impact of involvement on the readiness of the TNI in carrying out its

main tasks if needed at any time [6]. In addition, there was concern that the entry of the military into the civilian sphere could create a tense atmosphere in society. to human rights violations when abuse of power occurs.

Basically, the involvement of the TNI and the Ministry of Defense is in accordance with applicable regulations, such as in Presidential Instruction (Inpres) No. 4 of 2019 and the TNI Law No. 34 of 2004. Despite the various criticisms above, defense institutions such as the TNI and the Ministry of Defense have taken a number of strategic and operational steps in helping the government cope with the COVID-19 pandemic [7]. Based on this background, the purpose of this study is to analyze the political communication strategy of the role of defense institutions in this case the TNI and the Ministry of Defense in dealing with the COVID-19 pandemic. The types of roles analyzed are related to the various roles, the scope of the roles, and the scope of the roles performed by the defense institutions to achieve the desired expectations in the form of results and benefits from these roles. and draw conclusions which are interpretations of the data that has been analyzed [8].

Framework for Role Theory Analysis

Role is a set of behaviors expected of a person according to a given social position both formally and informally. Roles are based on role prescriptions and expectations that explain what individuals must do in a given situation in order to fulfill their own expectations or the expectations of others regarding these roles. The role includes three things, namely [9]:

- a. Norms are associated with a person's position or place in society, meaning that there are a series of rules that guide a person in social life.
- b. A concept of what individuals can do in society as an organization.
- c. Individual behavior is important to the social structure of society.

According to Bruce J. Biddle, roles can be considered as identities, behavioral characteristics, and expectations to be achieved. These expectations include norms or pressures to act in certain ways. Individuals will receive the message, interpret it, and respond in a variety of ways.

Image Communication Theory Concept

According to Frank Jefkins in the book *Public Relations*, the definition of image in the context of public relations, image is defined as "the right impression, picture, or impression (according to reality) on the figure of the existence of various policies, personnel, personnel or services of an organization or company." Jefkins [10] [11] mentions several types of images, the following five types of images are proposed, namely:

1. Mirror Image (Shadow Image). This image is attached to insiders or members of the organization – usually the leader – about what outsiders think about the organization. In other words, the shadow image is the image held by insiders regarding the outside view of the

organization. This image is often inaccurate, even just an illusion, as a result of inadequate information, knowledge or understanding held by those within the organization regarding the opinions or views of outside parties. In ordinary situations, the fantasy often arises that everyone likes us.

2. Current Image (Applicable Image). The prevailing image is an image or view held by outsiders regarding an organization. This image is completely determined by the amount of information that is owned by those who believe in it.
3. Multiple Image (Compound Image). Namely the existence of various public images of certain organizations caused by those who represent our organization with different behaviors or not in tune with the goals or principles of our organization.
4. Corporate Image (Corporate Image). What is meant by corporate image is the image of an organization as a whole, so it is not just an image of its products and services.
5. Wish Image. The image of hope is an image desired by management or an organization. The expected image is usually formulated and applied to something relatively new, when the audience does not have sufficient information about it.

Political Communication Concept

Political communication focuses on the transfer of information between politicians, the media and the public. According to Astrid S. Soesanto [12], political communication is communication that is directed at achieving an influence in such a way that the issues discussed by this type of communication activity can bind all its citizens through a sanction that is jointly determined by political institutions. In simple terms, political communication is communication that involves political messages and political actors, or is related to power, government, and government policies. With this understanding, as an applied science, political communication is not new. Political communication can also be understood as communication between the "ruling" and the "ruled".

There are several forms of political communication carried out by political infrastructure communicators to achieve their political goals [13] such as Public Relations (PR) Politics, which grew rapidly in the United States after World War II, as an alternative effort to counterbalance propaganda. which is considered a danger to social and political life, President Theodore Roosevelt (1945) declared government as square deals (honest and open) in dealing with the community and establishing reciprocal relationships rationally. So the goal is to create a trusting, harmonious, open or accommodating relationship between politicians, professionals or activists (communicators) and audiences (cadres, sympathizers, the general public) [14].

Political talks are carried out by means of a mover, namely the form of language, policies, institutions and actions of political leaders carrying out the second function,

namely serving the interests of the government and the private sector under the guise of public guarantees. They also mobilize and mobilize support for action. For example, at times of threat: war, economic crisis, emergency, – calls for sacrifice can persuade citizens to accept or support. Myth and ritual are two very important tenses in moving the public

National Defense Concept

Based on Law no. 3 of 2002 concerning National Defense, the definition of national defense is all efforts to defend the sovereignty of the state, the territorial integrity of the Unitary State of the Republic of Indonesia, and the safety of the entire nation from threats and disturbances to the integrity of the nation and state. The national defense effort is carried out by taking into account the dynamics of the threats faced. The development of the strategic environment creates changes in the complexity of threats, both military threats and non-military threats. National defense functions to realize and defend the entire territory of the Unitary State of the Republic of Indonesia as a defense unit [15]. National defense is organized by the government and prepared early with the national defense system by building and fostering the capability and deterrence of the state and nation as well as overcoming any threats. The state defense system is a universal defense system that involves all citizens, territories, and other national resources, and is prepared early by the government and is carried out in a total, integrated, directed, and continuous manner to uphold state sovereignty, territorial integrity, and safety. the whole nation from all threats. The universal defense system can be implemented by mobilizing all elements of national resources, including elements of national defense, such as Main Components, Reserve Components and Supporting Components.

The main component is the Indonesian National Army which is ready to be used to carry out defense tasks. Reserve components are national resources that have been prepared to be deployed through mobilization to enlarge and strengthen the strengths and capabilities of the main components[16]. Meanwhile, the supporting components are national resources that can be used to increase the strength and capability of the main components and reserve components.

II. RESEARCH METHODS

This study uses a qualitative research design. According to Bodgan and Taylor, qualitative research is research that produces descriptive data in the form of written or spoken words from individuals and observed behavior.⁷ The data sources used consist of primary data sources such as official documents and secondary data sources such as journals, books, media, and the official site. So, the research process is carried out by collecting data, analyzing data, making data interpretations, and making research reports. For data analysis techniques, researchers used data analysis techniques according to Creswell with the stages of reducing data to make it easier for researchers to analyze these data,

presenting data in the form of descriptive analysis, tables, or graphs.¹⁵

In addition, WHO also provides effective coordination measures in dealing with disease outbreaks. First, coordination between stakeholders, not only coordination on tasks but also on financial and resource management. This requires the construction of an emergency operation center or operational headquarters, various tools that support organizational optimization and meetings between stakeholders, making documentation and making a joint plan of action which is updated regularly in accordance with the development of disease outbreaks. So that it can be seen, what interventions are needed and how the distribution of roles and responsibilities of decision makers can be seen. Second, make health information containing disease outbreak surveillance and information on the results and impacts of interventions or policies that have been carried out. Third, dealing with the infodemic, namely the massive and rapid dissemination of information which includes false information, rumors, gossip, and other information that cannot be accounted for. To deal with the infodemic, policymakers must pass on official information and listen to and manage rumors well. Fourth, to conduct interventions in the health sector aimed at reducing transmission, morbidity, mortality and negative impacts on the health system and the political sector as well as other sectors.

III. RESULTS AND DISCUSSION

The legal basis that regulates the involvement of defense institutions in helping to accelerate the handling of the COVID-19 pandemic is contained in Law no. 34 of 2004 concerning the TNI. Article 7 paragraph 2 of the law states that one of the main tasks of the TNI is to carry out OMSP, which in this case aims to help cope with the consequences of natural disasters, displacement, and the provision of humanitarian assistance. In addition, Presidential Instruction No. 4 of 2019 concerning capacity building in preventing, detecting, and responding to disease outbreaks, global pandemics, and nuclear, biological, and chemical emergencies also forms the legal basis for assigning the TNI to assist the government in overcoming this global health crisis. Then, the TNI Commander is also instructed to: (a) deploy personnel, facilities, and infrastructure as well as efforts to prevent, detect, and respond quickly before, during, and after the occurrence of public health emergencies and/or non-natural disasters; and (b) provide tactical response commands in the event of public health emergencies and/or non-natural disasters, whether intentional or not.

In the regulation, the president also gives instructions to the minister of defense to improve coordination, synergy, and cooperation in mobilizing defense sector resources to prevent, detect, and respond to public health emergencies and/or non-natural disasters, whether intentional or not. In other words, the role of the TNI as a driving force in Public Relations (PR) Politics is a strategic step in building a good image of the TNI institution in the eyes of the community

and correlates in carrying out political communication carried out by the government.

The image of the TNI as a populist state institution is increasingly giving rise to a belief. So from this belief, a pro attitude emerges towards his service to the nation and state, from that attitude a positive image is formed. Specifically implemented in all roles of the TNI from the beginning of the pandemic until now in the implementation of the new COVID-19 (New Normal) habits.

TNI's Role

a. Health

In the health sector, first, the TNI has refocused or reallocated a budget of Rp. 196.8 billion from budget needs (Indonesian National Armed Forces Headquarters (Mabas TNI), Indonesian Army National Army (TNI AD), Indonesian Navy (TNI AL), and Indonesian Air Force National Army (TNI AU) To help deal with COVID-19. Of the total budget, the TNI Headquarters budget requirement of Rp. 25.7 billion is allocated for the procurement of Polymerase Chain Reaction (PCR) laboratory equipment and special reagent kits for the corona virus. Then, the TNI AD budget is Rp. 39.9 billion was used for procurement allocations, personal protective equipment (PPE), test kits and swabs with the need for smart helmets. The TNI AL budget of Rp. 64.5 billion was allocated to increase the procurement of health facilities such as isolation rooms, procurement of raw materials for hand sanitizers, vitamins, ventilators and the provision of incentives for health workers, while the Indonesian Air Force budget of Rp. 69.5 billion is allocated for the provision of incentives for health workers. health in several air force hospitals.

Second, the TNI contributes in helping to provide health service facilities such as special referral hospitals for COVID-19, including the Mintoharjo Hospital and Gatot Subroto Army Hospital. Currently the government has prepared a budget of Rp. 3.2 trillion for the deployment of TNI troops to accelerate the handling of the corona pandemic for 150 days. The funds were used to increase the capacity of 109 health care facilities owned by the three dimensions in all regions. This is done so that these health facilities can be used for handling COVID-19 in the regions. In addition, 68 hospitals belonging to the Indonesian Army will also be equipped with laboratories that have test equipment using the PCR method, which is expected to be able to examine 10,000 specimens per day for each hospital. The TNI also established standby posts, tents and isolation rooms in several areas, complete with medical equipment and medical personnel on standby. These posts and isolation tents are used to speed up the initial treatment of people suspected of being infected with the COVID-19 virus before being referred to a referral hospital.

Third, in terms of human resources in the health sector, the TNI prepares health workers such as medical personnel, paramedics, and other support personnel to treat COVID-19 patients. One example is military doctors (general practitioners and specialists), nurses, other health workers, and non-medical personnel who have been placed

at the Wisma Atlet COVID-19 Emergency Hospital to treat patients infected with the corona virus. In addition, the TNI AD has also deployed Nubika Engineers (Nuclear, Biological, and Chemical) soldiers to carry out mitigation, extraction, triage, and decontamination.

Fourth, in terms of logistics, the TNI also assists the government in distributing PPE to various regions. The distribution of PPE aims to help overcome the limitations of PPE for medical personnel who treat COVID-19 patients. TNI uses air transportation such as Hercules aircraft to transport and distribute PPE, especially to areas. As of April 2, 2020, 352,450 PPE have been distributed to 34 provinces in Indonesia.

Fifth, the TNI assists the government in tracking medical intelligence such as massive sampling, aggressive contact tracing and tracking, and strict quarantine to suppress the spread of COVID-19.

Sixth, in terms of research and development (R&D), the TNI collaborates with universities to conduct research and development in making vaccines, serums or drugs that can ward off COVID-19 at the Military Health Laboratory.

b. Security Sector

In the security sector, the TNI leadership has established four Integrated Joint Task Forces (Kogasgabpad) in four regions. The formation of Kogasgabpad also involved elements of the combined TNI-Polri, relevant ministries and institutions under the TNI's main operations command (pangkotama ops). The four Kogasgabpad consist of the first, the Wisma Atlet Jakarta COVID-19 Emergency Hospital, which is led by the Pangdam Jaya. Second, Kogasgabpad Natuna led by Pangkoopsau I. Third, Kogasgabpad Pulau Sebaru led by Pangkoarmada I. Fourth, Kogasgabpad Special Hospital for Galang Island Infection led by Pangdam I Bukit Barisan.

Furthermore, the TNI also helps provide socialization in the use of masks and the application of physical distancing in public places such as public transportation. In order to enforce and supervise the orderly implementation of the PSBB and the transition phase, the TNI carries out joint patrols in public places up to regional borders. For example, the Indonesian Navy held an Operation to Enforce Order and Discipline (Gaktibplin) which aims to suppress traffic violations for personnel and Civil Servants (PNS).

Furthermore, the TNI also increased routine patrols and intelligence patrols on the Indonesia-Malaysia border, especially on the rat route (unofficial route) which is often used as a route for illegal migrant workers to return to Indonesia. This patrol aims to anticipate the spread of COVID-19 originating from abroad. Through these patrols, the TNI has succeeded in securing 36 illegal TKI from Malaysia in the waters of the Nipah River and during the pandemic until mid-May 2020 the TNI has secured 713 illegal TKI who returned to Indonesia illegally via Lanal Tanjung Balai Asahan. After making the arrest, all ship passengers were examined by implementing a standard inspection procedure during the COVID-19 pandemic by the COVID-19 Task Force (Satgas). Some of the procedures carried out include health checks, body temperature

measurements, and spraying of disinfectant liquid on passengers as well as luggage and ships used.

Then, in terms of transportation, the TNI has facilitated the evacuation of Indonesian citizens (WNI) who are abroad so that they can return to Indonesia due to this emergency situation. The TNI is recorded to have carried out the evacuation process 13 times around 3,500 Indonesian citizens who work as crew members (ABK) on world cruise ships. For example, the evacuation of 188 Indonesian crew members of the World Dream, 324 Indonesian citizens of the MV Costa Mediterranea crew and 68 crew members of the Diamond Princess. In addition, KRI Dr. Soeharso was also used to carry out humanitarian missions to assist the return of Indonesian Migrant Workers from Malaysia who had implemented a lockdown, and the involvement of three Indonesian Air Force planes to take 245 Indonesian citizens who had just arrived from Wuhan to be taken to Natuna Island for observation.

Furthermore, as a preventive measure, the TNI has also prepared a contingency plan as a worst-case scenario if the COVID-19 pandemic has not shown signs of slowing down in the near future. The spread of the corona virus has had an impact on the declining socio-economic conditions of the community, so that there is the possibility of social unrest that continues to lead to anarchic action. Therefore, this contingency plan is prepared to reduce social unrest that occurs in the community, so as to minimize security risks.

IV. CONCLUSION

The main components and support for defense have been involved in helping the government cope with the COVID-19 pandemic. The TNI as political PR has played a role at the operational level in handling COVID-19 in the community, including in the fields of health, security, and socio-economics. The role of the TNI as political PR certainly has a purpose and objective, namely to make the image of this state institution better, according to their motto, namely, TNI ARE WE. Furthermore, the Ministry of Defense has also played a role at the strategic policy level by taking internal steps, collaborating with relevant ministries, the private sector, state-owned enterprises in the defense industry sector, and other countries to strengthen national and regional defense against the pandemic. In general, the involvement of the TNI as a driving force in efforts to deal with COVID-19 has a number of advantages in the readiness and alertness of the soldiers, because they are trained to always be ready to face various conditions and situations, including during crisis conditions like today. In addition, the existing command system in the TNI can facilitate the mobilization of soldiers in various areas to carry out operations. The TNI also has a strategic and comprehensive plan so that its implementation can be carried out in an effective and integrated manner. On the other hand, the Ministry of Defense has taken internal steps and collaborated with relevant ministries, SOEs, the private sector and other state defense institutions. As well as refocusing the budget for the needs of handling the pandemic. Thus, it can be

concluded that defense institutions such as the TNI and the Ministry of Defense have an important role in tackling the COVID-19 pandemic in Indonesia.

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