GOVERNOR'S DIGITAL EDUCATION CAMPAIGN (GREETING STYLE) IN THE PREVENTION OF THE COVID-19 PANDEMIC TRANSMISSION IN CENTRAL JAVA, INDONESIA

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ABSTRACT

Central Java is a province that ranks in the top three with the highest number of cases exposed to Covid-19 in Indonesia. During the pandemic situation, the Central Java Provincial Government intensively carried out a digital campaign to fight the spread and transmission of the virus. The digital campaign contains a number of health protocol educational videos conducted by the governor and published through official social media accounts, such as Youtube and Instagram. This study aims to describe the public's attitude towards health protocol education carried out by Governor Ganjar Pranowo through this digital campaign. Rhetoric theory is used as a basis for explaining the success aspects of digital campaigns. This type of research is descriptive quantitative research. Primary data were obtained through online surveys. As many 19 questions were asked to respondents. A total of 121 respondents participated by voluntary sampling in the online survey. Respondents' answers were then processed using SPSS. The research findings show that the respondents show a positive attitude towards the Covid-19 digital campaign conducted by the Central Java Provincial Government. Respondents considered that the digital campaign was a creative step taken by the Central Java Provincial Government to educate the public in the midst of a pandemic situation.

Keywords: digital campaign, social media, health protocol, covid-19, central java

INTRODUCTION

The case of Coronavirus disease 2019 (COVID-19), which was first discovered in Wuhan City, China at the end of last year, has now spread so rapidly to various parts of the world. As of April 2020, more than 200 countries have reported the virus (Kompas.com, 2020a). The number of confirmed Covid-19 cases globally has exceeded 30 million, with the death toll reaching 940,000 (Bbc.com, 2020). With such a massive spread, the World Health Organization (WHO) has declared Covid-19 as a global pandemic.

In the Asian region, Indonesia is in the top nine with the most Covid-19 infection cases. 34 provinces in the country have confirmed their exposure to Covid-19 (Kompas.com, 2020). Positive confirmed cases in Indonesia were first reported on March 2, 2020 (Ihsanuddin, 2020). The trend of Covid-19 infection cases in Indonesia continues to increase. As of October 11, 2020, it was recorded that the total number of Covid-19 cases in Indonesia reached 333,449 people since it was first announced, with a total of 255,027 recovered patients, and a total death rate of 11,884 people (Yahya, 2020).

The Indonesian government immediately took strategic steps to respond to the global pandemic. The President formed a Task Force for the Acceleration of Handling Corona Virus at the national and provincial levels based on Presidential Decree (Keppres) Number 7 of 2020 concerning the Task Force for the Acceleration of Handling Corona Virus (Detiknews.com, 2020a). Each governor in each province is appointed as the Chairperson of the Task Force for

the Acceleration of Handling the Corona Virus, which is responsible for establishing and overseeing the program to reduce the spread and transmission of the corona virus to run effectively in their area. This is because there are several provinces in Indonesia with a very high number of Covid-19 infection cases. Central Java ranks third as the province with the most total Covid-19 cases in Indonesia, after Jakarta and East Java (Aida, 2020). It was recorded that until 11 October 2020 there were 26,008 confirmed positive cases of Covid-19 in Central Java with a total of 19,308 recovered patients, while 2,139 patients died (Detiknews.com, 2020b).

In response to this, the Central Java Provincial Government is aggressively conducting digital campaigns to educate the public about the Covid-19 pandemic. Governor Ganjar Pranowo actively educates health protocols that must be obeyed by the public in the era of new normal habits such as today, including calls to stay at home if there is no urgent need, rules for maintaining distance and avoiding physical contact when doing activities outside the home, always wearing a mask, and wash your hands the right way. This education is packaged through videos uploaded on various official social media accounts belonging to the governor and the Central Java Provincial Government.

Digital campaigns using social media are becoming an increasingly common practice used by various organizations to support promotional interests. Organizations in the health sector do not lag behind in using social media because they are considered efficient and able to reach a wider target, so that they can support health promotion programs (Chung, 2015). Especially in the midst of the current pandemic situation, activities that require face-to-face communication are limited in an effort to prevent the spread and transmission of Covid-19. This condition requires organizations to be more creative in communicating with the public. The community has also experienced a shift in communication patterns, in which digital communication to establish and strengthen social relationships in the midst of a pandemic situation is increasingly being used. The findings of a study conducted by (Nguyen et al., 2020) on 1,374 adults in the United States revealed that 43 percent of respondents use instant messages more often and 35 percent of respondents communicate using social media.

This digital campaign is an important step taken in the era of new habits, considering that one of the challenges faced by the government in the midst of this pandemic situation is the circulation of misinformation about Covid-19. Misinformation about Covid-19 is often found on social media and is prone to misleading the public. Research conducted by (Pennycook et al., 2020) of more than 1,700 adults in the United States revealed that people share misinformation about Covid-19 because they are unable to understand the accuracy of the information. This misinformation can lead people to act wrongly, and even engage in risky behavior by accidentally co-spreading the virus.

The Covid-19 digital campaign must be packaged as creatively as possible, supported by accurate information, in order to persuade the public to comply with health protocols. Thus, it is hoped that the public will be able to think, behave, or behave as the government wants. This study intends to find out how the public's attitude towards the Covid-19 digital campaign carried out by the Central Java Provincial Government.

METHOD

Primary data was collected from an online survey on the analysis of public attitudes towards health protocol education conducted by the Governor of Central Java, Ganjar Pranowo, on a video entitled "Socialization of Handwashing in the Semarang Market" which was broadcast on Youtube. The online survey was conducted during the period May-June 2020. A total of 121 respondents by voluntary sampling participated in the online survey. There are 19 question items submitted to respondents. Each question has a semantic differential scale with a value range of 1-5, where a score of 1 refers to the most agreeable response, while a score of 5 refers to the most agreeable response.

But before that, the researcher first tested the feasibility of the research instrument online to 30 respondents to test its validity and reliability. Of the 19 question items presented, the results of the validity test through SPSS showed that there were two invalid question items, so they were not used in follow-up online surveys. Only 17 question items were asked through a follow-up online survey to 121 respondents. Meanwhile, the reliability score (Cronbach Alpha) was 0.836.

Furthermore, the data were processed statistically descriptive using SPSS to analyze respondents' responses to the health protocol education conducted by the governor through the video.

RESULTS AND DISCUSSION

Governor Ganjar Pranowo is known as a governor who is close to his people. With a friendly and pleasant attitude, making him liked by the residents. In the video campaign, Governor Ganjar Pranowo walks around the city of Semarang using a bicycle to educate residents about health protocols that must be implemented in the midst of the COVID-19 pandemic. By wearing a t-shirt with a message against Corona, the governor gave direction to residents regarding the importance of washing their hands properly to avoid the corona virus. The governor also gave an example to residents on how to wash their hands properly according to health protocols.
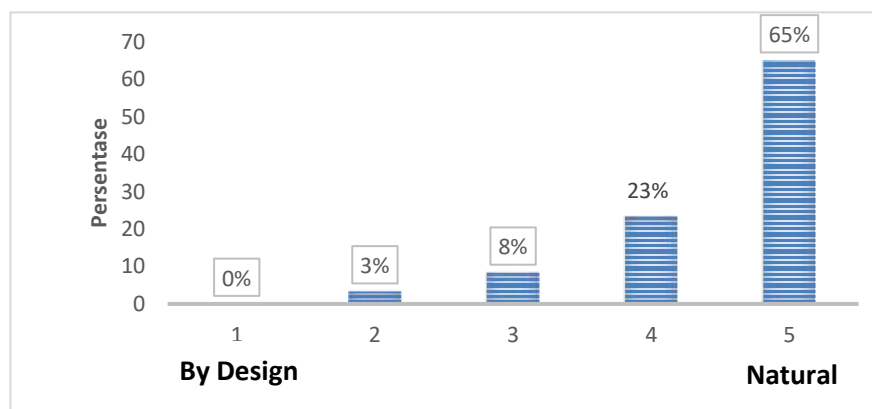

Figure 1

Public attitudes towards the governor's greeting style during health protocol education

Based on the results of the online survey, most of the respondents (65%) considered that the greeting style adopted by Governor Ganjar Pranowo when starting education was natural, as it

is, sincere, and not made up for the sake of video production. With a natural greeting style, Governor Ganjar Pranowo was well received by the residents when conducting education on health protocols and a familiar impression was successfully built. In the video, it appears that the residents were very enthusiastic about the governor's presence in their midst. This positive assessment is evidenced by the majority of respondents who chose a score of 5 to answer the question "How was Governor Ganjar's greeting style when he started his education?" However, there is a small proportion of respondents (3%) who think that the style of greeting by Governor Ganjar is not natural or By Design, so it can be said that it is directed by a creative, rigid and systematic team. Because the language style looks quite systematic and repeats when educating the public.

Governor Ganjar Pranowo is seen as a regional leader who is outgoing, friendly, and kind to all the residents interacting with him. In some of his videos, Governor Ganjar Pranowo conducted health protocol education activities by cycling. In the extension activities carried out by Governor Ganjar Pranowo using the Icing Device Persuasion Method approach. Icing Decive is counseling content delivered using words that can bind the audience's emotional such as making them happy, happy, even sad.
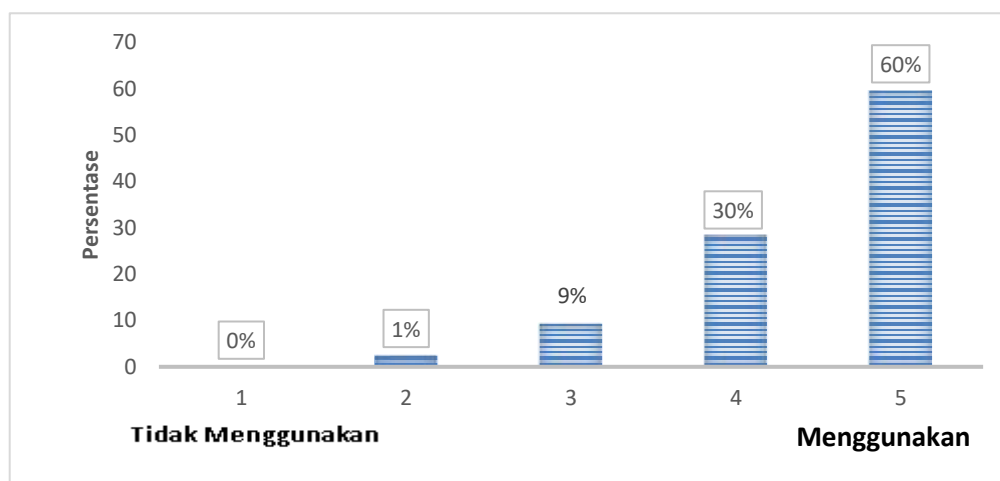

Figure 2

Public attitude towards the governor's icing device method approach during education

Based on the results of the online survey, most respondents chose one score from a scale of 1-5, respondents chose the highest score of 5 (60%) considered that Governor Ganjar Pranowo used the Icing Device Persuasion Method when delivering counseling on "How to Wash Hands in the Semarang Market" when riding, is one of the supporting factors in socializing health protocols in the midst of COVID-19. This positive assessment is evidenced by the majority of respondents who chose a score of 5 to answer the question "In counseling activities, does the Governor use the icing Device Persuasion Method approach?" Governor Ganjar Pranowo applies the Icing Device Method approach and this can be seen from the use of words that can bind the residents emotionally. The residents seemed very happy about the arrival of Governor Ganjar Pronowo when he was at markets, schools, other locations as a destination for counseling. The residents were happy when Governor Ganjar Pranowo made jokes, so there was no awkward impression between the interaction of the leader and his citizens when the

education took place. Therefore, residents are also very enthusiastic about making the appeal that Governor Ganjar Pranowo conveyed by using words that can bind the audience emotionally.

However, there were a small proportion of respondents (1%) who considered that they did not use the Icing Device Persuasion Method approach in the outreach activities carried out by Governor Ganjar Pranowo because the counseling content delivered by him did not use words that bind the audience's emotional about "Socialization of How to Wash Hands in Semarang Market ". The audience or residents did not feel happy, happy, or sad at all in the style of speech that Governor Ganjar Pranowo had.

The health protocol education carried out by the Governor of Central Java Ganjar Pranowo is a form of a digital campaign in the midst of the COVID-19 pandemic. Transcripts of interviews conducted with the Head of Media Relations and Public Communication, Central Java Province Communication and Information Agency, Enrico Adrian Ramandha are presented attached. Based on the in-depth interview, it is known that the digital campaign in the form of health protocol education conducted by the Governor of Central Java Ganjar Pranowo is a form of persuasive communication carried out in a planned manner. The governor and the content creator team discussed the digital campaign topic draft together. The topic of the digital campaign was supported by secondary data in the form of reports from related agencies which were used as material for planning discussions.

Motive is a factor behind a digital campaign activity. Basically, a campaign is a communication activity carried out in a planned manner within a certain period of time with a specific purpose and using integrated media. Campaigns can be carried out by direct communication or can be executed using and utilizing the media with the same goal. The campaign is an effort to make changes in attitudes so that the level of knowledge will increase, if the problem is at the level of belief and awareness, then campaign activities can be carried out with the aim of convincing that doubts can change to a more confident attitude, or if the behavior is not supported then this campaign will changed into a more positive attitude. The Covid 19 campaign carried out by the Central Java provincial government uses more digital media. The main consideration is that digital media has the power to reach the target faster than other media platforms.

The Covid 19 Digital Campaign is designed to use the official account of Governor Ganjar Pranowo through the Instagram and Twitter platforms. The reason for using the two platforms is that the platform is the most popularly used by the public and has the power of hashtags in search. Indeed, the initiatives taken do not always get a positive response. Many gave responses regarding the productivity of the public relations department, whose daily work is just playing twiter, they do not know that using twiter is also part of the work activities of the PR division, one of which is conducting digital campaign activities. Another factor in using IG and Twitter platforms is their power as interactive communication media. Digital campaigns have the advantage of being able to respond faster. Governor Ganjar admitted that using Twitter is more convenient, if there are comments, questions and input, they can be responded to immediately. This is very important so that those who ask and the public in general do not misunderstand and are very much consumed by issues with unclear sources. Twiter and IG are mobile phone applications where if there is a message and notification, it will be immediately visible and can be replied to directly through the gadget.

Furthermore, the governor said that the twitter was very helpful in solving and providing solutions to problems experienced by the community, not just working for personal matters. The use of twiter helps solve problems faster and directly touches the substance of the problem.

"For example there is a problem (complaint) on the way he will do a CC (copy-carbon) to Bina Marga and the problem of social assistance must be connected to the Social Service."

The data above is a transcript of data from the results of an interview with the Head of the Sub Division of Media Relations and Public Communication at the Central Java Communication and Information Agency, which presents the facts of the important role of digital media as a form of communication technology that accelerates the implementation of development activities. The use of social media to observe and absorb social problems is seen as more effective.

The trend that is currently developing in the community is that complaints services are mostly carried out through social media, both Instagram and Twitter. The public complained and complained about many things through the Japri line or DM Instagram and also tagged the Governor Ganjar account. Governor Ganjar always tries to keep in touch with IG and Twitter every day by observing public communication traffic, and providing immediate solutions.

Governor Ganjar has a revolutionary and progressive policy in terms of public communication and complaint services. The governor requested that all heads of offices have social media accounts and actively use social media as a medium of communication with the public. Knowing what the desires and hopes of the people of Central Java in any context, including the context of handling and resolving the Covid 19 pandemic. Stereotypes or assumptions that say local governments are very slow to respond to complaints, do not have the initiative to capture public aspirations and resolve old problems must be addressed.

The policy is not without clear objectives, the spirit to be built is excellent service for the people of Central Java, if you rely on conventional channels the process will be very long, maybe even the community will not actively submit and give complaints. Capturing aspirations and ensuring that complaints submitted have clear facts and data, then the government has an obligation to respond quickly. All social media accounts owned by the head of the department are connected to the Governor Ganjar account, so that the heads of offices can monitor all complaints submitted by Ganjar's followers.

Digital media is indeed faster so that people can accept it because Ganjar Pranowo can answer faster through IG and Twitter. When traveling or having free time, definitely Twitter and Instagram. If someone says, "Sir, how come you keep twittering, but you don't work?". Surely he answered, "I reply your twitter that community problems are part of work." For example, there is a problem (complaint) on the way he will do a CC (copy-carbon) to Bina Marga and the problem of social assistance must be connected to the Office of Social Affairs.

In the past, the government was known to be unresponsive and unable to play social media, so Ganjar Pranowo continued to learn to use social media and even educated (asked) all heads of offices to have twitter. He has a lot of followers and has started to get acquainted with Ganjar Pranowo, the Governor of Social Media. The official account of Governor Ganjar Pranowo, both IG and other platforms, are not officially managed by the Central Java Diskominfo, but there is a separate team that communicates and coordinates directly with the Governor. The creative process is carried out by the team. Meanwhile, Diskominfo has its own planning and

management targets for social media and content. Diskominfo has a target that in a year there will be 100 content uploaded to the official Central Java Diskominfo account and even more

The goal to be achieved is to support the policies and programs of the Central Java Province leadership. One of them is the Covid 19 education program. Governor Ganjar is very concerned about conducting campaigns and educating the public to jointly prevent the spread of Covid 19 cases in Central Java. Some of the activities carried out by the Governor were replayed on the official social media account of Diskominfo Central Java. The governor's persuasive message to always do 4M, namely maintaining distance, using masks, washing hands and avoiding crowds being captured as one of the content that must be loaded on the official Diskominfo account, by being executed using a different design and message packaging.

Figure 3
Governor Ganjar Pranowo's policy emphasizes health protocols in restaurants

One form of support carried out by the Central Java Diskominfo is presenting the governor's agenda and activities in the form of news reports, as quoted on the diskominfo.jatengprof.go.id page which was posted on September 25, 2020, in its Headline it writes "Ganjar Remind Health Protocols at the Dining Place, Mbah Jo Jahe is Ready to Obey". The message conveyed by the governor and then presented in an in-depth reportage is one form of support for the campaign carried out by Ganjar to reduce the Covid number. Diskominfo admits that writing and publishing on the official website is very effective. The effective size is seen from the number of people who like and also people who share the news using the social media platform provided. Based on a search carried out on the same page and trying to dig up the consistency of the support made by the Central Java Diskominfo, one finding was found that shows a real form of support for Governor Ganjar's policy in dealing with Covid 19.

Figure 4

Digital campaign content using masks to prevent covid-19 transmission

The display of the image above is a form of the covid handling campaign program carried out by the liner with the Governor Ganjar program, where the digital poster or flyer is posted on the diskominfo.jatengprov.go.id page and has facilities that can be shared or shared via social media Facebook the message above urges the public to consistently use masks as a form of positive behavior to welcome the adaptation of new habits.

The Digital Campaign Program that is carried out is consistently endeavored to be in line with the leadership's program. Diskominfo monitors the official account of Governor Ganjar Pranowo then plans to adjust it to the leadership program. The process of uploading and designing campaign content for websites and social media platforms is carried out by first looking at the governor's program, then the agency adjusts, and is even allowed to design more varied content as long as it is in line with the campaign program in Ganjar's governor's account.

Figure 5

Digital campaign content using masks to prevent covid-19 transmission (2)

The image above was taken from the official Instagram account of Diskominfo in Central Java which supports the Ganjar program to alert the public to preventing the transmission of the Covid pandemic. The video conveys a message that targets a specific group, namely disabilities. The video shows a message about congratulating national sign language day for sufferers and urges them to continue to maintain health protocols and wash their hands

frequently and bask in the sun so immunity is always maintained. Diskominfo responds to the governor's creative campaign for groups with disabilities that are rarely worked on, and then disseminates it through its platform.

Efforts to design campaigns need to be supported by high creativity. Fresh ideas are needed in packaging messages, so that the campaign program is able to attract audience involvement and in the end it is expected to be effective. Likewise, the Covid-19 digital campaign that was intensively carried out by the Central Java Provincial Government did not escape the creative ideas of Governor Ganjar Pranowo. Known as the "present governor" because he actively uses social media to build open communication with the public, he often provides input on the concept of health protocol educational videos to be produced. On a daily basis to monitor the development of issues, Governor Ganjar Pranowo understands well what social phenomena are of concern to the public. The Communication and Informatics Office of Central Java Province also acknowledges that Governor Ganjar Pranowo has played a major role as the initiator of the Covid-19 digital campaign content, although there is a special team tasked with designing creative content. The governor and the content creator team used to discuss together some concepts for the Covid-19 digital campaign content. This was stated through an in-depth interview with the Head of Su, Media Relations and Public Communication Division of the Central Java Provincial Government,

"Discussions from the team and the Governor, but often the ideas come from the Governor. Even with the existence of Covid-19, the demand for content that leads to educating the community is increasing than usual. Almost every day after Ba'dha Isya around 21.00 to 01.00. The discussion was limited to regular chat, Governor had an idea what we would translate. On the other hand, when the team has an idea, Governor will consider it."

An example is Ganjar content which is produced periodically every week. This content was born from the idea of Governor Ganjar Pranowo who intends to help promote local and original products sold by micro, small and medium enterprises (MSMEs). Governor Ganjar Pranowo understands that MSME actors are one of the publics affected in the midst of the Covid-19 situation, so they need help to be able to survive and continue their business. Ganjar carries a different promotional theme every week. Governor Ganjar Pranowo held a "contest" for Central Java MSME actors. They only need to post the products they sell with an attractive caption that explains the advantages of the product, then include a mention of the Instagram account @ganjar_pranowo. Local UMKM products that are considered to be truly original, unique or have characteristics, with good quality have a great opportunity to be directly promoted by Governor Ganjar Pranowo through his Instagram account. With a capital of followers (follower) Instagram which currently reaches 3.1 million users, he wants local and original products from MSME players in Central Java to be increasingly recognized by the public and increase their sales figures.

Figure 6

Governor Ganjar Pranowo's official Instagram with 3.1 million followers

The picture above shows that Governor Ganjar Pranowo is very concerned about helping Central Java MSME players through Ganjar's content. He even made Ganjar's content The picture above shows that Governor Ganjar Pranowo is very concerned about helping Central Java MSME players through Ganjar's content. He even made Ganjar's content as a highlight on his Instagram in order to make it easier for his followers to find out what superior local products are sold by Central Java MSMEs. Several local products promoted directly by Governor Ganjar Pranowo also vary in type. Starting from local culinary, handicrafts, batik cloth, and other products.

Figure 7

Some examples of the Lapak Ganjar edition on the Instagram account @ganjar_pranowo

Ganjar's content reaps a positive impact for selected MSME actors to be directly promoted for their products through the @ganjar_pranowo Instagram account. Furthermore, the #LapakGanjar Video Testimony Contest was also held for Central Java MSMEs who had won the Ganjar competition. One of the participants of the #LapakGanjar Video Testimony Contest who directly felt the positive impact of increasing product sales was Sri Ambarwati, the owner of Batik Srihanna, who initially felt that the business she was doing was affected by the Covid-

19 pandemic. Now Sri Ambarwati is grateful, after her batik products are directly promoted through Ganjar, her product sales have increased dramatically. Even some of the buyers came from abroad. When he asked the buyers how they found out about Srihanna Batik products, most of the buyers admitted that they knew the superior local products from Ganjar. This proves that the Ganjar content proposed by Governor Ganjar Pranowo succeeded in helping MSME actors to become empowered again in the midst of the Covid-19 pandemic situation. The competition also encouraged MSME players to be more creative in marketing their products, including improving product quality, so that consumers can enjoy it not only from within the country, but also abroad.

Figure 8
#LapakGanjar Video Testimonial Contest

Apart from Ganjar, another content that was born from the creative ideas of Governor Ganjar Pranowo is the Jogo Tonggo program. As Chairman of the Task Force for the Acceleration of Handling Covid-19 in Central Java Province, he launched the Jogo Tonggo Task Force program, which is an effort to accelerate the community-based handling of Covid-19. He encouraged the active role of various components of society in the community unit (RW) to fight the spread and transmission of Covid-19 in his area. This task force is grouped into four areas, namely health, economy, social and security, and entertainment. The provisions regarding the Jogo Tonggo Task Force are contained in the Central Java Governor's Instruction No.1 of 2020 concerning Community Empowerment in the Acceleration of Handling Covid-19 at the RW Level through the Establishment of the Jogo Tonggo Task Force. The digital campaign carried out by the Central Java Provincial Government also intensively publishes Jogo Tonggo content on social media, such as on Instagram and Youtube.

Figure 9

Jogo Tonggo, a program initiated by Governor Ganjar Pranowo

The results of in-depth interviews with the Office of Communication and Informatics of Central Java Province revealed that Governor Ganjar Pranowo was the initiator of the program and the content was intensively published to the public so that this program could increase public involvement at the RW level. Governor Ganjar Pranowo used to tour various regions in Central Java to directly observe the implementation of the Jogo Tonggo program. He checked how the local RW residents worked together to fight the spread and transmission of the corona virus in his area. A number of residents independently built food barns to ensure food supplies during the Covid-19 pandemic, built public kitchens, provided special locations for self-quarantine for local residents who had just arrived traveling from outside the region, and other efforts. Governor Ganjar Pranowo greatly appreciated the cohesiveness of RW residents working together against Covid-19. The video of his visit in the Jogo Tonggo program is the content for the Covid-19 digital campaign to provide an example for other regions in Central Java to jointly play an active role in protecting their environment in the midst of a pandemic situation.

"In addition, many posts on Governor's social media have been reposted by the public. For example the Jogo Tonggo program, that is what Governor makes himself.”

Not only that, Governor Ganjar Pranowo's creative ideas in designing the concept of digital Covid-19 campaign content were also realized by having live dialogue on Instagram with a number of public figures. One of the dialogues in this discussion was about productivity in the middle of the new normal era. It is hoped that dialogue with public figures on these topics will persuade followers to always comply with health protocols when on the move during a pandemic situation. For example, Governor Ganjar Pranowo's interactive dialogue with artist Ivan Gunawan was broadcast live via IGTV @ganjar_pranowo. In the IGTV broadcast, Governor Ganjar Pranowo also always included messages on health protocols through hashtags such as #pakaimasker, #jagajarak, #cucitanganpakaisabun.

Various creative contents initiated by Governor Ganjar Pranowo were discussed with the team, then produced by paying attention to good video shooting techniques. It also includes adjusting how the angle of the video is taken correctly, so that the video content will also meet the aesthetic aspect and be attractive to the audience. Every day, the production team shoots video on average one to three times to produce content, but it does not rule out that the frequency of video shooting is more than that, for example seven times a day. Video shooting

for the production of digital campaign content has not been done on a scheduled basis and not all video recordings are published live on the same day. Some of the video recordings can be shown at the end of the week.

"Production of content 1-3 times a day, even 7 times. However, outgoing on social media is arranged. Even if it takes on weekdays, sometimes it is uploaded on weekends depending on the needs."
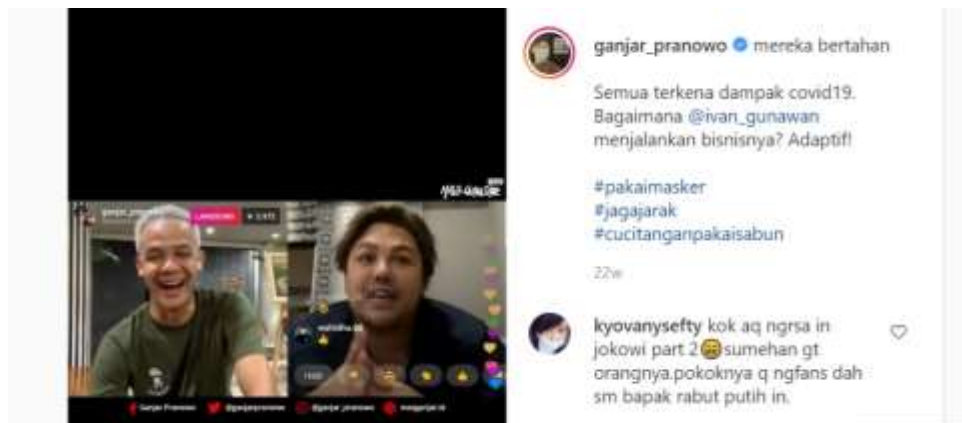

Figure 10

Governor Ganjar Pranowo and Ivan Gunawan's interactive dialogue broadcast on IGTV @ganjar_pranowo

Not all of the digital campaign content created uses a concept that is carried out through strategic planning, but some is done in real time, one of which is a campaign carried out on the initiative of the governor who will campaign independently. Governor Ganjar Pranowo is a typical leader who actively and independently communicates through social media. Often live activities on IG are taken by the governor himself using personal equipment, the content or content flows without a script, partly containing the governor's dialogue with residents about Covid and its impact on the personal economy.

Live on social media Instagram is carried out without a scenario aimed at getting a fluid and familiar atmosphere. It is not uncommon for residents to submit complaints in the local language, and the governor responds by using the same regional language. The content is like building a close personal closeness between the leader and the people. The people will not hesitate to submit complaints and even give suggestions to the governor as reported in the Kompas TV channel on the Youube Channel, Governor Ganjar Pranowo greets residents using a distinctive regional accent, the intonation is packaged as casually as possible, residents do not hesitate to greet the leader back.

The dialogue was broadcast by Kompas TV while participating in the Governor's activities to greet residents while cycling. The campaign was deliberately carried out by avoiding formal channels such as lectures and direct counseling, apart from being boring, sometimes even not many invited residents came. The governor casually tried to communicate according to the mood he was talking to. Not using data and numbers, but advising to always be aware of the dangers of corona. The places he visited were not only those that had the potential to bring in large numbers of people, such as malls and traditional markets, but the governor approached small-scale crowds such as mobile vegetable salesmen who held merchandise stalls at the end of the village alley.The approach to be achieved is to present a unique attractive campaign

model, unlike other regional heads, Ganjar tries to have a dialogue with the residents while cycling. Governor Ganjar Pranowo does live on his personal Instagram account @ganjarpranowo.

Figure 11

Governor Ganjar Pranowo went around by bicycle delivering health protocol education

This method, if it is seen as attractive, will of course make the mass media do coverage by taking content from the governor's personal account which is known from the appearance of the governor's official account on the broadcast. The media will repost and then make it as material as long as the content is considered useful, and has high benefit value for the community. Not only targeting the mass media, through the Governor's IG account, it also creates content that has a high human interest value. The human interest approach to content has received a very positive response from citizens.

The health protocol education carried out by the Governor of Central Java Ganjar Pranowo is a form of a digital campaign in the midst of the COVID-19 pandemic. Transcripts of interviews conducted with the Head of Media Relations and Public Communication, Central Java Province Communication and Information Agency, Enrico Adrian Ramandha are presented attached. Based on the in-depth interview, it is known that the digital campaign in the form of health protocol education conducted by the Governor of Central Java Ganjar Pranowo is a form of persuasive communication carried out in a planned manner. The governor and the content creator team discussed the digital campaign topic draft together. The topic of the digital campaign was supported by secondary data in the form of reports from related agencies which were used as material for planning discussions.

The digital campaign carried out by the Central Java Provincial Government through the educational video of Governor Ganjar Pranowo's health protocol can be categorized as a form of content-marketing campaign by optimizing social media channels. Referring to the Marketing 4.0 book (Kotler, 2017), an effective content marketing campaign ideally contains the following stages:

1. Setting goals (goal setting) emphasizes what goals you want to achieve through a marketing campaign.
2. Audience mapping emphasizes the identification of the main audience, what they want and what their current concerns are.

3. Designing content ideas (content ideation and planning) focusing on content themes and formats, use of combined content (content mix), storylines, scheduling, to roadmaps of the entire content marketing campaign.
4. Content production focuses on who the team is responsible for producing content and scheduling the content production process.
5. Content distribution (content distribution) emphasizes what channels will be used to publish content that has been produced.
6. Content amplification emphasizes efforts to engage with audiences, including considering buzzer or influencer strategies if necessary.
7. Evaluation of content marketing campaigns (content marketing evaluation) focuses on evaluation steps that are based on measuring target outcomes according to reality (objectives).
8. Content marketing campaign enhancement considers efforts to increase the next content marketing campaign, taking into account whether the content theme needs adjustments / changes, content quality improvement, content distribution and amplification.

Based on in-depth interviews with sources from the Communication and Informatics Office of Central Java Province, it can be seen that the digital campaign through the educational video on the health protocol of Central Java Governor Ganjar Pranowo was pursued through content marketing campaign planning as described above, although it has not been fully carried out coherently at each stage. In the initial stage, the new goal setting is based on the general goal to be achieved, namely for the public to have awareness of health protocols that must be adhered to in the midst of the COVID-19 pandemic situation, but the target targets have not been detailed yet. Likewise, the mapping of the audience has not been carried out in detail.

Meanwhile, in the third stage of designing content ideas, it was found that there were good discussions between the content creator team and the governor. Discussions about the idea of content were supported by reports from related agencies as secondary data sources. In the fourth stage, content production is carried out in-house by involving the content creator team and the production team from the Public Relations Section of the Central Java Province Secretariat and the Communication and Information Office of Central Java Province. The content production process is carried out regularly every day, given the target of content publication on social media that must be met.

In the fifth stage, content distribution is carried out by utilizing various official social media which are free (free), both accounts belonging to Governor Ganjar Pranowo and related agencies within the Central Java Provincial Government. The social media channels used are not only Youtube, but also include Instagram (including IG TV), Facebook, and Twitter. In the sixth stage, content amplification was carried out by involving the role of influencers such as a number of celebrities who had dialogues with the governor on the topic of COVID-19 on IG TV, community leaders, and "Dulur Ganjar" to ensure that the health protocol education message actually reached residents in various districts / cities in Central Java. In the seventh stage, the evaluation is carried out by analyzing the achievements of followers / subscribers who give likes, engaging in positive conversations on social media related to the topic of COVID-19, increasing followers and subscribers.

Optimization is carried out in all sectors to support the program running optimally, implementing activities in this case the PR division team is prepared at any time to follow the Governor's agenda, coordination is carried out with the leadership communication team. This is intended so that the Diskominfo program is in line with the leadership's program, in this case Governor Ganjar. Videographers are prepared if at any time the Governor will provide important testimonials or appeals about certain policies, one of which is the Covid 19 pandemic policy.

In a pandemic situation like this, the governor often delivers important appeals, and immediately talks to a camera that is ready to record. The point is always to remind people to always be obedient and consistent to continue to use masks and keep their distance. The governor's initiative and proactive attitude is actually very beneficial for Diskominfo, where there is a lot of content stock without worrying about shortages, the consequence is that resources must be ready to follow the governor's mobility, and then edit the results of the record. Diskominfo and public relations teams are the main resources for planning and executing activities. The editing process is carried out so that the recording has good quality, is pleasant to see and the message conveyed hits and is able to change the audience's attitude.

Everything is done independently, without using professional services, this is so that the process can be monitored and supervised directly by the leadership. In addition, broadcasting or loading can be adjusted and the right time is chosen according to the governor's program and agenda. Governor Ganjar is very active in using social media as a medium of communication with the community, the leadership communication team and the Central Java Department of Communication and Information must be able to keep up, so as not to be left behind with the information message sent by the governor The intensity of the Governor in conveying information on social media is very high, even the governor sometimes often uploads his own messages directly.

Social media monitoring is actively carried out, looking at the governor's social media content, observing if there is anything new, as well as researching and sharing what has been uploaded, become one of the daily routine tasks and functions. The creative process for the Covid 19 campaign is carried out through strategic planning, which means going through a series of correct planning stages. The initial stage carried out before carrying out the campaign is conducting research or fact finding. This activity is carried out to find the substance of the problems faced in the community. One of the processes to identify problems is through a complaint service. In addition, through monitoring in the mass media, the trend of conversations on social media, and other sources of information.

In essence, research activities are carried out to obtain an accurate core problem, and then the most appropriate and effective campaign forms and strategies are designed. The data obtained will describe the current situation, whether there is a gap between reality and standards. Data processing or the research process is carried out by the governor's creative team which then produces data that is ready to be used as a basis for compiling video content. The results of the analysis and formulation of the problem are then sent to the Governor to determine the content that is considered the most relevant and most interesting.

Ideas about content or message content also sometimes come from the Direct Governor who provides directions with unique and interesting ideas. The team in making content sometimes also departed from the Governor's jokes or jokes when talking with the Team, or was taken

when the Governor made visits to meet and dialogue with residents about important issues. The idea to create content using regional languages was also inspired by the governor's speech and communication style when conducting dialogue with the community. The team views and considers that the dialogue is very fluid and builds a strong intimate atmosphere between the leadership and the people.

The creative process of the content, which draws on the Governor's remarks before being executed, is subjected to in-depth analysis, as long as it is not related to the political context and will not cause a polemic, it will be continued in the video execution process. The main initiator or initiator of creative ideas was mostly Governor Ganjar himself.

The governor's jokes were a source of inspiration and creative ideas for the team in formulating interesting campaign videos. Including a video of the Governor's campaign visiting residents and traders in traditional markets in Semarang and urging them to continue wearing masks. The scenario was made while following the activities of the governor greeting residents while cycling. The creativity is made as attractive as possible so that the atmosphere is fluid and does not appear to be doing counseling activities. Making videos using storylines and telling stories to avoid boredom, with themes that are local, related to their daily lives, it is hoped that messages will be easier to arrive and remember.

During the pandemic the demand for educational videos has increased sharply compared to weekdays. One of the factors is that many people like Governor Ganjar's video. Education using an entertaining approach is considered more enjoyable and the message easy to understand, compared to the lecture method and approach. If there is a special theme or topic, the governor will ask the team to make a narrative and then discuss it together after going through the discussion process and there is agreement on the main idea, then take pictures.

As in the past, Pak Gub asked the Team to make a narrative on the topic of providing social assistance to Central Java residents in Jakarta.

The video was made as a form of public communication and an accountability that the Central Java provincial government has a very high commitment to its citizens who live in Jakarta and experience difficulties due to the impact of Covid. Not all of the Covid 19 campaigns in Central Java were produced by the team, there were some content that was made directly by the Governor and uploaded himself on the governor's offiocal account. The public response regarding the digital campaign activities was good.

KESIMPULAN

The Central Java Governor's health protocol education which is packaged through a videogram and published via Youtube is a strategic and creative digital campaign, given the increasing trend in the number of social media users in the country. The videogram, which was designed through a planning process involving a team of content conceptors, the governor, and the Central Java Province Information and Communication Office, was able to encourage positive attitudes in the audience, as evidenced by research findings in the form of quantitative data. Most of the audience considered that the governor was a communicator who fulfilled the aspects of ethos, pathos, and logos as described in Aristotle's Rhetorical Theory. The governor's health protocol education was also seen as relevant for the audience and easy to understand, considering that the governor conveyed the choice of words according to the target audience. Researchers can then develop studies on the effectiveness of digital campaigns to reduce the

risk of COVID-19, especially those that focus on measuring behavioral effects to find out whether people show adherence to health protocols, as the purpose of digital campaigns.

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