

Effectiveness of Communication Strategy Implementation in Covid-19 Response in Aceh Province Through Islamic Education

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Abstract

The position of Aceh Province is ranked sixth lowest positive for Covid-19 out of 34 other provinces in Indonesia and third out of 10 provinces in Sumatra in terms of the number of additional positive daily cases of Covid-19, the accumulated positive number of Covid-19 and the recovery rate of patients who are positive for Covid-19. These figures occurred after Aceh Province experienced three waves of Covid-19 spread, namely the first wave that occurred since the establishment of the Emergency Response period by the Central Government through BNPB, namely January 28, 2020 and lasted until April 23, 2020. The purpose of this study is to see the effectiveness of Islamic communication strategies in overcoming covid-19 in Aceh Province, one of which is through Islamic Education. This research is designed as a Descriptive Qualitative research with a phenomenological approach, which is a study that describes in detail the results of in-dept interviews with informants and observations of research subjects about various data related to phenomena that appear and do not appear to be oral words, attitudes, behaviors and facial expressions, as primary data. The results of this study show effectiveness in overcoming Covid-19 with one of its strategies through guidance and direction counseling and guidance Islamic education

Keywords : Effectiveness, Communication Strategy, Islamic Education, Covid-19, Aceh

1. INTRODUCTION

Since it first broke out in the capital of Hubei Province - China in December 2019, the Corona Virus or better known as Covid-19 has rapidly continued to spread to almost all corners of the world. The virus, which initially appeared in the Chinese city of Wuhan until July 31, 2021, has spread in 222 countries in the world with a total of 198,010,967 infected victims, 4,224,124 people died and 178,907,063 were declared cured.

On January 30, 2020, the world health agency WHO led by Tedros Adhanom Ghebreyesus initially declared Covid-19 only as an outbreak or Global Health Emergency. However, seeing the very fast transmission rate almost all over the world, finally on March 11, 2020 WHO designated Covid-19 as a Global Pandemic and asked countries in the world to take urgent and aggressive actions in preventing the spread of Covid-19.

Although, since January 2020 in various parts of the world have been panicking with Covid-19, the Indonesian government only announced the first case on March 2, 2020. At that time, President Joko Widodo himself immediately announced from the State Palace that in the country there were already 2 (two) patients who had tested positive for Covid-19. Jokowi said the two positive people were mother and daughter who had a history of having close communication with Japanese nationals infected with Covid-19 who came to Indonesia. After the announcement, the following days to almost a year and a half of the nation's public discussion space was dominated by information on the addition of Covid-19 positive patients and its rapid spread across provinces in the country. As of July 31, 2021, Indonesia's Covid-19 update data states that positive confirmed cases of Covid-19 have reached 3,409,658 people, 94,119 people have died and 2,770,092 people have been declared cured. This number is predicted to continue to grow from the moment of the first discovery on March 2, 2020. In a period of almost 18 (eighteen) months, positive cases of Covid-19 have approached the figure of 3.5 million people.

Aceh Province, which is located in the far west of Indonesia, is inseparable from the spread (transmission) of Covid-19. Data shows that until the end of July 2021 there were 23,045 people who tested positive for Covid-19, 16,901 of whom recovered and 988 others died. The Task Force for the Acceleration of Covid-19 Handling in Aceh Province informed that some of the residents who tested positive for Covid-19 had a history of travel from outside the area and direct contact of sufferers and some were infected from local transmission.

The publication of data on the website of the Ministry of Health of the Republic of Indonesia shows that when compared to other provinces in the country, Aceh Province is a province with a relatively small number of additional positive daily cases of Covid-19 compared to 28 (twenty-eight) other provinces in Indonesia. Aceh Province ranks sixth as the province with the lowest daily cases of Covid-19 in Indonesia with 228 covid-19 positive people, after West Sulawesi which has only 169 people, Southeast Sulawesi with 162 people, Gorontalo with 119 people, Maluku with 43 people and North Maluku with only 22 people confirmed positive for Covid-19.

The second wave occurred when entering the fasting month of Ramadan and Eid al-Fitr celebrations until the end of the Eid al-Adha 1441 H celebration in 2020. At that time, there was a mobilization of residents who went home or enjoyed ramadan fasting and celebrated the Holidays in their respective hometowns. This high mobilization of citizens has increased the spread of Covid-19 because in its spread Covid-19 requires media or humans who have been infected to move from one human to another (carrier). Similarly, the third wave (third wave), this occurs before the month of Ramadan and the celebration of Eid al-Fitr until the end of the celebration of Eid al-Adha 1442 H, which is March to the end of July 2021. This third wave has relatively contributed to the addition of Covid-19 positivity rates

because residents of the community who refrained from celebrating the holiday last year (2020) tend to "take revenge" to celebrate it in 2021.

Academics and Practitioners as well as Community Organizations (CSOs) who care about health in Aceh Province, including from the Indonesian Doctors Association (IDI) of the Aceh Provincial Regional Management at the end of April 2020, once predicted that there would be a significant spike in numbers and there would even be an explosion of Covid-19 positive numbers starting in the second wave in Aceh. Their prediction turned out not to be entirely true because the addition of the Covid-19 positive number did occur but did not cause a significant positive number. Starting July 30, 2020, Aceh Province recorded an additional 45 covid-19 positive numbers. The addition of 45 people is the highest number of additions that first occurred in Aceh. Data also shows that the spread of Covid-19 has spread in almost 23 regencies/cities in Aceh. Starting from that date, the positive data for Covid-19 has relatively increased and the highest covid-19 positive data was recorded on August 17, 2020, which was 168 people. Similarly, in the third wave, previously all parties in Aceh also predicted a significant spike in the Covid-19 positivity rate and affect Aceh's ranking position as one of the lowest provinces to test positive for Covid-19, but this estimate also did not fully become a reality.

The pessimistic attitude of academics, activists and health practitioners who predict a surge in the covid-19 positivity rate in Aceh is not without basis. Aceh Province has the potential to provide opportunities for the spread of Covid-19. Land, sea and air access gives anyone the opportunity to enter Aceh's territorial territory. Similarly, the situation of socio-cultural, socio-economic, socio-political and religious conditions, these conditions also have the potential to provide opportunities for the spread of Covid-19. Through three waves of extraordinary Covid-19 spread with all the factors inhibiting the handling of Covid-19, Aceh Province is still recorded to have a relatively small number of Covid-19 positives and is equivalent to several other provinces as the province with the lowest ranking of Covid-19 spread. No doubt, on May 27, 2020. The Head of the National Disaster Management Agency (BNPB) in Jakarta as the Head of the Indonesian Covid-19 Handling Acceleration Task Force sent an official letter to the Aceh Government with the intention of asking the Governor of Aceh to be able to share best practices in handling Covid-19 for other provinces in Indonesia.

The current fact is that the Covid-19 pandemic is not over, but data shows that the number of Acehnese who are victims of Covid-19 malignancy is relatively small compared to people in several other provinces in Indonesia. This fact is certainly inseparable from the efforts that have been and are being carried out by the Aceh Government through the Aceh Covid-19 Handling Acceleration Task Force as the most responsible institution in handling Covid-19. The Task Force has taken many quick and important steps and communicated them to the community. Seeing the considerable challenges coupled with the attack of hoax news containing negative campaigns (black campagne) against efforts to deal with Covid-19 on social media in great intensity, the Aceh Government is indicated to have communication strategies specifically designed so that all programs and activities aimed at the prevention and control of Covid-19 are carried out properly. From the initial observation, it was found that the communication techniques or strategies carried out by the Aceh Government in public communication activities were found with the aim of gaining the sympathy and support of the Acehnese people to jointly fight Covid-19. These Communication Strategies were then broken down by the Aceh Government into public communication programs and activities for handling Covid-19 in Aceh.

Because the challenges faced are so great, the communication strategy is very crucial in handling the Covid-19 pandemic, the participation and active role of the community determines success. Communication is the best way to achieve disaster mitigation success. The ability to communicate messages about disasters to the public, government, media and community leaders can reduce risks, save lives and the impact of disasters (Rudianto, 2020: 7).

Communication activities will run effectively if the communicator understands correctly about his communicant culture. The drafting of a good communication strategy, at least has won half of the battles, in this case the battle against the global pandemic Covid-19 (Chrosky and Mehrly, 2020: 62).

Based on the data and facts above, the author finds indications of a number of communication strategies implemented by the Aceh Government in handling Covid-19 in Aceh Province. This can be seen from the publication of data and information on several social media platforms, news from local and national newspapers as well as data and information officially published on the pages of the official Website of the Government of Aceh. Therefore, the author feels interested in revealing all these phenomena through a study entitled: *The Effectiveness of the Implementation of Communication Strategies in Overcoming Covid-19 in Aceh Province*

2. RESEARCH METHODS

Communication Strategy Definition

According to Onong Uchyana Effendi, strategy is essentially planning and management to achieve a goal. However, to achieve this goal, the strategy does not function as a road map that only shows directions, but must be able to show operational tactics. Similarly, communication strategy is a combination of communication planning with communication communication management to achieve the goals that have been set. This communication strategy must be able to show how its operation should practically be carried out, in the sense of the word that the approach can differ at any time depending on the situation and conditions (Onong, 1990: 32). The success or failure of communication is largely determined by the communication strategy. Without a communication strategy, even the most modern mass media will never achieve its goals well.

Communication strategy is also intended as a communication technique or method designed by the communicator so that his messages succeed or effectively achieve the expected goals, both quantitatively, namely covering a broad audience and qualitatively, namely effectively the messages can be well received by the target audience as expected. A message is considered effective and has qualitative value, if the message is received and has the effect of a significant change in attitude of the target audience. Meanwhile, communication expert Middleton as quoted by Hafied Cangara defined communication strategy as the best combination between communication elements ranging from communicators, messages, receiving channels to influences (effects) designed to achieve optimal communication goals. Strategy selection is an important step that requires careful handling in communication planning, because if the strategy selection is wrong, the results obtained will be fatal, especially losses in terms of time, material and energy (Irwan, 2006: 131).

Strategy is always needed in a communication planning, in order to achieve the highest level of effectiveness, whether it is in marketing communication, development communication and campaigns against certain programs, both on an international, regional, national scale and on a local scale. These programs run very dynamically at first when supported by large funds, but when the funds run out the program also ends. Such situations and conditions are often found in third world countries, where programs are carried out only for land to dredge personal gains (corruption). Eventually the heavily funded program failed. But behind the failure, there are also many communication programs that have been implemented relatively successfully, including the marketing of Azola fertilizer in the Philippines, the agricultural production revolution in Indonesia, the anti-drunken campaign for drivers in North America, the energy saving campaign in electricity in Canada, the population participation campaign in the Village Bank program in Bangladesh, and so on. So, the success or failure of a communication program or development program that requires communication support, basically depends on the planning itself (Mukti and Winarna, 2012: 27).

Cassandra in Hafied Cangara argues that in message management techniques so that communication is considered effective, there are 2 (two) message preparation models, namely the preparation of messages is informative and the preparation of messages is persuasive. The informative message drafting model is more aimed at expanding the insight and awareness of the audience, is disseminating (diffusion), simple, clear and does not use terms.

In addition to the above techniques, to manage messages effectively it is also necessary to pay attention to some of the things below, namely (Hafied, 2007: 2):

- a. The message to be conveyed must first be mastered systematically.
- b. Able to argue logically as a support for the material presented.
- c. Mastering language intonation as well as nonverbal gestures that attract communicants.
- d. Good at peppering messages with funny stories to attract and reduce the boredom of communicants.

Communication Strategy Steps

a. Strategies in Presenting Messages

Humans in delivering messages in addition to using verbal codes (spoken and written language) certainly also use nonverbal codes. Nonverbal code is often referred to as sign language or silent language. Onong Uchjana Effendy stated that communication will fail if there is a discrepancy between the verbal message conveyed and the nonverbal message that is seen.

Albert Mehrabian as quoted by Hafied Cangara posits the confidence level of people's speech is only seven percent (7%) derived from verbal language, 38 % from vowel sounds and 55 % from facial expressions (nonverbal). He also emphasized that if there is a difference between what a person says and what he does, then others usually trust things that are nonverbal more. Meanwhile, Mark Knapp revealed that the use of nonverbal codes in communication activities has functions, including:

- To convince what it says (repetition).
- To show feelings and emotions that cannot be expressed in words (substitution).
- To show one's identity so that others can get to know him.
- To add to or complement speech that is perceived to be rudimentary.

There are 3 (three) theories about the presentation of messages, namely:

- Over Power Em Theory, this theory explains that if the message is often repeated, long and loud enough, the message will pass from the audience.
- Glamour Theory, this theory states that if a message (ideas) that are packaged with relevance are then offered persuasively, then the audience will be interested in having that idea.
- Don't Tele'em Theory, that is, if an idea is not conveyed to others, then they will not hold it and respond to it. Subsequently they will not make an opinion on the idea.

The strategy of presenting messages as stated earlier is relevant for all forms and models of communication, both interpersonal communication, group communication, and mass communication. In this regard, D.W. Johnson in Hafied Cangara stated that there are 3 (three) criteria that must be met by an effective communication, namely (Onong, 2001: 105):

- The messages conveyed should be easy to understand.
- The sender of the message must have credibility.
- The communicator should strive to obtain optimal feedback on the influence of the message.

b. Communication Goal Setting Strategy

Communication aims to convey information and seek information to and from communicants so that what is being conveyed or asked for is understandable. Thus the purpose of communication carried out can be achieved. Dedy Mulyana stated that the purpose of messaging by communicators is to cause a certain impact or effect on communicants. The impact referred to here is the impact cognitively, affectively, and behaviorally. However, in general, communication according to Dedy Mulyana has several purposes, including (Deddy, 2006: 15):

So that what is conveyed is understandable.

- Communicators should explain to communicants as well as possible and thoroughly so that they can understand and follow what is intended.
- To understand others.
- The communicator must correctly understand the aspirations of society about what is desired, not instead the communicator imposes his will.
- So that ideas can be accepted by others.
- The communicator must strive for his ideas to be accepted by others with a persuasive (not coercive) approach.
- To move others to do something.
- Moving something can take many forms, it can be an activity. The activities intended here are activities that are more supportive, but the important thing to remember is how good to do it.

c. Strategies in Communication Engineering

In the context of strategy in communication techniques, Hafied Cangara divides communication techniques into five forms, namely:

Informative Communication

Informative communication is the process of conveying messages, ideas, ideas and opinions to others which is just a notification without wanting a change in one's attitude, value opinion. In certain situations informative messages are more successful than persuasive, for example if the audience is an educated circle. This informative message compilation model is mostly aimed at increasing the insight and awareness of the audience. The process is more diffusion or disseminal, simple, clear, and also does not use much jargon or terms that are less popular with the audience.

Persuasive Communication

Persuasive communication comes from the Latin-derived word persuasion, "persuasion", the verb persuade, which means to persuade, to seduce, to convince, and so on. Terminologically persuasive communication is proclaimed as a process of influencing people's opinions, attitudes and actions by using psychological manipulation so that people can act as of their own accord.⁵⁸ A.W. Widjaja, defines persuasive communication as an attempt to convince others to do and behave as the communicator expects by persuading without forcing it and without using violence (A.W. Widjaja, 2001: 36). So, persuasive communication is a psychological activity in conveying an informational message to the other party with a meek attitude without resorting to violence by persuading, convincing that the person can easily accept the content of the message conveyed to him.

Instructional Communication

Instructional communication has an educational function, but it is different from educational communication. Educational communication is more meaningful as a communication process that occurs in an educational environment, both theoretically and practically while instructional communication is emphasized more on operational planning and implementation patterns supported by theory for the successful effects of behavior change on the target party (learners). It is this effect of behavior change that is the ultimate goal of the implementation of instructional communication. Instructional communication means communication in the instructional field. The term instructional comes from the word instruction which means teaching, lesson, or even command or instruction. Webster's Third New International Dictionary of The Language lists the word instructional (from the word to instruct) with the meaning of providing specialized knowledge or information with the intention of training in various specialized areas, providing expertise or knowledge in a particular field of art or specialization, or it may mean educating in a particular subject or area of knowledge.

Coercive Communication

Coercive communication is the process of delivering messages to communicants that are coercive and use sanctions if not implemented. Coercive communication often uses certain threats or sanctions (infelicitative punitive) for example, orders, instructions, commands, either directly or indirectly. The implementation of coercive communication on the one hand has a positive impact and on the other hand has a negative impact on changes in attitudes, opinions, feelings and behavior depending on the interests of the communicator. Coercive communication is considered positive when used among governments. Usually the application of this communication method in the form of agitation, which is a way or method of conveying ideas, ideas or opinions from the government by means of stressing which can cause inner pressure and fear among the public or audience. But on the other hand, the implementation of coercive communication is negatively assessed. This is because the implementation of communication in a coercive way will not be fully capable of being accepted by communicants. Because communicants as objects of the communication process tend not to like the way of conveying messages that force or emphasize them.

Humanistic Communication

The term humanistic communication actually comes from the school of psychological science pioneered by Abraham Maslow who held the view that human beings are unique beings who have love, creativity, value and meaning as well as personal growth. The center of attention of humanistic communication about human beings is on the meaning of life. Therefore, according to this theory humans are referred to as homo ludens that is, humans as beings who understand the meaning of life. In the context of communication scientific characteristics, humanistic communication is the process of conveying messages from communicators to communicants that emphasize empathy for openness, sportsmanship and similarity or equality. In general, these traits will help the interaction to be more meaningful, honest, and fulfilling. In other words, humanistic communication aims to convey messages of a human nature.

This research is designed as a Descriptive Qualitative research with a phenomenological approach, which is a study that describes in detail the results of in-depth interviews with informants and observations of research subjects about various data related to phenomena that appear and do not appear to be oral words, attitudes, behaviors and facial expressions, as primary data. The selection of resource persons in this study is nonprobability through purposive sampling technique, which is a way of selecting resource persons based on criteria that have been set by the researcher in accordance with the research objectives. The data collection technique in this study was carried out with multi methods, namely the data collection model using several ways (techniques), namely: in-depth interviews; Observation; study of documentation; and focus group discussions. In finding the meaning of the study, researchers use data analysis techniques, namely: constant comparative techniques; and domain

analysis. To ensure the validity of research data, researchers use research subject competency techniques; trustworthiness; and intersubjectivity agreement.

3. RESEARCH RESULTS

The achievement of communication effectiveness is the main goal of communication activities carried out by people, anywhere, by anyone and anytime. Therefore, communication effectiveness is the main standard in communicating as well as a measure of the success or failure of a communication with all strategies, patterns and forms carried out. Because, it is not uncommon for there are types and activities of communication that fail to achieve their effectiveness because they do not have the right way, form or strategy.

There are many ways to measure the effectiveness of a communication, there are by looking at responses to suggestions and recommendations to the target, sometimes by looking at compliance with the target health protocol. In terms of Communication between the Aceh Government in Overcoming the Covid-19 Outbreak in general, there are those who see the transmission rate of the Covid-19 virus as a measure, there are also those who look at the number of Covid-19 patients both hospitalized and those who have successfully recovered, as well as other methods. According to the Spokesperson of the Covid-19 Task Force, the Aceh Government has implemented various communication strategies in handling Covid-19, including by involving scholars, community leaders and religious symbols (Islam) in inviting the community. This is taken considering that some Acehnese people still tend to be stubborn. This behavior is already the basic character of some Acehnese people, especially those in coastal areas whose main profession is sailors who underestimate the Covid-19 outbreak.

The Aceh government through its spokesperson invites to reject the concept of hedonism (the concept of wanting to win alone which only wants to be delicious and does not want things that bring difficulties or challenges). For man is already a sunnatullah, that man only desires happiness and avoids pain. In terms of tackling the Covid-19 outbreak, people do not want to accept the pain but ironically also do not want to fight persistently to resist it. This can be seen from the increasing number of daily new positive cases, recovered cases and deaths. There appears to be a positive correlation between daily cases and public awareness levels. The higher the daily cases, the more disciplined the community is in carrying out health protocols. This can be seen from the comparison, at the beginning of Covid-19 hit Aceh, the rate of wearing masks and social distancing among the community was still below 50 percent, but this figure rose to 80-85 percent when daily cases increased sharply accompanied by an increase in the incidence of deaths which also increased. On the contrary, the discipline of health protocols has dropped again when new cases are getting worse as they are today.

Regarding the role of community leaders and religious leaders, as explained above, the involvement of the Da'wah Worker and strengthening the message of health protocols with MPU tausiah is very helpful for the process of controlling Covid-19 in Aceh. This also proves that the level of trust and compliance of the Acehnese people towards the Ulama and Religious Leaders (Islam) is still quite high and reliable. This condition can not only be seen in the case of Covid-19 but also in other cases the existence of scholars and religious leaders still plays a significant role among the people of Aceh. The same role has been shown by Acehnese scholars and religious leaders in the socialization of the national Family Planning program, for example, which succeeded in reducing the birth rate significantly among the population of Aceh Province a few years ago in various districts/cities in Aceh.

By looking at the success rate of reducing new cases and increasing community discipline in compliance with health protocols, it can be believed that the Aceh Government Communication Strategy program in controlling the Covid-19 outbreak in Aceh has been quite effective and successful, although it has not yet reached the level of zero percent or "Zero New Cases", but at least, it can be controlled from the

development of new cases in the Acehese community. Successfully suppressing new cases is enough to encourage all of us, compared to previous cases, at least not even adding new cases nationwide which means that nationally Covid-19 cases are under control and getting better.

Many community activities in Aceh can now be carried out normally, both the education sector, the economic sector, the religious sector, the political sector and others are almost 100% normal as before. Schools, universities, coffee shops, markets, private and government offices, public transportation that had been closed and stopped have been normal activities since the last month in Aceh, and this condition is evenly distributed throughout Aceh, both mainland Aceh and Aceh islands. New Covid-19 cases, although still existing, only in the dozens, do not reach dozens let alone hundreds of patients.

"For this reason, we urge the public to increase compliance with health protocols, if they want this condition to be even better," said Saifuddin Abdulgani briefly.

Some indicators that can be used as a measure of the effectiveness of the Aceh Government Communication Strategy in handling Covid-19 in Aceh Province, including the following:

- a. Successfully reducing the number of Covid-19 patients, since post-vaccination until April 2022 it was recorded from 43,676 people confirmed positive for Covid-19, 41,346 of them were declared cured after treatment at the hospital, now there are only 123 people left in various hospitals in Aceh, there is a very significant decrease.
- b. Mask users from just 50% at the start of the pandemic rose to 85% at a time when symptoms were increasing the number of patients admitted to hospitals, in the last three months.
- c. The emergence of concern for MPU Scholars, academics and community leaders in various districts/cities in Aceh province in illuminating about Covid-19 to ordinary people in villages and remote parts of the interior, as well as against social media provocations.
- d. Starting from the awareness of the people of Aceh to fight Covid-19, through various recommended health protocol systems such as vaccination, wearing masks, avoiding crowds, and others.

The positive rate of Covid-19 has successfully fallen since after vaccination a year ago and the community's compliance with the rules including health protocols recommended by the Central Government, Aceh Provincial Government, and Covid-19 officers in the field. This decrease in numbers is in line with the decline in new cases of Covid-19 throughout Indonesia. Hopefully in the not too distant future all new cases of Covid-19 can be completed and successfully suppressed to zero, as well as conditions return to normal as before Covid-19 appeared 2.5 years ago which ravaged Indonesia and the world community, destroying hundreds of industries, businesses and small businesses in various parts of the world, especially the third world.

Several important moments in Aceh that showed evidence of the effectiveness of the Communication Strategy implemented by the Aceh Government in handling Covid-19 were well recorded at the Aceh Regional Public Relations and Protocol Bureau. Handling Covid-19 by involving many parties with many communication strategies has placed Aceh Province as a region with relatively better handling in handling Covid-19. Some of these important moments are as follows:

- a. On May 13, 2020, it was noted that Aceh Province was still experiencing Zero Positive Covid-19.
- b. On May 27, 2020, the Central Government asked Aceh to share good practices in handling Covid-19 with other provinces in Indonesia.
- c. On November 12, 2020, Aceh again experienced zero positive Covid-19.
- d. On December 18, 2020, Aceh received the Innovative Government Award 2020 as the most innovative province in organizing government during the pandemic.
- e. On January 26, 2021, Aceh as the area with the highest recovery.
- f. On February 1, 2021, Aceh had the highest level of prokes compliance.

- g. On March 16, 2021, Aceh Province was again recorded as an Area with Zero Positive Covid-19.
- h. On July 12, 2021, Aceh recorded an increase in the level of prokes compliance.
- i. On July 18, 2021, Aceh experienced an increase in the level of compliance with the Health Protocol. At the same time, Aceh was recorded as the region with the lowest number of positives nationally.
- j. On July 21, 2021, WHO designated Aceh as the only "Yellow Zone" on the map of the Republic of Indonesia.

4. CONCLUSION

The implementation of various Communication Strategies by the Aceh Government in communicating the handling of Covid-19 is very effective. Several indicators can be used as a measure of the effectiveness of the Aceh Government Communication Strategy in handling Covid-19 in Aceh Province, including the following: The success of reducing the number of Covid-19 patients, since post-vaccination until April 2022 was recorded from 43,676 people confirmed positive for Covid-19, 41,346 of whom were declared cured after treatment at the hospital, now there are only 123 people left in various hospitals in Aceh, there is a very significant decrease. The use of masks from only 50% at the beginning of the pandemic rose to 85% at a time when symptoms increased the number of patients admitted to the hospital, in the last three months. The emergence of concern for MPU Scholars, academics and community leaders in various districts/cities in Aceh province in illuminating about Covid-19 to ordinary people in villages and remote parts of the interior, as well as against social media provocations. The growing awareness of the people of Aceh to fight Covid-19, through various recommended health protocol systems such as vaccination, wearing masks, avoiding crowds, and others.

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