



AMAN (ALLIANCE OF NUSANTARA INDIGENOUS PEOPLE) PUBLIC RELATIONS COMMUNICATION IN THE COVID-19 VACCINE PRIORITY PROGRAM

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ABSTRACT

Public relations in practice has a relationship with the science of communication because both are a unified whole and a link that supports public relations activities. Public relations itself cannot be separated from the composition of strategies that serve as guidelines or guidelines for acting which contain program formulations towards the goals that have been determined. The strategy itself does not only exist in the realm of public relations or the organization in general. This study aims to determine the Public Relations Communication of the Alliance of Nusantara Indigenous People (AMAN) in the priority vaccine program for indigenous peoples so that the fulfillment of the Covid-19 vaccine for Indigenous peoples is achieved without getting opposition from the public and achieving this goal. The research method uses a qualitative case study research design, where the case study is a comprehensive description and explanation of several aspects of a group or an organization. The data are collected through on-site data collection through in-depth observations and interviews with informants. The results of this study are to determine the success of Public Relations communication carried out by AMAN (Alliance of Nusantara Indigenous People) in the participation of indigenous peoples in the Covid-19 vaccine priority program. Public Relations itself is a planned communication both into and out between an organization and all its audiences in order to achieve the goals of an organization. Public Relations strategy must consider the right way to be able to integrate the most practical way. Public Relations activities carried out by the Alliance of Nusantara Indigenous People in the priority vaccine program consisting of 4 (four) strategies: (1) Analysis of the number of indigenous peoples who have not received the priority vaccine program, (2) Planning the Covid-19 vaccine priority work program, (3) Work program, and (4) Evaluation of priority vaccine programs.

Keywords: *AMAN, Indigenous People, Covid-19 Vaccine, Optimalisasi*

INTRODUCTION

The Covid-19 pandemic has become an epidemic that has spread throughout the world, including Indonesia. The disease outbreak that has spread to almost the entire country started at an animal market in Wuhan Province, China with the first 41 confirmed cases of suspected pneumonia. Almost the entire world has been affected by the Covid-19 pandemic. And the whole world is taking lockdown or regional restrictions on other countries, especially countries where the number of Covid-19 sufferers is increasing every day. In the end, President Joko Widodo decided to implement Large-Scale Social Restrictions (PSBB) through Government Regulation of the Republic of Indonesia Number 21 of 2020. (Fatimah, 2021)

This policy is still said to be insufficient in overcoming Covid-19. Indonesia implements the Covid-19 Emergency based on Presidential Decree (Keppres) Number 11 of 2020 concerning the Implementation of Public Health Emergency, considering the number of deaths due to Covid-19 has increased and spread across regions and has an impact on political, economic, community welfare, social, cultural conditions, as well as defense and security. This Presidential Decree takes into account the contents of Law Number 6 of 2018 concerning Health Quarantine. The 1945 Constitution, Articles 12 and 22, have provided a basis in the event of a compelling situation of danger and urgency. The 1945 Constitution of the Republic of Indonesia, protects all citizens and the homeland of Indonesia, and the government is obliged to guarantee the safety of its citizens.

The Constitutional Court decided that three categories of urgency forced the Constitutional Court Decision No. 38/ PUU-VII/ 2009, namely (Arditama & Lestari, 2020) as follow:

- There are conditions, and circumstances where there is an urgent need to resolve legal issues quickly based on the law.
- In the event of a legal vacuum, when the required law does not exist, or if there is one but the regulation is inadequate.
- If the legal vacuum cannot be overcome by making laws due to time urgency.

The Covid pandemic on April 13, 2020, was designated as a National Disaster, with the Determination of Non-Natural Disasters for the Spread of Corona Virus Disease 2019 (Covid-19) by taking into account the contents of Law no. 24 of 2007 concerning Disaster Management. Based on these rules, an emergency is a disaster emergency that is considered threatening and disrupts life caused by natural, non-natural causes that are dangerous, resulting in victims, damage, and psychological impacts (Arditama & Lestari, 2020)

The pressing urgency became the basis for determining the health emergency and the various anticipations that have been carried out, but cannot control the situation. Communities in urban areas and in villages are urged to help the government's efforts to reduce the spread of Covid-19 by staying at home, and each individual applying a prevention protocol or better known as 3M (wearing masks, maintaining distance, and washing hands) is considered capable of dealing with the dangers. Covid-19 for which there is currently no cure. (Fatimah, 2021)

In fact, despite implementing policies such as large-scale restrictions and 3M promotions every day, the number of positive COVID-19 sufferers is increasing every day (data from April 1 to May 5, 2020, can be seen in <http://Covid-19.go.id>). This is due to the government's lack of firmness in every policy it takes, in addition to the increase in Covid-19 sufferers. With the increase in the number of COVID-19, the government has extended large-scale

social restrictions.

Although Indonesia is considered less alert in handling the Covid-19 pandemic because Indonesia occupies the fourth level of the country as the most populous country which is predicted to have a long time in handling the Covid-19 pandemic.

This can be seen from the geographical conditions which consist of islands and Indonesia is the 4th most populous country in the world and has its own challenges in dealing with Covid-19, especially in remote areas. This pandemic not only threatens the health of urban communities but also threatens indigenous peoples. All policies have been taken by the Government but are considered ineffective so the only way to deal with COVID-19 is a vaccine (Negeri & 2021, 2021).

The provision of vaccines to Indonesian citizens is not evenly distributed until October 2021, around 67,165,732 people have been vaccinated with the second dose. (covid19.co.id, 2021). Vaccination is considered more accessible in urban areas, but what about people in remote areas such as indigenous peoples.

Currently, indigenous peoples are considered the most impacted by this pandemic. Before the delta variant just spread, indigenous peoples had carried out prevention of COVID-19 with local wisdom such as closing temporary villages, rituals to refuse disaster, dignified quarantine, administering traditional medicines, and increasing independent food production in indigenous communities. Indonesia. (Agung et al., n.d.) However, since the delta variant spread, the local wisdom of indigenous peoples is considered less effective. This can be seen from the significant number of Covid-19 deaths in indigenous peoples in 13 districts and 10 provinces. (aman, n.d.)

The government's limitations in handling Covid-19 in indigenous communities have prompted AMAN (Alliance of Nusantara Indigenous People) to develop strategies for handling COVID-19 for indigenous peoples, such as ensuring the availability of medical equipment in customary areas and promoting food independence and the production of herbal medicines and vaccines.

Many efforts have been made by the Alliance of Nusantara Indigenous People in the priority program for the Covid-19 vaccine, one of which is by communicating to President Jokowi (externally) to facilitate the requirements for administering vaccines by eliminating the requirement for identity numbers for indigenous peoples and vulnerable communities. As well as communicating with indigenous peoples in priority vaccine programs (internal). (Saputra & Marta, 2020)

Public Relations itself is considered capable of communicating well-planned programs into and out between an organization and all its audiences in order to achieve the goals of an organization. (Dewi, 2021) Public relations itself in practice has a relationship with communication science because both are a unified whole and a link that supports public relations activities. Public relations can open a fun communication faucet with the public. (Sumarto, 2016)

Public relations itself cannot be separated from the composition of strategies that serve as guidelines or guidelines for acting which contain program formulations towards the goals that have been determined. The strategy itself does not only exist in the realm of public relations or the organization in general but is also needed in every line and sector of life. Public Relations strategy must consider the right way so that it can integrate the most practical way. (Effendy, 2022)

Public Relations Communications of the Alliance of Nusantara Indigenous People (AMAN) in the priority vaccine program for indigenous peoples, it is found that there are four strategies in public relations communication. The strategy itself is an integrated part of a plan, the plan is the product of a plan (planning) which in the end planning is one of the functions of management.

As explained before Public Relations aims to develop a favorable image (favorable image) for organizations, companies, or products and services to interested parties (Stakeholders) as related targets, namely internal and external public. (Artis, 2011). Below are the strategy for the Alliance of Nusantara Indigenous People:

Analysis of indigenous peoples who have not received priority vaccine programs.

1. Planning the Public Relations communication work program in the Covid-19 vaccine priority program.
2. Work program.
3. Evaluation of priority vaccine programs in indigenous peoples.

It is hoped that the Public Relations communication of the Alliance of Nusantara Indigenous People in the Covid-19 vaccine priority program can give the government a good image in fulfilling the vaccine program in indigenous communities.

METHODOLOGY

Constructivism research views social science as a systematic analysis of social action through meaningful social observations through direct and detailed observations of social behavior in natural everyday life in order to be able to understand and interpret how the social actors concerned create and maintain or manage their social world. (Sugiyono, 2017)

The constructivist paradigm was chosen because it is more representative of the researcher's perspective to explain the social framework formed in the mindset of the community based on "common sense", namely how research subjects give meaning to an event. This research refers to how public relations communication is in priority vaccine programs for indigenous peoples. The approach used is deductive from general to specific by comparing the concepts used with existing data.

With the constructivist paradigm, this study explains how the data in the field through interviews will never be the same. In addition, the constructivist paradigm will not be free from the values that exist in society.

In this research, qualitative research is used which is interpretive with a case study approach. This study discusses in-depth phenomena such as opinions, activities, feelings about strategies, and activities undertaken to communicate vaccine program activities with public relations.

In essence, a case study is an intensive test using various sources of evidence against a single entity that is limited in space and time. The purpose of the case study is to increase knowledge about real communication events. Case study research makes it possible to collect detailed and rich information, highlight the various factors that govern communication in a given situation, describe its uniqueness and try to offer an in-depth understanding that has broad relevance.

This study uses a single case study which is designed to carry out an in-depth exploration of a particular event of a phenomenon. Researchers show interest in the small number of things investigated. This study uses case studies because case studies communicate cases:

the lack of vaccine information in indigenous peoples and the lack of indigenous peoples who receive priority vaccine programs. The case studies themselves simply repeat the types of topics that are applicable. (Bungin, 2017)

In general, a case study is a more suitable strategy when the main question of research relates to how or why, when the researcher has little opportunity to control the events to be investigated, and when the focus of the research lies on contemporary phenomena in real-life contexts. In addition, case study research can be divided into 3, namely exploratory, exploratory and descriptive case studies. In its use, case study researchers need to focus on the design and implementation aspects.

In this study uses two data, namely primary and secondary data. Primary data includes public relations communications and activities carried out in priority vaccine programs. Using in-depth interview data collection techniques with informants that the authors have determined based on the criteria. (Habsy, 2017). Sources of information used by researchers in this study are informants who are directly involved in the activities being studied. The key informants here are Dimas as the Deputy of the Alliance Of Nusantara Indigenous and the informants are the staff of the Alliance of Nusantara Indigenous People (Kinar, Yogi, Miftah, and Mia).

Data analysis was carried out as a simplification of data into a form that is easier to read and interpret. The data analysis method used is qualitative data analysis in this case carried out in four stages. First, make and conduct interviews with sources and collect data from observations and literature studies. Second, grouping the data based on interviews and observations related to the main problem and research objectives, Third, analyzing the Public Relations communication carried out and making conclusions.

RESULTS AND DISCUSSION

Indonesia occupies the fourth tier of the country as the most populous country which is predicted to have a long time in handling the Covid-19 pandemic. This can be seen from the geographical conditions which consist of islands and Indonesia is the 4th most populous country in the world and has its own challenges in dealing with Covid-19, especially in remote areas. This pandemic not only threatens the health of urban communities but also threatens indigenous peoples. Indigenous peoples are people who inhabit traditional territories. (Satria, 2020). Currently, indigenous peoples are considered the most impacted by this pandemic. Before the delta variant spread, with local wisdom, it was considered capable of surviving the Covid-19 pandemic. However, since the delta variant spread, local wisdom is considered less effective. This can be seen from the significant number of Covid-19 deaths in indigenous peoples in 13 districts and 10 provinces.

These limitations have made AMAN (Alliance of Nusantara Indigenous People) develop priority health programs for indigenous peoples such as vaccines, ensuring adequate health equipment for indigenous peoples, and health centers located in/near Customary Areas (Masks, PPE, Oxymeters, and Oxygen Kits), and promote food self-sufficiency and herbal medicine production.

Many efforts have been made by the Alliance of Nusantara Indigenous People in this Covid-19 vaccine priority program, one of which is by communicating to President Jokowi (externally) to facilitate the provision of vaccines by eliminating the requirement for identity numbers for indigenous peoples and vulnerable communities. As well as communicating with indigenous peoples in priority vaccine programs (internal). With communication of

Public Relations, it is expected to be able to communicate planned programs both inside and outside between an organization and all its audiences in order to achieve the goals of an organization. Public relations itself in practice has a relationship with communication science because both are a unified whole and a link that supports public relations activities. Public relations can open a pleasant communication faucet with the public. (Sumarto, 2016)

Public relations itself cannot be separated from the strategic arrangement that becomes a guide or guide in acting which contains program formulations towards predetermined goals. The strategy itself does not only exist in the realm of public relations or the organization in general but is also needed in every line and sector of life. Public Relations strategy must consider the right way so that it can integrate the most practical way. (Dewi, 2021)

Public Relations Communications of the Alliance of Nusantara Indigenous People (AMAN) in the priority vaccine program for indigenous peoples, it is found that there are four strategies in public relations communication. The strategy itself is an integrated part of a plan, the plan is the product of a plan (planning) which in the end planning is one of the functions of management.



As explained Public Relations aims to develop a favorable image (favorable image) for organizations, companies, or products and services to interested parties (Stockholders) as targets related to the internal and external public, namely: (BERNAYS, 2013)

Analysis of indigenous peoples who have not received priority vaccine programs. Indigenous peoples are the ones who suffer the most during the Covid-19 pandemic, this is because the lack of health facilities in indigenous territories is influenced by remote areas, making it difficult for the government to access health facilities, including vaccines. With these limitations, the government is collaborating with AMAN (Alliance of Nusantara Indigenous People) which oversees indigenous peoples in Indonesia in the priority program for the Covid-19 vaccine and only 1% of indigenous peoples have been vaccinated.

Planning of Public Relations communication work programs in priority vaccine programs in indigenous communities. AMAN as the Alliance of Nusantara Indigenous People in the Covid-19 vaccine priority program has made several programs to support vaccine priorities. With several public relations communication approaches that are considered capable of

communicating both internally and externally. Such as socializing the covid-19 vaccine program as a community defense against the Covid 19 pandemic to elders, youth groups, and indigenous women. This communication is done directly or by using the WhatsApp group. AMAN is also coordinating with the government to make vaccine requirements easier for indigenous people by eliminating the e-ID card requirement.

Work program. In implementing the vaccine priority work program in indigenous peoples, AMAN and the Public Health Center carried out a vaccine delivery work program and carried out socialization in 15 provinces by visiting indigenous peoples. This is considered able to increase the enthusiasm of indigenous peoples for the vaccine program. This vaccine program starts from August 2021-April 2022. Each district gets a dose of 400-800 doses of vaccine. According to priority vaccine program data, the total number of indigenous peoples who have been vaccinated is 490,961 people from around 239 Indigenous Communities in 42 districts and 15 provinces (March 2022), namely Jambi (2 indigenous community), Riau (2 Indigenous community), East Java (2 indigenous community), Central Sulawesi (41 indigenous peoples), Banten (9 indigenous community), West Nusa Tenggara (65 indigenous community) West Kalimantan (13 indigenous community), Central Sulawesi (41 indigenous community), East Nusa Tenggara (55 Indigenous community), South Sulawesi (35 indigenous community), Maluku (2 Indigenous community), North Sulawesi (1 Indigenous community), East Kalimantan (3 Indigenous community).

Evaluation of priority vaccine programs in indigenous peoples. The priority vaccine program for indigenous peoples has succeeded about 70%, as seen by the number of indigenous peoples who have participated in the vaccine program since August 2021-April 2022. A total of 490,961 people from around 239 Indigenous Communities in 42 districts and 15 provinces. Judging by the number of indigenous peoples who have participated in this vaccine program, it has not been fulfilled 100% because the number of vaccines is not yet maximized. However, with all the limitations in achieving that not yet 100%, AMAN is considered capable of communicating vaccine priority programs in indigenous peoples so that the government's goals in priority vaccine programs in indigenous people are achieved

CONCLUSION

Public Relations Communication conducted by AMAN (Alliance of Nusantara Indigenous People) is considered to be able to bring together and be able to communicate planned programs both internally and externally so that organizational goals are achieved (priority vaccine programs in indigenous peoples without any opposition from them). With The strategy itself is an integrated part of a plan, the plan is the product of a plan (planning) which in the end planning is one of the functions of management. As explained, Public Relations aims to develop a favorable image (favorable image) for organizations, companies, or products and services to interested parties (Stakeholders) as related target-- internal and external public. Thus, this public relations communication program implements (1) Analysis of indigenous peoples who have not received priority vaccine programs, (2) Planning the Public Relations communication work program in the Covid-19 vaccine priority program, (3) Work program, (4) Evaluation of priority vaccine programs in indigenous people. It is hoped that the Public Relations communication of the Alliance of Nusantara Indigenous People in the Covid-19 vaccine priority program can give the government a good image in fulfilling the vaccine program in indigenous communities

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