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The Influence Of Health Policies, And The Role Of Public Figures On Compliance And Community Participation In Covid_19 Mitigation

Salman[1] [*], Indah Laily Hilmi[2] , Gun Gun Gumilar[3]

[1]Lecturer at Faculty of Medical Science, Universitas Singaperbangsa Karawang, Indonesia

[2]Lecturer at Faculty of Medical Science, Universitas Singaperbangsa Karawang, Indonesia

[3]Lecturer at Faculty of Medical Science, Universitas Singaperbangsa Karawang, Indonesia

Abstract

Indonesia ranks 17th in the world with the death victim due to the pandemic coronavirus disease (Covid_19). WHO confirmed that the Covid-19 cases in Indonesia dated on February 20, 2021 reached 1,263,299 cases with 34,152 cases of death due to Covid_19. This has become the focus of attention of the government, private sector and society in dealing with and suppressing the high cases of Covid-19 that happen Indonesia. This study aims to determine the direct and indirect effects of health policies and the role of Public figures on community compliance and participation in Covid_19 Mitigation. The results of statistical tests show that the health policy variable has a direct effect on community participation in mitigating Covid-19 by 7.1% and indirectly through the compliance intervening variable by 16.8%, the role variable of Public figures directly affects community participation in mitigation. covid-19 by 10.3% and indirectly by 20.3%. while the compliance variable also affects community participation in mitigating Covid-19 by 21.6%. Therefore this research can be an input for the government that in suppressing the high number of cases of the spread of covid-19 in Indonesia, it is necessary to increase knowledge and improve public attitudes towards health policies in overcoming covid_19 and also involve Public figures in providing support, guidance, motivation, directions and suggestions to the community so that create the community compliance which has an impact on active participation or community participation in the response to covid-19.

Keywords: Mitigation, Covid_19, Public figures, Compliance, Policy

Introduction

The Covid_19 pandemic suddenly becoming one of the world's health problems this century. Until January 24, 2021, the database WHO (2021)[1] confirmed that from 237 countries in the world there were 110,384,747 positive cases of the corona virus with 2,446,008 reported deaths. In Indonesia, the number has also increased quite high, recorded from March 2020 to February 20, 2021, WHO recorded 1,263,299 positive cases of Covid-19 and 34,152 cases of death due to Covid-19. Due to the high prevalence with a high mortality rate, the Indonesian government has designated Covid-19 as a national disaster that requires serious acceleration and handling. Various kinds of government policies in accelerating and overcoming covid-19 in Indonesia are listed in Laws (UU), Government Regulations in Lieu of Laws [2], Government Regulations [3], Presidential Regulations [4];[5], Ministerial Regulations (PERMEN), Regional Regulations (PERDA), Regent Regulations (PERBUP), Mayor Regulations (PERWALI). In addition to policies originating from the government, there are also other policies originating from Public figures, traditional figuress, cultural figures, religious figures, which contain prohibitions and appeals related to the prevention and handling of Covid-19. Several government policies to deal with and overcome the Covid-19 pandemic include the following policies [2];[3];[4];[5];[6];[7]: (1) staying at Home; (2) Social Distancing; (3) Physical Distancing; (4) Use of Personal Protective Equipment (Masks); (5) Maintaining Personal Hygiene (Washing Hands); (6) Work and Study at home (Work / Study From Home); (7) Suspending all activities that raise a large number of people: (8) Large-scale Social Restrictions (PSBB); (9) New Normal Policy or New Habit Adaptation Policy. Government policy implementation inThe response to covid_19 did not run smoothly because it faced various kinds of reactions from the community, this was of course influenced by various factors such as attitudes, knowledge, sociocultural, culture, values, and so on. Efforts to prevent the spread of covid_19 are not only the responsibility of the government, but require the participation of Public figures. Public figures have a very important role. Because, in essence, Public figures are people who have a big role in a community group and have power, namely the ability to influence other people or groups according to their wishes[2]. The role of Public figures that is as a social controller, guardian and enforcer of the valuesand norms that apply in society. In addition, Public figures also play a role in solving various problems that occur. Public figures have an obligation to provide support, guidance, motivation, suggestions and feedback[8].The position of public figures is obtained by individuals because of their knowledge, wisdom and their success in living life in society. Wisdom and knowledge possessed by Public figures usually serve as role models for people who are respected and respected[9]. Public figures have a very important role in creating a level of public compliance with government policies in tackling covid_19. According to Kozier et al (2010)[10] compliance is behavior according to therapy and health recommendations and can be started from acting on every aspect of advice to complying with plans. while Ian & Marcus (2011)[11] states that compliance refers to a situation when an individual's behavior is commensurate with the recommended action or advice proposed by a health practitioner or information obtained from some other information source. Furthermore Novi Afrianti, Cut Rahmiati (2021)[12] also states that the message (Compliance) is a form of someone's obedient behavior towards predetermined

goals. Many factors influence the formation of a person, which Kozier et al (2010)[13], which states that it is based on several factors including other motivations, the level of required style change, the perception of the severity of health problems, knowledge, the impact of change, culture, and the level of change. satisfaction and quality of health services received. While Salman[14] stated that the factors that influence a person's compliance are knowledge, motivation, and family support. In handling the spread of the Covid-19 virus, the public is no longer a "spectator" and leaves all these matters to the government, but it is hoped that the community will be actively involved in every activity. Community participation needs to be fostered in every activity, the community must realize that handling the Covid-19 virus is a shared task. Participation means more than just participation. Participation has a more active role and contains elements of equality and sovereignty from the participating actors. Meanwhile, participation can be interpreted as complementary and does not have to be equality. Community participation is the main key to preventing the spread of the Covid-19 outbreak. The government advises people to apply social distancing and physical distancing to cut the chain of spreading the virus. Community participation refers to the creation of opportunities that provide space for community members to be actively involved and to take advantage of the activities they participate in [9].In this case, the public can feel the benefit from being involved in handling the spread of Covid-19. [15]The idea of community participation is similar to the principle of community-based development, where community members mobilize themselves and take responsibility for handling Covid-19. Community involvement with mentality and emotion is a form of voluntary participation without coercion or mobilization. The community is expected to become a partner of the government in the acceleration and response of Covid-19 in Indonesia.

Method

This research is a quantitative study with a cross sectional research design. This research data collection using a questionnaire instrument made via google form and distributed online. This was done to comply with the current regulations when taking research data from September to December 2020. Before collecting data, the questionnaire was first tested for validity and reliability on 48 respondents outside the sample of this study to ensure that the instrument was appropriate and proper to measure the variable under study. The population in this study were all citizens of the City of Karawang as many as 2,273,579 people. The minimum sample of this study was calculated using the Slovin formula as many as 100 people. The sample criteria are willingness to be a respondent, being able to fill out a questionnaire online, not filling out the questionnaire more than once, and filling out the data completely and clearly. Sampling was done by accidental sampling technique, where the determination of the sample is based on chance. The total number of respondents who answered were 372 respondents, but 24 respondents did not reach the criteria in the form of filling out the questionnaire more than once and filling in incomplete data. So that only 348 respondents became the research sample. The variables in this study are the influence of health policies, the role of Public figures, community compliance and community participation in mitigating covid_19. In this study, the path analysis model was used to analyze the

pattern of relationships between variables in order to determine the direct and indirect effects of health policy and the role of public figures on community compliance and participation in Covid_19 Mitigation

Results

Characteristics of Respondents

In table 1, it can be seen that most of the respondents were 26–35 years old (44.3%). Based on the last education level, the respondents were high school graduates (46%), and 41.1% of respondents worked as private employees.

Table 1. Characteristics of Respondents

No.	Characteristics	Frequency (n)	Percentage (%)
1	Gender		
	Male	154	44,3%
	Female	194	55,7%
2	Age		
	< 17 years old	11	3,2%
	17 - 25 years old	93	26,7%
	26 - 35 years old	154	44,3%
	36 - 45 years old	53	15,2%
	46 - 55 years old	30	8,6%
	> 55 years old	7	2,0%
3	Educational attainment		
	Elementary School	30	8,6%
	Junior High School	53	15,2%
	Senior High School	160	46,0%
	College Student	105	30,2%
4	Occupation		
	Civil Servant	28	8,0%
	Employees	143	41,1%
	Hausewives	42	12,1%
	Entrepreneurs	13	3,7%
	Farmers / Fisher	24	7,0%
	Students/College students	76	21,8%
	Unemployed	22	6,3%

The Results of Path Analysis

The results of the sub-structure test 1 pa table 2 show that the health policy variables and the role of Public figures have a simultaneous and significant effect on community compliance with a probability value (sig) of 0.000 smaller than <0.05.

Table. 2 Sub structure test results 1. The influence of health policies and Public figures on compliance

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	R Square
	B	Std.Error	Beta			
(Constant)	15.297	1.962		7.795	0.000	0.89
Health Policy	0.154	0.035	0.228	4.348	0.000	
Public figures	0.198	0.043	0.243	4.640	0.000	

Dependent Variabel : Compliance

The results of the sub-structure 2 test in table 3 show that the variables of the influence of health policies, the role of Public figures and compliance have a simultaneous and significant effect on community participation in mitigating covid_19 with a probability value (sig) of 0.000 smaller than <0.05.

Table. 3 Sub structure test results 2. Health policies, Public figures and compliance with covid_19 mitigation effectiveness

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	R Square
	B	Std.Error	Beta			
(Constant)	5.025	1.228		4.092	0.000	0.412
Kebijakan Kesehatan	0.129	0.21	0.266	6.145	0.000	
Health Policy	0.185	0.25	0.316	9.808	0.000	
Public figures	0.305	0.31	0.425			

Dependent Variabel : Partisipasi Masyarakat dalam Mitigasi Covid_19

From the results of testing for Sub-Structure 1 and Sub-Structure 2, it is known that the direct and indirect relationship between health policy (X1) and the role of public figures (X2) on compliance (Y) and its impact on community participation in mitigating Covid_19 (Z). As follows :
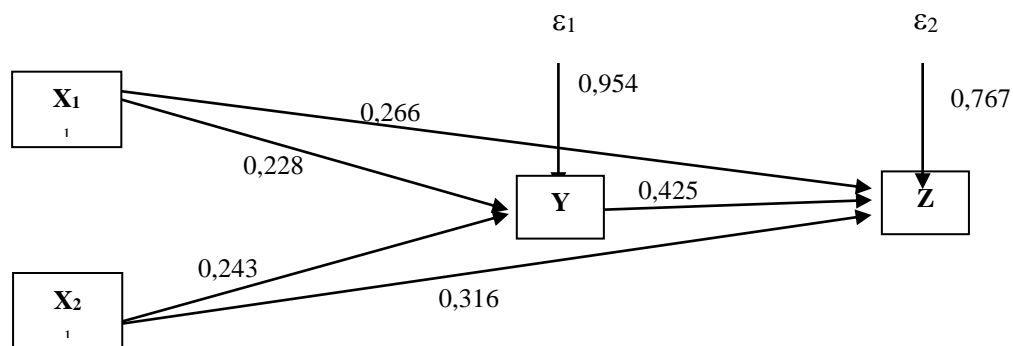
$$\varepsilon_1 \qquad\qquad \varepsilon_2$$

$$0.954 \qquad\qquad 0.767$$

X₁ → Y: 0,266
X₁ → Y: 0,228
Y → Z: 0,425
X₂ → Y: 0,243
X₂ → Z: 0,316

Figure. 1 The empirical causal results of Sub-Structure 1 and Sub-Structure

Discussion

Effect of health policy on compliance

The results of the sub-structure test 1 in table 2 show that the health policy variable (X1) has a simultaneous and significant effect on community compliance (Y) with a probability value (sig) of 0,000. while the path coefficient of the health policy variable (X1) as measured by the knowledge and attitude variables of the community has a positive and significant effect on the level of community compliance, namely 0.228² x 100% = 5.2%. This means that every increase in knowledge and public attitudes towards health policies is predicted to increase compliance (Y) by 0.228 times (5.2%). This shows that the level of community compliance is influenced by the level of knowledge and attitudes of the community towards health policies. this is in line with research conducted by Wiranti et al (2020) [16] that respondents who comply with health policies in terms of large-scale social restriction (PSBB) policies are mostly carried out by respondents with good knowledge. Sari et al (2020)[17] also supports this research where there is a relationship between public knowledge and public compliance in using masks during the Covid_19 pandemic. In line with Kozier et al (2010)[13], and Salman dkk (2020)[14] states that compliance is influenced by several factors, one of which is knowledge. There is a similar research, namely research of Webster et al (2020)[18] regarding increased compliance during quarantine. The research states that the factors that increase the compliance during quarantine are knowledge of disease and quarantine procedures, social norms, perceived benefits, practical problems, and financial problems. Apart from knowledge, attitudes can also affect the level of community compliance. Attitude is a person's opinion regarding a certain situation or situation and is influenced by several factors, one of which is influenced by trust where someone will have an obedient attitude towards the policy if there is a belief that the policy is effective in reducing the spread of Covid-19. This is in line with research Webster et al (2020)[18] which states that trust in government decisions is one of

the factors that increases the positive attitude of the community in complying with the regulations for handling and preventing Covid-19

The Influence of Public figures on Compliance

The results of the sub-structure test 1 in table 2 show that the role of Public figures (X2) has a simultaneous and significant effect on community compliance (Y) with a probability value (sig) of 0.000. While the path coefficient of the variable role of Public figures (X2) on community compliance has a positive coefficient of 0.2432 x 100% = 5.9%, meaning that every increase in the role of Public figures (X2) is 1 time, it is predicted that it will increase community compliance (Y) by 0.243 times. Public figures as an important actor in shaping community behavior. Therefore, Public figures are expected to be able to encourage increased public compliance in breaking the chain of transmission of covid_19. Many events that occur in Indonesia, especially in the political sphere, are influenced by charismatic factors possessed by Public figures. This role is increasingly significant in the era of advances in information technology. Messages, orders, or policies issued by Public figures easily spread and are quickly accessed by the majority of Indonesians. The tendency of a person to be portrayed is due to the various advantages possessed as well as the ability to act and of course their intellectual, spiritual, and communication abilities. Some Public figures come from traditional figures who are considered capable of maintaining traditions and cultural values of ethnicity / ethnocentrism, religious figures are considered capable of influencing in a religious context, Youth figures because youth figures have closeness to several organizational alliancesfrom the existing youth and intellectual figures who have an important influence in criticizing any policies issued by the government. Public figures play an important role in solving various problems that occur in society. Public figures have an obligation to provide support, guidance, motivation and direction to the community towards something that is desired to be achieved, in this case providing support, guidance, motivation and direction in efforts to prevent and overcome Covid-19.

The Effect of Health Policies on Public Participation in Covid-19 Mitigation

The results of the sub-structure 2 test in table 3 show that the health policy variable (X1) has a simultaneous and significant effect on community participation in mitigating covid_19 (Z) with a probability value (sig) of 0,000. Health policy (X1) which is measured through the knowledge and attitude variables of the community has a direct effect on community participation in mitigating covid_19 (Z) of 0.2662 x 100% = 7.1%. and indirectly through the compliance variable (Y) for pyx2.pzy = (0.228). (0.425) = 0.097 x 100% = 9.7%. Thus, the total effect of the health policy variable (X1) on community participation in mitigating covid_19 (Z) is equal to the combination of the direct and indirect effects mentioned above, namely (0.2662) + 0.097 x 100% = 16.8%. This means that the better the level of public knowledge and attitudes towards health policy, the more likely it will affect public participation in mitigating covid_19 by (16.8%).

Implementation of government policies as stipulated in Law no. 4 of 1984 concerning Communicable Disease Outbreaks, requires active community involvement, such as: the

community obeys the appeal to stay at home, participates in spreading prevention activities in their respective neighborhoods and contributes material and voluntary labor. Without public participation, the objectives of implementing these policies will not be achieved properly. Policy implementation is a policy-making stage between policy formation and the consequences of policies for the people it affects. If a policy cannot or does not reduce the problem that is the target of the policy, the policy may fail if the policy is not implemented properly by policy implementers. Rizki et al (2020)[19] Policy is a provision that contains principles for directing ways of action which are planned and consistent to solve problems and to achieve certain goals. Public leaders must be able to make policies to achieve "common good". However, ironically in a crisis situation, not all public figures can show adequate leadership, which results in eroded leadership legitimacy, and can even lead to a crisis of trust in the system[20]. According to Jones in La Ode Muhammad Elwan, S. and A. Pramusinto (2011)[21], policy implementation should be easy to understand theoretically and conceptually, but not always in a concrete form, because real implementation is not something easy. The implementation process is not a mechanical process where each actor will automatically do whatever should be done according to the scenario of the policy maker. This means that it is a complex process colored by conflicts of interest between the actors involved, so that objectives, targets and implementation strategies can develop.

The Role of Public Figures in Public Participation in Covid Mitigation_19

The results of the sub-structure 2 test in table 3 show that the variable of the influence of the role of Public figures (X2) has a simultaneous and significant effect on community participation in mitigating covid_19 (Z) with a probability value (sig) of 0,000. The role of Public figures (X2) has a direct effect on community participation in mitigating covid_19 (Z) of 0.3162 x 100% = 10%. and indirectly through the compliance variable (Y) of pyx2.pzy = (0.243). (0.425) = 0.103 x 100% = 10.3%. Thus the effect of total participation of public figures (X2) on public participation in mitigating covid_19 (Z) is (0.3162) + 0.103 x 100% = 20.3%. This means that every increase in the role variable of public figures (X2) which is also supported by 1 time community compliance, is predicted to increase community participation in mitigating Covid_19 by 20.3%. This research is in line with the research conducted by Kusnadi & Iskandar (2017)[22] that the role of Public figures has a significant effect on the civic participation of youth youth groups in the village of Pamanukan. Public figures, both formal and informal, play an important role in building community participation. The role of figures is manifested in the form of guidance, direction, involvement in activities to overcome the covid-19 outbreak. Public figures become an inseparable part of society itself as an instrument that is closely related to community development, especially those who are still in rural areas. This role then becomes a significant factor in the process of influencing society in all aspects, including encouraging community participation in breaking the chain of transmission of Covid_19 as a mitigation effort during this pandemic.

The Effect of Compliance on Public Participation in Covid Mitigation_19

The results of the sub-structure 2 test in table 3 show that the compliance variable (Y) has a simultaneous and significant effect on community participation in mitigating covid_19 (Z) with a probability value (sig) of 0,000. The path coefficient of the compliance variable on community participation in mitigating covid_19 (Z) is 0.425. This means that each increase in the compliance variable by 1 time is predicted to increase community participation in mitigating covid_19 (Z) by 0.425 times. Public participation in handling Covid-19 has a very important role, the community can play a role not only as an object but also as a subject for handling Covid-19[23]. In line with the research Hadi (2020)[24] that the prevention and risk reduction of the Covid-19 outbreak can be carried out in a participatory manner, by optimizing the participation of the community as subjects who can build resilience in the face of the Covid-19 pandemic disaster in a sustainable manner. Public compliance resulting from good knowledge and positive attitudes towards government policies in accelerating the response to covid-19 and the support of Public figures can increase community participation in covid-19 mitigation.

Conclusion
Public participation in covid-19 mitigation is influenced by government policies and the role of Public figures, both directly and indirectly through intervening variables (community compliance). The role of Public figures has a greater influence than the influence of government policies, either directly or indirectly, on the level of public participation in mitigating Covid-19. Even though government policies have an important role in increasing community participation, the role of Public figures is considered to be far more important in encouraging community participation in mitigating Covid-19. This is because the role of Public figures has a fairly large function in shaping people's perceptions for the first time. Among the variables of government policy, the role of Public figures, and community compliance, community compliance variables have a dominant influence on community participation in mitigating Covid-19, so it can be concluded that those who comply will voluntarily and have their own awareness to be involved in mitigating covid_19 in Indonesia.

Conflicts of interest
The authors have no conflicts of interest.

Ethical Clearance
The Ethical Clearance was taken from research comitte of University Hospital at Universitas Singaperbangsa Karawang, Indonesia

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