

The Influence of Attractiveness and the Content of the News Message on the Handling of Covid-19 on the Public's Perception of the Sukabumi City Government

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Abstract

This research is entitled The influence of attractiveness and the content of the news message on the handling of Covid-19 on the public's perception of the Sukabumi City Government. This study uses quantitative methods with path analysis. The purpose of this study was to determine the magnitude of the influence of the attractiveness factor and the content of the news message on the handling of Covid-19 on the public's perception of the Sukabumi City Government. The results of this study indicate that the attractiveness and message content variables have a significant effect on the perception variable. The conclusion of this study shows that the attractiveness factor and the content of the news message have a significant effect on the Y variable, namely perception. That by giving an appeal to the news and the content of the message that is conveyed continuously, the attractiveness and content of the news message will affect the perception of the audience who reads or watches the show.

Keywords

covid-19; attractiveness;
message content; news;
Perception



I. Introduction

Spread of Covid 19 has been going on for 2 years, the first case was recorded in December 2019 in Wuhan City, China. This case spread throughout the world and officially came to Indonesia after it was announced by President Jokowi on March 2, 2020. Not long after the announcement of the first confirmed case, each region then reported the findings of covid 19 cases in every region in Indonesia, including Sukabumi City.

Recorded Before the first case of COVID-19 was announced, the Mayor of Sukabumi had taken several anticipatory steps to prevent this virus from entering the Sukabumi area, this step was to ask the Sukabumi City Health Office to prepare various things if this virus entered Sukabumi City by appointing RSUD R. Syamsudin has prepared a special room for patients with this virus. In addition, the Sukabumi City Government through the Disease Prevention and Control Agency (P2P) of Sukabumi City has intensively carried out socialization and education as well as understanding about preventing the spread of this virus.

Another effort made by the Sukabumi City government is to provide masks to residents who will go to the airport at the Damri bus pool with the aim of Soekarno Hatta Airport. Besides that, the Sukabumi City government continues to encourage its citizens to improve environmental hygiene and maintain physical health. Furthermore, after the Sukabumi City Government reported the first case, namely on March 2, 2020, the Sukabumi City Government took further preventive and preparedness steps in dealing with COVID-19, namely by providing a Call Center to listen to complaints if there were people who experienced symptoms.

The next step is that the Sukabumi City Government divides two clusters in the spread of the virus, namely the Sukabumi City cluster and State Institutions. Besides that, the Sukabumi City Government forms a creative RW for COVID-19 alert and also the Clean and Healthy Life Improvement Program (PHBS).

Another preventive step taken by the Sukabumi City Government is to form a task force team to handle COVID 19. This group was formed by involving all elements of the sub-district and village as well as muspika, head of RT and RW. Rapid testing is also one of the actions taken by the Sukabumi City government. At the end of March 2020, the Sukabumi City Government carried out the first phase of rapid tests to 60 Sukabumi City residents to look for individuals who were exposed to the virus. None of the results were negative. Furthermore, the Sukabumi City government continues to actively carry out rapid tests by testing 4,200 samples in two stages, first to medical officers and secondly to ASN, journalists, and local residents.

Sukabumi City implemented the New Habit Adaptation (AKB) to deal with the spread of Covid based on West Java Governor Decree No: 443/Kep. 11-Hukham/2021 The IMR strategy is that travel must use strict health protocols, the two areas of health consist of two things, namely people with high risk staying at home and all health services open, the third field of education, namely carrying out online education, the four services consisting of three things, namely normal operating hours for offices with health protocols, then hotels requiring customers to bring valid SWAB or antigen PCR tests, then banking for normal operating hours and tourism implementing strict health protocols.

The outbreak of this virus has an impact of a nation and Globally (Ningrum et al, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

Regulating social, arts and cultural activities, namely limiting the number of participants and implementing strict health protocols or PSBB carried out by the Sukabumi City Government, in addition to the Sukabumi City Government making a web, namely <https://covid19.sukabumikota.go.id/> which contains updated data on the number of people exposed to corona as well as information and appeals to the public to carry out strict procedures and IMR and cultivate 3 M.

Various ways have been carried out by the Sukabumi City government in preventing this virus from developing. Finally, one of the ways or the pinnacle of preventing this spread is that the Sukabumi City Government conducts free vaccinations for residents of Sukabumi City and also accelerates vaccination for all residents of Sukabumi City. This vaccination consists of the first dose and the second dose in accordance with the recommendations of the central government. According to data, the number of vaccinations in Sukabumi City has reached 72.87 percent of the total vaccination target of 269,834 people.

The mass media broadcasting news about the actions of the Sukabumi City Government in handling the COVID-19 case will lead the audience to think and perceive what they get from the media. Lipmann said that the media is the person who is responsible for shaping a public's perception of the world. According to him, the image created is only a reflection medium that sometimes occurs undergo a deflection or distortion so as to create a new reality according to what is shown. Therefore, audiences tend to accept what they catch from the media. Based on this background, the authors are interested in conducting research on "The Influence of Attractiveness and Content of News Messages for Handling COVID-19 on public perceptions of the Sukabumi City Government"

In this research, the researcher uses agenda setting theory as applied theory. This theory assumes that the mass media by paying attention to certain issues and ignoring others, will influence public opinion. People tend to know about the priorities set by the mass media on these various issues (Ardianto, 2007: 76). This assumption concerns understanding (learning), not a change in attitude or a change in opinion. The assumption of agenda setting offers a way of connecting these findings with possible effects on opinion, because basically what is offered is a learning function from the mass media (Ardianto, 2007: 76).

Burhan Bungin in his book says that the assumption of agenda setting is that if the media puts pressure on an event, then the media will influence the audience to consider it important (Bungin, 2008: 281). So what is considered important for the media, is also important for society. Therefore, if the mass media pays attention to certain issues and ignores others, it will have an influence on public opinion. This assumption stems from another assumption that mass media has a very strong effect, especially because this assumption is related to the learning process and not to changes in attitudes or opinions.

Bungin continues that agenda setting theory assumes that the public will learn about what issues, and how these issues are arranged based on their level of importance (Bungin, 2008:282). The mass media set the "agenda" and the ability to influence individual cognitive change is the most important aspect of the power of mass communication (Bungin, 2008: 282).

The Agenda Setting model consists of four variables, namely mass media variables, intervariables, effects variables, and secondary effects media variables, the model is as follows

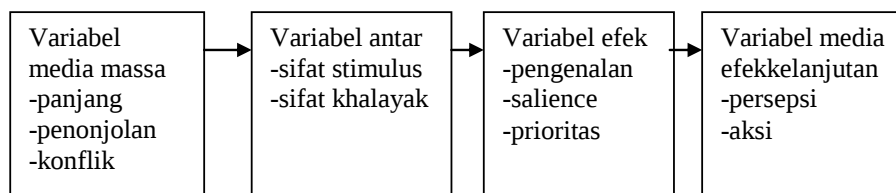


Figure 1. *Agenda setting model*

The effect of mass media on this theory can be measured by length, prominence, and conflict. Prominence is the attraction of the news broadcast by the mass media, then conflict is the content of the news that the media broadcasts. attractiveness, and content of the news message.

In this study, there are two concepts that exist in this study, namely the influence of reporting on the handling of COVID-19 as Variable X and the second concept, namely the public's perception of the Sukabumi City Government as Variable Y. This news on COVID-19 handling cannot be separated from the role of online media in spreading news. sub-variable consists of two, namely the attractiveness and content of the message. Attraction according to Tan is a message that refers to the psychological motives contained in the message (rational-emotional) (Tan, 1981: 138). So in this variable there are two indicators, the first is rational and the second is emotional.

Indicators on the message content variable are divided into three, namely important, well-known, and factual. An important indicator according to Siregar is events that are likely to affect the lives of many people, or events that have consequences for viewers (Siregar, 2004:27). Then the second indicator, namely Siregar, is information that conveys famous things to readers, such as people, objects, places (Siregar, 2004: 28). The last

indicator is factual according to Pasaribu, namely a number of facts obtained from an event (Pasaribu, 1995:32)

In this study, perception is the effect that will be measured as a follow-up effect of the Agenda Setting theory. Jalalludin Rakhat said there are several indicators for perception, first verbal description, distance and space instructions, artifactual clues, experience, motivation, personality, novelty, and repetition (Rakhmat, 2012:51). Meanwhile, kinesic messages, movement and intensity of stimuli were not used in this study.

II. Research Method

The method used in this research is the survey method. The survey method is a research method using a questionnaire as an instrument data collection (Kriyantono, 2009:59). The type of survey method used is explanatory or explanatory.

The analysis technique in this study uses path analysis (path analysis). This analytical technique was developed by Sewall Wright with the aim of finding the extent to which the variation of a given effect is determined by each cause (Riduwan, 2012:1). In addition, it explains the direct and indirect effects of a set of variables, as the causative variable (exogenous variable), to a set of other variables which are the dependent variable (endogenous variable) (Sitepu, 1994:22). Based on the explanation above, the explanatory survey method is considered by researchers as a suitable method for this research

The population in this study were residents of Sukabumi City aged 20 to 39 years. The reason why the researchers chose Sukabumi City students aged 20-39 years was because according to data from the Indonesian Internet Service Providers Association (APJII) millennials or those born between 1980 and 2000 or ages 20-24 dominate internet use with a penetration of 88.5%. Then followed by the age group 25-29 years with a penetration of 82.7%, third there is the age group 30-34 at 76.5% and the age group 35-39 years at 68.5%. In addition, at the age of 20 to 40 years is an adult period where adulthood has characters such as task-oriented, clear goals, controlling personal feelings, objectivity, accepting suggestions and criticism, accountability for personal efforts, and realistic adjustment to new situations. Therefore, the researcher feels that the age of 20 to 39 is appropriate to be used as a population which will then be used as a research sample.

The sample is part of the population that has certain characteristics or conditions to be studied (Riduwan, 2012:40). For this reason, samples taken from the population must be truly representative (Sugiyono, 2010:81).

Sukardi said that for social, educational, economic, and political research related to people who have heterogeneous characteristics, sampling in addition to the requirements for the size of the sample must meet the requirements of being representative (representation) or representing all components of the population, the sample formula recommended by Isaac & Michael (Riduwan, 2012:50-51) as follows:

$$S = \frac{X^2 NP(1 - P)}{d^2(N - 1) + X^2 P(1 - P)}$$

Information

S = Number of samples sought

N = Total Population

P = The proportion of the population as the basis for the assumption of the table. Taken P = 0.50

d = Degree of accuracy reflected by the tolerable error in the fluctuation of the sample proportion (P), taken 0.05

χ^2 = chi-square table value for one degree of freedom (dk) relative to the desired level of confidence $\chi^2 = 3.841$ confidence level 0.95

It is known that the total population is 100,163 consisting of four age groups, namely

Table 1. Population by Age Group

Age group	Amount
20-24	27,288
25-29	25,824
30-34	24,048
35-39	23,003
TOTAL	100,163

(Source: www.sukabumikota.bps.go.id)

Known :

= Number of samples required
 = 100,163
 = 0.50
 = 0.05
 = 0.95 → 3.841

Isaac & Michael formula:

$$S = \frac{\chi^2 NP(1-P)}{d^2(N-1) + \chi^2 P(1-P)}$$

$$S = \frac{3,841 \times (100.163 \times 0,5) \times (1-0,5)}{0,05^2(100.163-1) + 3,841 \times 0,5(1-0,5)} = \frac{192.363,0415 \times 0,5}{0,0025 \times 100.162 + 1,9205 \times 0,5}$$

$$S = \frac{96.181,52075}{250,405 + 0,96025} = \frac{96.181,52075}{251,36525}$$

$$S = 382,6 = 383$$

Because the population is stratified, the sample is also stratified using the technique *stratified random sampling* with formula

$$n_i = \frac{N_i}{N} \cdot S$$

Where :

n_i = Number of samples by stratum
 N_i = Total Population by Stratum
 S = Number of Samples = 383
 N = Total Population = 100,163

So

$$\begin{aligned} \text{a. } 20-24 &= 27,288 = \frac{27.288}{100.163} \times 383 = 104,3 = 104 \\ \text{b. } 25-29 &= 25,824 = \frac{25.824}{100.163} \times 383 = 98,8 = 99 \\ \text{c. } 30-34 &= 24,048 = \frac{24.048}{100.163} \times 383 = 91,9 = 92 \\ \text{d. } 35-39 &= 23,003 = \frac{23.003}{100.163} \times 383 = 87,9 = 88 \end{aligned}$$

So with the description above, it is known that the number of samples in this study are:

Table 2. Number of Sample

Age	Population	Sample
20-24	27,288	104
25-29	25,824	99
30-34	24,048	92
45-39	23,003	88
TOTAL		383

Then after knowing the number of samples, the researchers took randomly respondents who would fill out the questionnaire based on the age classification according to the number of samples listed.

In this study, the measurement technique used a Likert scale. Likert scale dused to measure attitude,

Table 3. Likert Scale Positive Statements

Value (Statement +)	Answer
5	Strongly agree
4	Agree
3	Doubtful
2	Do not agree
1	Strongly Disagree

This research is designed or compiled by taking into account the existing data sources Primary data, secondary data. Data collection in this study used several techniques, namely Questionnaires, Literature Studies, and Interviews. Data processing is carried out when all raw data is obtained. Then after the data has been collected, it goes through several stages, namely, editing, giving code, entering code

The inferential analysis technique is usually used in explanatory or explanatory research (Bungin, 2013: 191). The test statistic used in this study is path analysis. The measurement scale used in this study is the ordinal scale which is then transformed into intervals. The simplest technique is to use the successful intervals (MSI) method.

Diagrammatically, the hypothesis can be described by a paradigm that states the structural relationship between X and Y

The steps for testing path analysis are as follows (Riduwan, 2012:116-118):

1. Formulating Hypotheses and structural equations

$$\text{Structure : } Y = \text{pyx1 } X1 + \text{pyx2 } X2 + \text{py } 1$$

2. Calculating path coefficients based on regression coefficients

3. Calculate path coefficients simultaneously (overall)

$H1 = \text{pyx1} = \text{pyx2} = \text{pyx3} = \text{pyxk} \neq 0$ (there is an influence between intensity, attractiveness, and message content on public perception) $H0 = \text{yx1} = \text{yx2} = \text{yx3} = 0$ (there is no influence between intensity, attractiveness, and message content on public perception)

Significance testing rules manually: Using tables

ε

$$F = \frac{(n - k - 1)R_{YX_1X_2...X_k}^2}{K(1 - R_{YX_1X_2...X_k}^2)}$$

Information

n = Number of Samples

k = Number of exogenous variables

R²_{yxk} = R square

- If Fcount < Ftable then H1 is accepted, meaning it is significant.
- If Fcount > Ftable then H1 is rejected, meaning that it is not significant.

With a significance level (α) = 0.05

Find the value of Ftable using Table F with the formula:

Ftable = F{(1- α) (dk = k), (dk = nk-1) or F {(1- α)(v1 = k), (v2 = n - k - 1)}

How to find Ftables: value (dk = k) or v1 is called the numerator value (dk = n - k - 1) or v2 is called the denominator value

SPSS program significance testing rules

- If the probability value of 0.05 is less than or equal to the probability value of Sig or (0.05 Sig), then H0 is accepted and H1 is rejected, meaning that it is not significant.
- If the probability value of 0.05 is greater than or equal to the probability value of Sig or (0.05 Sig), then H0 is rejected and H1 is accepted, meaning that it is significant.

Partially Calculate the Path Coefficient

The research hypothesis to be tested is formulated into a statistical hypothesis as follows:

H1 = $y_{xi} > 0$

H0 = $y_{xi} = 0$

Furthermore, to find out the significance of path analysis, compare the probability value of 0.05 with the probability value of Sig with the basis for making decisions as follows:

- If the probability value of 0.05 is less than or equal to the probability sig or (0.05 ≤ sig), then H0 is accepted and H1 is rejected, meaning that it is not significant
- If the probability value of 0.05 is greater than or equal to the probability of sig or (0.05 ≥ sig), then H0 is rejected and H1 is accepted, meaning that it is significant

In this study, the type of validity used is construct validity, namely the validity that includes the relationship between the research instrument and the theoretical framework to ensure that the measurement is logically related to the concepts in the theoretical framework (Kriyantono, 2009:148). In testing the validity of the construction, factor analysis was carried out by correlating the score of instrument items or correlating the total score produced by each respondent (Y) with the score of each item (X) with the Pearson Product Moment formula.

$$r_{xy} = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{(n \sum x^2 - (\sum x)^2)(n \sum y^2 - (\sum y)^2)}}$$

Information : r_{xy} = Correlation coefficient
 x = Score of each instrument item
 y = Total score of each respondent
 n = Number of samples

A question item according to Azwar (2013: 118) is said to be valid or can measure the research variable in question if the validity coefficient value is more than one or equal to 0.30.

Decision making basis:

If r is positive, and $r > 0.30$, then the question item is valid.

If r is negative, and $r < 0.30$, then the question item is invalid

Instrument reliability is a reliable measurement result. Instrument reliability is needed to obtain data in accordance with the measurement objectives. To achieve this, a reliability test was carried out using the Cronbach Alpha method measured based on an ordinal measuring scale, using the -coefficient equation (Cronbach, 1951).

$$A = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum S_j^2}{S_x^2} \right]$$

$$S_x^2 = \frac{\sum (x_i - x)^2}{(n-1)}$$

Where:

(Azwar, 2011:78)

α : Alpha reliability coefficient

k : Number of question instruments

$\sum S_j^2$: Total variance of each instrument

S_x^2 : Variants of the whole instrument

The scale used in this study is the ordinal-ordinal scale, because the ordinal scale is the most appropriate scale for measuring or calculating attitudes and is often used in social research.

A set of questions to measure a variable is said to be reliable and succeed in measuring the measured variables if the reliability coefficient is more than or equal to 0.7. Furthermore Kaplan said “It has been suggested that reliability estimates in the range of 0.7 to 0.8 are good enough for most purposes in basic research” (Kaplan & Saccuzo, 1993:126). Thus, a decision can be made:

If is positive, and 0.70 then the variable is reliable

If is negative, and < 0.70 then the variable is not reliable

III. Results and Discussion

In this chapter, we will discuss the effect of reporting on the handling of COVID-19 on public perceptions of the Sukabumi City Government through the use of data obtained from primary and secondary research data. Primary data is data obtained from the main source, where the data will only be obtained from distributing questionnaires to the sample, which includes respondent data and research data.

Table 4. Data of Frequency of News Attractiveness because it is more practical to not break the rules, know the rules during a pandemic, and see the socialization of the Sukabumi City Government Program during a pandemic

Statement	Alternative Answer	f	%
I am interested in reading news about the news regarding the handling of COVID-19 carried out by the Sukabumi City government because by reading it is more practical not to violate the rules, know the rules during a pandemic, and see the socialization of the Sukabumi city government program during a pandemic.	Strongly agree	96	25.1%
	Agree	223	58.2%
	Doubtful	42	11.0%
	Do not agree	22	5.7%
	Strongly Disagree	0	0.0%
	Total	383	100%

Based on table 4, as many as 96 respondents (25.1%) answered strongly agree, as many as 223 respondents (58.2%) answered agree, as many as 42 respondents (11.0%) answered doubtful and as many as 22 respondents (5.7 %) answered disagree. So it can be said that the majority of respondents answered agree.

Table 5. Data of Frequency of News Attractiveness because it has a function to notify so as not to violate the rules, know the rules during a pandemic, see the socialization of the Sukabumi City Government Program during a pandemic

Statement	Alternative Answer	f	%
I am interested in reading news about the news on the handling of COVID-19 carried out by the Sukabumi City government because it has a function to notify you not to violate the rules, to know the rules during a pandemic, to see the socialization of the Sukabumi city government program during a pandemic.	Strongly agree	100	26.1%
	Agree	224	58.5%
	Doubtful	43	11.2%
	Do not agree	12	3.1%
	Strongly Disagree	4	1.0%
	Total	383	100%

Based on table 5, as many as 100 respondents (26.1%) answered strongly agree, as many as 224 respondents (58.5%) answered agree, as many as 43 respondents (11.2%) answered doubtful, as many as 12 respondents (3.1 %) answered disagree and 4

respondents (1.0%) answered strongly disagree. So it can be said that the majority of respondents answered agree.

Table 6. Interesting News Frequency Data that is Useful for Obeying the Rules, Obeying the Law, Seeing the Socialization of the Sukabumi City Government Program During a Pandemic and Seeing the Sukabumi City Government Protecting the Community

Statement	Alternative Answer	f	%
I am interested in reading news about news about the handling of COVID-19 carried out by the Sukabumi City government, which has benefits for obeying the rules, obeying the law, seeing the socialization of the Sukabumi city government program during a pandemic and seeing the Sukabumi city government protecting the community.	Strongly agree	98	25.6%
	Agree	233	60.8%
	Doubtful	42	11.0%
	Do not agree	10	2.6%
	Strongly Disagree	0	0.0%
	Total	383	100%

Based on table 6, as many as 98 respondents (25.6%) answered strongly agree, as many as 233 respondents (60.8%) answered agree, as many as 42 respondents (11.0%) answered doubtful and as many as 10 respondents (2.6 %) answered disagree. So it can be said that the majority of respondents answered agree.

Table 7. Message Frequency Data for Obeying the Rules, Obeying the Law, Seeing the Socialization of the Sukabumi City Government and Seeing the Sukabumi City Government Protecting the Community

Statement	Alternative Answer	f	%
The message to obey the rules, obey the law, seeing the socialization of the Sukabumi city government and seeing the Sukabumi city government protecting the community were my reasons to read news about the news on the handling of COVID-19 carried out by the Sukabumi City government.	Strongly agree	74	19.3%
	Agree	232	60.6%
	Doubtful	64	16.7%
	Do not agree	7	1.8%
	Strongly Disagree	6	1.6%
	Total	383	100%

Based on table 7, as many as 74 respondents (19.3%) answered strongly agree, as many as 232 respondents (60.6%) answered agree, as many as 64 respondents (16.7%) answered doubtful, as many as 7 respondents (1.8 %) answered disagree and 6 respondents

(1.6%) answered strongly disagree. So it can be said that the majority of respondents answered agree.

Table 8. Data Frequency of Awareness and Interaction of Sukabumi City Government during a Pandemic to the Community

Statement	Alternative Answer	f	%
The news about the handling of COVID-19 carried out by the Sukabumi City government is interesting to read because of the awareness and interaction of the Sukabumi city government during the pandemic to the public.	Strongly agree	47	12.3%
	Agree	239	62.4%
	Doubtful	76	19.8%
	Do not agree	18	4.7%
	Strongly Disagree	3	0.8%
	Total	383	100%

Based on table 8, as many as 47 respondents (12.3%) answered strongly agree, as many as 239 respondents (62.4%) answered agree, as many as 76 respondents (19.8%) answered doubtful, as many as 18 respondents (4.7 %) answered disagree and 3 respondents (0.8%) answered strongly disagree. So it can be said that the majority of respondents answered agree.

Table 9. Frequency Data on Responsibilities and Good Roles of the Sukabumi City Government to the Community

Statement	Alternative Answer	f	%
News of the handling of COVID-19 carried out by the Sukabumi City government because it shows the responsibility and good role of the Sukabumi city government to the community	Strongly agree	65	17.0%
	Agree	237	61.9%
	Doubtful	76	19.8%
	Do not agree	3	0.8%
	Strongly Disagree	2	0.5%
	Total	383	100%

Based on table 9, as many as 65 respondents (17.0%) answered strongly agree, as many as 237 respondents (61.9%) answered agree, as many as 76 respondents (19.8%) answered doubtful, as many as 3 respondents (0.8 %) answered disagree and 2 respondents (0.5%) answered strongly disagree. So it can be said that the majority of respondents answered agree.

Table 10. Data Frequency Willingness Not to Break the Law

Statement	Alternative Answer	f	%
With the messages that are published on the internet and social media, I am willing not to break the law	Strongly agree	74	19.3%
	Agree	235	61.4%
	Doubtful	57	14.9%
	Do not agree	17	4.4%
	Strongly Disagree	0	0.0%
	Total	383	100%

Based on table 10, as many as 74 respondents (19.3%) answered strongly agree, as many as 235 respondents (61.4%) answered agree, as many as 57 respondents (14.9%) answered doubtful and as many as 17 respondents (4.4 %) answered disagree. So it can be said that the majority of respondents answered agree.

Table 11. Data Frequency of Willingness to Follow Regulations during a Pandemic

Statement	Alternative Answer	f	%
With the messages that are reported on the internet and social media, I am willing to follow the rules during the pandemic	Strongly agree	66	17.2%
	Agree	268	70.0%
	Doubtful	39	10.2%
	Do not agree	6	1.6%
	Strongly Disagree	4	1.0%
	Total	383	100%

Based on table 4.16, as many as 66 respondents (17.2%) answered strongly agree, as many as 268 respondents (70.0%) answered agree, as many as 39 respondents (10.2%) answered doubtful, as many as 6 respondents (1.6 %) answered disagree and 4 respondents (1.0%) answered strongly disagree. So it can be said that the majority of respondents answered agree.

Table 12. Frequency Data for Sukabumi City Government Carrying Out Their Duties Well

Statement	Alternative Answer	f	%
With the messages reported on the internet and social media, I see that	Strongly agree	53	13.8%
	Agree	235	61.4%
	Doubtful	81	21.1%

the Sukabumi city government is doing its job well	Do not agree	10	2.6%
	Strongly Disagree	4	1.0%
	Total	383	100%

Based on table 12, as many as 53 respondents (13.8%) answered strongly agree, as many as 235 respondents (61.4%) answered agree, as many as 81 respondents (21.1%) answered doubtful, as many as 10 respondents (2.6 %) answered disagree and 4 respondents (1.0%) answered strongly disagree. So it can be said that the majority of respondents answered agree.

Table 13. Frequency Data for Sukabumi City Government Can Protect the Community

Statement	Alternative Answer	f	%
With the messages that are reported on the internet and social media, I see that the Sukabumi city government can protect the community	Strongly agree	48	12.5%
	Agree	221	57.7%
	Doubtful	100	26.1%
	Do not agree	12	3.1%
	Strongly Disagree	2	0.5%
	Total	383	100%

Based on table 13, as many as 48 respondents (12.5%) answered strongly agree, as many as 221 respondents (57.7%) answered agree, as many as 100 respondents (26.1%) answered doubtful, as many as 12 respondents (3.1 %) answered disagree and 2 respondents (0.5%) answered strongly disagree. So it can be said that the majority of respondents answered agree.

Table 14. Information Frequency Data Table For Not Breaking the Law

Statement	Alternative Answer	f	%
News messages handling COVID 19 by the Sukabumi city government from social media and the internet provide information not to violate the law	Strongly agree	64	16.7%
	Agree	279	72.8%
	Doubtful	36	9.4%
	Do not agree	4	1.0%
	Strongly Disagree	0	0.0%
	Total	383	100%

Based on table 14, as many as 64 respondents (26.4%) answered strongly agree, as many as 279 respondents (72.8%) answered agree, as many as 36 respondents (9.4%) answered doubtful and as many as 36 respondents (9.4 %) answered disagree. So it can be said that the majority of respondents answered agree.

Table 15. Data Frequency Table of Information about Regulations during a Pandemic

Statement	Alternative Answer	f	%
News messages on handling COVID 19 by the Sukabumi city government from social media and the internet provide information about regulations during the pandemic	Strongly agree	62	16.2%
	Agree	290	75.7%
	Doubtful	24	6.3%
	Do not agree	7	1.8%
	Strongly Disagree	0	0.0%
	Total	383	100%

Based on table 15, as many as 62 respondents (16.2%) answered strongly agree, as many as 290 respondents (75.7%) answered agree, as many as 24 respondents (6.3%) answered doubtful and as many as 7 respondents (1.8 %) answered disagree. So it can be said that the majority of respondents answered agree.

Table 16. Frequency of Information on the Handling of COVID 19 by the Sukabumi City Government

Statement	Alternative Answer	f	%
News messages on the handling of COVID 19 by the Sukabumi city government from social media and the internet provide information about the handling of COVID 19 carried out by the Sukabumi City government	Strongly agree	43	11.2%
	Agree	291	76.0%
	Doubtful	35	9.1%
	Do not agree	14	3.7%
	Strongly Disagree	0	0.0%
	Total	383	100%

Based on table 16, as many as 43 respondents (11.2%) answered strongly agree, as many as 291 respondents (76.0%) answered agree, as many as 35 respondents (9.1%) answered doubtful and as many as 14 respondents (3.7 %) answered disagree. So it can be said that the majority of respondents answered agree.

Table 17. Frequency of Information on the Sukabumi City Government Serving the Community during a Pandemic

Statement	Alternative Answer	f	%
News messages on the handling of COVID 19 by the Sukabumi city government from social media and the internet provide information about the Sukabumi city government protecting the community during the pandemic	Strongly agree	48	12.5%
	Agree	221	57.7%
	Doubtful	101	26.4%
	Do not agree	11	2.9%
	Strongly Disagree	2	0.5%
	Total	383	100%

Based on table 17, as many as 48 respondents (12.5%) answered strongly agree, as many as 221 respondents (57.7%) answered agree, as many as 101 respondents (26.4%) answered doubtful, as many as 11 respondents (2.9 %) answered disagree and 2 respondents (0.5%) answered strongly disagree. So it can be said that the majority of respondents answered agree.

Table 18. Frequency Data for Conformity of Messages Delivered by the Sukabumi City Government with those carried out during Field Outreach

Statement	Alternative Answer	f	%
On the news of the handling of COVID 19 by the Sukabumi city government from social media and the internet, the message conveyed by the Sukabumi city government is in accordance with what was done during socialization in the field.	Strongly agree	50	13.1%
	Agree	168	43.9%
	Doubtful	133	34.7%
	Do not agree	28	7.3%
	Strongly Disagree	4	1.0%
	Total	383	100%

Based on table 18, as many as 50 respondents (13.1%) answered strongly agree, as many as 168 respondents (43.9%) answered agree, as many as 133 respondents (34.7%) answered doubtful, as many as 28 respondents (7.3 %) answered disagree and 4 respondents (1.0%) answered strongly disagree. So it can be said that the majority of respondents answered agree.

All respondents' answers to the 6 statement items regarding Attractiveness were categorized based on three predetermined intervals the respondents' answers to the Attractiveness sub-variable are shown in the following table.

Table 19. Attractiveness Sub-Variable Category Levels

No	Attractiveness	f	%
1	Tall	317	82.8%
2	Currently	57	14.9%
3	Low	9	2.3%
Total		383	100%

Based on the data in the table above, it can be seen that respondents who fall into the high category are 317 respondents (82.8%), the medium category is 57 respondents (14.9%) and those who fall into the low category are 9 respondents (2,3 %). So it can be concluded that the respondents in the attractiveness sub-variable fall into the high category.

All respondents' answers to 9 statement items regarding Message Content are categorized based on three predetermined intervals.

Then the respondent's answer to the message content sub variable is shown in the following table.

Table 20. Level Category Sub Variable Message Content

No	Message Content	f	%
1	Tall	311	81.2%
2	Currently	66	17.2%
3	Low	6	1.6%
Total		383	100%

Based on the data in the table above, it can be seen that respondents who fall into the high category are 311 respondents (81.2%), the medium category is 66 respondents (17.2%) and those who fall into the low category are 6 respondents (1.6 %). So it can be concluded that the respondents in the attractiveness sub-variable fall into the high category.

Table 21. Community Perception Variable Category Level Table (Y)

No	Public Perception (Y)	f	%
1	Tall	166	43.3%
2	Currently	206	53.8%
3	Low	11	2.9%
Total		383	100%

Based on the data in the table above, it can be seen that there are 166 respondents in the high category (43.3%), 206 respondents (53.8%) and 11 respondents (2.9%) in the low category. So it can be concluded that respondents on the community perception variable fall into the medium category.

The following is the path analysis hypothesis formulation of the influence of attractiveness on public perception

Ho1 : $\rho_1 = 0$ There is no significant effect of attractiveness on public perception

Ha1 : $\rho_1 \neq 0$ There is a significant influence of attractiveness on people's perceptions
= 5%

Test Criteria:

1. Accept Ho if $-t_{table} \leq t_{count} \leq t_{table}$

2. Reject Ho if $-t_{count} < -t_{table}$ or $t_{count} > t_{table}$

The results of the t-test based on SPSS processing are presented in the following table:

1. Accept H_0 if $-t_{table} \leq t_{count} \leq t_{table}$
2. Reject H_0 if $-t_{count} < -t_{table}$ or $t_{count} > t_{table}$

The results of the t-test based on SPSS processing are presented in the following table:

Table 22. The Effect of Attractiveness on Public Perception

Variable	Path Coefficient	tcount	df	table	Sig.	Information	Conclusion
X2 - Y	0.155	2,775	379	$\pm 1,966$	0.006	Ho rejected	significant

Based on the table above, it can be seen that the attractiveness has a t-value of 2.775 and Sig. 0.006. Because the value of t count (2.775) $>$ t table (1.966) or Sig. (0.006) $<$ (0.05), then H_0 is rejected. Therefore, it can be concluded that partially there is a significant effect of attractiveness on people's perceptions.

The following is the path analysis hypothesis formulation of the effect of message content on public perception

Hypothesis:

$H_{01} : \rho_1 = 0$ There is no significant effect of message content on public perception

$H_{a1} : \rho_1 \neq 0$ There is a significant effect of message content on public perception
= 5%

Test Criteria:

1. Accept H_0 if $-t_{table} \leq t_{count} \leq t_{table}$
2. Reject H_0 if $-t_{count} < -t_{table}$ or $t_{count} > t_{table}$

The results of the t-test based on SPSS processing are presented in the following table:

Table 23. T-Test Table the Effect of Message Content on Public Perception

Variable	Path Coefficient	tcount	df	table	Sig.	Information	Conclusion
X3 - Y	0.577	11,010	379	$\pm 1,966$	0.000	Ho rejected	significant

Based on the table above, it can be seen that the message content sub variable has a tcount of 11,010 and Sig. 0.000. Because the value of t count (11.010) $>$ t table (1.966) or Sig. (0.000) $<$ (0.05), then H_0 is rejected. Therefore, it can be concluded that partially there is a significant effect of message content on public perception.

IV. Conclusion

The results showed that the attractiveness variable and the content of the news message had a significant effect on public perception of the Sukabumi City government. The attractiveness and content of the message greatly affect the perception of the public because it is the most visible factor regarding the news.

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