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PUBLIC PERCEPTION OF LARGE SCALE SOCIAL RESTRICTIONS

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Abstract

This study focuses on the public perception of Soreang District, Bandung Regency regarding Large-Scale Social Restrictions. This problem is examined because in its implementation, Large Scale Social Restrictions (PSBB) creates many different perceptions that are felt by each individual, thus affecting the effectiveness of the implementation of the policy. The purpose of this study is to determine the extent of public knowledge and attitudes about Large Scale Social Restrictions and to find out whether the community has complied with the policy. To answer these objectives, researchers used descriptive research methods with a qualitative approach. The technique of collecting data through interviews, observation and document review. The interview involved most of the people of Soreang District, Bandung Regency. Meanwhile, document review is taken from news in various mass media as well as theory from relevant references. Data analysis techniques use reduction analysis, display, and data conclusion. The results of this study indicate that the people of Soreang District, Bandung Regency already understand and comply with the Large Scale Social Restrictions policy. This is supported by the results of interviews the researchers conducted with several informants, on average, with knowledge of the Large Scale Social Restrictions policy. This level of understanding is manifested through daily behavior by following the provisions of the Large Scale Social Restrictions and implementing health protocols.

Keywords: perception, Large Scale Social Restrictions, COVID-19.

INTRODUCTION

In this era of globalization, the earth is being stirred by a new phenomenon, coronavirus disease (COVID-19) that has been declared by WHO as a pandemic. Many countries are affected by Coronavirus Disease, including Italy, China, Singapore and dozens of other countries. The virus was first discovered in Wuhan City, China in late December 2019 (Dani & Mediantara, 2020).

The emergence of Coronavirus Disease was first marketed in animals and seafood

in Wuhan City, many people were exposed to this Coronavirus Disease. BBC health and science correspondents Michelle and James Gallager confirm that Coronavirus Disease is confirmed to be from animals that are snakes, so conavirus disease can transmit from animal to human, then from human to human (Febrian, 2020).

Coronavirus Disease can affect anyone, such as infants, children, teenagers, the elderly and adults. People who are very vulnerable to Coronavirus Disease are elderly people who have continued to age (elderly), with age a person can lower the immunity generated by the body. So it is most likely that Coronavirus Disease can cause infection of the human respiratory system. In most cases, Coronavirus Disease causes only mild to moderate respiratory infections, such as influenza. Coronavirus Disease can result in severe respiratory infections, including Pneumonia, Middle-East Respiatory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS) (Dani & Mediantara, 2020).

The current information identifies that wav the main of transmission Coronavirus Disease is by droplets of the respiratory tract and contact. This channel splash can occur when a person coughs or sneezes so that the transmission of this virus can easily spread (World Health Organization, 2020). The shortest incubation period of Coronavirus Disease takes 2-3 days, while in a long time it can take as long as the 10-14 days it takes for the virus to transmit and present the early symptoms (Danung Nur Adli, n.d.).

The World Health Organization (WHO) advises people to always use masks to prevent the spread of sneezing splashes, basically masks that comply with virus suppression standards are surgical masks. However, the use of masks alone is not enough to provide adequate protection, but must take steps - steps that have been recommended by WHO such as routinely cleaning hands with soap, using antiseptic liquids based on alcohol after contact with objects or goods, if the hands do not look dirty can be done by washing hands with clean running water, cleaning the nose and mouth using wet wipes, as well as avoiding direct contact by not touching parts of the mouth, nose and eyes (World Health Organization, 2020).

The first case of Coronavirus Disease (COVID-19) in Indonesia in early March, starting at least one month the virus has reached more than a thousand positive patients. The emergence of the COVID-19 outbreak in Indonesia has caused panic among the public and fear of its spread. Starting from March 19, 2020 as many as 214,894 people were exposed Coronavirus Disease, 8,732 people died and 83,313 people were declared cured (Dana Riksa Buana, 2020). The data show that transmission caused bv Coronavirus Disease is very fast spreading.

Based on data from the Ministry of Health, the Special Capital Region of Jakarta became the region with the highest spread rate in Indonesia. So that the public must remain careful not to be exposed to the virus that has become more widespread quickly, which can attack anyone. Therefore, the government must be more extra in trampling the virus in its prevention, such as access in and out that are in all corners closed first. It is expected that no one in and out of the area, so that community activities will be monitored continuously by the unity of the Republic of Indonesia, in order to take care of ourselves and maintain the environment around us (Puji Hartati, n.d.).

As a precautionary measure against the spread of Coronavirus Disease in Indonesia, the government issued a policy on PSBB regulations. As for the fact that PSBB is a restriction on the activities of residents in a suspected exposure region of Coronavirus Disease infection, expected to prevent the possibility of the spread of the disease that is increasingly widespread. The purpose of the PSBB policy by the central government is to provide assurances that the chain of TRANSMISSION of COVID-19 can be decided by the way the public disciplines itself to comply with the formation of these regulations. The thing behind the determination of the Large-Scale Social Restrictions can be the community's benefits related to the policies of the central government. The purpose of this regulation is to avoid transmission of Coronavirus Disease in a region that has been affected by Coronavirus Disease infection (Jabar Website, n.d.).

The implementation of Large-Scale Social Restrictions in West Java includes restrictions on community activities and also restrictions for motorists who will enter and exit the area. As riders are required to wear masks, especially motorists are not allowed to flock and are obliged to wear gloves. In addition, especially for those who use four wheels can only be used a maximum of 50% of the vehicle quota and should not be in the same line so that the public still adheres to the meaning of social distancing in accordance with the established regulations (Priyantoro, 2020).

Task Force for the acceleration of Coronavirus Disease West Java, said that coordination on the handling Coronavirus Disease at the District / City level should be further improved through conducting monitoring and periodic considerations (Firmansyah, 2020). This is conveyed so that the implementation of Large-Scale Social Restrictions at the provincial level can lead to positive evaluation results. The West Java COVID-19 Task Force established coordination strengthening, implementing large-scale social restrictions at the provincial level and educating the public (Firmansyah, 2020).

In addition to the West Java COVID-19 Task Force, several regions in West Java, both districts and cities, are anticipating the

spread of the COVID-19 virus, one of which is Bandung Regency. Bandung Regency government's efforts to overcome COVID-19 by temporarily suspending various community activities involving many masses, temporarily closing public areas such as squares, museums, sports facilities, conducting distance learning for school children's learning processes, and students (Hidayat & Noeraida, 2020). The government also implements a work form home policy. Other policies include using health protocols such as providing hand sanitizer, hand washing, and disinfectant spraying for government or institutions that do not implement work form home rules. All these policies are intended to maintain physical and social distancing or known as social distancing (Pratama & Hidayat, 2020).

One of the sub-districts in Bandung regency that implements Large-Scale Social Restrictions is Soreang District. The area that is the link between the city of Bandung and Ciwidey is considered a vulnerable area. The implementation of Large-Scale Social Restrictions policy in Soreang Sub-District is expected to restrain widespread virus rate. The establishment of Large Scale Social Restrictions in Soreang te sub-district starting from April 22, 2020 until May 5, 2020 Large-Scale Social Restrictions will end, this regulation will be applied for 14 days according to the incubation period of the virus. If the establishment Large-Scale of Social regulation Restrictions is not conducive, the government will extend the psbb regulation period.

The application of Large-Scale Social Restrictions in Soreang sub-district raises many pros and cons, such as people who trade complaining about their declining income. While trading is a livelihood

owned by the people of Soreang Subdistrict today, because the majority of people here are traders. This is very burdensome for the community, if the application of this Large-Scale Social Restrictions does not end, then the people of Soreang District will experience a prolonged economic crisis. Therefore. the government must immediately follow up on the problems experienced by the community, and provide policies that are as effective as possible for the survival of the people of Soreang District in order to be able to carry out activities as usual again.

The problem is not only from the background as a trader, but motorcycle taxi drivers also feel the problems that occur in Soreang district after the implementation of Large-Scale Social Restrictions. Like the income of motorcycle taxi drivers during the Large-Scale Social Restrictions mass is greatly reduced. Because people have been urged by the government to stay at home, do not travel first. While motorcycle taxi drivers in Soreang Subdistrict are mostly as an introduction to people who want to travel, it is considered very detrimental. Because of lower daily income, so the application of Large-Scale Social Restrictions in Soreang Subdistrict caused a lot of anxiety felt by the local community (Wibowo Hadiwardoyo, n.d.)

Implementation of Large-Scale Social Restrictions in Bandung Regency, especially Soreang Sub-District is not fully implemented, but applies social restrictions segmentally in several sub-districts. However, the problems that occur in the community soreang district of Bandung regency shows that many people have different perceptions of government policies, namely Large-Scale Social Restrictions. Perception is a direct response obtained from the absorption or human process in knowing certain things that it obtains through sensing (Purwodaminto, n.d.).

This shows that each individual has their own perception of his/her own views, which can ultimately change the mindset or viewpoint of the provisions applied by the government. The events that occurred resulted in the process of conveying information that is less effective to the people of Soreang District, Bandung Regency. So that the public needs information and education from government, especially local officials, such as how important restrictions include activities in public facilities, religious activities, transportation modes and other restrictions, especially related to aspects of defense and security (Novia Amanda Lestari, n.d.).

It is known that public perception of PSBB has a different response, because the government's attitude in enforcing Large-Scale Social Restrictions is still not maximum. People think that this Large-Scale Social Restrictions policy has longer uncertainty because the policies taken by government are this considered less effective to prevent the spread Coronavirus Disease. While the role of the community is very important in breaking the chain of this virus, therefore public awareness must arise directly in itself of how important it is to adhere to the policies that have been implemented by government. So that the pandemic faced by the community can be resolved quickly, if the community obeys and always obeys government what the urges. The community indirectly undergoes a process of social communication changes that are quite significant. Like the communication culture of Indonesian people who are fairly polite, happy to socialize, and have a high social spirit (La Ode Roh Rahman, 2020).

The public perception of Soreang subdistrict that arises from the Large-Scale Social Restrictions policy is that there are still those who do not know the significance a Large-Scale Social Restrictions regulation. Like the people who are crowding, conducting general activities even though it is prohibited during the PSBB period. On the other hand, the public's indifference to the government's appeal related to the application of Large-Scale Social Restrictions so that it has an impact on the number of people who do not comply with the regulation. Therefore, the people of Soreang sub-district are still doing their habits before the Large-Scale Social Restrictions policy is issued. Therefore, the majority of the people of Soreang Subdistrict still need education on the formation of these regulations so that the perception of the emerging community can have a good impact (Novi Andayani Praptiningsih & Zulfahmi Yasir Yunan, n.d.).

According to Bimo Walgito (2013), perception is a procedure experienced by one another that begins with receiving stimuli, until the stimuli are felt and understood by the person so that they can identify themselves and the situation around them.

The stages of a perception process according to (Walgito, 2010):

- 1. Natural or physical process that has meaning as the process of arresting a stimulus.
- 2. Level known as physiological process, which is the process by which the stimulus (object) will be passed on previously by the sensory device through sensory nerves to the brain.

- 3. The level known as psychological process which symbolizes the process in the brain so that the person himself will understand, realize, explain, and compare from the object.
- 4. The level that is the end where the reaction has been obtained from the perception process that has occurred in the form of answers, exposures, or views.

From the theory above, it can be known that the perception of the people of Soreang District, Bandung Regency arises after the stimulus they capture against objects seen with the senses and then the acceptance process appears in the form of responses seen directly by the community. The problem here is that there are still many people who have different assumptions about the formation of the regulation. Perception can be done by making a statement that provides an alternative choice of answers to respondents. The statements made describe the respondent's opinions, judgments, and interpretations of an object. For the measurement of known perception is the objectivity of opinions, assessments and beliefs of respondents to an object. Cumulative results from the assessment can cause a positive impression or negative impression on the respondent on the object being assessed.

Based on the explanation above, the researchers are interested to examine about the perception of the people of Soreang District, Bandung Regency about the policy of Large-Scale Social Restrictions. This happens because it is influenced by several factors such as educational, cultural, and environmental factors. The study is aimed to know the extent of public knowledge related to Large-Scale Social Restrictions, community attitudes related to PSBB and community behavior related to PSBB. It is

expected that the results of this research will be able to contribute to the implementation of the policy so that the results can be used as an evaluation material as well as a reference for the direction of government policy in determining policies against large-scale social restriction regulations.

RESEARCH METHODS

researchers In this study, used descriptive research methods with qualitative approaches. Qualitative research is a research conducted with very important stages to be done, the stage includes the submission of questions with several structured procedures. In addition, the collection of specific data from participants must be done, so that researchers can interpret the data. Basically this research is an application of inductive perspective, focusing primarily on individual meaning and interpreting the complexity of a problem (Creswell, 2010).

The object of this research is Public Perception Large-Scale of Social Restrictions. The researchers interviewed the community of Soreang District, Bandung Regency. **Participants** interviewed in depth were 6 people with segmentation aged 26 -35 years, the majority of which were private employees, motorcycle traders. taxi drivers. housewives, teachers and entrepreneurs, with 6 different research locations. The subjects of this study are parties called participants with the hope of conntibusi in doing something research.

Data retrieval techniques through interviews, observations and document studies. The interview involved the community of Soreang District, Bandung Regency. Data collection techniques are a very strategic step in a research, because

the purpose of this research is to obtain data. Data collection can be done in various settings, various sources, and various ways. When viewed in terms of ways or techniques of data collection, collection techniques can be done by interview, questionnaire, observation, and a combination of the three. In qualitative research, data collection is conducted on natural settings, primary data sources, and data collection techniques more participant observation, in depth interviews and documentation.

After collecting the data, all the collected data is then processed by researchers. The data was analyzed using qualitative descriptive method by thoroughly describing the data obtained during the research process.

RESULTS AND DISCUSSIONS

Perception is a term that originated from the Latin perceptio or percipio which has the definition of the act of organizing, identifying, and interpreting sensory information order in advocate descriptions and interpretations of the environment. Meanwhile, the meaning of perception according to The Dictionary of Indonesian is interpreted in two explanations. First, perception is the (acceptance) presumption directly something. Second, perception is the process of a person addressing several things through his senses.

In this discussion, researchers will elaborate specifically related to public perception of Large-Scale Social Restrictions, using perception theory according to Krech (2007). Perception according to Krech is influenced by two things, namely Frame of reference and Field of expreance.

Frame Of Reference

Frame of reference context of or understanding owned and obtained starting from learning, reading, research or through other means. Most of that knowledge is obtained through the eyes and ears so that a sense of knowing arises. Understanding or cognitive embodies the domain that is essential for the formation of one's attitude. To find out the extent of public knowledge related to Large-Scale Social Restrictions the researchers conducted policy, interviews to several people with different work and education backgrounds. From the results of interviews with the first informant who works as a motorcycle taxi driver in Soreang District, Bandung Regency related to the extent of knowledge about Large-Scale Social Restrictions, he said that:

"What I know is that restrictions on activities that must be done by the community to reduce activities outside the house such as not gathering with friends, not crowding, not to interact with each other socially, limiting certain activities and regulations require more stay at home to prevent the spread of the virus".

Furthermore, the researchers continued interviews with a second informant who works as a private employee related to the knowledge of the people of Soreang Subdistrict related to the policy of Large-Scale Social Restrictions. From the questions the researchers asked, he said that:

"What I know, it's a government program to reduce the number of spread so that the virus does not become more widespread. Continue to rule it let the public to obey, let me know what can be, just as what can be allowed yes. The government continues to limit the activities of its people, at almost stopped all activities when Large-Scale Social Restrictions, finally quiet. but banking activities and shopping centers are still running, so now

many are at home, my wealth is temporarily housed. That's what I know more or less about Large-Scale Social Restrictions ".

To obtain the accuracy of data in the field, the researchers conducted an interview with a third informant who works as a wholesaler in Soreang District, Bandung Regency related to knowledge of Large-Scale Social Restrictions policy, he said that:

"Large-scale social restrictions, which I know a lot of access out of the city is closed, and road access to Bandung is also closed. while cafes, restaurants, crowds are limited".

From the informant statement above, it can be analyzed that the people of Soreang District, Bandung Regency already understand what psbb policy is, so that in the implementation of Large-Scale Social Restrictions policy in Soreang sub-district can run optimally as a step to combat the spread of Coronavirus Disease (COVID-19). Large-Scale Social Restrictions not only stands for Large-Scale Social Restrictions, but this Large-Scale Social Restrictions covers from various things. Such as restrictions on learning activities in schools diverted by distance learning during psbb, office activities replaced by work form home, restrictions on public facilities, and religious restrictions. Therefore, the local government should provide more education to the public about importance of knowledge about Large-Scale Social Restrictions, so that the people of Soreang sub-district can be more aware of the regulations that have been set by the government. Referring to what Krech said, most people do not understand about Large-Scale Social Restrictions, this is influenced by the level of public education. Their perception of Large-Scale Social Restrictions is based only on what they

experience and see directly in the field. Referring to what krech conveyed, it can be said that the construction of public knowledge soreang District Bandung regency on psbb policy formed on the basis of the results of analysis in the field. Although with different work backgrounds and limitations of education, but the perception of society is able to be formed naturally based on sensory processes. If the knowledge construction of the community of Soreang District of Bandung Regency has been well formed, then this will greatly help the government in the application of Large-Scale Social Restrictions policies, especially in Soreang District. The government as a policy maker also has a responsibility to continue to strengthen public knowledge about Large-Scale Social Restrictions, one of which is with good socialization, so that in the future the government and the community will work together to overcome the spread of Coronavirus Disease (COVID-19) especially in Soreang District.

Field Of Expreance

Field of expreance is an experience that has been experienced alone and is inseparable from the state environment. Before the pandemic, many people did activities such as work, school, entrepreneurship, socialization with the surrounding environment, greeting each other, chatting with each other. But the current situation is known to many changes that occur such as lack of socialization, lack of social interaction, even many restricted community activities. With the environment changing rapidly, many people complain about it. Because the previous experience of society is fine, so the habits used to be very difficult to apply with this condition. Therefore, people should familiarize

themselves with this new lifestyle, but it does not close the possibility for people to keep interacting with each other using Whatsapp communication media videocalls, it makes a new habit. It takes time for the community to get used to the current state of the pandemic. To find out the perception of soreang sub-district about PSBB judging by the experience factor, the researchers conducted interviews several communities that researchers considered to have the capacity in this regard.

From the results of an interview with a fourth informant who works as an entrepreneur in Soreang District, Bandung Regency, he said that:

"If I'm still a habit now so limited aja anyway, not as usual. Because usually I often chat, often gather with friends, with friends. Maybe because of the regulations recommended by the government to stay at home more, inevitably I have to follow. Sometimes staying at home continues to get bored, most do activities such as videocalls alone with friends and family".

Furthermore, the researchers continued the interview with the fifth informant who works as a teacher mother related to the impression / experience of the community in Soreang subdistrict related to the policy of Large-Scale Social Restrictions. From the questions the researchers asked, he said that:

"Maybe this is the hardest thing for all people, including me. Honestly, I from the first Large-Scale Social Restrictions applied the same orders, I kept quiet at home, 've never been anywhere, socialization is rare, chatting with neighbors is also rare, meeting cousins never, let alone with friends - my friends. My habits that used to be before Large-Scale Social Restrictions, the same now after Large-Scale Social Restrictions can be said to change rapidly really. It's not really good if in the current situation, everything is limited. Want to do things also afraid of going awry, so I try to get used to living rich gini. Hopefully this pandemic will end quickly so that we can live a normal life again as usual".

To obtain the accuracy of data in the field, the researchers conducted an interview with a sixth informant who works as a housewife in Soreang District, Bandung Regency related to Large-Scale Social Restrictions policy, she said that:

"Now this is really hard with me, socialization is reduced, social interaction is also reduced. A lot of habits that changed after the existence of this Large-Scale Social Restrictions, if I'm the person is always mingling with anyone, neighbors, with relatives. For now it can't be like that anymore, it's been limited in terms. Habits that were still good at first, now it has changed my habits very much". From the informant statement above, it can be analyzed that the people of Soreang District, Bandung Regency experienced a rapid change in habits, but it does not close the possibility of the public to continue to communicate well through Whatsapp communication media Masengger videocalls to conduct interactions even indirectly. Referring to what Krech said, that society is very difficult to start with such conditions. Not the same as the experience before this pandemic, previous conditions are fine such as social interactions are still direct, socializing each other, and doing activities as usual. But when compared to the situation during the

pandemic, people have rarely to say hello to each other, difficult to meet, and rarely to do other social activities. From the community's experience, people's perception Large-Scale of Social Restrictions leads to something new, so it takes time to adjust to the Large-Scale Social Restrictions situation. From the state of society that previously can socialize directly, without any restrictions that can affect the process of communication.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the discussion above, it can be concluded that in terms of the frame of mind most of the people of Soreang District, Bandung Regency already know and understand about the policy of Large-Scale Social Restrictions though they come from different work backgrounds. Most of the people of Soreang sub-district also adhere to the policy in their daily activities in the Large-Scale Social Restrictions masses. In terms of public knowledge, especially Soreang sub-district, it is known that the attitude of the community towards curiosity towards Large-Scale Social Restrictions has been fulfilled, but the knowledge of community must still be formed from various perspectives so as to cause a sense of curiosity at large. In terms of experience (Field Of Experience) public perception of Large-Scale Social Restrictions is strongly influenced by what has happened before, where the community thinks that Large-Scale Social Restrictions is like a partition that hinders the social activities of the community before the pandemic.

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