DIGITAL COMMUNICATION STRATEGIES OF SURAKARTA CUSTOMS OFFICE IN ACHIEVING CUSTOMS AND EXCISE RECEIPTS DURING COVID-19 PANDEMIC

Fina Sunardiyah[1*], Pawito[2], Albert Muhammad Isrun Naini[3]

[1,2] Magister of Communication Science Program Sebelas Maret University, Surakarta, Indonesia
[3] Researcher – National Research and Innovation Agency, Indonesia Lecturer – Magister of Communication Program, Sebelas Maret University, Surakarta, Indonesia

*Corresponding Author: finasunardiyah@student.uns.ac.id

Abstract: Pandemic Covid-19 outbreak has been as a catalyst for digital change. Every company process must be optimized for information technology in order to meet the challenge of digitalization. Technology-based services and information are being developed by Customs to assist service users. Digital services are being developed primarily to make customs and excise business processes easier for service users. This study aims to analyze the digital conucuation strategies in the Surakarta Customs Office in Pandemic Covid-19. The method used is qualitative dexriptive with data collection techniques for observation and interviews. The results showed that communication strategies for the Workplace in Surakarta is to encourage and welcome service users to move from face-to-face contacts to online interactions, the contents of the message should have persuasive and educational features, and describing the manner of usage of SPIKE, SIANDRU, and SIPINTER application services. Surakarta Customs Office began to engage with the public by using social media such as Facebook, Instagram, Twitter, and YouTube. The satisfaction of the highest service consumers happened in 2021 which was 4.45 points from a maximum score of 5 points. Realization customer satisfaction in 2020 surpassed the aim by 0.15 points from the target of 3.90 points.

Keywords: Digital Communication Strategies, Customs and Excise, Covid-19 Pandemic

1. Introduction

A global pandemic caused by the COVID-19 virus, which has infected many countries, is now underway. As of this writing, nearly every country on Earth has been infected by the largest illness pandemic of the 21st century. COVID-19 has been spreading throughout Indonesia since March 2020, and it has already reached Surakarta City in Central Java. The coronavirus that causes COVID-19 is a recently found strain. During a recent pandemic in Wuhan, China, the WHO (World Health Organization) identified this Coronavirus for the first time in December of 2019.

For the COVID-19 pandemic, governments throughout the world have set recommendations for social isolation and staying at home (WHO, 2021). Temporary Government strategies to cope with coronavirus pandemic generally entail school fees, physical stores and non-essential companies, transit limitations and public space restrictions, as well as limits on social

gatherings. Specific restrictions differ by country. The level of contact between the general population and the media has plummeted as a result. As the number of places where people may meet up in person shrinks, it becomes more difficult to maintain social bonds.

As a result of the COVID-19 pandemic, various government facilities are available to both the public and the private sector for use in dealing with the epidemic's effects. As a result of the corona virus pandemic in Indonesia, these facilities have been implemented. The government provides a wide range of services, including social security, health care, tax breaks, and even customs and excise services. A presidential order (Keppres) issued in 2020 states that these facilities would be made available to the Task Force for Acceleration of Handling Coronavirus Disease 2019 (COVID-19).

According to this strategies, the Directorate General of Customs and Excise (DJBC), under the Ministry of Finance, offers a range of incentives to business players, such as tax exemptions. In the event of a corona virus pandemic, it is hoped that providing financial incentives will aid in maintaining corporate operations. Personal protection equipment, medical gadgets, and pharmaceuticals are available to the public at these locations and facilities.

The Covid-19 pandemic has served as a catalyst for speeding the digital transformation of the healthcare system. Digitalization involves the use of information technology to be optimized in every business operation by all government entities. For this reason, Customs and Excise has taken rapid action to respond and continues to create new technology and information-based services. The development of digital services for customs and excise business operations is purely for the benefit of service users. The SPIKE, SiANDRU, and SIPINTER apps were introduced by Customs and Excise in various locations on this occasion. Independent apps have been and will be developed by Customs offices to support service delivery and oversight. Office-specific app development is of course a given. There are no restrictions on the user's distance or reach while using SPIKE, a network-based program for consultation access. Export-related information, such as export procedures, legality of export actors, export licences and papers, and other supporting materials, are included in this application. Not only did the Surakarta Customs and Excise introduce the SPIKE application, but they also held a socialization about the KITE IKM (Ease of Import for Export Destination for Small and Medium Industries) facilities in the hope that it would later be able to increase the maximum profit for business actors. With No Drop in Service or Queue System (SiANDRU). A new app has been developed to help with customer service during the epidemic. SiANDRU's application makes it easy for service users to contact with counter personnel to arrange their arrival so they don't have to wait long when they arrive at the office. You don't even have to come inside the office if you utilize the drive-thru system; you may drop off or pick up paperwork from there. The Surakarta Customs and Excise web application, on the other hand, reintroduced to customers the features of the Integrated Service and Information System (SIPINTER). Appeared for the first time in the year 2016. A web-based application was first utilized merely to assist the arrival of incoming email. Because of this, SIPINTER is expanding at a quick rate to facilitate the acceleration of document receipts, making them accessible through mobile.

Service and monitoring are likely to improve as this application continues to grow. Development of this application is anticipated to make all customs and excise business procedures more efficient and effective in the COVID-19 pandemic.

To get customs and excise revenues during the Covid-19 pandemic, the researcher is particularly interested in studying Surakarta Customs' digital communication approach. An investigation on the Surakarta Customs Office's digital communication strategies during the COVID-19 outbreak was the goal of this study. The Surakarta Customs Office's excellent external communication during the pandemic will be the subject of this paper's discussion. In

order to effectively communicate with the community and disseminate information, the communication strategies implemented must be successful.

2. Literature Review

Communication Strategy

Communication is one of the most crucial necessities for people in their daily lives. Thing The reason for this is because humans are social creatures that necessitate social connection. An excellent medium for expressing thoughts and feelings. The Latin word for communication is communicatio, which translates to exchange. "common" or "together" is its adjectival (Puspokusumo, 2011).

People communicate with each other in a variety of ways. Lasswell describes communication as a process that identifies who is talking to whom, what they're saying and how it's being received. There are five components to communication, according to the model presented by Laswell (Riswandi, 2009):

1. Communicator (the one who delivers the message),
2. Message (Statements supported by symbols),
2. In the middle of the spectrum (Media used to convey the message),
3. The receiver (The person who receives the message),
5. Affect (Impact of the message).

It is clear from this knowledge that communication is a process used to express ideas and feelings to others, both vocally and in writing/symbols, as well as used to receive information from others. When a messenger transmits the message to the audience via the chosen media, the activity of communication is taking place. The message will be conveyed to the intended audience and have an impact. Communication can only be successful if the sender and receiver of the communication both agree on the meaning of the message.
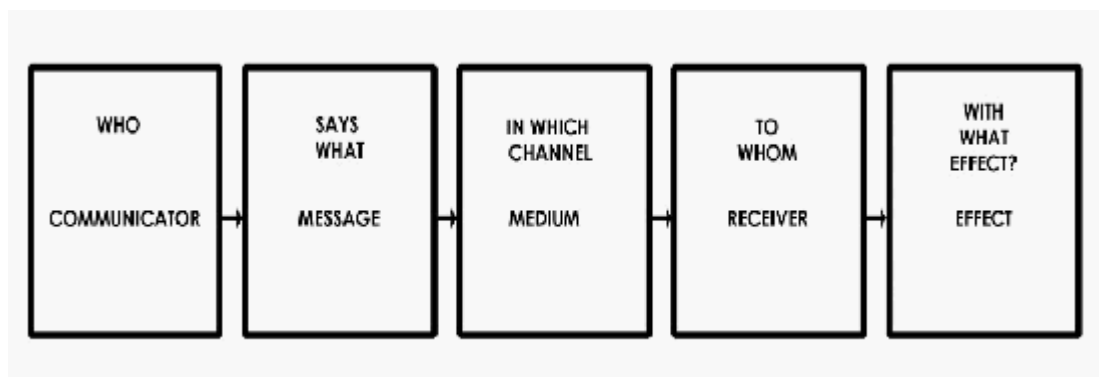
Figure 1: Laswell's Paradigm
Sources: Ruslan, 2004

The success or failure of communication depends on the approach used to convey information in a certain field. An effective communication strategy includes both planning and administration in order to achieve the desired outcome. Communications must be tactical in order to achieve this aim, in that the method can alter at any time based on current situations and circumstances. Understanding the communicant and the influence they have on us is critical when developing a communication strategy, since it has a direct bearing on the media we want to employ (Effendy, 2015).

A Middleton communication planning expert defining communication strategies as the ideal mix of communicators, messages, channels (media) recipients up to influence (impact) aimed at achieving objectives communication at its finest (Hafied, 2013). In order to attain objectives,

a strategy must consider all of the possible outcomes before making a final decision. In addition to establishing defined objectives, consider the audience's or target's circumstances and conditions while developing a communication plan (Anwar, 1984).

Communication strategies are essentially: the planning and management of communication in order to achieve a certain purpose. So that the activities of this field may be changed to changing conditions or influencing variables, this field must be laid out in a fluid way (Effendy, 2015). One must have a grasp of the nature of the message and the communication medium in order to build a technique of communication that is effective in achieving communication goals.

"Strategy" has a notion that can be described, and there are two viewpoints that differ, namely: the perspective of what the organization wants to accomplish (intensely do), strategy may be seen as an effort to decide and carry out the company's objectives and mission." It implies that the manager has a unique responsibility in leading a company on its journey, and that he or she must take an active, conscientious, and logical approach to formulating the firm's overall strategy. Organizations have a long-term view on what they will do, and strategy is a manner of responding to that long-term vision through time. These are the only views held by managers who are reactive and only react when necessary to changes in the environment (Tjiptono, 2008).

New Media

End-of-century networks and communication methods such as digital, computerized, or informational media are included in the phrase "New Media." "Media new" technologies are digital and frequently have the properties of manipulation, network, dense, incompressible, interactive, and unbiased. Not television, but new media. films, books, magazines, and other paper-based media. Some of the new media's functions include, but are not limited to, searching for information, increasing one's knowledge base, seeking for employment, or even just playing games, as the media becomes increasingly multifunctional as more people make use of it.

In his book "A New Media", Terry Flew seeks to focus on technological contrasts that need to be understood via their link to culture. Understanding technology as a cultural technology isn't simple since it's more about the culture itself than it is about the technology itself (Flew, 2005). Also, Terry Flew talked about the new media and how they relate to technology and culture in general, which may be best followed by seeing the new media as a culture in and of itself for the technology. The relationship between the two is viewed as expanding and intertwined. The phrase "beyond dualistic" was coined as a result of this viewpoint, which sees new media as either "good" or "bad" for society and culture (Flew, 2005). The foundation of "New Media" is strongly linked to that of its technological counterpart. New media is frequently associated with current technological advancements, and this association is growing at an alarming rate.

Dennis McQuail's book by Rice specifies four broad kinds of new media, each of which is defined by the sort of usage, content, and context in which it is made (McQuail, 2005):

1. Media that facilitate interpersonal communication. Email, which was originally intended for business use but has evolved to serve a broader range of purposes, is becoming increasingly mobile and personal. For the most part, the contents are more secret and vulnerable to harm (e.g. exposure to viruses, etc.), and the connections that are built may be more significant than the information given.

2. Media that allows players to interact with the game. Virtual reality technologies based on computer video games and augmented reality have never been better. Users and players can engage with one other in a variety of ways in this game. If communication is taking place, 'process' may take precedence over medium use. There are a lot of online games in this category.

3. Searching for information. In this area, the Internet /www (World Wide Web) serves as the best example. As a result, the internet is considered as a library and a source of knowledge
The internet is a perfect example of unprecedented data, actuality, and speed availability. The General Package Radio Service (also known as teletext and radio data services) and other types of line data can also be retrieved via cellular phones (handphones) in addition to the internet (GPRS).
4. Media is known as "collective participatory media." Sharing and exchanging knowledge, ideas, and experiences are just a few of the areas contained in this list. Typically, people who use computers to communicate actively form personal ties. Affective and emotional partnerships are the next step up from a relationship based solely on business.
This new media theory is the basis of the interaction between technology and communication that results in online as one of the media that play a part in this research.

Covid-19
On December 31, 2019, a new strain of the Coronavirus Disease 2019 (COVID-19) virus was discovered in Wuhan, China (WHO, 2021). It was announced on March 2nd, 2020, that President Indonesia's first case had taken place in the country (Ihsanuddin, 2020). "This condition can cause serious respiratory infections, such as lung infections (pneumonia) (Pane 2020).
Droplets from an infected person's respiratory tract can transmit this virus if they are inhaled or if the droplet comes into contact with the eye, increasing the chance of infection (Limbong, 2020). The flu-like symptoms of fever, runny nose, dry cough, sore throat, and headache are among the first signs of infection with this virus (Pane, 2020).
As Nur Rohim Yunus and Annisa Rezki (Yunus & Rezki, 2020) point out, "the evolution of COVID-19 transmission is highly noteworthy." Data controlled by Units COVID-19 Handling Task reported up to dates August 31, 2020 there were 174,554 positive cases in Indonesia. It is the government's goal to prevent the spread of the corona virus by enacting legislation to address the problem (Yunus & Rezki, 2020). Maintaining sanitary conditions, remaining at home, working and studying from home are some of the government's attempts to control and prevent the spread of the corona virus (Tuwu, 2020). The government has also established health standards to limit transmission, such as the use of masks, hand washing, and a distance of at least three feet (Mardhia et al., 2020).

3. Method

Qualitative methods such as observation, interview, or a study document are employed in this investigation. Human-centered qualitative research, in which the primary research instrument is a human being, relies heavily on narrative forms to encode data and compose language for the audience (Mulyana, 2002). Descriptive research takes the form of written or spoken language from individuals and their behaviour that may be seen. This method focuses on a person's entire background (intact). Using diverse natural techniques and descriptions in words and language in a natural setting, study aims to comprehend the phenomena of what research participants experience, such as behavior, perception, motivation, and action (Moleong, 2008). Surakarta Customs Office's usage of digital communication tactics during the covid-19 epidemic is being studied as an object of this research. To begin with, this research relies on interviews or informants, who are the heads of two divisions of the Surakarta Customs Office: one for information services and one for the Treasury. Secondary data collection from textual sources, such as periodicals, books, scientific publications, archive resources, personal papers, images, official documents, and so on that assist the analytical study. Interactive data analysis models (Interactive Models of Analysis) were employed in this study. It is made up of three

parts, according to Miles and Huberman Qualitative research is characterized by the following features: (1) reducing data, (2) presenting data, and (3) forming conclusions and making sure they're correct (Sutopo, 2002).

4. Result and Discussion

Communication is essential to having a full life, and it becomes a matter of urgency at times. A sheet of paper with black ink strokes evolved from two cans and some thread; now that we just have that one flat thing in our hands, we feel as though we've comprehended the entirety of existence. Changes in society, particularly advances in technology, have also impacted the requirement of communication. Using a single term, you may access information and converse with anybody, anywhere, at any time.

The need to adapt is once again felt by humans when a pandemic that began in Wuhan, China and is now epidemic in various parts of the world, including our country Indonesia, shows that the influence of communication is not only due to the change factor in the digitalization era or commonly called the 4.0 era.

Pandemic of a novel coronavirus illness in Hubei Province, China, was proclaimed by the World Health Organization (WHO) to be a Public Health Emergency of International Concern in January 2020. According to the World Health Organization, there is a strong probability that coronavirus disease 2019 (Covid-19) may spread to additional nations. Controlling the Covid-19 epidemic is a priority for the WHO and public health agencies worldwide. Long-term success, on the other hand, cannot be assumed. If we want to limit the spread of this disease, we need the help of everyone in our society, including companies and entrepreneurs.

Many nations must find a healthy balance between safeguarding health, decreasing economic and social disturbance, and upholding human rights in light of the fact that Covid-19 has caused significant impact across all sectors, not only the health sector, as stated by the World Health Organization (WHO). Every sector and everyone must be active in the fight against Covid-19, according to the WHO, because this is not merely a public health concern.

Countries must adopt a comprehensive policy to avoid infection, save lives, and reduce the effects of the disease. Changes in education, economics, politics, communication, culture, and other aspects of society were wrought by the Covid-19 corona virus. This epidemic has had a significant impact on our desire to socialize and enjoy life, as well as our ability to communicate. Verbal and nonverbal communication are two types of communication. Verbal and nonverbal communication are two distinct forms of communication that may be used in a variety of ways, such as through the use of body language. In the event that the Covid-19 epidemic necessitates the use of screens for all communication, what are the ramifications? The term "digital communication" is also often used.

As a result of the internet's immense power and digital technology, many remarkable changes and breakthroughs have occurred. With advances in digital technology, many forms of communication media have emerged, particularly cellphones that are used in daily life for anything from business to simply asking a close relative a question in social life. New means of communication have emerged in the digital age. While the mouth and ear were once the only means of expressing one's thoughts verbally, today's smartphones allow users to "talk" by touching letters on the screen and "listening;" the message is then shown on the screen through the user's eyes, and everything changes.

The Diffusion of Innovation Theory by Everett Rogers (1983), which explains how, why, and at what pace new technologies are produced and accepted in diverse situations, according to communication professionals. The creation of new media is influenced by innovation, communication channels, time, and social systems, according to this hypothesis. For Rogers,

an individual's decision to embrace or reject a new product or service is influenced by the qualities of an invention.

During the Covid-19 epidemic, this article examines how digital communication technology has changed people's daily lives. Any civilization's communication system must and will continue to function. Because humans are social organisms, communication is critical to our well-being and our ability to grow and evolve. Communication is at the heart of most human endeavors.

During the Covid-19 epidemic, the primary choice has been to switch from face-to-face communication to digital communication. As a result, it helps to maintain the continuity of all elements of human existence in numerous domains, including education, politics, and economics. According to internet use data from January 2020, this may be noticed.

Figure 2: World Internet Usage Data
Sources: We Are Social & Hootsuite, 2020

According to digital data 2020, there are now 4.5 billion internet users globally. More than half of the world's population now has access to the internet, according to this estimate. Interpersonal communication patterns have evolved from face-to-face to digital communication. There are, of course, both advantages and downsides. While the benefits include time efficiency and the ability to communicate in a variety of contexts, the disadvantages include a lack of focus and misunderstood messages due to the fact that people's interpretations of the same information vary.

For the Surakarta Customs Office's services to pique the public's interest, it is imperative that the message be given effectively and that the communicant's attention be kept on One Way. Most of the Surakarta Customs and Excise Office's personnel participate in the socializing held. Training and development expertise is carried out by staff members of the Surakarta Customs and Excise Office to ensure that everyone is aware of, understands, and can implement new programs from the Directorate General for Customs and Excise (DJBC). For this reason, it's believed that society will understand what's being communicated because the information is being delivered in a way that isn't known to the general public.

The Surakarta Customs Office's major goal is to provide excellent service to all customers. Communication with Persuasiveness In addition, Surakarta Customs Office used to work with personnel who were interested in socializing. Convincing attempts at spreading knowledge about SPIKE, SIANDRU, and SIPINTER among service users will be made simpler as a result. Certainly, the message conveyed.

Inviting, appealing, and persuading the community to switch to internet application-based services in favor of face-to-face service by explaining the way of usage of SPIKE, SIANDRU, and SIPINTER application services. The Surakarta Customs Office additionally urges or appeals to the public to minimize service mobility in person at the Surakarta Customs Office while also delivering an instructional or educational message using socializing SPIKE

applications like SIANDRU and SIPINTER. The Surakarta Customs Office indirectly provides service consumers with knowledge in this scenario. In addition, the Surakarta Customs Office was involved. Provide details on how easy it is to get about and how much time we save. Customs services may be used online through the application, so there will be no question in the future.

As we go into the digital age, communication medium is one of the most important. The demographics of the neighborhood are becoming more and more diversified. The advancement of technology has compelled people to lead more advanced and contemporary lives than they did in the past. This human being is able to speak with a wide range of individuals throughout the world without ever having to leave their house or spend a lengthy time outside. It is simpler for humans to communicate with one other from afar because of the advancements in technology.

Public relation of surakarta customs office is a liasion between the general public and the government. Contribute to existing technical improvements as attempts to accomplish the Surakarta Customs Office goal, which is to "Be a leading Customs and Excise Office in Indonesia".

Based on reseacher's observations, using social media such as Facebook, Instagram, Twitter, and YouTube, the Surakarta Customs Office began to communicate with the public. In today's world, it's impossible to separate social media from everyday life. Surakarta Customs Office Public Relations is using social media to build a stronger contact with the public. It is more efficient and convenient. The Surakarta Customs Office's Public Relations employs Instagram, Facebook, Twitter, and YouTube in compliance with their individual rules and regulations as a means of communication with the community. To make things easier for members of the community, each social media platform has segmentation built in.

The Surakarta Customs Office conducted a socializing program for all of its service customers. The socializing is done using the Zoom meeting application, which focuses on the transformation of the service from online to face-to-face. There has been an increase in the number of Covid-19 instances in the city of Suarakarta. The Surakarta Customs Office's Public Relations also publicized the findings of the socializing via social media, including as Instagram, Facebook, Twitter, and YouTube, to a wide audience.

The Surakarta Customs Office and the Community as service users will both feel the multiplier effects of the e-government policy that is implemented and will be able to feel the consequences of each polite's (outcome) outcomes in the form of service or service services. E-government applications (SPIKE application, SIANDRU, and SIPINTER) have had a positive impact on the Surakarta Customs Office, according to the author's observations. enhance the efficiency of the firms that use the service

It's easier for managers to keep an eye on things when there's more openness. This also reduces the risk of illegal activity like bribery, collusion, and nepotism. Also included are great service tables and a customer satisfaction index table that the author compiled in the final outcome measurement.

Table 1. Improved Excellent Service

	Year	
	2020	**2021**
Target Revenue	2.078.776.525.000	2.054.534.502.000
Realization of Receipt	2.163.639.378.685	2.213.555.196.873
Import Duties	26.497.963.752	36.575.193.928
Excise	2.137.279.339.950	2.178.084.474.945
Total	2.163.777.303.702	2.213.555.196.873
	TRUE	**TRUE**
Restitution	137.925.017	1.104.472.000
Percentage of Realization Versus Target	104,08%	107,74%

Sources: Performance Report of the Surakarta Customs Office 2020-2021

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From the table above it can be seen that all excellent service in The Surakarta Customs Office can be realized as a whole (100%). From the realization of the revenue of 2020 and 2021 experienced an increase in the target of acceptance of 2020 and 2021. Acceptance based on targets and realization by 2020 amounted to 104.08% exceeding the percentage of 100 and the acceptance based on target and realization by 2021 of 107.74% exceed the percentage 100.

Table 2. Service Satisfaction Index

Number	Year	Target	Realization
1.	2020	3,90	4,05
2.	2021	4,00	4,45

Sources: Performance Report of the Surakarta Customs Office 2020-2021

From the table above we can know that service users are satisfied with the service at the Surakarta Customs Office. Realization customer satisfaction in 2020 exceeded the target of 0.15 points from the target of 3.90 points, while the realization of customer satisfaction in 2021 exceeded the target of 0.45 points from the target of 4.00 points. The realization of the satisfaction of the highest service users occurred in 2021 which was 4.45 points from a maximum score of 5 points.

5. Conclusions

Based on the results and discussion on this research, it was obtained conclusion as follows:

1. Communication plan for the Workplace In Surakarta, the first custom is to determine whether or not the communicator has the authority to persuade the audience of the message's intended goal. Then, the message that is delivered is compelling, instructional, and informational, amongst other qualities. To encourage and welcome service users to migrate from face-to-face interactions to online interactions, the contents of the message should have persuasive and instructional properties. Appealing and persuading the community to switch to internet application-based services in favor of face-to-face service by explaining the way of usage of SPIKE, SIANDRU, and SIPINTER application services.
2. Using social media such as Facebook, Instagram, Twitter, and YouTube, the Surakarta Customs Office began to communicate with the public.
3. From the realization of the revenue of 2020 and 2021 experienced an increase in the target of acceptance of 2020 and 2021.
4. The satisfaction of the highest service users occurred in 2021 which was 4.45 points from a maximum score of 5 points. Realization customer satisfaction in 2020 exceeded the target by 0.15 points from the target of 3.90 points.

Outcome from the implementation of internet-based applications at the Surakarta Customs Office, namely services that are becoming faster and easier, increasing efficiency for users Services, enhance transparency and prevent corruption, collusion, and nepotism and facilitate supervision, and facilitate employees in obtaining valid data.

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