

IMPLEMENTATION OF PENTAHHELIX SYNERGITY IN ACCELERATION OF COVID HANDLING 19

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ABSTRACT

Covid-19 has a significant impact on life. The world is experiencing chaos due to the virus, including causing significant death. Covid-19 causes paralysis in various sectors of life as a nation and state. But what is even more concerning is that there are still sectoral egos on a micro and macro scale in their handling. The purpose of this service is to implement cross-agency communication synergy (Phentahelix) in the acceleration of handling Covid-19. The method used by this service is held in Cimahi which relies on the handling of Covid-19 from the lowest organizational structure namely RT and RW, Dkm and the Ar-Rahmandan foundation and other local institutional components that are integrated into the Covid-19 RW 24 Task Force by building synergy with the local government namely Kelurahan and Puskesmas. The presence of the Covid Task Force 19, whose main task was to disseminate and educate health protocols, distribute free masks and establish a Community Granary, for the affected residents to run effectively and have a significant impact when carried out individually by the existing local institutions. So that the acceleration of handling Covid - 19 can be realized properly.

Keywords: Implementation of Pentahelix Synergy, Accelerated Covid-19 handling

A. Introduction

Ideally, all strategic components of the nation as mandated in Presidential Instruction No. 7 of 2018 on National Action of the Defense of the State should encourage the use of the pentahelix model involving elements of academics, government, business, community, and media (AGBCM) which is translated as government, education, the business

world, the community component, and the media.

The use of the pentahelix model is also expected to increase the sense of togetherness of all nations and citizens through the National Action of the Defense of the State. In practice, this is a smart power as a manifestation of state-based actions of culture and local wisdom through the application of skills, strategies,

systems and structures in achieving targets, namely people's welfare.

The synergy is essentially our endeavor to build and ensure productive cooperative relationships and harmonious partnerships with stakeholders to produce useful and quality work. The purpose of synergy is to influence the behavior of individuals as well as groups to interact with each other through constructive dialogue for mutual success. Synergy is complementarity and complete differences to achieve greater results than the number of parts per section. Synergy means mutual respect for differences in ideas, opinions and is willing to share. Synergy is not selfish, but thinks of win-win and no party is harmed or feels disadvantaged.

Synergy aims to integrate separate parts. Synergy is the greater result obtained in a collaboration. Synergy is a process that must be passed by each party, which requires time and consistency. The things that need to be done to build mutual trust so that synergy is built up as creative cooperation to solve and find solutions together. Examples of the role of each

of these elements in realizing the Shining Campus or the Clean Drug Campus can be described as below. Government elements with central, provincial and district BNN as leading sectors are expected to have strong commitments and policies to carry out collaborative movements involving other strategic components. That is the case with Covid-19,

The academics with their expertise are expected to provide innovative breakthroughs, applicative studies including being involved in as volunteers in realizing the acceleration of handling Covid-19. Business actors, especially businesses related to health and pharmaceutical aspects, we need to encourage them to want to run a business while paying attention to the potential of their products so they can be used for Covid-19 prevention and corporate social responsibility (CSR).

The media element is expected to be able to spread the state defense virus through information and education, including in building awareness that Covid-19 is our common enemy. The media also becomes a constructive critical force. The community element that is present

in the middle of campus and the community has an important role to play in spreading the state defense virus to avoid and prevent Covid-19.

The success of the Pentahelix synergy will succeed optimally if we are all willing and able to collaborate, moreover the elements of the government are able to embrace all other Pentahelix elements not as mere subordination and objects, but as creative and constructive partners for participating in the achievement of the national defense collaboration movement against the Covid-19 threat

B. Method of Implementation

The steps to realize this service are as follows:

1. Increasing synergy and cooperation among stakeholders, namely: Government, Academics, Community, Media and Business Sector to break the chain of distribution of Covid-19.
2. Implement plans that have been prepared to break the chain of distribution of Covid-19 by involving these elements.
3. Among the activities that have been carried out are:

a. Lumbung Warga - Safety Food - Food Emergency Lumbung: as one of the efforts to help residents affected by PSBB economically.

b. Health (Dissemination, Internalization, ODP Monitoring, PDP, OTG and Habitual Health Protocol - PHBS [Healthy and Clean Behavior])

c. Encourage Moving Together with all members to become Examples & Promoters - Health Protocol - PHBS

C. Results and Discussion

To break the chain of distribution of Covid-19 the Cimahi City Government plans to take the option of the Large-Scale Social Restrictions (PSBB) which will be submitted to the Provincial Government and the Central Government. This was discussed in a coordinating meeting chaired by Cimahi Mayor Ajay Muhammad Priatna which was also attended by the Deputy Mayor of Cimahi along with the Regional Leaders Communication Forum (Kajari Cimahi City, Chairperson of the Cimahi City Parliament, Dandim 0609, Cimahi

City Police Chief, represented by the Chief Ops, MUI, APINDO and OPD in the Cimahi City Government

environment, with the Positive Covid-19 Title in 13 Sub-districts, Cimahi Take the PSBB Option.



Figure 1. Impact of Covid-19 in Indonesia

The Mayor of Cimahi also conveyed several efforts that have been made, one of which is to reduce the crowd. This is done for the benefit of the community because the government is trying to protect its citizens. But the people in Cimahi City do not have full awareness to obey, until April 15, 2020, there have been 24 cases and spread in 13 Kelurahan. The Covid-19 outbreak affected the joints of social and economic life. Therefore, the government provides budget policies to deal with this pandemic. Seeing the development of the positive case of Covid-19 in the

City of Cimahi is quite alarming, it needs efforts to minimize the breaking of the distribution chain more effectively.

The application of PSBB must be agreed with areas around Cimahi City such as Bandung City, Bandung Regency, West Bandung Regency and Sumedang Regency. PSBB will never succeed or be in vain when community behavior is not yet compliant, and the character of the community tends to be difficult to change. The Mayor of Cimahi also said, we must make careful preparations for the Implementation of

this PSBB, such as logistics, and human resources owned by Cimahi City so that the PSBB can be successful. Based on the coordination meeting via video conference with the

Governor of West Java with the Mayor / Regent of Bandung Raya, PSBB is planned to be held Wednesday, April 22 2020, 2 days before Ramadhan 1441 H.



Figure 2 Health (Dissemination, Internalization, ODP Monitoring, PDP, OTG and Habitual Health Protocol - PHBS [Healthy and Clean Behavior])

The government expects companies in the City of Cimahi to close down the industry, if they remain open they must submit a permit to the Cimahi City Government and screen all employees by conducting rapid tests. At a follow-up technical meeting regarding the implementation of PSBB in Cimahi city, Deputy Mayor of Cimahi Ngatiyana as Deputy Chair of the Covid Task Force 19 said, the legal basis regarding the implementation of PSBB in Cimahi

City would be set forth in the Cimahi Mayor Regulation. It includes PSBB technical matters governing PSBB objects, Criminal sanctions for violating PSBB, and educating the public about PSBB. It is expected that there will be no turmoil from the community in the implementation of this PSBB, because one of these PSBBs is the existence of strict supervision from the Satpol PP, Dishub, as well as the TNI and Polri.



Figure 3. Encourage Moving Together with all members to become Examples & Promoters - Health Protocol - PHBS

Consistency is the main thing in combating the covid-19 virus, according to the notion of synergy which is a process that must be passed by each party, which requires time and consistency. The synergy is essentially our endeavor to build and ensure productive cooperative relationships and harmonious partnerships with stakeholders to produce useful and

quality work. The purpose of synergy is to influence the behavior of individuals as well as groups to interact with each other through constructive dialogue for mutual success. Synergy is complementarity and complete differences to achieve greater results than the number of parts per section.



Figure 4. Residents Barns - Safety Foor - Food Emergency Barns for People Affected by PSBB

Synergy means mutual respect for differences in ideas, opinions and is willing to share. The academics with their expertise are expected to be able to provide innovative breakthroughs, applicable studies including being involved in commitments to care for nature and disaster mitigation and to be part of a critical constructive force. The success of Pentahelix synergy (People's Mind, 2020) will succeed optimally if we all are willing and able to collaborate, (People's Mind, 2020) especially government elements. Able to embrace all other pentahelix elements not as subordination and

object, but as a creative and constructive partner for the achievement of the Movement.

The main task of the Covid-19 Task Force at the RW level is to bring mutual cooperation, resource synergy and strategies from all citizens so that they can be well coordinated (Kompas, 2020). Although still in the consolidation stage. The Covid-19 Task Force has taken concrete action by conducting socialization and education to the community. And for motorists who pass by and do not wear masks, the mask is distributed.



Figure 4. Pentahelix Synergy: Institutional and Policy Innovation Model at the RW level

The focus of the socialization is to get used to wearing masks, maintaining physical distance and a clean lifestyle. Covid Task Force's routine activities are planned to be carried out on certain days. Strategy

pentahelix synergy, as pursued by the Task Force for the Acceleration of Handling Covid-19 (Kompas, 2020).

What the RW management, Foundation Management and community leaders do is a concrete

step which, if consistent, is a model for building effective health resilience at the RW level that has a significant impact.

D. Conclusion

Based on the results of community service done, the following conclusions are drawn.

1. The communication carried out by the RT in accelerating the handling of Covid-19 reduced public panic by providing community granaries, with the assistance of masks from the RT, food assistance from the government and Len Industri.
2. With the dissemination of information delivered by the media about the impact of Covid-19 on the life of the community, the University's socialization of planned communication through the synergy of institutional communication. The implementation of this synergy resulted in a change in community attitudes, namely full participation from the RT / RW level, handling with the involvement of citizens in the Webinar which reached 100 participants.
3. Discussions conducted in the webinar 41.8% of participants understood that the webinar activity was felt to be effective, helped raise

awareness to get 54.4%, the material delivered was 89.9% in accordance with the conditions currently faced by the community.

4. Implementation of synergy pentahelix communication in the acceleration of handling Covid-19 gives influence in accelerating public awareness about mutual cooperation in mitigation of Covid-19 disasters, Community granary in disaster mitigation Covid-19
5. With a form of synergy with the company to overcome Covid-19 affected citizens, synergy with the government to overcome Covid-19 affected citizens, and synergy with academics and the media in educating institutions and communities in accelerating the handling of Covid-19, the acceleration of Covid-19 handling can be done .

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