

Communication Strategy In The Prevention and Control Covid-19 PT. Pelindo 3

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Abstract

The surge in COVID-19 cases is increasing and affects all ages, from children under five to adults to the elderly in 2020. The highest case of death is in the case of patients infected with Covid-19 with congenital disease (cormobid). There is an increase in cases during holidays or red dates. In addition, the transmission of Covid-19 cases is also faster in the workplace. A good communication strategy is needed in controlling Covid-19 in the workplace. So that information about COVID-19 handling and control regulations can be adhered to by Company employees during the pandemic so that it can reduce the number of COVID-19 cases in the company, and business continuity and employee work productivity can be maintained. This research aims to explain the communication strategy for controlling COVID-19 in Pelindo 3. This type of research is a quantitative descriptive research conducted at the head office of PT Pelindo 3 from March to August 2021. The result The communication strategy in the prevention and control of COVID-19 at PT Pelindo 3 is that the company sets communicators, sets targets, composes messages, chooses media, and observes communication effects. The conclusion through good communication planning and evaluation in COVID-19 prevention and Control can reduce the number of COVID-19 cases at PT. Pelindo 3.

Keywords: *Communication, Prevention, Control, Covid-19.*

1. Introduction

The number of Covid-19 cases is increasing and affects all ages, both children under five, and adults to the elderly. The highest case of death is in the case of patients infected with Covid-19 with congenital diseases (cormobid). Cases also continue to increase, especially during holidays or red dates. There is mass human movement in various places which also increases the number of COVID-19 cases in various regions. In addition, the transmission of Covid-19 cases is also faster in the workplace. A good communication strategy is needed to control Covid-19 in the workplace, some cases in the regions can decrease with various strict policies protecting the public from the Covid-19 pandemic such as in Jakarta and Surabaya. The office cluster is one of the complicated things like a double-edged knife in this pandemic. On the one

hand, under any conditions, offices and other business places are the support of the Indonesian economy. However, suppose you implement a prolonged lockdown and only hope for assistance from the government. In that case, it is certainly impossible to meet the needs of hundreds of millions of people in Indonesia. On the other hand, office operations in big cities have become one of the biggest sources of transmission of COVID-19 that must get serious attention. As of the end of September 2020, there are more than 170 office clusters that have contributed to more than 3,000 Covid-19 cases in Jakarta.

Based on data uploaded by the DKI Jakarta Provincial Government, the offices that became the COVID-19 spread cluster include offices from government and private agencies. Data for September 30, 2020, the Ministry of Transportation (Kemenhub) occupies the first position as a contributor to new cases from the office cluster in Jakarta with 319 cases. The second position is occupied by the Ministry of Health (Kemenkes) with 262 cases and the third position is occupied by the Ministry of Defense (Kemhan) with 147 cases. Referring to these data, offices have a high risk of Covid-19 transmission. PT Pelindo 3's COVID-19 case data from August 1, 2020 to April 15, 2021 recorded 719 cases. Even fatal cases, indeed up to death for certain cases in patients who have congenital diseases. The number of cases seems to fluctuate and often increases as the long holiday takes place. Although located in Surabaya City, the variation in the origin of workers' residences also varies. Starting from around Surabaya, Gresik, Sidoarjo, Semarang, Wonogiri, Central Java, Bali, Banyuwangi, and other cities. During long holidays, workers often return to their place of origin for family gatherings. Or if carrying out outside service assignments that are close to the place of origin, most workers take the time to just stop by or stay until the weekend. Interestingly, the case data at Pelindo 3 Head Office is quite controlled along with the implementation of policies within the company. This is inseparable from the success of management in controlling COVID-19 cases in the Company. The successful handling of COVID-19 cases, the role of regional leaders is the key to the success of suppressing the spread of COVID-19, namely being proactive as conveyed by Stephen Covey regarding the principles leaders, namely being proactive and having high initiative (Covey, 1989). This attitude is supported by effective communication, especially health communication in the context of preventing and controlling Covid-19.

Healthy People, 2010 provides health information: The art and techniques used to inform, influence, and inspire people, businesses, and communities about the important goals of the Department of Health (U.S. Department of Health and Human Services, 2005). Purpose,

substance Health information for communities, groups or individuals Important information about health issues and changes can be found Their behavior should be consistent with healthy values. Health communication has many benefits for individuals and society. For individuals, health communication can help overcome addiction Health literacy, and motivation to increase health awareness for the community, health communication can make health an important issue and become a motivation Health information can develop faster.

Based on the above background, the researcher is interested in conducting research on communication strategies in the prevention and control of COVID-19 at the Head Office of PT Pelindo 3. This study aims to describe the success of communication in the prevention of COVID-19 control at PT Pelindo 3.

2. Materials and Methods

2.1 Materials

The type of research used is descriptive quantitative with the variables studied in this study using secondary data, namely data owned by the Covid Task Force -19 PT Pelindo 3 including Covid-19 Case data, policies, and guidelines related to the prevention and control of COVID-19 cases.

2.2 Data collection procedures

Data on the variables studied were collected through observation and interviews.

2.3 Data analysis

The data that has been obtained is then analyzed with descriptive narratives and the data will be presented using graphs.

3. Results and Discussion

3.1 Assign Communicator (Coordinator Communication)

To optimize the Prevention and Control of COVID-19 in the company, PT Pelindo 3 formed a Communication Coordinator and Communication Access. This aims to organize, coordinate, and one-stop access for communication. Communication is coordinated by the Sub-directorate of Human Resources Services and Health Safety and Security Environment of PT Pelindo 3 (Sub Directorate of HR Services and HSSE). In coordinating all employees, all unit leaders must ensure that their employees are in good health while working and have understood the procedures for preventing and handling COVID-19. In addition, coordination is also related to ensuring that all employees both within the Regional and Head Office scope can conduct

self-assessment under the existing Covid-19 symptom guide and can report it through the company's official communication channels for follow-up. The communicator's work reference is a guideline that has been compiled and disseminated by PT Pelindo 3, namely Management Policy in Efforts to Reduce the Impact of COVID-19 including:

a) The company has issued a circular letter

The circulars issued during the Covid 19 pandemic include:

1. Circular Letter of the Board of Directors regarding Precautions for the Spread of Severe Pneumonia Disease of Unknown Cause to Workers.
 2. Circular Letter of the Board of Directors regarding Anticipation of the Spread of Coronavirus Disease 2019 (Covid-19).
 3. Circular Letter of the Board of Directors on COVID-19 Pandemic Vigilance and Control Procedures.
 4. Circular of the Board of Directors on COVID-19 Pandemic Control.
 5. Circular Letter of the Board of Directors on Appeal to change the way of shaking hands with employees/guests to control the spread of the COVID-19 Pandemic.
 6. Letter of the Board of Directors regarding Anticipation of the spread of COVID-19 in the Pelindo III Group Environment.
 7. Circular letter regarding Corona Virus Handling Procedures
 8. Circular Letter Number Regarding the Obligations of Structural Employees in Controlling and Handling the Spread of Covid-19 in the Work Environment
 9. Board of Directors Order number: KEP.0036/HK.01.08/HOFC-2020.
- b) Strategic policies in the field of Human Resources
- c) Work-from-home implementation procedure
- d) Handling of employees returning from official and non-official activities abroad
- e) Establishment of a task force to prevent and control the impact of COVID-19 at the Head Office, Regional Office, Terminals / Ports, and Subsidiaries / Grandchildren of Companies equipped with an Order Letter.

Determination of a good communicator is also needed when choosing a resource person to broaden the knowledge of PT Pelindo 3 workers/employees. Experts come from the professions of doctors, psychologists, and health practitioners who are experts and able to convey messages well. From the survey results above, 87 percent of webinar participants assessed that the resource person provided new updated material, the researcher was also very

good at the material, and his presentation was interesting. The following is an overview of the evaluation of the results of the assessment of the resource persons for the socialization of COVID-19 control and prevention at PT Pelindo 3.

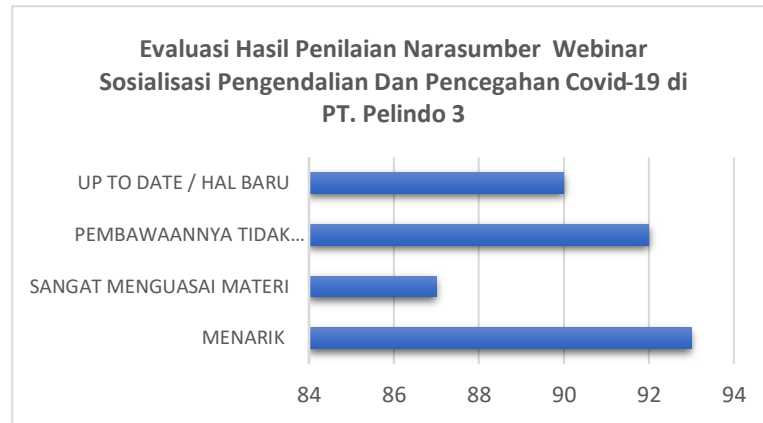


Figure 1. Diagram of Evaluation of Assessment Results of Socialization Webinar Resource Persons Covid-19 Control and Prevention at PT. Pelindo 3

The role of OSH in the workplace can be implemented in the form of analyzing layers of protection based on the Swiss cheese model. For example, primary prevention in the form of a vaccine that has not yet been found, secondary prevention through social distancing, and tertiary prevention when there are COVID-19 cases through testing, tracing, quarantine, isolation, and emergency response.

The role of OSH in companies also functions in several ways, namely updating information and communication by using trusted sources such as the COVID-19 Task Force and WHO; education and promotion by increasing awareness, education, and understanding and promotion of PHBS and occupational health; increasing vigilance through the provision of protocols and SOPs in dealing with the COVID-19 pandemic, as well as providing appropriate advice and solutions so that workers remain calm and can overcome stigma related to COVID-19 (FKM UI, 2019). “The condition of the COVID-19 pandemic proves that OHS is an important key in efforts to protect workers and business continuity. If OHS, especially in the field of occupational health, is implemented effectively, it can minimize the impact of COVID-19. This means that OSH has a very important role in preventing COVID-19 disease (Ministry of Health, 2019).

Law No. 1 of 1970 states that employers are obliged to organize occupational safety and health (K3), which is usually in the form of a program to control, prevent, and overcome the K3 effects of potential hazards in the workplace. Therefore, following the business continuity plan and applicable regulations, with the aim of the program running well, employers need to

make policies as a basis for implementation. Employer policies in implementing the COVID-19 Pandemic Prevention and Response Program (P2 COVID-19) in the Workplace need to be made by considering several principles, including Commitment of employers and workers in the implementation of the program, with a voluntary and responsible nature, Confidentiality and informed consent related to COVID-19 status, Anti-stigma and discrimination against infected workers, Gender equality, equality of working status (foreign workers, permanent, outsourcing, contract).

The circular letter is evidence of the Company's anticipation in preventing and controlling the spread of COVID-19 cases in the Company. Stephen Covey once stated that the principle of leaders is to be proactive and have high initiative (Covey, 1989). Other research also states that the speed and accuracy of handling the Covid-19 outbreak are highly dependent on the speed and accuracy of decision-making. The speed and accuracy of decision-making are highly dependent on the quality of leadership and the tidiness of coordination at each intra and interlevel of leadership. The more alert, responsive, solid, and effective the country's leadership is, the more effectively it will handle and overcome the Covid-19 pandemic (Solahudin, et al., 2020). Supported in a study conducted by (Sulaeman, et al., 2015) that the role of leadership in community empowerment in the health sector in the program is to disseminate information, provide examples, sensitize, motivate, guide, mobilize targets and communities, facilitate and allocate resources. Observing that all figures A leader must have a leadership spirit, for the progress of the business being run, think for the common good, and always make continuous improvements (Covey, 2005).

In various communication studies, the communicator becomes the source and control of all communication activities, therefore if a communication process does not work well, the main fault comes from the communicator, because it is the communicator who does not understand the preparation of messages, choose the right media, and approach the target audience. As the main actor in communication activities, the communicator plays a very important role. For this reason, a communicator who will act as the spearhead of a program must be skilled at communicating, rich in ideas, and full of creativity. According to Aristotle, there are conditions that a communicator must have, namely; credibility, attractiveness, and strength. Credibility, according to Aristotle, can be obtained if a communicator has ethos, pathos, and logos. Ethos is the power that the speaker has from his character so that his words can be trusted. Pathos is the power that a speaker has to control the emotions of his listeners,

while Logos is the power that the communicator has through his argument (Cangara, 2003: 96).

A communicator in the communication process will be successful if he succeeds in showing source credibility, meaning that he becomes a source of trust for communicants. Trust in the communicator reflects that the message received by the communicator is considered true and following reality. Trust for the communicator to the communicator is determined by the communicator's expertise in the field of his job duties and whether or not he can be trusted. In the Source Credibility Theory, the credibility of the communicator is formed by the communicator's expertise in mastering all information about the object in question and having confidence in the degree of truth of the information he conveys. From this understanding, credibility in source credibility theory contains two elements, namely expertise and trustworthiness possessed by the source or communicator. So it is not surprising that the webinars organized by PT Pelindo 3 always attract a lot of interest from participants. Harmonious communication must still be built amid cultural adaptation to prevent COVID-19 to create comfort in social interaction in the community. To avoid public irritation and give birth to negative prejudice between people, it is necessary to guide the application of social communication in society. <https://w3.uinsby.ac.id/panduan-komunikasi-sosial-dalam-pencegahan-covid-19/>

3.2 Setting communication and information management targets (communication)

Targets in implementing communication are differentiated for internal and external coverage:

a. Internal

For internal, it includes all company employees. All employees must understand and support company policies regarding prevention and response to the spread COVID-19.

b. External

- 1) Port Health Office (PHO);
- 2) Referral Hospital; Local Health Office;
- 3) Local government (pemda);
- 4) Ministry of SOEs;
- 5) Indonesian Ministry of Health;
- 6) Mass Media both through print and electronic media;
- 7) Work partners;
- 8) Community.

It is important to set communication targets to focus communication objectives. For example, related to the socialization of prevention and control of COVID-19 cases, the target is all PT Pelindo 3 workers, both head office, regional and children and grandchildren of the company. External parties are important to determine as an effort to coordinate port services during the pandemic with the CTF, referral of patients at the hospital as well as reporting and feedback on the implementation of efforts to socialize the prevention and control of COVID-19 cases at PT. Pelindo 3 with the Regional Government, Ministry of BUMN, Ministry of Health of the Republic of Indonesia, as well as related information for media publications both print and electronic media, work partners, and the public. During the pandemic and non-pandemic, communication has become an important part of carrying out all activities at PT Pelindo 3. Especially during this pandemic, all activities are limited to meetings to avoid the spread of COVID-19.

In communication studies, communicants are audiences also called communicants. Understanding the community, especially those who will be the target of the communication program is very important because all communication activities are directed at them. In society, some groups determine the magnitude of the influence of a program, namely: (a) The group that gives permission, is an institution that makes regulations and gives permission before a program is disseminated. (b) Support groups are groups that support and agree with the implemented program. (c) Opposition groups are those who oppose or groups that are against the idea of change that wants to be implemented. (d) Evaluation groups are those consisting of people who criticize and monitor the course of a program. By knowing this group in society, a communication planner can predict anticipate, and adjust the communication programs that will be carried out. That is why it is necessary to determine the target of communication so that the goal is achieved. Communicators and communicants are dynamic, meaning that they take turns in providing messages. The targets of controlling and preventing COVID-19 cases at PT Pelindo 3 are internal and external. So that it can facilitate the process of coordination and anticipation of the spread of Covid-19 cases. The specified target is expected to provide a response or feedback/effect given by the communicator.

3.3 Compose the message (Information dissemination)

PT Pelindo 3 always provides appeals to employees and stakeholders to remain calm and vigilant, recommends maintaining health and personal hygiene by making communication products and disseminating related information:

- a. Basic explanation about Covid-19;
- b. Explanation of the prevention of the Covid-19 outbreak;
- c. Handling protocol for the prevention and spread of Covid-19;
- d. List of referral hospitals in each Regional/Terminal/Port that handle COVID-19.

Information is delivered periodically to employees and stakeholders in the event of COVID-19 in the Company, as follows:

- a. Number and distribution of People at Risk (ODR) in the company environment;
- b. Number and distribution of Persons under Monitoring (ODP) in the company environment;
- c. Number and distribution of Patients under Supervision (PDP) in the company environment;
- d. Number and distribution of patients who have been declared healthy in the company environment;
- e. Mapping of areas potentially affected by the spread of Covid-19;
- f. Prevention and response measures that have been taken by the Company;
- g. Patient data and identity are not disseminated to the public.

In delivering the message, the following approaches are also carried out, namely:

- 1) Appeal for the prevention and handling of Covid-19 in the company;
- 2) Disseminating company policies related to Covid-19;
- 3) Actively communicating with stakeholders regarding the development of Covid-19;
- 4) If there is a COVID-19 case in the work environment, immediately report to the referral hospital for treatment;
- 5) Provide access to the media to find out the latest information that has been verified by company management;
- 6) The communication coordinator must be contactable at all times, to provide clear information to the public;
- 7) Regular update of information.

In conducting the Approach, things to avoid are:

- a. Do not use the word “urgent” or similar terms, which can cause panic among employees and the public;
- b. Ensure that the identity and location of employees infected with COVID-19 are not conveyed to the public;

- c. Do not provide information that contains assumptions and conjectures;
- d. Do not use technical or foreign language that is difficult to understand;
- e. Not displaying body language that is not serious and trivializes the situation when conveying information.

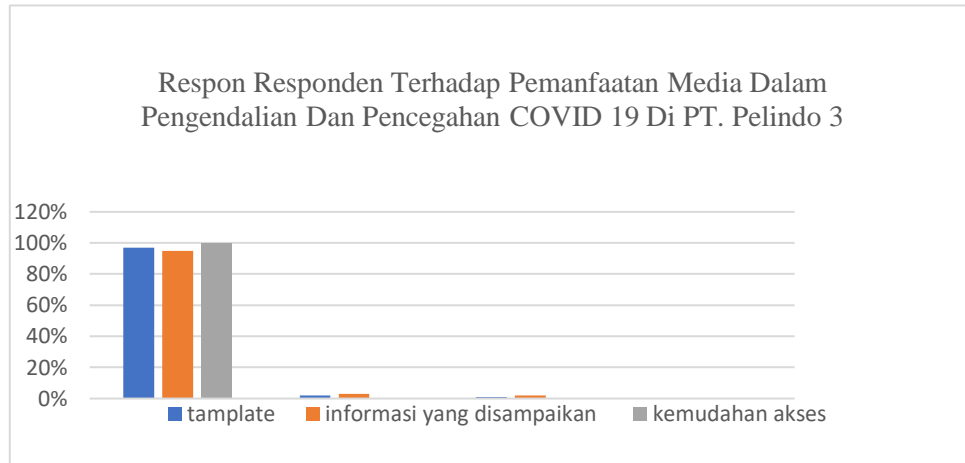


Figure 2. Respondents Responses to the Use of Internal Media Control and Prevention of COVID-19 at PT. Pelindo 3

Messages are everything that is conveyed by someone in the form of symbols that are perceived and received by communicants in a series of meanings. There are several ways to organize messages; (a) Overpower 'em theory. This theory shows that if the message is often repeated, long, and loud enough, then the message will pass from the communicator. (b) Glamor theory. A message that is packaged beautifully then offered with persuasive power, then the communicant will be interested in having that idea. (c) Don't tell 'em theory. If an idea is not conveyed to others, then they will not know and ask about it, therefore they will not make an opinion about the idea. Respondent's statements show that more than 90% of respondents stated that the writing of messages that utilize the Media in Controlling and Preventing COVID-19 at PT Pelindo 3 is easily accessible, the appearance is good, and the information conveyed can be received properly. Messages written in company policies through circulars and delivery of information/resource messages in meetings and webinars can be well received by workers. This is a company success. That the message conveyed has been well disseminated/socialized by leaders and/or stakeholders. To deal with the COVID-19 pandemic, the biggest part is behavior change from each individual including workers. Therefore, the COVID-19 Prevention and Control Program in the Workplace will run if it has been well communicated and agreed upon by workers and employers.

3.4 Choose Media

To avoid physical crowds, and still maintain distance, the use of information media in Covid-19 control efforts at PT Pelindo 3 is to use online platforms such as Zoom meetings. The activities carried out include webinars inviting experts and experts who understand about Covid-19 disease and how to prevent and control it. Apart from webinars that are scheduled at certain times. New information is sent via email, and social media such as Instagram, Facebook, and WhatsApp groups, WhatsApp stories.

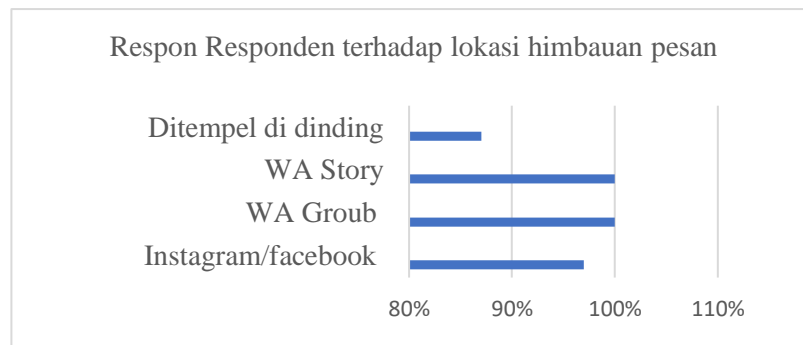


Figure 3. Respondents' Responses to the Location of the Message Appeal In Control and Prevention of Covid-19 at PT. Pelindo 3

When selecting a communication program, consider the characteristics of the content and purpose of the message to be transmitted. For the general public, messages should be delivered through mass media, such as newspapers or television, and for specific groups, through group communication channels. Educational media that can be used for educational purposes or health information include video, audio, and audio media. Audio or video language is a language that transmits audio, video, or messages (Fresia, 2017).

Usually, socialization or counseling is carried out through lectures, but to avoid crowds when socialization activities take place, as well as many studies that mention that audio-visual or video educational media is very good to use, (edi widianto, et al. 2021). Audiovisual media or video was chosen because according to many studies, one of which is according to (Meidiana, Simbolon, & Wahyudi, 2018) audiovisual media in addition to presenting an effective way in a fairly short time, the information or message received will also last longer and comfortably reside in memory. In addition, it is also able to make it easier for someone to channel or accommodate messages and information and can also minimize misinterpretation. Audiovisual or what we usually call video has a big impact on changing people's behavior,

especially in the aspects of information and persuasion (Sekti, Fayasari, Binawan, & Timur, 2019).

3.5 Communication effects

The purpose of communication is to influence the target or target to form changes in knowledge, attitudes, and behavior. The company is very active in making efforts to socialize COVID-19 prevention through webinars both for the public and specifically for PT Pelindo 3 employees. The enthusiasm of the participants is always above 800 employees involved, work partners, and the community. The results of a random survey conducted by the company's COVID-19 task force, above 92% of the Health protocol implementation at PT Pelindo 3 were successfully implemented after the webinar was held.

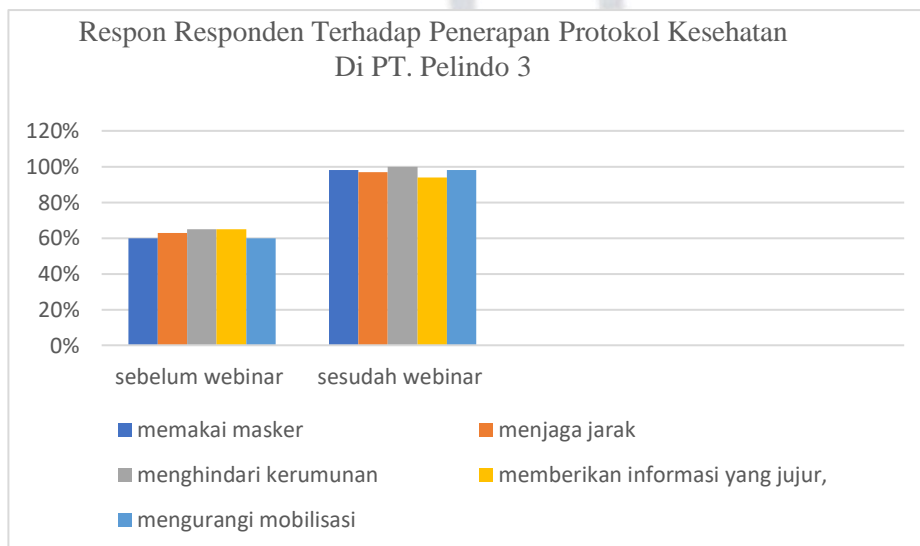


Figure 4. Respondents' Responses to the Implementation of Health Protocols In Control and Prevention of Covid-19 at PT. Pelindo 3

The intensity of socialization is one of the keys to the success of controlling and preventing Covid 19. The company carries out activities that support workers' understanding, including webinars held at least 2 times a month and seeing the effectiveness of company policies, which are socialized both through circulars, orders, via email, WhatsApp, and webinars.

When viewed from existing data, the number of cases recorded. That almost 57% of patients who tested positive for Covid-19 after tracing, were mostly affected by the family cluster, 33% from the workplace cluster and the rest were public places. From the interviews conducted, patients who tested positive for COVID-19 were because employees who were confirmed COVID-19 had previously carried out a business trip and at that time there was no

enforcement of independent isolation after a business trip. However, after tracing and conducting an antigen swab test, the results were positive. The company has also imposed a lockdown at the height of the case. All communication programs carried out have a goal, namely to influence the target target. Influence can occur in the form of changes in knowledge, attitudes, and behavior. At the knowledge level, influence can occur in the form of changes in perception and changes in opinion. As for what is meant by attitude change, there is an internal change in a person organized in the form of principles, as a result of his evaluation of an object. Meanwhile, behavior change is a change that occurs in the form of action. Communication can increase employee job satisfaction, communication can improve employee performance, (Ardiyansah, 2016).

4. Conclusion

The K3 communication strategy to control COVID-19 cases at PT Pelindo 3 is very good because the policies that have been formulated are implemented consistently, continuously, and up to date. This is influenced by the selection of communicators who are competent / expert in their fields, communicators who are participatory and have the willingness to change attitudes and behavior for the better, as well as the selection of media that are easily accessible with message content that is easy to understand can provide a communicator response or effect.

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