

# Persepsi publik terhadap praktik tata kelola penggunaan Instagram Kementerian Kesehatan dalam penanganan COVID-19 di wilayah Jabodetabek = Public perceiveness of good governance practices on the use of the Ministry of Health's Instagram in handling COVID-19 in the greater Jakarta area

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## Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui persepsi publik di wilayah Jabodetabek terhadap praktik tata kelola penggunaan Instagram Kementerian Kesehatan dalam kerangka interaksi G2C untuk upaya penanganan pandemi COVID-19 pada tahun 2021-2022. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, wawancara mendalam, dan observasi. Teknik pengambilan sampel untuk survei adalah accidental sampling, sedangkan untuk wawancara mendalam menggunakan teknik purposive sampling. Jumlah responden dalam penelitian ini sebanyak 139 orang yang didapatkan melalui kuesioner daring. Data yang diperoleh diolah menggunakan SPSS 23 melalui analisis statistik deskriptif. Hasil dari penelitian ini menunjukkan Kemenkes telah mengarah pada upaya mencapai tujuan interaksi G2C dalam penanganan COVID-19 melalui penggunaan media sosial Instagram. Hal ini terlihat dari tingginya nilai persepsi publik pada tiga elemen good governance, yakni perceived responsiveness, perceived accountability, dan perceived transparency yang menunjukkan bahwa Kemenkes telah berupaya memberikan respon yang baik, serta akuntabilitas dan transparansi informasi penanganan COVID-19 sudah dirasakan atas publikasi di media sosial Instagram

.....The purpose of this research is to determine public perceiveness in the Greater Jakarta area towards good governance practices of managing the use of Ministry of Health's Instagram within the framework of G2C interaction to handle the COVID-19 pandemic in 2021-2022. This research applies quantitative approach with survey methods, in-depth interviews, and observation. Sampling technique for survey utilizes accidental sampling, whereas the in-depth interviews utilizes purposive sampling technique. The number of respondents in this study was 139 people obtained through online questionnaire. The data obtained is processed using SPSS 23 through descriptive statistical analysis. The results of this study indicate that the Ministry of Health has directed efforts to achieve the goal of G2C interaction in handling COVID-19 through the use of social media Instagram. This can be seen from the high score public perceiveness of three elements of good governance, namely perceived responsiveness, perceived accountability, and perceived transparency indicate that the Ministry of Health has attempted to provide a good response, as well as perceived accountability and transparency in handling COVID-19 for publications on social media Instagram.