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The Effect of Intensity News in Handling Covid-19 on Community Perception to The Government of Sukabumi City

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A R T I C L E   I N F O

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A B S T R A C T

This study entitled The Effect of Covid-19 Handling Covid-19 Coverage Intensity on Public Perceptions of the City Government of Sukabumi. This study uses quantitative methods with path analysis. The purpose of this study was to determine the magnitude of the influence of the intensity factor on the handling of Covid-19 on public perceptions of the Sukabumi City Government. The results of this study indicate that the intensity variable has a significant effect on the perception variable. The conclusion in this study shows that the news intensity factor variable has a significant effect on the Y variable, namely perception. That by providing stimulus and information continuously, the intensity of the news will affect the perception of the audience who reads or watches the program. With good news and in accordance with the facts, the information will be easily accepted.

1.   Introduction

In 2020 the world will be busy with the spread of the COVID-19 virus. This virus first appeared in China, precisely in the capital city of Wuhan in December 2019. This epidemic continues to spread until now in 2021 until it was determined by WHO as a pandemic in March 2020. Until now, according to worldometers on Friday, February 5, it was recorded more than 105,367,269 million cases of COVID-19 worldwide, and has resulted in more than 2,291,630 people died worldwide and more than 77,033,269 people recovered .

Indonesia itself only reported the entry of the COVID-19 virus into Indonesia on March 2, 2020 after two Indonesian citizens contracted the virus. But many believe that the COVID-19 virus has entered Indonesia since last January, as said by FKM UI Epidemiologist and Biostatistics Expert Pandu Riono that Covid-19 has entered Indonesia in the third week of January 2020.

Two months after the first case was announced by the government, the Covid-19 virus has spread in 34 provinces, 331 districts / cities in Indonesia, where Gorontalo Province is the last province to confirm that its citizens are infected with this virus. With details of the development of cases of people infected by Covid-19 in Indonesia as of February 7, 2021, namely 10,827 new cases, a total of 1,157,837 positive cases, 31,556 patients died, 949,990 patients recovered, 176,291 active cases, 76,029 suspects .

West Java is the second province with the highest number of COVID-19 cases in Indonesia. According to the website of the West Java Province COVID-19 Information and Coordination Center All cities and districts in West Java have been infected with the COVID-19 virus. One of the cities in West Java that is affected by COVID-19 is Sukabumi City. With a total of 1,688 positive cases as of January 8, 2021, Sukabumi City is the 18th city with the most COVID-19 cases in West Java.

It was recorded that before the first case of COVID-19 was announced, the Mayor of Sukabumi had taken several anticipatory steps to prevent this virus from entering the Sukabumi area, this step was to ask the Sukabumi City Health Office to prepare various things if this virus entered Sukabumi City by pointing to the RSUD. R Syamsudin, to prepare a special room for patients with this virus, besides that, the Sukabumi city government through the Sukabumi City Disease Prevention and Control Agency (P2P) is aggressively conducting socialization and education as well as understanding about preventing the spread of this virus.

The activities of handling Covid 19 that have been carried out by the Sukabumi City Government have not escaped the scrutiny of both print, electronic and online media. This activity has been widely reported by the media as a form of news regarding the steps being taken by the Sukabumi City government to ward off this outbreak.

The news that is present in print, electronic, and social media is news about how the steps or strategies that will be implemented by the City Government to deal with the growing epidemic. Besides that, the news from the mass media also contains aboutsocialization of policies taken by the City Government in dealing with this outbreak.

The mass media has also become the media to update how much the Covid 19 case has spread in Sukabumi City and how much of this case has been successfully handled by the Sukabumi City Government. Basically, the mass media is a window for someone to see how extensive the information they get so that the information is read known and is interpreted so that it becomes an image for an organization.

Mass media is also a tool that can reach audiences simultaneously without time lag and nowadays mass media can immediately update news stories per minute so that information will be easily accessed by the public. In addition to updating per minute with the emergence of modern mass media technology like today, audiences can be continuously exposed to information reported by the media because the intensity reported by the media is so massive. Based on its nature, mass media information cannot be controlled with a heterogeneous audience and reaches more audiences, mass media has a very important role for a Sukabumi City government institution, especially in dealing with the Covid 19 outbreak.

Based on this background, the authors are interested in conducting research on "the great influence of the intensity of Covid-19 Handling Coverage on public perceptions of the Sukabumi City Government ".

In this study, researchers used agenda setting theory as an applied theory. This theory assumes that the mass media, by paying attention to certain issues and ignoring others, will influence public opinion. People tend to know about the priorities set by the mass media on these various issues (Ardianto, 2007: 76). This assumption concerns understanding learning, not a change in attitude or a change in opinion. The assumption of the agenda setting offers a way of connecting these findings with possible effects on opinion, because basically what is offered is a learning function of the mass media (Ardianto, 2007: 76).

Cohen said regarding the mantra of the Agenda setting that the mass media may not succeed in telling us what to think, but they are very successful in telling us what things we should think about (Morissan, 2013: 495). Morissan in his book states that the Agenda setting occurs because the mass media as gatekeepers must be selective in delivering news, the media must make choices about what to report and how to report it, what the public knows about a situation at a certain time is largely determined. by the process of filtering and selecting news carried out by the mass media (Morissan, 2013: 496).

The Agenda Setting model consists of four variables, namely mass media variables, inter-variable variables, effects variables, and secondary effects media variables, the model is as follows:
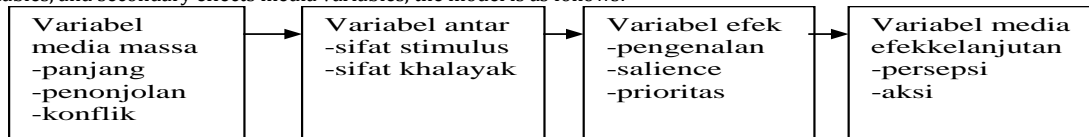
| Variabel media massa
-panjang
-penonjolan
-konflik | → | Variabel antar
-sifat stimulus
-sifat khalayak | → | Variabel efek
-pengenalan
-salience
-prioritas | → | Variabel media efekkelanjutan
-persepsi
-aksi |

Fig 1. Agenda Setting Model

The effect of mass media on this theory can be measured in terms of length. Length or time and space is the intensity of the news in a mass media. So what will be the variable in this study is intensity.

The indicator of intensity consists of two indicators, namely frequency and duration. Frequency is the frequency or the frequency of the news in a certain period of time (Effendy, 2000: 147). Duration is how long someone reads the news. Duration is the length of time for an event to deliver news, usually in minutes and seconds (Effendy, 2000: 109).

In this study, perception is an effect that will be measured as a continuation effect of the Agenda Setting theory. Jalalludin Rakhat said there are several indicators for perception, first verbal descriptions, clues to distance and space, artifactual clues, experiences, motivation, personality, novelty, and repetition (Rakhmat, 2012: 51). Meanwhile, technical messages, movement and stimuli intensity were not used in this study.

2.   Method

The method used in this research is the survey method. The survey method is a research method using a questionnaire as an instrument for data collection (Kriyantono, 2009: 59). The type of survey method used is explanatory or explanatory.

The analysis technique in this study uses path analysis. This analysis technique was developed by Sewall Wright with the aim of finding the extent to which the variation of a given effect is determined by each cause (Riduwan, 2012: 1). In addition, it explains the direct and indirect effects of a set of variables, as a causal variable (exogenous variable), on a set of other variables which are the dependent variable (endogenous variable) (Sitepu, 1994: 22).

The population in this study were residents of Sukabumi City aged 20 years to 39 years. The reason the researchers chose students who are vulnerable to the age of 20-39 years old Sukabumi is because according to data from the Indonesian Internet Service Providers Association (APJII) millennial age or those born in the range of 1980 to 2000 or aged 20-24 dominate internet use with a penetration of 88.5%. Furthermore, it is followed by the age group 25-29 years with a penetration of 82.7%, the third is the 30-34 age group of 76.5%, the last is the 35-39 year age group of 68.5% .

Sampleis part of the population that has certain characteristics or conditions to be investigated (Riduwan, 2012: 40). For this reason, samples taken from the population must be truly representative (Sugiyono, 2010: 81).

Sukardi said that for social, educational, economic and political research related to a society that has heterogeneous characteristics, sampling in addition to the requirements regarding the size of the sample must meet the representative requirements (representation) or represent all components of the population, the sample formula recommended by Isaac & Michael (Riduwan, 2012: 50-51) as follows:

$$S = \frac{X^2 NP(1-P)}{d^2(N-1) + X^2 P(1-P)}$$

Information
S   = The number of samples sought
N   = Total Population
P   = The proportion of the population as the basis for the table creation assumption. Taken P = 0.50
d   = The degree of accuracy that is reflected by the tolerable error in the fluctuation of the sample proportion (P), taken as 0.05
X^2 = Chi-square table value for one degree of freedom (dk) relative to the desired confidence level = 3.841 confidence level 0.95 X^2
It is known that the total population is 100,163 consisting of four age groups. Is known :
S   = Number of samples required
N   = 100,163
P   = 0.50
d   = 0.05
X^2 = 0.95 3,841

Isaac & Michael formula:

$$S = \frac{X^2 NP(1-P)}{d^2(N-1) + X^2 P(1-P)}$$

$$S = \frac{3,841 \; x \; (100.163 \; x \; 0,5)x(1-0,5)}{0,05^2(100.163-1) + 3,841x0,5(1-0,5)} \quad \frac{192.363,0415 \; x \; 0,5}{0,0025 \; x \; 100.162 + \; 1,9205 \; x \; 0,5}$$

$$S = \frac{96.181,52075}{250,405 + 0,96025} = \frac{96.181,52075}{251,36525}$$

$$S = 382,6 = 383$$

Because the population is stratified, the sample is stratified by using the stratified random sampling technique with the formula

$$ni = \frac{Ni}{N} . S$$

Where :

ni   = Number of samples according to the stratum
Ni   = Total Population according to Stratum
S   = Number of Samples = 383
N   = Total population = 100,163

Then

a.   20-24 = 27,288 = $\frac{27.288}{100.163}$ x 383 = 104,3 = 104
b.   25-29 = 25,824 = $\frac{25.824}{100.163}$ x 383 = 98,8 = 99
c.   30-34 = 24,048 = $\frac{24.048}{100.163}$ x 383 = 91,9 = 92
d.   35-39 = 23,003 = $\frac{23.003}{100.163}$ x 383 = 87,9 = 88

So with the description above it is known the number of samples in this study, namely

Age	Population	Sample
20-24	27,288	104
25-29	25,824	99
30-34	24,048	92
45-39	23,003	88
	AMOUNT	383

Then after knowing the number of samples, the researcher took random respondents who would fill out a questionnaire based on the age classification according to the number of samples listed.

The steps for testing path analysis are as follows (Riduwan, 2012: 116-118):
Formulate Hypotheses and structural equations
Structure: Y = 𝖯yx1 X1 +𝖯yx2 X2 +𝖯y Ɛ1
Calculate the path coefficient based on the regression coefficient
Simultaneously compute path coefficient (overall)
H1 = 𝖯yx1 =𝖯yx2 =𝖯yx3 =𝖯yx≠ 0 (there is an influence between intensity, attractiveness, and message content on people's perceptions) H0 = ρyx1 = ρyx2 = ρyx3 = 0 (There is no influence between intensity, attractiveness, and message content on people's perceptions)
Manual significance testing rules: Using tables

$$F = \frac{(n-k-1)R^2_{YX1X2....Xk}}{K(1-R^2_{YX1X2....Xk})}$$

R2yxk   = R square
-     If Fcount ≥ Ftable then H1 is accepted, which means it is significant.
-     If Fcount ≤ Ftable then H1 is rejected, meaning it is not significant.

With a significance level (α) = 0.05
Find the Ftable value using Table F with the formula:
F table = F ((1-α) (dk = k), (dk = nk-1) or F ((1-α) (v1 = k), (v2 = n - k - 1)
How to find Ftable: the value (dk = k) or v1 is called the numerator value (dk = n - k - 1) or v2 is called the denominator
rules for testing the significance of the SPSS program
-     If the probability value of 0.05 is smaller or equal to the probability value of Sig or (0.05 ≤ Sig), then H0 is accepted and H1 is rejected, meaning it is not significant
-     If the probability value of 0.05 is greater or equal to the probability value of Sig or (0.05 ≥ Sig), then H0 is rejected and H1 is accepted, meaning that it is significant

In this study, the type of validity used is construct validity, namely validity that includes the relationship between the research instrument and the theoretical framework to ensure that measurement is logically related to the concepts in the theoretical framework (Kriyantono, 2009: 148).In testing the validity of the construction, factor analysis was carried out by

correlating the score of the instrument items or correlating the total score produced by each respondent (Y) with the score of each item (X) with the Pearson Product Moment formula.

$$r_{xy} = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{(n \sum x^2 - (\sum x)^2)(n \sum y^2 - (\sum y)^2)}}$$

Information
n = Number of Samples
k = Number of exogenous variables
R2yxk   = R square

        If Fcount ≥ Ftable then H1 is accepted, which means it is significant.

        If Fcount ≤ Ftable then H1 is rejected, meaning it is not significant.

 With a significance level (α) = 0.05
Find the Ftable value using Table F with the formula:
F table = F ((1-α) (dk = k), (dk = nk-1) or F ((1-α) (v1 = k), (v2 = n - k - 1)
How to find Ftable: the value (dk = k) or v1 is called the numerator value (dk = n - k - 1) or v2 is called the denominator rules for testing the significance of the SPSS program

        If the probability value of 0.05 is smaller or equal to the probability value of Sig or (0.05 ≤ Sig), then H0 is accepted and H1 is rejected, meaning it is not significant

        If the probability value of 0.05 is greater or equal to the probability value of Sig or (0.05 ≥ Sig), then H0 is rejected and H1 is accepted, meaning that it is significant

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Information :   rxy   = Correlation coefficient
                  x   = Score of each instrument item
                  y   = Total score for each respondent
                  n   = Number of samples

        A question item according to Azwar (2013: 118) is said to be valid or can measure the research variable in question if the value of the validity coefficient is more than one or equal to 0.30.

Basis for decision making:
If r is positive, and r> 0.30 then the question item is valid.
If r is negative, and r <0.30 then the question item is invalid

        Instrument reliability is a reliable measurement result. Instrument reliability is needed to obtain data in accordance with measurement objectives. To achieve this, a reliability test was carried out using the Cronbach Alpha method, measured based on an ordinal measuring scale, using the α-coefficient equation (Cronbach, 1951).

$$A = \left[\frac{k}{k-1}\right]\left[1 - \frac{\Sigma S_j^2}{S_x^2}\right]$$

$$S_{i^2} = \frac{\Sigma(x_i - x)^{\;2}}{(n-1)}$$

Where :
(Azwar, 2011: 78)
α: Alpha reliability coefficient
k : Number of question instruments
ΣS_j^2 : The amount of variance of each instrument
S_x^2: Variants of the entire instrument

        The scale used in this study is an ordinal-ordinal scale, because the ordinal scale is the most appropriate scale for measuring or calculating attitudes and is often used in social research.

        A set of questions to measure a variable is said to be reliable and it succeeds in measuring the measured variables if the reliability coefficient is more than or equal to 0.7. Kaplan further said "It has been suggested that reliability estimates in the range of 0.7 to 0.8 are good enough for most purposes in basic research" (Kaplan & Saccuzo, 1993: 126). Thus, a decision can be made:

If α is positive, and α ≥ 0.70 then the variable is reliable.
If α is negative, and α <0.70 then the variable is not reliable.

3.   Result and Discussion

        The primary data in this study is a questionnaire distributed to 383 respondents who are residents of Sukabumi City aged 20 years to 39 years. This data is the main data where the analysis is supported by secondary data in the form of theoretical references to strengthen and deepen the analysis.

        The results of the analysis of these characteristics can be seen in the following table:

Table 1
Gender

Gender	f	%
Man	145	37.9%
Women	238	62.1%
Total	383	100%

Based on the results of the analysis, it can be seen in table 1.1 that the largest number of respondents were women with a percentage of 62.1% or 238 respondents from a total of 383 respondents. While male respondents were 37.9% or 145 respondents from a total of 383 respondents studied.

Table 2
Characteristics of Respondents by Age

Age	f	%
20-24 years	104	27.2%
25-29 years	99	25.8%
30-34 years	92	24.0%
35-39 years	88	23.0%
Total	383	100%

Based on the table above, it can be seen that respondents aged 20-24 years with a percentage of 27.2% or 104 respondents from a total of 383 respondents. Respondents aged 25-29 years with a percentage of 25.8%, respondents aged 30-34 years with a percentage of 24.0 percent and the percentage of respondents 35-39 years of 23% of the total 383 respondents.

Table 3
Characteristics of Respondents Based on Latest Education (Certified / Graduated)

Last education	f	%
High school / equivalent	210	54.8%
Diploma	41	10.7%
Bachelor	107	27.9%
Masters	11	2.9%
Others	14	3.7%
Total	383	100%

Table 4
Data Table Frequency of News on Handling COVID-19 Conducted by the Government of Sukabumi City

Statement	Alternative Answers	f	%
The internet or social media always reports on the handling of COVID-19 by the Sukabumi City government	Strongly agree	101	26.4%
	Agree	206	53.8%
	Doubtful	43	11.2%
	Disagree	31	8.1%
	Strongly Disagree	2	0.5%
	Total	383	100%

Based on table 1.4, as many as 101 respondents (26.4%) answered strongly agree, as many as 206 respondents (53.8%) answered agree, as many as 43 respondents (11.2%) answered doubtfully, as many as 31 respondents (8.1 %) answered disagree and 2 respondents (0.5%) answered strongly disagree. So it can be said that most respondents answered agree.

According to Bintang, since the emergence of this outbreak, newspapers, instragrams, twitter, and the internet have always been updated on Covid news, one of which is in Sukabumi, whether it is policy handlers or updates.

Table 5
Data Table of Frequency of Information on the Dissemination of Regulations During COVID 19

Statement	Alternative Answers	f	%
The internet or social media reports that the government is conducting socialization of regulations during COVID-19	Strongly agree	73	19.1%
	Agree	232	60.6%
	Doubtful	69	18.0%
	Disagree	9	2.3%
	Strongly Disagree	0	0.0%
	Total	383	100%

Based on table 1.5, as many as 73 respondents (19.1%) answered strongly agree, as many as 232 respondents (60.6%) answered agree, as many as 69 respondents (18.0%) answered doubtfully and as many as 9 respondents (2.3 %) answered disagree. So it can be said that most respondents answered agree.

According to Gita, he often sees on the internet that local newspapers on the internet such as sukabumi update, viva, republika, people's minds report that the Sukabumi City Government is intensively conducting socialization on prevention of Covid, 3M to PSBB that have been carried out.

Table 6

Data Table Frequency of Public Warning News Not to Violate Government Recommendations During the COVID-19 Pandemic

Statement	Alternative Answers	f	%
The internet or social media always reports the Sukabumi City government admonishing the public not to violate government recommendations during the COVID-19 pandemic.	Strongly agree	66	17.2%
	Agree	194	50.7%
	Doubtful	97	25.3%
	Disagree	26	6.8%
	Strongly Disagree	0	0.0%
	Total	383	100%

Based on table 1.6, as many as 66 respondents (17.2%) answered strongly agree, as many as 194 respondents (50.7%) answered agree, as many as 97 respondents (25.3%) answered doubtfully and as many as 26 respondents (6.8 %) answered disagree. So it can be said that most respondents answered agree.

Ainun said that he often saw news about routine activities carried out by the Sukabumi City government in collaboration with the Sukabumi Resort Police to appeal to the public to use masks and keep their distance in activities.

Table 7

Data Table Frequency of News on COVID-19 Handling Activities by the City Government of Sukabumi In Accordance with the Real Situation or the Real As with the Reality

Statement	Alternative Answers	f	%
Internet or social media reports that the Sukabumi City Government's COVID-19 handling activities are in accordance with the actual situation or what is the real reality	Strongly agree	75	19.6%
	Agree	139	36.3%
	Doubtful	131	34.2%
	Disagree	36	9.4%
	Strongly Disagree	2	0.5%
	Total	383	100%

Based on table 1.7, as many as 75 respondents (19.6%) answered strongly agree, as many as 139 respondents (36.3%) answered agree, as many as 131 respondents (34.2%) answered doubtful, as many as 36 respondents (9.4 %) answered disagree and 2 respondents (0.5%) answered strongly disagree. So it can be said that most respondents answered agree.

Mitha said that what the media reports on the internet are the real facts, she said that the media cannot possibly lie and tell the truth. In contrast to Sri, who said that the media mostly did not bring up facts and tended to be only images that were shown by the government.

Table 1.8

Data Table of Frequency of Reading News on Handling COVID-19 Conducted by the Government of Sukabumi City

Statement	Alternative Answers	f	%
I read the news about the handling of COVID-19 by the Sukabumi City government	Very Long (30 minutes)	13	3,4%
	Length (25 minutes)	14	3.7%
	Long enough (20 minutes)	117	30.5%
	Brief (15 minutes)	128	33.4%
	Very Brief (<10 minutes)	111	29.0%
	Total	383	100%

Based on table 1.8, as many as 13 respondents (3.4%) answered very long (30 minutes), as many as 14 respondents (3.7%) answered long (25 minutes), as many as 117 respondents (30.5%) answered long enough (20 minutes), as many as 128 respondents (33.4%) answered briefly (15 minutes) and 111 respondents (29.0%) answered very briefly (<10 minutes). So it can be said that most respondents answered briefly (15 minutes).

Imam said that he only read news about Covid for no more than 15 minutes, sometimes he only read three stories, because Imam argued that the news displayed was the same in one day but only had different titles but the content in the news was the same.

All respondents' answers to the 5 statement items regarding Intensity are categorized based on three predetermined interval ranges. The calculation to determine the distance interval for each category is as follows.

- Maximum Index Value   = 5 x 5 = 25
- Minimum Index Value   = 1 x 5 = 5
- Interval   = 25 - 5 = 20
- Interval Distance   = 20: 3
                                                = 6.7 ≈ 7

After obtaining the score interval to determine each category on the intensity sub variable, it is as follows.

- Low category : 5 - 11
- Medium category   : 12 - 18
- High category : 19-25

After being grouped into the three categories above, the respondents' answers to the intensity sub-variables are shown in the following table.

Table 9
Level Category Sub Intensity Variable

No.	Intensity	f	%
1	High	132	34.5%
2	Moderate	240	62.7%
3	Low	11	2.9%
	Total	383	100%

Based on the data in the table above, it can be seen that the respondents who fall into the high category are 132 respondents (34.5%), the moderate category is 240 respondents (62.7%) and 11 respondents are in the low category (2.9%). %). So it can be concluded that the respondents on the intensity sub variable fall into the medium category.

All of the respondents' answers to the statement regarding Public Perception (Y) are categorized based on three predetermined interval ranges. The calculation to determine the distance interval for each category is as follows.

- Maximum Index Value   = 5 x 19 = 95
- Minimum Index Value   = 1 x 19 = 19
- Interval   = 95 - 19 = 76
- Interval Distance   = 76: 3
                                                  = 25.3 ≈ 25

After obtaining the score interval to determine each category in the Public Perception variable (Y), it is as follows.

- Low category : 19 - 43
- Medium category   : 44 - 68
- High category : 69 - 95

After being grouped into the three categories above, the respondents' answers to the Public Perception variable (Y) are shown in the following table.

Table 10
Public Perception Variable Category Level (Y)

No.	Public Perception (Y)	f	%
1	High	166	43.3%
2	Moderate	206	53.8%
3	Low	11	2.9%
	Total	383	100%

In this study, researchers used Path Analysis to determine the magnitude of the influence shown by the path coefficient on each path diagram of the causal relationship between the intensity sub-variables on people's perceptions. The intensity path coefficient is 0.122 with a positive direction. This means that the direction of the relationship between intensity and people's perceptions is unidirectional, when the intensity is high, people's perceptions will also be good.

The overall test results show significant results so that it can be tested individually (partially) with the t statistical test (t test). Referring to the testing study at the 0.05 significance level, if the probability value of 0.05 is less than or equal to the Sig $[0.05 \leq$ Sig] probability value, then H0 is accepted and H1 is rejected, which means it is not significant. Meanwhile, if the probability value of 0.05 is greater or equal to the probability value of Sig $[0.05 \geq$ Sig], then H0 is rejected and H1 is accepted, which means it is significant. Thus, the conclusion of hypothesis testing is reject H0 if t> t table and vice versa.

The following is the formulation of the path analysis hypothesis from the influence of intensity (X1) on people's perceptions (Y).

Hypothesis:

Ho1:$\rho_1 = 0$ There is no significant effect of intensity (X1) on public perception (Y).

Ha1:$\rho_1 \neq 0$ There is a significant effect of intensity (X1) on people's perceptions (Y).

α = 5%

Test Criteria:

1. Accept Ho if –t table ≤ t count ≤ t table

2. Reject Ho if -t count <-t table or t count> t table

The results of the t test based on SPSS processing are presented in the following table:

Table 11
t test of the effect of intensity on public perceptions (Y)

Variable	Path Coefficient	thitung	df	t table	Sig.	Information	Conclusion
X1 - Y	0.122	2,877	379	± 1,966	0.004	Ho was rejected	significant

Based on the table above, it can be seen that the sub-variable X1 has a tcount of 2.877 and Sig. 0.004. Because the value of t count (2.877)> t table (1.966) or Sig. (0.004) <α (0.05), then Ho is rejected. Therefore, it can be concluded that partially there is a significant effect of intensity (X1) on people's perceptions (Y).

Following are the results of the research hypothesis pathway test diagram individually (partially).

$$Y = 0.122X1 + Ɛ$$

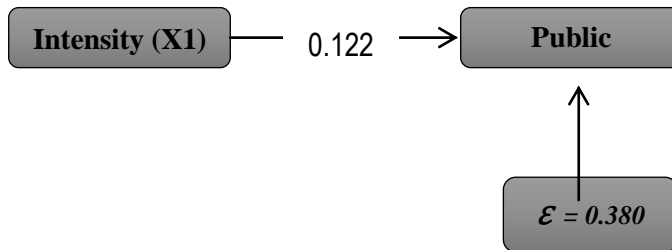**Table 12**

Direct and Indirect Effects of Intensity on Public Perceptions

Direct and indirect influence		Contribution (%)
X1 straight away	Pyx1 Pyx1	1.49
X1 through X2	Pyx1 rx1x2 Pyx2	1.23
X1 through X3	Pyx1 rx1x3 Pyx3	4.16
The total effect of X1 on Y		6.9

Based on the table above we can see that the direct effect of X1 is 1.49%, the indirect effect of X1 through X2 is 1.23% and the indirect effect of X1 through X3 is 4.16% with the total influence given by intensity to public perception is by 6.9%.

Covid-19 coverage on social media can actually affect public perceptions of the Sukabumi City government. The media, as stated by Lippmann, is responsible for shaping the public's perception of the world. Social media is actually a new mass media that is widely used by people or individuals to see what is happening in this world. Social media as mass media cannot be separated from the function of mass media itself, which is to influence.

Some of the mass media theories say the influence of their theory is an influence that leads to the psychognitive of the individual himself. These schools believe that humans are creatures of thought in their environment, not mechanical creatures, and process the stimulus they receive (syam). Therefore, the mass media can influence their cognitive, one of which is perception.

Respondents in this study were young adults, ranging in age from 20 to 40 years. At this age obeyPiaget's assumption that adult cognitive capacity is classified as a formal operational period, sometimes even reaching the post-formal period. This level causes young adults to be able to solve complex problems with the capacity to think abstractly, logically and rationally. Besides, the age of young adults is a variation of the number of graduates. Therefore, from an intellectual point of view, some of them have graduated from high school and entered university, then developed careers and many of them continue to the next level (Dariyo, 2008: 5).

With the development of their knowledge and understanding of a developing information, the information they can process is based on their intellectual property so that they can distinguish which one is correct according to them and not according to their words so that the information they containuar is true according to them.

Social media and the internet in this study become communication media to convey information that has been carried out by the Sukabumi City Government to its audiences or the public, both requested and covered. The use of social media and the internet is actually believed by the Sukabumi City government as the most effective media today to disseminate information massively to the public. Social media and the internet are often said to be "new media" in the world of communication. McQuail stated that new media is a new technology that also brings mass communication activities, Liiders added that the differences between mass media and personal media are not erased but become unstable (McQuail's Book).

The large number of internet and social media accesses chosen by respondents is also due to the media that are the most effective today in receiving information. Most young adults choose the internet and social media for information. This is because social media and the internet are the most active and updated media in conveying information besides the news that is reported is actual news. This is in line with what Mc Quail said that the communication revolution has generally changed the balance of power from media to audiences, in that they have the option to choose and use more actively available media coupled with a new form of communication that is more interactive (Book McQuail).

Social media and internet coverage to the public regarding the handling of covid in Sukabumi City aims to make the public aware of the dangers of Covid, the new normal lifestyle, and the extent to which the government has made efforts to deal with this pandemic. Where the research results show that it is quite effective or is in influencing the public's perception of the Sukabumi City Government. One of the functions of mass communication is the factor of cultural change and changes in people's behavior, which is very desirable during this pandemic. When the information is conveyed by the media to the society the expected goals

The information provided by the mass media in the future will be accepted by the public then the information will be processed and prepared by the public, so that it appears.l social construction regarding the news. The mass media can actually make a construction for a person or agency. The construction runs slowly, takes a long time, spatially, and takes place in a top-down or vertical hierarchical manner.

The existence of this social construction will never be separated from the role of mass communication. The news that appears in the mass media will be reconstructed and viewed as a construction of reality based on facts that exist in the field and awareness of the mass media itself, considering that each arrest or perception will differ from one another. So it will run linearly like the idea of Laswell who says what in whit what channel to whom and with what effect. Thus the message that will be formed about what the communicator says is reported and then swallowed up by the community so that what is desired will be formed as the communicator wants.

Unlike the previous and current mass communication, the evolution of mass communication has significantly affected

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mass communication. In the past, the public could not choose the media, but nowadays people freely choose the media. In the past, mass media was so powerful because today's one-way system has become a place for discussion, open debate, exchange of opinions, thus turning mass media into two-way, interactive, even every direction media. The consequences that arise from the amount of information that appears to the audience affect their opinions, their perceptions of what they read.

The influence is inseparable from the information they get intact or not the information they get. thus giving rise to perceptions that are different from the reality raised by the media. As the mass media is a place to bring up the reality that exists then these audiences take up these realities and are shaped by these audiences. The actions that followed were based on an understanding of the reality they understood. This is known as social reality. Social reality speaks of society as an objective reality that emphasizes the individual against the alternative view that structures, strengths, ideas, about society are shaped and reproduced and are also open to change and criticism.

The progress of the mass media nowadays has made us a society that inevitably will continue to be exposed by information, so it is not wrong to call it an information society.

The information society describes a society that is very dependent on information and also the communication activities that are in it. It is characterized by people who are never free from information and are every minute exposed to information from anywhere in the world. This results in people being exposed to more information.

Wearsocial 2019 released through Wearesocial Hootsuite in January 2019 that social media users in Indonesia reached 150 million or 56% of the total population, an increase of 20% from 2018. Internet users according to a study by the Indonesian Internet Service Providers Association (AJII) that in March-April 2019 internet users as many as 171.17 million people or about 64.8% of the total population.

McLuhan said through his theory Determination of technology that media technology has a very big influence on society or in other words human life is determined by technology where technology is very powerful in shaping life. This means that this media technology creates a major revolution in the midst of society and also changes in existing cultures. This cultural change is a change in the mindset that exists in the community when the media are able to directly interact and have freedom in this new world.

The development of mass media technology will affect the knowledge or cognitive and thought perceptions that will be produced by the audience because of the large amount of information and the opening of information that was previously unknown to information that is widely known by the public. In addition, the role of opinion leaders or influential people such as influencers will have a lot of influence on the perception of someone's thinking about something. McLuhan stated that the development of technological discoveries is very vital because it is an extension of the existence of the power of knowledge (cognitive) and the perception of the human mind.

Sosisla media is the media that most influences people or audiences. We can see on a daily basis how often the media influences existing thoughts and opinions. Media as said by Mc Luhan is a communication channel that has power and gives influence to society and not the content of the message.

4.   Conclusion

The results showed that the news intensity variable had a significant effect on public perceptions of the Sukabumi City Government. The magnitude of the influence of the intensity of the news does not make it the most influential thing compared to the content of the message, but it still has a significant effect on perception.

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