

# The #dirumahaja as a People Movement on *Twitter*

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**Abstract:** *The central and local governments must continue synergizing to reduce the spread of Covid-19. Policies that the Indonesian government implemented are social distancing and self-quarantine. The #dirumahaja movement emerged on various social media platforms, including Twitter. This paper analyzes the use of Twitter as a platform for #dirumahaja movement, to understand people's attitude in dealing with Covid-19. The findings show that it becomes a public space. Through hashtags on Twitter, the public communicate and support government policies related to social distancing and self-quarantine.*

**Keywords:** *Covid-19, hashtag Twitter, social media*

**Abstrak:** *Pemerintah pusat dan daerah harus terus bersinergi untuk mengurangi penyebaran virus Covid-19. Pemerintah mengeluarkan kebijakan social distancing dan karantina mandiri untuk menekan laju penyebaran Covid-19. Salah satu kebijakan pemerintah untuk mencegah penularan Covid-19 adalah membuat platform gerakan #dirumahaja di platform Twitter. Tulisan ini menganalisis penggunaan Twitter pada gerakan #dirumahaja untuk melihat sikap masyarakat menghadapi Covid-19. Hasil penelitian menunjukkan bahwa melalui fasilitas tagar Twitter menjadi ruang publik untuk mendukung social distancing dan karantina mandiri, sehingga memperlihatkan adanya pengurangan persebaran Covid-19. Kehadiran platform #dirumahaja memberikan dorongan pada masyarakat untuk taat pada kebijakan pemerintah.*

**Kata Kunci:** *Covid-19, media sosial, tagar Twitter*

SARS-CoV-2, or Covid-19, which first appeared in Wuhan City, Hubei Province, China, quickly spread to all parts of the world after being declared by World Health Organization (WHO) as a pandemic and global disaster, causing various impacts on the entire nation. According to Wilder-Smith, Chiew, and Lee (2020), more than 2,800 people died due to Covid-19 in China within two months. Covid-19 is associated with local transmission in the northern hemisphere, which experiences winter, so Covid-19 is like the flu caused by winter

in the country (Hopman, Allegranzi, & Mehtar, 2020, p. 1). However, according to Anderson, Heesterbeek, Klinkenberg, & Hollingsworth (2020), Covid-19 developed into a pandemic, where chain transmission occurred in many countries worldwide, especially in several countries such as Italy, Japan, Iran, and South Korea.

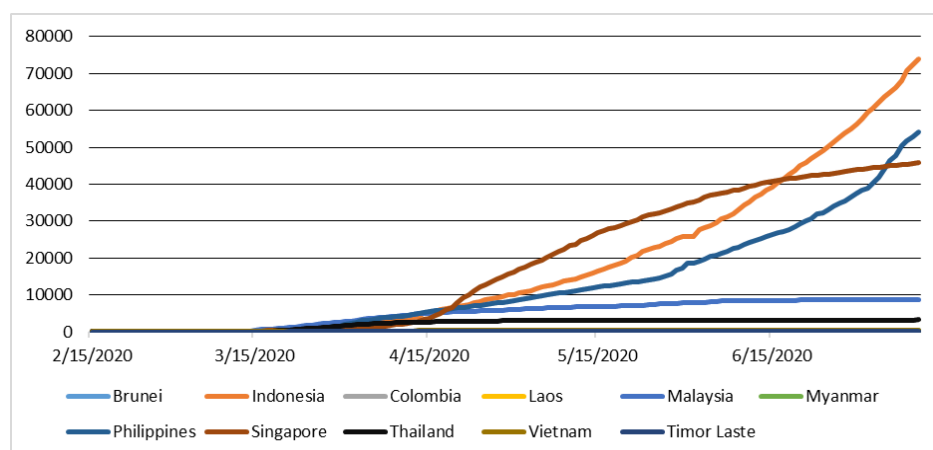
Covid-19 is a new virus in public health and is known to attack humans through animals with symptoms ranging from mild respiratory problems to severe infections that affect the lungs to cause

death (Anindita, et al., 2015, p. 1113). Covid-19 is different from the SARS outbreak in 2003. Even though this virus belongs to the Coronavirus family, the incubation period for this virus is different. The transmission of Covid-19 is faster than SARS and MERS, making the number of sufferers of this disease increase sharply in a short period of time (Wilder-Smith, Chiew, & Lee 2020; Wu & McGoogan, 2020). The opinion above stated that the case is of concern in several countries, including WHO.

Figure 1 illustrates that Covid-19 in ASEAN is not an uncomplicated problem. In ASEAN, all countries have faced the outbreak since many tests are detected positive. Therefore, if governments in ASEAN thoughtfully respond to the Covid-19 outbreak, the spread can timely be hindered.. On the contrary, if the governments do not immediately provide a significant response, there will be more victims of Covid-19. However, ASEAN, as part of the infected country, offers its perspective on responding to the Covid-19 problem by the country's ability.

Based on Figure 1, this virus appeared in Wuhan until June 30, 2020, in various countries worldwide. The data shows that 754,948 thousand cases of Covid-19 are found, and 36,571 thousand people have died due to the Covid-19 pandemic. Different government policies have been carried out to tackle the spread of the Covid-19 pandemic. For example, since China experienced an increase in cases, the government of China immediately provided policies to carry out quarantine, social distancing, and isolation of residents or areas affected by the epidemic (Anderson, Heesterbeek, Klinkenberg, & Hollingsworth, 2020, p. 932). This policy was considered adequate because the Covid-19 case in China began to subside, and activities in the country returned to normal. In addition, the United Kingdom urged quarantine territories, independent isolation, closed schools or universities, and prohibited physical contact with humans (Long, 2020).

Indonesia is one of the countries affected by the Covid-19 outbreak. The first case was discovered in February 2020 and announced



**Figure 1 ASEAN Case Data for the COVID-19 Pandemic**  
Sumber: CSIS (2022)

by the government on March 2, 2020. The government tracked and conducted lab tests through community reports about contact between coworkers and positive patients. The lab results stated that the reported positive was Covid-19. Since then, Covid-19 has spread in Indonesia through contact with foreigners and local transmissions. The death rate related to the coronavirus outbreak in Indonesia has reached 8.3%. On March 27, 2020, 1046 people were indicated as positive for the Coronavirus, 87 died, and 46 people were cured (Bayu, 2020). With the increasing distribution of Covid-19 in Indonesia, the central government and regional governments must continue to work together to reduce the spread of Covid-19.

From January until February 2020, the Indonesian government still opened the flow of tourist visits, investments, and promotions. Through cooperation with influencers worth 72 billion, this policy has implications for the surge in patients with Covid-19 in March 2020. The data showed 1,046 positive confirmed cases, 913 were in care, 46 recovered, and 87 died (Beranda, 2020). The government's policy of handling the pandemic allowed pros and cons in public and social media, which is crucial for information policies (Aurer, 2011, p. 709). Many problems related to the response to Covid-19 are presented on *Twitter*, so the government will eventually provide a better and faster response.

Many cities in Indonesia ran into economic stagnant. Trading stopped from current conditions until normal conditions. Now, the situation is called the new normal

or collaboration with coronavirus (Rizal, 2020). New normal issues are vital for everyday life. On social media, many are critical of Jokowi's policy on the new normal because there is no government operational standard in the new normal. Thus, other issues besides the movement stopped the new normal (Maulaa, 2020). Many policies in Indonesia move to political activity because of important issues and conditions. The Jokowi government has made various policies to prevent the spread of Covid-19 in Indonesia. New normal conditions became one of the policy objectives of the Jokowi government in the Covid-19 era.

The policy then led to massive movements on social media, especially *Twitter*, with the hashtag #*dirumahaja* (stay at home). Dissemination of information through social media can happen so quickly. The high intensity of social media users impacts political grassroots and social change movements (McKeon & Gitomer, 2019, p. 3). Based on the background above, this study will examine *Twitter* as the medium platform for #*dirumahaja* movement regarding people's attitudes in dealing with Covid-19. The novelty of this study is researchers examined *Twitter* to prove the government's support related to social distancing and self-quarantine through hashtags on *Twitter*.

The researcher uses the Narrative Policy Framework (NPF), including the setting, character, scenario, and moral of the story (Jones, Shanahan, McBeth, 2014, p.22) to analyze the #*dirumahaja*. NPF defines two levels, namely micro and

meso. This two-level distinction provides a useful way to categorize units of analysis. At the micro level, public opinion and narrative persuasion explain how policy narratives influence public opinion and therefore gather public opinion. It is called policymakers and policy recipients (Jones, Shanahan, McBeth, 2014, p. 22). Meanwhile, NPF at the meso-level looks at how policy narratives affect policy outcomes. When policy narratives become dominant, they will encourage policy change. Thus, meso-level research should focus on policy narratives strategic. In analyzing #dirumahsaja the NPF approach can be translated into that if public opinion supports a group, the group will try to take advantage of that support to advance the interests of the group (Jones & Jenkins-Smith, 2009, p. 37). The NPF framework creates a policy narrative to explain policies that are often reduced by competing groups (McBeth, Lybecker, Stoutenborough, Davis, & Running, 2017, p. 175).

## METHOD

In this study, researchers used a qualitative approach. NVivo12 plus is used for data management in this study. The following is the data management flow in this study.

The research starts by conducting a literature review to find problems related to research and supporting data. Then,

researchers conduct data collection using Nature. After that, it is processed directly with the help of data processing software Nvivo 12 plus, software used to process existing data automatically. Then, data analysis is processed using Nvivo 12 Plus. The researchers analyze the results and made conclusions. The data is obtained using relevant journals and literature from various literature studies.

This approach is used to explain the development of responses made by the community to government policies in overcoming Covid-19, which continues to develop over time. Therefore, this research is only limited to data searching from March 3, 2020, to April 2, 2021, and then analyzed based on social media data. Thus, that data that emerged after April 2, 2021, are not used as material to analyze the current situation, and it becomes the limitation of this research. However, the current situation in Indonesia has not changed much since the outbreak, which still greatly influences the psychology of the community. As a result, the limitations of the data in this article do not explain the social-political conditions in social media after April 2, 2021, in which other various events occurred regarding Covid-19. However, available data could be the basis for analysis of social-political events in Indonesia from March to April, when the outbreak began.



**Figure 2 Research Data Management**

Source: Khadafi, Nurmandi, Qodir, and Misran (2022, p. 3)

## FINDING

### Coronavirus National Trends in Indonesia

Covid-19 has rapidly spread worldwide. As of March 29, 2020, there were 634,835 cases. In several European countries and the United States, the death rate caused by Covid-19 surpassed China by 19,332 as of March 30, 2020. WHO and governments in each country have tried to reduce the rate of Covid-19 transmission. According to (Ferguson et al., 2020, p. 3), two strategies may reduce Covid-19 transmission. First, mitigation focuses on slowing but does not have to stop the spread of the epidemic - reducing peak health demand while protecting those at risk of severe disease from infection. Second, suppression aims to reverse the growth of a pandemic, reduce the number of cases to a low level and maintain an unlimited situation. Each country made various efforts to suppress the spread of Covid-19, including Indonesia.

In many countries, such as China, the United States, France, Netherlands,

Belgium, Iran, Saudi Arabia, Malaysia, Singapore, Thailand, and South Korea, the government's response to Covid-19 is quite varied and rapid. Meanwhile, in Indonesia, *Twitter* users perceived that the Indonesian government's response was lack of speed, so victims continuously grew. Therefore, *Twitter* users harshly criticized the central government's readiness.

The Indonesian government confirmed the first case of Covid-19 on March 2, 2020, where two cases of Covid-19 affirmed. Currently, the number of Covid-19 cases in Indonesia has reached 1,986 and is the highest in Southeast Asia. If referring to the picture below, there is always an increase in confirmed daily cases. The number can also be quite significant. Therefore, a more strict government policy to reduce the rate of transmission of Covid-19 is required.

At the beginning of the Covid-19 case, the Indonesian government immediately provided a policy to conduct social restrictions or social distancing. This policy tried to ask people to minimize social

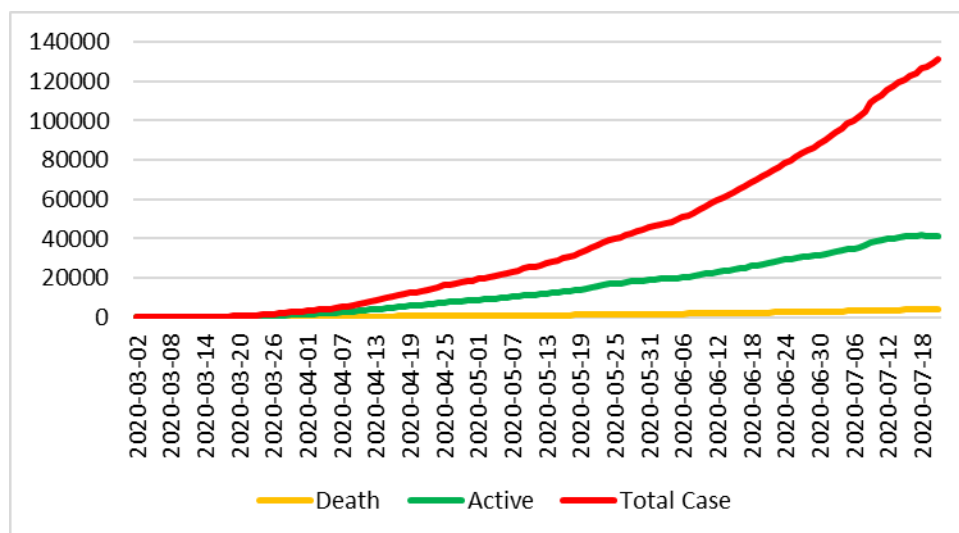


Figure 3 Covid-19 National Trend in Indonesia

Source: (Fitra, 2020)

activities and provide distance between one person and another. According to Wilder-Smith and Freedman (2020, p. 2), social distancing is designed to reduce interactions between people in the broader community, where individuals can transmit but have not been identified so that individuals do not have to isolate themselves. Social distancing is considered effective in breaking the distribution chain in the middle of communities that already have local transmission cases but can be less effective in communities that do not have adequate case distribution data. Therefore, the policy undertaken by the Indonesian government to date is to implement social distancing to reduce the rate of transmission of Covid-19.

Covid-19 has spread to various regions in Indonesia because initially, the government considered it a usual outbreak and not dangerous to the public. The government's delay in providing warnings and firm policies impacts the spread of

Covid-19 in all provinces in Indonesia. The previous figure shows this. If the government had taken firm action from the start, the spread of the epidemic could have been avoided.

#### **#Dirumahaja Movement Platform on Twitter**

In addition to the social distancing policy, the government advises the community to conduct self-quarantine or independent quarantine to reduce activities outside the home.

Government policies related to social distancing and self-quarantine made the community encouraged to participate in communicating the policy through the *#dirumahaja* movement on *Twitter*. The *#dirumahaja* movement is a community campaign against policies carried out by the government related to suppressing Covid-19 transmission. Social media is means of communication by sharing insights between users on a broad scale, such as through *Facebook*, *Twitter*, and *Youtube*.

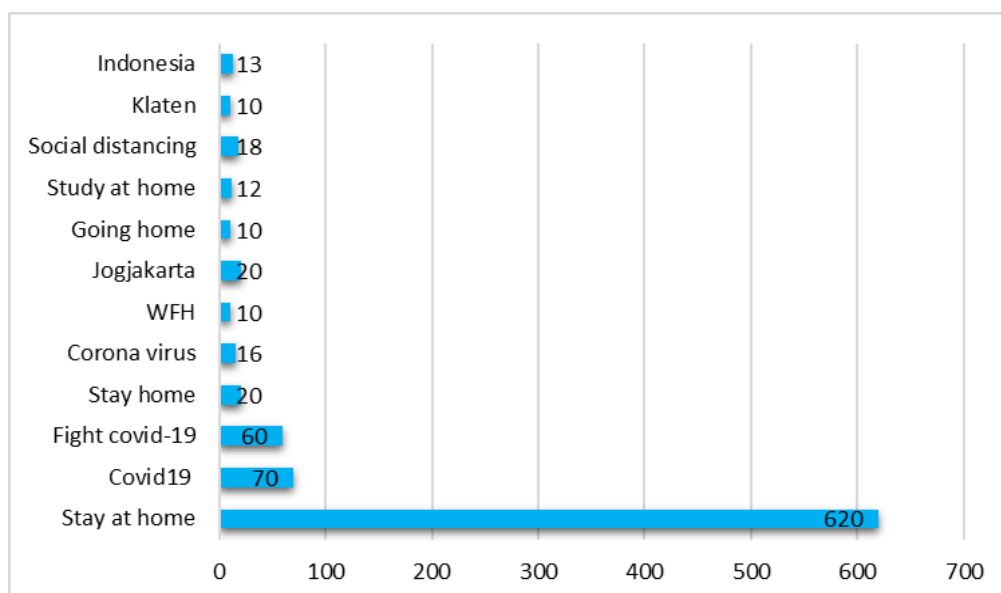


Figure 4 Hashtag Movement at Home (*#dirumahaja*) on *Twitter*

Source: Primary Data



Gao and Lee (in Syahputra, 2017, p. 458) show that one of the most suitable and effective social media for disseminating information is *Twitter*, especially general information about an activity or event. *Twitter* has the most influence on political change through public opinion because of its fenced facility (hashtag). Hashtags with the '#' symbol detect keywords or topics on *Twitter*. This feature was created for users to follow issues they are interested in quickly.

Figure 4 illustrates public opinion on *Twitter* related to suppressing the Covid-19 case, and the public used the #dirumahaja. Its intensity reached around 600 accounts to express their opinion. Social media platforms have been busy ever since discussing issues related to Covid-19. Figure 4 indicates severe problems in Indonesia regarding the handling of Covid-19 by the central government. The central government has given a lot of homework to the community regarding the outbreak that has taken its toll in various provinces and districts in Indonesia. The issues also described that Covid-19 is a severe problem for the Indonesian government. The Covid-19 problem is not only about the people affected by the outbreak and its impact, but some people do not pay maximum attention to the occurrence of the Covid-19 outbreak. They assume that Covid-19 is not dangerous.

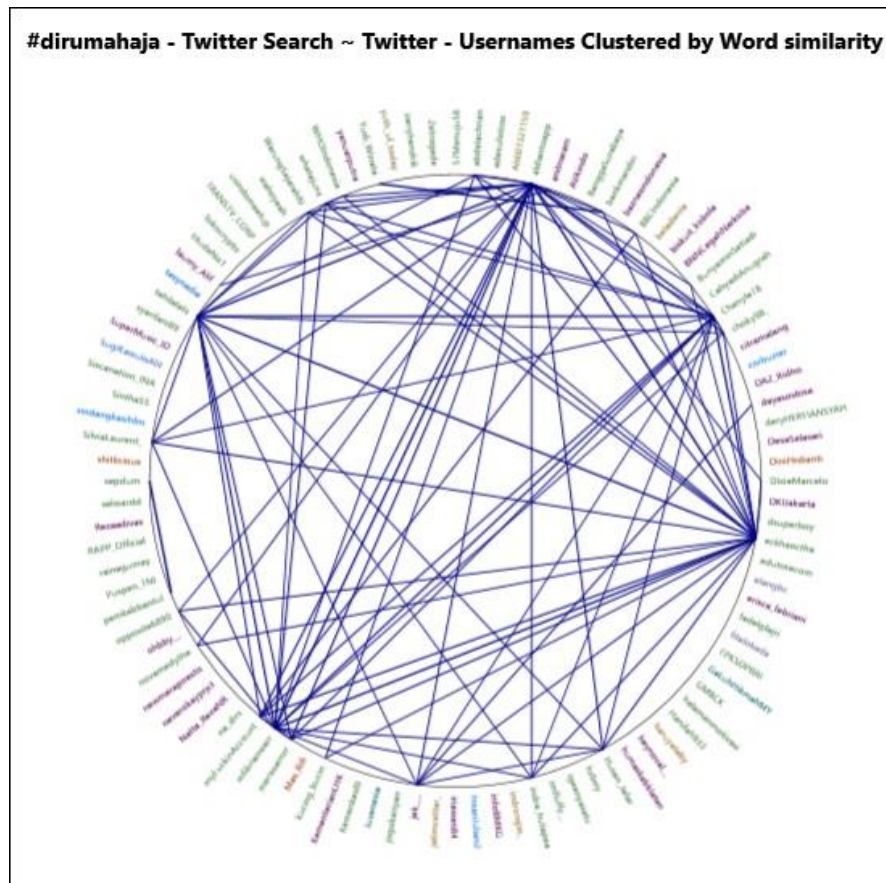
Many related policy changes eventually took place under President Jokowi. Education was also much affected by this policy. The system started on March

13, 2020, to provide online classes. This situation was new for education in Indonesia. Since the lockdown was declared, the education administration was not permitted to conduct face-to-face meetings. This policy was challenging for some schools, parents, teachers, and students. However, they had no other options since state policy only allowed online meetings (Tim Okezone, 2020). Social media impacted reporting on government policies regarding lockdowns. Even some social media users used this opportunity for political activities such as impeaching President Jokowi (Maharani, 2020).

*Twitter* connects one person and another and creates a space for public interaction (Nofrima, Nurmandi, Suluh, & Salahudin, 2020, p. 106). Figure 4 shows that on social media people can interact with various people virtually because of the same topic of discussion. Huang, Clarke, Heldsinger, and Tian (2019, p. 66), social media is one tactic for building mobilization and communication organizations in the community. Social media help information spread in the communities, creating a movement for the community or building opinions related to the information and the political condition in Indonesia.

Figure 5 shows the *Twitter* network of users regarding Covid-19 issues in Indonesia. The users have various backgrounds. Indeed, this fact has affected their diverse comments about the outbreak's handling.

According to the analysis of word equations using NVivo12 plus,



**Figure 5** Usernames Cluster on #dirumahaja  
Source: Primary Data

#*dirumahaja* has effectively disseminated information through social media and influenced *Twitter* users to use #*dirumahaja*. Hashtags have been proven to support the process of socializing social distancing and self-quarantine policies. Nurcahyo and Iswahyudi (2019, p. 264) found that social media influenced behavior and fostered environmental indifference. Therefore, social media can influence moral development because people will realize how crucial social distancing and self-quarantine are in controlling Covid-19.

Based on Figure 5, *#dirumahaja* has influenced *Twitter* users to express opinions through *Twitter*. Social media can influence public communication to deliver thoughts

and create a space of interaction between one account and another. McKeon and Gitomer (2019, p. 3) said social media helps change the structure of traditional mobilization, including how members of the movement are recruited, how communication takes place, how members interact, and the types of protest activities of members involved.

This study shows that there are complications when the government enforces a stay-at-home policy. Some citizens disobey government policies, and there is a view that the Covid-19 outbreak is an international conspiracy by the Indonesian government which does not agree with Indonesian Muslims. The views come from some Muslims and Indonesia scientists.



## DISCUSSION

*#Dirumahaja* movement carried out by President Jokowi has had a social impact on Indonesian society, reducing people affected by Covid-19. Hence, positive victims in Indonesia are still considered not to overflow. Until May 31, 2020, the cases were only 26,473 cases with a death toll of 1613, and curable patients reached 7038 (Peta Sebaran, 2020). Initially, the movement was caused by increased Covid-19 cases and deaths due to some disobedience to health protocols. Even DKI Jakarta province experienced the highest addition (Halim, 2020).

Regarding the Large-Scale Social Restrictions (PSBB) policy, the community hoped that the government would seriously prevent the increased number of patients and victims of Covid-19 (Sari, 2020a). Due to the indecisive nature of government will be followed by local governments in implementing policies on the prevention and handling of Covid-19 cases, as stated by Minister of Education and Culture Nadiem Makarim. He said that students in Indonesia had to keep learning, even if by staying at home (Kementerian Pendidikan dan Kebudayaan, 2020).

However, after Eid al-Fitri 1441 H and the issue of easing the PSBB, the cases significantly increased from May 24, 2020 until May 28, 2020 (22.271 cases to 24.538 cases), due to social gatherings, such as in markets, at terminals, stations, and places of worship more often (Peta Sebaran, 2020). Covid-19 in Indonesia is still not considered stable or even decreased.

Tangerang was first infected on March 2, 2020. At this time, Indonesia still did not think Covid-19 would be an outbreak. However, after a rapid transmission on March 13, 2020, Indonesia implemented a lockdown or outbreak policy for DKI Jakarta, West Java, and Tangerang Banten Provinces, where the transmissions began (Sari, 2020b).

In June 2020, Indonesia seemed to be giving a respite to the public to start social and trade activities again. Transportation activities in Jakarta, Yogyakarta, Surabaya, West Java, and Semarang Central Java appeared to stabilize. Markets and trade centers have begun to open by implementing health protocols such as washing hands before entering shopping centers, after shopping, and arriving at their respective homes (Muliya, 2020). Travel between provinces in Indonesia has also begun to return to normal by maintaining a minimum distance of 1 meter per passenger (KumparanNews, 2020). *Kumparan.com*, an online newspaper, provided a reasonable explanation regarding the impact of the outbreak to travel to other cities or provinces in Indonesia. Many preferred cars to trains or planes even though they had to cover a considerable distance and face the risk of fatigue.

Places of worship after Eid al-Fitri 1441 H have been opened. Holding Friday prayers by implementing strict health protocols was done by people (Nafi'an, 2020). This policy will be re-evaluated if those places do not apply strict health protocols later. Some Muslims considered

this condition to provide leeway to pray at mosques. The government, through the Indonesian Ulema Council, and Islamic mass organizations (Muhammadiyah, Nahdlatul Ulama) had to forbid large gatherings to avoid more transmissions (Idhom, 2020).

PSBB policy was extended until Eid al-Adha 2020 because the transmission was still high. The transmission had even increased by reaching 85,000 until July 2020. Therefore, Covid-19 must be responded to seriously. However, some other Muslims were concerned with the reopening as it may allow the spread (BBC News Indonesia, 2020b, p. 1). Thus reopening the market, shopping, and places of worship must be re-evaluated. Many patients may have recovered from Covid-19, but the infected people could fall due to various causes.

However, some Muslims reject the existence of Covid-19 with many opinions. According to them, Covid-19 is an international conspiracy, and the government is against Indonesian muslims. Besides that, scientists also think that Covid-19 is an international conspiracy to destroy developing countries. Most Indonesian Muslims and scientists accept that Covid-19 is caused by the virus.

In such a context, Islamic organizations (Muhammadiyah and Nahdlatul Ulama) provide understanding to Muslim community members that COVID-19 is an epidemic. This epidemic cannot be tolerated, but Muslims must participate in solving this problem. Muhammadiyah

and Nahdlatul Ulama asked the Indonesian Islamic community to be concern for citizens affected by the Covid-19 outbreak.

Social media like *Twitter* provide news and spreads it to the broader community. However, social media is also used to carry out political provocation by certain political interest groups that oppose President Jokowi. Social media dominate news coverage of the increasing number of social media usage. *Instagram* and *Facebook* also play a role in spreading the news to the public, with high users in Indonesia, reaching 82 million *Facebook* users and 79 million *Instagram* users (Jayani, 2020a). Those are great numbers for a country with a middle-class population reaching 52 million out of 267 million inhabitants (Siregar, 2020).

Social media users in Indonesia are active in spreading and uploading various news such as information on shopping and dining places (culinary) to Indonesian political news and foreign policy (Damhuri, 2020). Besides, regarding trade places, culinary and entertainment venues would be opened based on Circular (SE) Minister of Trade No. 12 of 2020, dated May 28, 2020, concerning Health Protocols in the Trade Sector (Ramadhani 2020).

Covid-19 in Indonesia and several other countries triggered the broader community. Each layer of government, from the central to the district (the smallest government) in Indonesia, was aware of the new viruses (Humas Kemensetneg, 2020). *Twitter* has given massive coverage of Covid-19 around the world. *Twitter* help for

preventing massive outbreaks of epidemics throughout Indonesia (Alfarizi, 2020). However, social media has positively impacted the government in dealing with Covid-19 since public criticism has made the government responsive to the outbreak.

However, the massive *Twitter* news could also negatively impact. Some people panic to carry out social activities such as meeting healthy people and even going to a funeral during the Covid-19 pandemic (Apriani, 2020). In other cases, there is a rejection of a community health worker (a midwife) who died because he had struggled to save patients infected with Covid-19 in Semarang Regency (Widhana, 2020). There was also a rejection of people who came from outside to return to their hometowns (Hasanudin, 2020). Some people tend to ignore to checking and rechecking the news received (Apriyani, 2020).

The middle class in Indonesia pays attention on *Twitter* news (Jati, 2015). Many *Twitter* users often even upload sensational news by shorten news in the field (Sadewo, 2020). *Twitter* users do not hesitate to upload unreliable information. They do not heed the ethics of reporting, so the community's extensive social impact is struggling with Covid-19 (Ruliana, 2020).

Therefore, the government policy in providing news to the public must also be clear, firm, and unchanging from day to day. People are waiting for what is happening in Indonesia related to Covid-19 (Adimaja, 2020). The Indonesian people may not be willing to believe the government if

they don't provide firm and complete news, which also tends to change (Sucipto 2020). Indonesia certainly is not alone in facing difficulties in handling Covid-19. However, learning from several countries such as China, Vietnam, Malaysia, and Korea that have successfully managed Covid-19, Indonesia will not be as dark as Italy, America, and India-Pakistan with the number of patients and hundreds of thousands of lives (BBC News Indonesia, 2020a).

Both central and local governments were initially belated in responding to the Covid-19 outbreak. The central and local governments accelerated the response and tried to reach society's expectations as criticisms on *Twitter*. Based on society's complaints, the governments changed the policy so that it is not confusing anymore. Thus, *Twitter* positively restored public trust in the central and local governments.

Indonesia with a population of 264.2 million cannot simply copy the policies of small countries such as Singapore, Malaysia, Brunei Darussalam, Philippines, and Thailand (Jayani, 2020b). However, Indonesia can imitate some countries like Australia, Britain, and France in handling the outbreak. They successfully suppressed so the number of patients and victims doesn't increase (Kurnia, 2020).

From the analysis above, *Twitter* can make a media platform to create public space for the community related to societal issues. As with any government policy associated with Covid-19 is one of the issues that has been the subject of discussion by

various groups on *Twitter* and social media. The community uses *Twitter* to make the *#dirumahaja* movement a form of support for the Indonesian government's policy of suppressing the rate of transmission of Covid-19. Thus, social media can create effective communication for information exchange in the community.

The government pays attention to *Twitter* users' criticism through *#dirumahaja*. Even this hashtag became the most popular and adopted by all citizens when the Covid-19 outbreak continued to concern the world. The hashtag invited the community to reduce activities outside unless urgent matters, such as buying daily needs, seeking treatment, or going to the hospital.

The NPF can identify actors who play a role in three levels, namely micro, mezzo and macro. At the micro level, the actors who play a role are individuals, at the mezzo level it is a coalition of combined individuals, and at the macro level by involving institutions or culture (Lade, 2019, p. 24). At this level, the policy-making actor is the government through the Ministry of Health, which confirms or instructs the public to limit traveling outside the home and engaging in activities that involved many people. The government expected that their policy will be obeyed by the public so the spread of the Covid-19 virus does not increase. *Twitter* users criticize what the government is doing by ordering them to stay at home. In terms of the story, the community asks the government to support and ensure assistance for them. Meanwhile, *Twitter*

users through *#dirumahaja* ensure health and basic assistance form government.

The NPF uses conflict as a technique to leverage narratives for cost savings and facilitate the implementation of proposed policies by regulators (McBeth, Lybecker, Stoutenborough, Davis, & Running, 2017). Some important points to be able to understand how the NPF works. First, all text describing a policy issue can be coded as a setting. Second, any text identified as an individual or group causing a problem can be coded as a bully. Third, all text describing the impact of a policy issue in a code as a victim (individual or organization). Fourth, all text explains the principles of eating in the code as a solution to a policy problem.

## CONCLUSION

Based on the findings above, hashtags in *Twitter* helped the government communicate and support policies related to social distancing and self-quarantine. The community was also encouraged to participate through the *#dirumahaja* movement. It was a community campaign carried out by the government related to reducing the rate of transmission of Covid-19. *#Dirumahaja* positively contributed to community members staying at home. Hashtag from the government makes people willing to be part of preventing the transmission of Covid-19 in Indonesia.

The hashtag *#dirumahajah* has a positive impact on Indonesian people to reduce activities outside the home. Various social activities such as shopping, holding meetings involving many people, and visiting friends, relatives, and other family

members were postponed due to an appeal from the government to reduce the spread of the Coronavirus 19. People who initially refused to stay at home or reduce activities outside the home that were less useful. People accepted it as a government policy that had an impact on decreasing the number of people affected by the coronavirus. If the government dares to take a firm policy, the community is willing to obey because it can have a positive impact on the community.

The hashtag #dirumahaja is one of the most popular hashtags in Indonesian society. In addition, there are various hashtags and taglines from the government that lead to an appeal for the public to take care of themselves to reduce the transmission of the Covid-19. Various taglines such as: keep your health, keep your spirits up, keep exercising, eat nutritiously, continue to use the health protocol, and keep your distance, were being part of the campaign to reduce the Covid-19 outbreak. There is a positive impact from various government appeals to the community because they are distributed in various public facilities such as terminals, stations, airports, offices, and schools.

With the hashtag #dirumahaja, the government has to implement policies itself. In addition, there is firmness from government officials to provide punishment. The government will get maximum results because they have a positive impact on the citizens. However, if government officials are unable to set an example and are not firm, the community members will not obey the government policies that have been decided.

This study has limitations, especially in the source of the data. The author suggests that the data source can be used for further research. The novelty of further research is to see the effectiveness of government policies and their communications by comparing *Twitter*, *Facebook*, and *Instagram*.

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