

Communication Model of Car Community in Jakarta Based on Social Capital in Accelerating the Handling of Covid-19

Endah Pratiwi¹, Henni Gusfa²
{dessy_ep@yahoo.com¹, henni.gusfa@mercubuana.ac.id²}

Universitas Mercu Buana, Jakarta, Indonesia¹²

Abstract. This study is to analyze the communication of the car community in the acceleration of COVID-19 handling. All community activities based on social capital (trust, norms and networks) in the COVID-19 pandemic situation are directed at community activities in accelerating the pandemic handling. This community carries out various activities such as social services and which supports the government's recommendations on social distancing and the rules that the government has launched to suppress the current COVID-19 transmission. This study is to identify and describe the communication of the car community in group decision making through a qualitative approach and the paradigm used in this research post-positivism. This research applies four functions in functional perspective theory in Hirowaka & Gouran decision making. The object of this research is the car community. The results of this study are two types of group communication were obtained in this study: promotive-interactive and interactive-interactive based on social capital of trust and networks which belongs to the community which were initiated by the general chair and management as well as members, the two types above were found in the communication of car community in the decision-making process. In making problem analysis decisions, identification of alternatives, goal setting, evaluation, care for people, mutual cooperation is needed to accelerate the handling of COVID-19 as a high-quality decision.

Keywords: Communication Group, Car Community, Social Capital, Covid-19

1 Introduction

Talking about the car community reminds us of people who like to drive recklessly, speeding on the highway, and glamorous relationships. However, those things do not always represent lifestyles of the communities. Community is a group in which each member has a unique and different character who is united by a common vision and mission and goals. "Within the scope of communication, the car community was included in the context of group communication when individuals together, through a hierarchy of rank and division of labor try to achieve certain goals" (Tubbs S. L. and Sylvia Mos, 2018). The objectives to be achieved are the reasons for the formation of the community. This can be seen in the surrounding communities that are formed based on the similarities they have, starting from the similarity of hobbies in automotive, traveling, and others.

In Indonesia there are around 250 car communities scattered with all activities shown through togetherness and cohesiveness in the form of meeting activities (gathering) and either small or big events. Their meeting has a purpose, one of which is to stay in touch which is in accordance with their vision and mission. The car community is a collection of car users who use different cars with different brands, types, and also different types. This community was created collegially or was initiated by a company that had a brand to bind community members with its customers. In the end, the community can be used for public relations activities in social and automotive activities. The interests of the car community in the industry and business world appear in offline and online.

Recently the world situation, particularly in Indonesia in particular is being hit by a new virus called Corona Virus Disease 2019 (COVID-19). This pandemic first appeared in China precisely in Wuhan in December 2019. Corona virus is a large family of viruses that cause diseases ranging from mild to severe symptoms. This new type of corona virus (SARS-CoV-2) called COVID-19 originates from China, Wuhan. Meanwhile, the first COVID-19 case was reported in Indonesia on March 2, 2020. Positive cases of COVID-19 disease increased by 114 cases as of March 31, 2020. COVID-19 positive cases that ended with death also increased by 14 people. Positive cases of COVID-19 were recovered by 6 people. In total there were 1,528 positive cases of COVID-19, spread across 32 provinces. There were 136 positive cases of COVID-19 that ended in death. As of today, March 2, 2020, the cure rate has reached 81 people (Total positive cases of Covid-19 there are 1,528 cases) (Organization, 2020). According to Susilo (2020), COVID-19 is a new disease that becomes a pandemic. This disease must be watched because its transmission is relatively fast, has a mortality rate that cannot be ignored, and there is no definitive therapy. There are still many knowledge gaps in this field so further studies are needed.

This global pandemic is also a concern of several car communities at this time. During the Covid-19 pandemic, the activities of accelerating the handling of Covid-19 in car community in Jakarta are based on social capital, namely trust, concern and empathy in order to help each other and their environment. According to (Abdullah, 2013) which states that social capital is the existence of togetherness and cooperation, namely trust, norms and networks in the community. According to Prusak L (Field, 2010), social capital is a relationship that occurs and bounded by trust, mutual understanding, and shared values that bind group members to make the possibility of collective, mutual action, open, trusting each other, giving authority, and playing roles in accordance with their responsibilities. This generates a sense of community, solidarity, and social responsibility. With the pandemic, all activities and activities of the car community must be reduced in order to reduce the transmission of COVID-19.

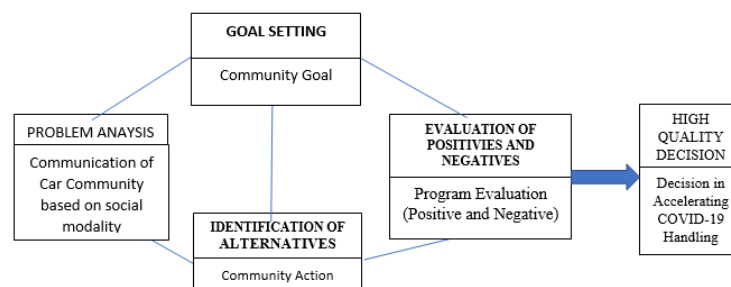
All community activities that are normally carried out such as gathering, touring, and hanging out together which are the activities of a car community must be stopped for a while. Community activities are diverted to participate in accelerating the handling of the COVID-19 pandemic by implementing regulations from the government, such as social distancing as well as other recommendations to reduce the spread of COVID-19. The distribution of basic necessities and mask assistance was carried out and provided by the community to provide assistance to people affected by COVID-19 in affected areas along with medical personnel. Communication of the car community on the situation and conditions of this pandemic is prioritized to find out how their participation is in accelerating the handling of COVID-19.

In the car community, group communication is a study of everything that happens when individuals interact in small groups, and is not a description of how communication should occur, nor is it a number of advices on ways to go (Alvin A. Goldberg & Carl E. Larson,

2006.) Here the author tries to analyze group communication with its activities with the process itself that can result in group decisions in togetherness. Meanwhile according to (Randy Hirokawa, 2015) there are 4 effective functions in decision making:

- a. Problem analysis: Something that happens requires improvement, group members must realistically see the current conditions.
- b. Analysis of the problem: Something that happens requires improvement, group members must be realistic in seeing the current conditions.
- c. Identification of problems: In their original statement from a functional perspective, Hirokawa and Gouran stressed the importance of marshalling a number of alternative solutions which group members could choose.
- d. Evaluate negative and positive characters: After a group has found alternative solutions, participants must be careful to test the relative merits of each option against the criteria they believe are important.

This research focuses on how the community of car communication in accelerating the handling of COVID-19. Based on the identification of the problems above this research is to find out the communication activities of the community car participation in the acceleration of handling COVID-19. The purpose of this study is to analyze the communication of the car community in acceleration in handling COVID-19 at this time. Contribute to the community in accelerating the handling of the COVID-19 pandemic. Theoretically it is useful in developing the realm of communication, especially in the context of communication in the community and is practically useful for public relations practitioners and corporate marketing as well as the community itself in developing relations with the community, society, and government in joint activities to suppress or even solve the current COVID-19 pandemic problem.



2 Research Method

The research method used in this study is a qualitative research method. This study uses a qualitative method with a post-positivism paradigm. This research applies a functional theory perspective on group decision making. Collection data technique by interview, observation and literature study. The object of this research is the Jakarta Car Community.

3 Results and Discussion

The car community in the Indonesian region, especially Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, Bekasi) has its own challenges in dealing with the COVID-19

pandemic situation. The activities which are normally carried out off-line turn into online. whose authors are Indonesian Community Fortuner IFC Community, Honda City Club Indonesia (Cityzen), Xtraordinary Grand Livina Indonesia (XGI), and White Car Community (WCC). The results of this study were obtained by conducting interviews, observations and accompanied by documentation with several resource persons including:

3.1 The activities of Indonesia Fortuner Community (IFC) in dealing with the COVID-19 pandemic situation

The information which was got from the general chair of IFC IFC Regional of Bajakjabar (Banten, Jakarta, West Java) conducted food distribution activities. They chose to stay at home, obey health protocols, and carry out social services (social service) with the target community affected. It was found that the members or central administrators and chapters as implementers go to the field, of course, by implementing a comprehensive protocol for dealing with COVID-19. This community eliminates routine activities, such as gatherings during the pandemic, except social service activities for the benefit of helping these COVID-19 affected communities. The chairperson used his network in handling Covid-19 by inviting other members in social movements to share groceries. The distribution of basic necessities was carried out by inviting members to participate in Covid-19 handling. The documentation is as follows:



Fig 1. Distribution of Groceries and PPE to an area affected by COVID-19

3.2 The activities of Indonesia Honda City Club Indonesia (Citizen) in dealing with the COVID-19 pandemic situation

Honda City Club Indonesia, also known as Citizen had social service activities conducted simultaneously on 9-10 May 2020 in all chapters in the archipelago. According to the interview information from the source person: This activity aims to help each other affected by the Covid-19 pandemic and also as one of the routine activities that is held annually. Instructions from the National Board two weeks before the event has been sounded to all chapters. Instructions to conduct simultaneous activities in their respective areas in the form of donations in the form of masks, Personal Protective Equipment (PPE), groceries, and donations for orphans. Citizen hopes this activity can continue every year and can contribute to the community or foundations of orphans in need.

Citizen's tips in helping to manage COVID-19 by staying at home, using a hand sanitizer, washing your hands after traveling or leaving the house. The Citizen chairman hopes that this community can continue to contribute to society. Their contribution in the form of social services which continues to be a routine agenda of this community, he also hopes that this plague will quickly pass from our beloved country.



Fig 2. Cars of HCCI community Distribution of PPE and Meals to the Police

3.3 The activities of I Extraordinary Grand Livina Indonesia (XGI), in dealing with the COVID-19 pandemic situation

Chairman of Extraordinary Grand Livina Indonesia (XGI), who also works at one of the hospitals in Surabaya. XGI activities during the COVID-19 pandemic based on the information from the chairman of GXI:

"Distributing groceries to the society, approximately 150 basic food packages such as oil, sugar, masks, instant noodles, were distributed and 100 masks to be distributed to members." This activity was carried out in the Tangerang area and its surroundings under the coordination of the head of Aries Al Fateh chapter and Vice Chairperson Om Donnel. We learnt to stay positive which helps our immune system."

The chairperson also uttered that the faith (belief) of all people to the Creator is currently being tested, who still trust Allah and the holy book will be chosen, if the heart still has doubts, this can be dangerous. The chairperson XGI shared 5 self-care tips during pandemic: 1. *Always think positively.* 2. *Do worship.* 3. *Follow the COVID-19 health protocol.* The most important part according to the chairman of XGI is the mindset that must always be positive, not to be paranoid and excessive, because negative thoughts can be fatal.



Fig 3. Distribution of Groceries



Fig 4. Preparation of Groceries Distribution

3.4 The activities of White Car Community (WCC), in dealing with the COVID-19 pandemic situation

The WCC community did not carry out any activities during the pandemic. They chose vacuum to assist the government in handling COVID-19 communication through WhatsApp. This was linked to previous research (Mery Malyana, 2018) which said that group

communication patterns could be used in virtual Facebook or WhatsApp and reaffirmed information obtained from the general chairperson of the WCC and delivered the following tips:

- a. Stay at home
- b. Keep using the mask
- c. Maintain health and consumption of vitamins and nutritious foods
- d. Always wash your hands
- e. Sunbathe between 10-11am

The chairperson of the WCC stressed: *All members are for vacuum and not doing anything during the pandemic, indeed we deliberately do it to help the government in reducing transmission of COVID-19.*

By complying with health protocols to cope with COVID-19 the WCC chairperson always gives a campaign about this COVID-19 pandemic where if there are forced WCC members who have to move outside. This WCC is different from other communities because there were no activities during the COVID-19 epidemic. The Chairperson generally emphasized that following the government's recommendations and the COVID-19 protocol would be very helpful in preventing COVID-19 transmission.

3.5 Decision Making of the Car Community in Dealing with the Acceleration of COVID-19 based on Social of modality /in Jabodetabek Area.

According to (Randy Hirokawa, 2015), functional perspective group decision making illustrates and illustrates wisdom in interactions within groups. The importance of a decision in a group is one of the factors in the development of the community. Getting approval in the group or community is very important to reach an agreement that has become the final decision in the group. Maintaining a good relationship with members such as communicating intensively, thinking and solving together when facing problems. Group decisions cannot be solely from the most respected opinions, such as the chairperson or the elder in the group. Groups are built with voluntary membership, belonging basis social capital means that group decision making in handling the Covid-19 pandemic uses the network and resources of members so that fellow members build trust within their team.

The activities of sharing basic food items are carried out in a pleasant atmosphere and the participation of group members is driven by mutual cooperation and concern. In this study the group obtained in this study is effective decision making "Functional Perspective" (Randy Hirokawa, 2015) problem analysis, identification of alternatives, goal setting, evaluation positives and negatives and is associated with other research as a reference (Uzlifatul Ulum, 2016) in which decisions in skinhead community groups to decide on solutions to problems, through a process that has been approved by its members. By sharing information, running together, believing that community members' decisions are good, always evaluating in decision making with problems that have previously occurred, and seeing the situation in the group before the decision is made.

3.6 Types of Community communication in dealing with acceleration of Covid 19 in Jabodetabek.

The activities to accelerate the handling of Covid-19 which are carried out by the car community are based on sense of concern for others and are expressed with doing activities which give benefits to many people. Decision making to make community activities consists of 2 types of communication including:

3.7 Type of Counteractive-Interactive Communication in Dealing with the Acceleration of COVID-19

The Extraordinary Grand Livina Indonesia (XGI)

Community using the Counteractive-interactive communication type of communication that XGI uses is initiated by the board and chapter representatives as well as members. Online medias that are used to coordinate during the COVID-19 pandemic are considered effective. Distributed approximately 150 food packages in the form of oil, sugar, masks, instant noodles to the surrounding communities who needed and the distribution of 100 pcs of masks to members. This activity is carried out in the Tangerang area and its surroundings under the coordination of the Head of the Chapter and assisted by members. Positive thinking also tries to continually be proclaimed so that it can be a guide to increase immunity.

Connected with theory (Randy Hirokawa, 2015) this communication is strengthened from the results of research in decision making through evaluation and alternatives and is strengthened by research (Sola, 2018) that decision making involves a series of activities that begin with an understanding of the purpose of the decision to be taken, develop and evaluate the effectiveness of various available alternatives, select and implement alternative options, and in the end monitor the results of implementation to ensure that the goal of the decision is achieved. Communication of the car community in all social service activities that are held has a goal setting to keep members and the community in mutual concern mutual cooperation in accelerating the handling of COVID-19 as a high-quality decision.

The Honda City Club Indonesia (HCCI)

Community uses this type of interactive-interactive communication. This type of communication is initiated by chapter representatives and members and central administrators as well as through on-line meetings to coordinate all activities aimed at helping residents affected by the Covid-19 pandemic and also as one of the routine activities that are held annually. Decision making in the counteractive-interactive type is strengthened by the research we get (Rismayanti, 2020) The decision-making process is the process of selecting the best alternative from various alternatives that are systematically selected as a way to solve problems.

This decision is seen as a "choice between alternatives" as well as a form of communication that meets the social expectations of members of the organization. So the setting of goals, information flow and individual values in the group affects the decisions made by the group itself. Meanwhile, the HCCI community in its activities through Instruction from the National Board two weeks before the program has been founded for all chapters. Instructions to carry out activities simultaneously in each area in the form of donations in the form of masks, Personal Protective Equipment (PPE), basic necessities, and donations for orphans. Citizen hopes that this activity can continue every year and can

contribute to communities or orphanages in need during the current pandemic. Stay at home, use a hand sanitizer, wash hands after traveling or leaving the house. This is done by all administrators or members with their respective awareness. In making decisions to evaluate, identify, and goal settings for concern Together, mutual cooperation for acceleration handling Covid-19 as a high-quality decision.

3.8 Type of Promotive-Interactive Communication in Dealing with the Acceleration of COVID-19

The Indonesian Community Fortuner Community (IFC) uses the promotive-interactive communication type and is communicated to management and members and through on-line meetings facilitated by private funds and sponsors in conducting social service and PPE distribution to COVID-19 affected or exposed. The social capital owned by the chairperson is the trust of the company, and using the network owned by the IFC chairperson to initiate social activities. The activities of the IFC are reinforced by previous research (Tommy Surya, 2016) which explained a program / activity on advice / appeal can affect very high group communication. Therefore, in order to maintain good relations in harmony with sponsors and report on all activities of the IFC to be known by the sponsor or internal members of IFC to accelerate the handling of COVID-19 now as a high-quality decision in the group.

The white car community (WCC) in this community uses the Promotive-interactive type of communication which is initiated by the general chairman himself and all members to be free and do not have any activities during the Covid-19 pandemic. The chairman of the WCC decided to dismiss face-to-face activities in order to protect the WCC community members, also to remind the members of the risk of the Covid-19 pandemic. This was deliberately done to help the government reduce the transmission of Covid-19 where the general chairman of the WCC has the basis of (Organization, 2020), one of which said that the transmission of Covid-19 from human to human where there is close contact with many people / health workers and is in a public facility that is full of people. This is what made the chairman of the WCC decide to take advantage of all activities during the Covid-19 pandemic. Tips that are suggested to members are:

- a. Stay at home
- b. Wear a mask when traveling
- c. Maintain health and consumption of vitamins as well as nutritious food, always
- d. Always wash hands / use a hand sanitizer
- e. Sunbathe between 10-11am.

To achieve the goal setting maintaining internal member harmony and health with the campaign's recommendations and appeals from the government regarding the COVID-19 protocol this is to accelerate the handling of COVID-19 as a high-quality decision in group decisions.

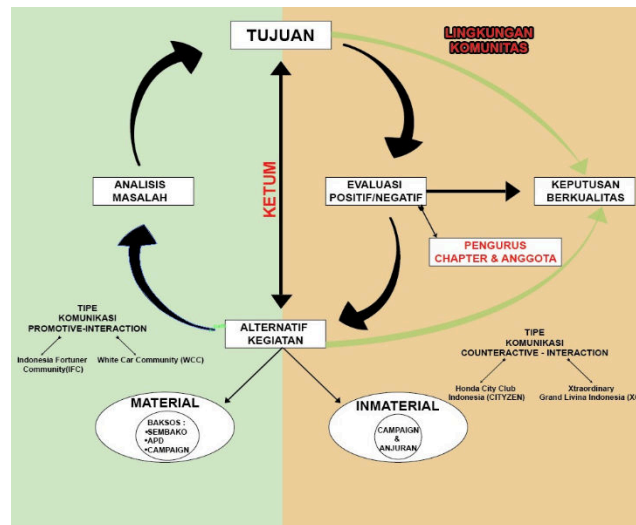


Fig 4. Communication Model of Car Community in Group Decision Making based on social capital in accelerating Covid-19 handling

4 Conclusions

There are two types of group communication in this based on the social capital owned by the chairman and community members. Type Promotive-interactive exists in the IFC and WCC communities where all decisions are initiated by the chairman with all activities and objectives. Type Counteractive-interactive is obtained at XGI and CITYZEN which is initiated by the management and members where members are responsible for all joint decisions in implementing activities that lead to common goals, both of the above types were found in car community communication in the decision-making process. In making problem analysis decisions, identification of alternatives, setting goats, evaluating positives and negatives caring together, working together to accelerate the handling of COVID-19 as a high-quality decision.

References

- [1] Sugiyono, Metodologi Penelitian Kuantitatif, Kualitatif, dan R&D., Bandung: CV Alfabeta., 2016.
- [2] Tubbs S. L. dan Sylvia Mos, Human Communication, Jakarta: PT Remaja Rosdakarya, 2018.
- [3] D. A. Ningsih, "Komunitas Motor Gede. Tiger Community Samarinda (TCS) Di Kota Samarinda," Ejournal Sosiatri, 2014. Vol. 2 (2), p. 108 – 123, 2014 .
- [4] L. John, Human Communication Chapter 8, 2019, pp. 266-267.
- [5] D. Mulyana, Metodologi Penelitian Kualitatif Paradigma Baru Ilmu Komunikasi dan Ilmu Sosial Lainnya, Bandung: PT Remaja Rosdakarya, 2003.
- [6] D. (. Supriad, Fasli Jalal dan i Reformasi Pendidikan dalam Konteks Otonomi Daerah, Jakarta: Depdiknas Bapenas Adicitakaryanusa.

- [7] D. Supriad, Fasli Jalal dan i Reformasi Pendidikan dalam Konteks Otonomi Daerah, Jakarta: Depdiknas Bapenas Adicitakaryanusa, 2001.
- [8] R. K. Yin, Studi Kasus: Desain dan Metode, Jakarta: aja grafindo Persada. , 2011.
- [9] Effendi, IlmuTeori dan Filsafat Komunikasi., Bandung: Citra Aditya Bakti., 2003.
- [9] Alvin A. Goldberg & Carl E. Larson, Group Communication : discussions processes and aplicatuins. Penerjemah Koesdarini S, Gary R. Jusuf. Komunikasi Kelompok (Proses-proses diskusi dan Penerapannya) Jakarta: Penerbit Universitas Indonesia (UI Press), 2006..
- [10] L. John, Human Communication Chapter 8., (2019).
- [11] A. Susilo, " Coronavirus Disease 2019," Penyakit , p. 45, 2020.
- [12] R. K. Yin, Studi Kasus: Desain dan Metode.RajagrafindoPersada, jakarta, 2011.
- [13] D. G. Randy Hirokawa, "Fungsio Perspective on Group Decision Making, " in A First Look at Communication Theory, New York, McGraw-Hill, 2015, pp. 216-222.
- [14] E. Sola, "JURNAL IDAARAH," DECISION MAKING:Sebuah Telaah Awal, pp. II,2, Desember 2018.
- [15] R. Rismayanti, "Corporate Decision Making dalam Komunikasi Organisasi," minggu Juli 2020. [Online]. Available:https://www.researchgate.net/publication/313882845_CORPORATE_DECISION_MAKING_DALAM_KOMUNIKASI_ORGANISASI.
- [16] G. P. W. j. Mery Malyana, " Pola Komunikasi dalam Virtual Pengemudi Transportasi online," Jurnal E-Komunikasi , pp. Vol 6,2, 2018.
- [17] W. h. Organization, "Coronavirus disease 2019 (COVID-19)Situation Report –67," National Authorities , 2 April 2020.
- [18] Tommy Surya, " Komunikasi kelompok Komunitas Enlightened Ingress Surabaya dalam Program fun Ingress," Jurnal E-Komunikasi Program Studi Ilmu Komunikasi Universtias Kristen Petra Surabaya, pp. Vol 4,1, 2016.
- [19] S. 2015, Metode PenelitianPendidikan, Bandung: Alfabeta, 2015.
- [20] Y. Ikbar, Metode Sosial Penelitian Kualitatif., Bandung: PT Refika Aditama, 2012:52.
- [21] K. S. Uzlifatul Ulum, "Komunikasi Komunitas Skinhead Sidoarjo dalam Proses Pengambilan Keputusan Kelompok," KANAL(JURNAL ILMU KOMUNIKASI 5(1), pp. 47-60, 2016.
- [22] S. Abdullah, "POTENSI DAN KEKUATAN MODAL SOSIALDALAM SUATU KOMUNITAS," Junal Sosiologi, p. XII, 2013.
- [23] J. Field, "Modal Sosial," Bantul, Kreasi Wacana., 2010, p. 26.
- [24] S. Abdullah, "POTENSI DAN KEKUATAN MODAL SOSIAL DALAM SUATU KOMUNITAS," socius jurnal sosiologi, 2013.