

PERCEPTIONS OF TUBAN UMKM PREPETATORS ABOUT MICRO PPKM NEWS IN ONLINE MEDIA

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Abstract

The Micro PPKM policy is often a polemic in the community in the current pandemic conditions. This is related to the public perception that PPKM Micro is a very detrimental policy, but there are also people who agree with the Micro PPKM policy. This perception is inseparable from the news that appears in the media, one of which is online media that is often accessed in this millennial era. Therefore, the researcher wanted to know the perception of Tuban UMKM prepetators about micro PPKM news in Online Media. The choice of Tuban City as the research location was because Tuban had become the highest Covid case in East Java and there had also been a violation of the Micro PPKM by UMKM prepetators in Tuban. In this study, the method used is descriptive qualitative with data collection techniques using in-depth interviews. For the theory, the researcher uses the new media theory because it is in accordance with the object of research that is reported through online media. The results obtained from this researcher are that UMKM prepetators have a positive perception of PPKM Micro coverage in online media).

Keywords: Development, Learning Multimedia, Fractions

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1. INTRODUCTION

Perception is a process from the beginning of vision to the formation of reactions that occur within the individual, so that individuals can perceive everything that happens in the surrounding environment through the five senses. People have different perceptions of news. Humans are social beings as well as individuals, so there are differences between one person and another. When a person obtains information through the five senses, he will have a perception. Humans are usually given five senses, namely (eyes as visual sensations), (ears as visual sensations), (nose as smell), (skin as touch) and (tongue as taste). Each of the five senses has a different function and can provide different information about various things in the human environment. One that affects perception is the desire that can affect different interpretations of

what is seen and experienced by someone, one of which is the perception of online news (Haikal, 2020).

Online media is a communication technology that is used as a medium that functions as a communication tool between humans or also referred to as interactive media, where the media allows active participation of both the recipient and the sender. Online media can accommodate text, image, audio and video news. In contrast to print media which is only capable of displaying text and images. Online itself is the internet which means that information can be accessed anytime and anywhere as long as there is an internet network. One example is the coverage of PPKM Mikro on the local online media in Tuban.

The city of Tuban is one of the cities affected by the corona virus, the data on the impact of the Corona Virus issued by the Tuban Regency Government (5/1/2021) of the people who have been confirmed by COVID-19 are 1946 people, 1311 people have recovered, 28 new patients, 432 people are being treated, 203 people died, and 15 people were suspected. The Tuban district government urges to prevent the spread of the Corona Virus to implement prevention efforts by implementing online learning activities, avoiding crowds, and the public is advised not to leave the house if there is no interest.

The latest data shows that active cases of Covid-19 in East Java are not in Greater Surabaya or Greater Malang. The highest Covid-19 cases are in Tuban Regency. Data received by detik.com from the East Java Covid-19 Task Force shows Tuban to be the area with the highest Covid-19 cases, there are 411 active Covid-19 cases in Tuban. Then followed Malang City with 383 active cases. Jember 359 active cases, Tulungagung 326 active cases, Kediri Regency 286 active cases. 6 Regions that are included in the Greater Surabaya and Malang Raya areas themselves do not dominate the top 10 regions with the highest active cases in East Java (Azmi, 2021).

In accordance with the circular and Domestic Instruction number 03 of 2021, the implementation of the Micro Community Activity Restriction (PPKM) has been decided by the Tuban Forkopimda. The implementation of the Micro PPKM starts on February 9, 2021. The existence of the Micro PPKM is carried out by considering the zoning criteria for regional control up to the RT level. Technically, the implementation is divided into the green zone, namely there are no Covid-19 cases, the yellow zone with the criteria that there are 1 to 5 positive Covid-19 households, the orange zone if there are 6 to 10 positive households, the red zone if there are more than 10 positive household. Micro PPKM in Tuban, the application of curfew restrictions for restaurant businesses, education, tourism objects, and public activities (Manna, 2021).

Reporting from the online news Liputan6.com, there was a case of resistance carried out by one of the MSME owners to the Covid task force when carrying out a PPKM judicial operation. Judicial operations were carried out in several stalls in order to implement health protocols during PPKM in order to break the chain of transmission of the Covid-19 Virus in Bumi Wali Tuban. In the PPKM Yustisi operation, it was carried out to give an appeal to the public to obey the rules, if they did not comply with the protocol and violated the rules, they would be subject to sanctions. In this PPKM Yustisi operation, there was only action against residents for violating the PPKM (Adirin, 2021b).

The implementation of the Micro PPKM policy which aims to suppress the spread of the covid virus, besides that, MSME business actors feel the impact, where they are disadvantaged due to restrictions on activity hours and also restrictions for visitors at their place of business. Where in the beginning, those who could get quite a lot of income, now it has decreased due to the implementation of the Micro PPKM policy. Not only that, business owners who violate the PPKM rules will be subject to gradual sanctions. One of them is in the form of a maximum fine of 50 million. Even if the business owner commits another violation, he will be given a sanction in the form of business closure or revocation of business license. Reporting from Liputan6.com, there are several business actors who have been penalized for violating the Micro PPKM policy implemented in Tuban. The sanctions given by the officers actually made UMKM business owners really feel the impact of the covid pandemic and also the implementation of the Micro PPKM policy made UMKM business owners feel that they experienced a drastic decrease in turnover due to the limitation of hours of activity and also limits on allowed visitors (Adirin, 2021a).).

Since the implementation of the Micro PPKM, there are also many violations committed by the community for not complying with the health protocol rules and Micro PPKM. There were 8 MSME owners who were given administrative sanctions for violating health protocols several times during the implementation of PPKM, such as letting visitors not wear masks. Not only that, there were 30 visitors who violated the health protocol rules, so the PPKM judicial operation officer gave sanctions to individuals or shop visitors for not wearing masks (Sudarsono, 2021). In March 2021, violators of PPKM rules are increasing. The violations that occurred were 106 health protocol violators who were netted by the PPKM judicial operation, of which 85 violators were given a verbal warning while 21 other violators were subject to sanctions in the form of a fine of Rp. 100 thousand for not complying with health protocols, namely not wearing masks. In the PPKM judicial operation, officers take action against the community in accordance with law enforcement of Regional Regulation No. 10 of 2020

concerning public order and public peace and Perbup No. 65 of 2020 concerning increasing the discipline of Gakkum Prokes by providing administrative sanctions or fines (Huda, 2021a).

The existence of several violations of health protocols during the Micro PPKM of course led to an increase in the number of Covid cases in Tuban. In April the cumulative number of confirmed positive reached 3,558 cases. This condition makes Tuban Regency return to the orange zone. The increase in the number of Covid cases occurred because there were still many people who violated and did not comply with the health protocol rules during the Micro PPKM. Even the micro PPKM rules are still being violated by some MSME actors. With the return of Tuban to the orange zone, the Covid task force is trying to improve supervision and also carry out continuous raids on various business places and places where there are suspected to be crowded crowds. Efforts are also being made by tightening the border area of East Java and Central Java (Imron, 2021b).

The existence of micro PPKM regulations has an impact on the economic needs of UMKM prepetators . The COVID-19 pandemic that hit Tuban Regency also certainly affected a number of economic sectors, the impact was felt for the small industrial sector and the large industrial sector in Tuban Regency. This resulted in the economic growth in Tuban Regency in 2020 weakening. In 2020, data from the Central Statistics Agency (BPS), economic growth in Tuban Regency was -5.85 percent. Of course, MSME actors were greatly affected, where during the pandemic their economic conditions declined. In addition, the existence of Micro PPKM reduces the activities of UMKM prepetators in meeting their needs and of course makes their economy decline (Huda, 2021b).

The current Covid-19 pandemic situation and also the existence of Micro PPKM in Tuban district raises a pro and contra that raises perceptions for MSME actors.

Based on the explanation above, the researcher is interested in knowing the Perceptions of Tuban UMKM About Micro PPKM News in Online Media. In this study, researchers chose UMKM prepetators in Tuban City to become targets in finding information about this Micro PPKM. From this background, research was carried out and the researcher made a thesis with the title "Perceptions of Tuban UMKM Prepetators About Micro PPKM News in Online Media".

2. RESEARCH METHODS

The research focuses on the perception of Tuban MSME actors about the Ppkm Micro coverage in Online Media which raises pros and cons in the community. This research uses descriptive research method with qualitative analysis. In this study, what will be observed are the UMKM Prepetators in Tuban. This study uses a qualitative method because it is to understand the

perceptions of Tuban UMKM prepetators about Ppkm Mikro coverage in Online Media. So that it can describe or provide a qualitative picture of the perceptions of Tuban MS about the Ppkm Mikro coverage in online media. By using perception, researchers can find out how UMKM Prepetators receive, distinguish, and give meaning to the stimuli received by the senses, so that they can draw conclusions and interpret certain objects they observe. The researcher chose the research location in the city of Tuban because there were reports of UMKM Prepetators violating the micro PPKM in Tuban (<https://surabaya.liputan6.com/read/4483508/pemilik-kafe-di-tuban-jadi-tersangka-karenamelawan-petugas-razia-ppkm>). The primary data used in this study was in-depth interviews, while the secondary data was searched from various sources such as books, journals, and the internet. The informants to be studied were selected based on the following criteria:

1. Male and Female UMKM entrepreneurs, with age criteria 20-50 years old
2. UMKM in the Food and Beverage sector.
3. UMKM business actors who run PPKM Micro in Tuban City.
4. Active in accessing information or news in online media
5. Have you ever read and know about PPKM Mikro news in Tuban online media

3. RESULTS AND DISCUSSION

In this study, researchers obtained data by conducting research for about three months in Tuban City. Researchers conducted in-depth interviews with predetermined informants. To obtain data from each informant, the researchers visited the informants one by one using the agreed time. In-depth interviews were conducted in order to receive accurate data, namely by digging as much data information as possible from each informant. At the time of the interview, the researcher used a voice recorder in the cellphone that the researcher had, the aim of which was to make it easier for researchers to receive data accurately.

The news on one of the online news portals, Liputan6.com, entitled "The Owner of a Cafe in Tuban Becomes a Suspect for Fighting a PPKM Raid Officer" caused various perceptions from the public. In the report, the owner of the shop named Tatak became a suspect for resisting or obstructing the PPKM raid officers in Tuban. The suspect was sentenced to one year and four months in prison. At first, when the ppkm raid officers arrived at his shop, Tatak did not accept it, then got angry and fought the officers in a threatening tone.

The news published on February 15, 2021 received a response from the public. The findings found by researchers in one of the Instagram accounts @info_tuban entitled "The Owner of a Coffee Shop Goes Raging During the Yustisi Operation in Semanding" which has been watched by 40,480 people, 408 comments raises various perceptions from the public because of the PPKM policy, causing pros and cons in the community. public



Gambar 1. Screenshoot The news of violation of PPKM

Sumber : <https://www.instagram.com/p/CKt3Qs2ATha/>



Figure 2. Screenshot of Comments on the Micro PPKM Violation Report on the Instagram page



Figure 2. Screenshot of Comments on the Micro PPKM Violation Report on the Instagram page

Many comments do not agree with the PPKM policy by the government, because many think that the policy is detrimental to the community, even a lot of people make negative comments. With these pros and cons, the news regarding the micro ppkm violation, entitled “Cafe Owner in Tuban Becomes a Suspect for Fighting PPKM Raid Officers” is assumed to influence public perception of the policies applied to the news to date.

This research was carried out for approximately 3 months, and as previously determined, the subjects in this study who were used as informants were not limited or determined in number, because the analysis used in this study was descriptive qualitative, the researcher described the perceptions of tuban MSME actors about PPKM Mikro news. In online media. The data obtained in this study is to conduct in-depth interviews (In-depth Interview)

No	Nama	Usia	L/P	Backgroundf
1	Supriyadi	50 Th	L	UMKM prepetators
2	Synoum Cahyo Prabowo	22 Th	L	University Students dan UMKM Prepetators
3	Ceceng Apriyanto	28 Th	L	UMKM Prepetators
4	Nurul Hikmah	25 Th	P	Fresh Greduate dan UMKM Prepetators

5	Ayu Nur Hidayah	25 Th	P	UMKM Prepetators
6	Rizka Langgeng Aji Saputa	22 Th	L	UMKM Prepetators
7	Sielvi Noer Anisha	26 Th	P	UMKM Prepetators
8	M. Syahrizal Firdaus	27 Th	L	University Students and UMKM Prepetators

Source : Researcher's processed

A. Interests in Accessing News in Online Media

The researcher asked the eight informants about the reasons for accessing news in online media, how often they access news in online media, accessing any news, and also knowledge about micro ppkm news in online media. The eight informants gave various statements, based on the information they received, they liked to access news in online media because it was simpler, easier to access using mobile phones, more effective, and able to find the information they wanted.

Based on the findings of the research data obtained in the field from the eight informants, the researchers found that at the sensing (sensation) stage, the informants ultimately had an intensity on micro PPKM reporting (following the news regularly), because they paid attention to the surrounding environment, which was heavily affected and a lot of who complained about the micro ppkm policy, resulting in a sensing process (sensation) which in the end made them interested in reading news in online media related to micro ppkm. From the research findings, informants 1,2,3,5 and 7 have minimal intensity in accessing news in online media. Meanwhile, informants 4, 6 and 8 have a fairly high intensity in accessing news in online media.

B. The Process of Attention of MSME Actors Regarding Micro PPKM Reporting in Online Media

In this statement, it contains an attention process, the researcher asks questions about the news in online media, so that the researcher can find out the responses obtained and the informants can interpret it from their respective points of view with various opinions. The eight informants following the news related to micro ppkm wanted to know the development of the information and also what kind of impact it would have in the future. From the results of interviews by researchers with 8 informants of SMEs in Tuban. At the attention stage, the eight informants gave their attention consciously, because of the many choices of information available, they were willing to take the time to read the micro PPKM news to seek further information. From the results of the research findings that informants 1,4,5 and 8 gave attention that focused on a good point of view on ppkm micro coverage. Meanwhile, informants 2,3,6 and 7 gave attention focusing on the unfavorable point of view of the micro ppkm news.

C. Perceptions of MSME Actors regarding Micro PPKM Reporting in Online Media

From the results of the research that has been discussed and explained previously, it can be seen that related to media interaction by using perception which includes observing responses and evaluating what has been heard, reviewed by the five senses. Then put the meaning that has been as a conclusion based on the message received. It is of course. In accordance with the statement conveyed by stating that perception is an experience of objects, incidents or interactions obtained by inferring information and interpreting messages, perception puts meaning in sensory stimuli.

Perceptions will arise due to external stimuli, the stimuli received will be selected and organized by the individual himself based on his experience. Therefore, the perception of each individual is different, it is because the individual gains different knowledge and experience, so that the object that has been received is perceived by each individual.

From the eight informants who were interviewed by the researchers, they caught from the news of micro PPKM in online media, they had different views regarding micro PPKM. The eight informants said that they as recipients of information in this study were news about micro ppkM in the media on line. In addition, from the seven informants, it is also expected that the media can report in a balanced manner.

It is known that in the perception of the Tuban MSME actors regarding the coverage of micro ppkM in online media, among others, informants 2, 3, 6 and 7 have negative perceptions regarding the existence of micro ppkM news and also micro ppkM violators. The four informants stated that they should not continue to report things related to covid and also micro PPKM so that people do not get confused. By having the same reason, namely afraid that people will become worried and create new perceptions which are afraid of giving a lot of bad perceptions.

Informants 1, 4, 5 and 8 have different perceptions from informants 2, 3, 6 and 7, namely the four informants gave good and positive news responses so that they received and had positive perceptions, because the purpose of the news was to be more absorbed and investigated. further what is meant by PPKM Micro.

Based on the above discussion, researchers can find out the perceptions of Tuban MSME actors about PPKM Micro coverage in online media. Of the eight informants who have given their respective opinions, four of them have negative perceptions about PPKM Mikro reporting in online media, namely informants 2, 3, 6 and 7. While informants 1, 4, 5 and 8 accept or have positive perceptions there is news about PPKM Mikro in online media.

4. CONCLUSION

The results of the data findings in the field, it was found that the process of perception was carried out through three stages. The first is Sensing (Sensation), at this stage, people have

an intensity on the Micro PPKM news (following the news regularly), this is because the environment around them is heavily affected by the micro PPKM. In addition, the findings in the field state that the intensity of each individual towards this news is different, namely there are some who have minimal intensity and some others have a high intensity of PPKM Micro coverage in online media. The second is Attention, at this stage of attention, people pay attention consciously by giving their focus on reporting on PPKM Mikro. The attention given is obtained from their different points of view, giving rise to a good point of view and a bad point of view. And finally Interpretation, where this is the last stage in giving perception. In this case, the perceptions that arise are in the form of positive perceptions and also negative perceptions of Micro PPKM News in Online Media. So it can be concluded that in this study the public can accept with an open mind even though there are pros and cons in PPKM Mikro reporting, but they are still aware that not everyone feels disadvantaged by the news that is getting crowded, and is in the spotlight of this community. There are still many people who respond to this wisely and take the positive side of the news, moreover, it can be useful to be careful

5. SUGGESTIONS

The suggestions or inputs to be given by researchers are as follows:

1. With the development of the times, advances in technology, the entry of new cultures at this time, we as individuals and in groups must always be observant or sensitive to all information, especially technology that is approaching. Because along with the development of the level of life and the need to socialize in this information age, on the other hand, with the development of the level of thought and point of view of a medium or information, it is possible that news about Micro PPKM can now become a useful part of groups and communities.
2. It is also hoped that this writing can be an input or additional reference material from the academic side for research on similar topics in the future, both in terms of extracting more in-depth information data and on the subject matter and informant data listed

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