

## Secondary Socialization Model In Effort to Prevent The Spread of Covid-19 for Residents of Rt 015 Rw 08 Palmeriam Matraman East Jakarta

Novida Irawan<sup>1</sup>, Bintang Nurijadi<sup>2</sup>, Nabila Salmin Al Jaedi<sup>3</sup>

<sup>1,2,3</sup>Program Studi Ilmu Komunikasi, Sekolah Tinggi Ilmu Komunikasi Profesi  
Indonesia

### Abstract

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Socialization activities carried out by the government during the Covid-19 Pandemic to convey information to the public up to the RT environment level. The socialization was carried out to increase the danger posed and prevent the spread of Covid-19. Socialization needs to be carried out in the RT which is the closest part to the residents so that the delivery of information in the socialization is easily conveyed. This study discusses the secondary socialization model an effort to prevent the spread of Covid-19 in the RT 015 RW 08 Palmeriam Matraman East Jakarta. The purpose of this study was to understand the secondary socialization model used by RT administrators in delivering socialization. This study was analyzed through a secondary socialization model. The research used is qualitative with in-depth interviews, observation, and documentation as a source of data collection. The results showed that RT 015 RW 08 Palmeriam Matraman East Jakarta conducted socialization using a secondary socialization model. Socialization is done directly through individuals to the public. So that through secondary socialization it can help provide an understanding of the dangers and prevention of the spread of Covid-19

**Keywords:** Socialization, Secondary Socialization Model, Covid-19

(\*) Corresponding Author:

[irawan.novida@stikomprosia.ac.id](mailto:irawan.novida@stikomprosia.ac.id),

[nurijadi.bintang@stikomprosia.ac.id](mailto:nurijadi.bintang@stikomprosia.ac.id), [salmin.nabila@stikomprosia.ac.id](mailto:salmin.nabila@stikomprosia.ac.id)

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## INTRODUCTION

Socialization activities carried out by the government during the Covid-19 Pandemic to convey information to the public up to the RT environment level. Role government in urge danger covid-19 to effort and prevention of the spread of Covid-19 in environment inhabitant. Therefore, the government cannot work alone for convey or operate activity the to inhabitant directly. Role RT/RW administrators in effort counter measures and prevention deployment covid-19 don't considered trivial. As person which closest and knowing condition real Public, RT/RW administrators can be agent from effort government controlling speed the spread of covid-19. Therefore, the government, especially local governments, must active involve RT/RW administrators for follow prevent the spread of covid-19. The leader RT/RW proper given incentive so that they can work hard for To do socialization prevention to Public and give information to government about situation in environment, specifically information about existence inhabitant which deserve suspect exposed covid-19 (newssatu.com, 2020). The importance of engagement RT/RW and government institutions other area alluded to in Medical Quick Treatment Guidelines and Health Public Covid-



19 in Indonesia which made by Task Force Acceleration Handling the Covid- 19 signed Chairman Group Task, Lieutenant General Doni Monardo.

In in guidelines that mentioned, village level government in accordance his authority expected facilitate and push head of RT/RW, health cadres, and community-based social institutions for active to do various effort prevention transmission Covid-19. In Thing this, head of RT/RW expected could to do delivery information prevention and countermeasures Covid-19 to all residents with use various communication channels available on region each. RT/RW administrators also asked to continue encourage readiness and participation Public for to do effort cleanliness personal and cleanliness house as part from embodiment Movement Public Life Healthy (Germas). In addition, the administrators RT/RW and other institutions need keep going push participation Public in doing restrictions contact physique as effort real prevention transmission Covid-19 (newssatu.com, 2020).

Minister of State-Owned Enterprises (BUMN) Eric Thohir also convey importance role RT and RW in prevent deployment covid - 19 each environment. So, Minister Eric hope that media mass Keep going push RT/RW administrator active socialize prevention efforts spread of *covid-19* and give information latest about condition each area. Minister Coordinator for Politics, Law, and Security (Menko Polhukam) Mahfud MD say that involvement of RT/RW administrators in oppose absolute covid-19 for conducted. Government, he said, has to do mobilization or mobilizing RT/RW since this virus appear and start spread in middle Public. Involving environment government smallest, namely RT and RW, then the government center and area must have understanding and same attitude. They Must recognized in many area, that awareness is still not seen. There are still officials in the areato the RT and RW administrators who not yet feel existence covid - 19 virus as threat for inhabitant. Thing that occur because not yet there is inhabitant in environment they which infected covid-19 (newssatu.com, 2020). We must realize that deployment covid-19 is very fast and difficult for detected if no there is early prevention. Socialization to Public about importance guard distance and very social restrictions important for prevent the spread of *covid-19*.

Head of region through Camat and head village must keep going supply socialization prevention of *covid-19* to RT/RW administrator so that can forwarded to their respective citizens. Head area also must Keep going coordinate and communicate with subdistrict head, village head, head village, as well as RT/RW administrator. Channel communication that don't until disconnected so that information about situation inhabitant in region each each can be identified quickly. In addition to socialize, RT/RW administrator also can give quick information to residents that suspected covid-19. Fast information can reduce against infected citizens and steps for prevent so that the virus doesn't get over soon conducted.

RT/RW administrator also can follow social implementation distancing in each environment. They can reprim and inhabitant which to outside home without clear business or children age school who does not study in house During policy restrictions social that run. RT/RW administrator also can move Public for do the steps disinfectant in environment each each (newssatu.com, 2020). For all of this to work, we also hope that the government, especially government area, give attention special to RT/RW administrator. Besides keep going give socialization

*covid-19* prevention, RT/RW administrator also worthy for given incentive so that they can move and becomes as strength in effort prevent the spread of covid-19. RT/RW administrator there is arrangement organization which chaired by the head of the RT who is elected discussion by inhabitant environment local by direct. Chairman RT is a figure leader at a time controller for success management environment life in region each. head of RT plays a role very important in prevention deployment Covid-19 because the head of the RT has position which very close with citizens and will more easy in educate inhabitant directly.

Organization World Health (WHO) state that covid-19 type new reason Covid-19 has becomes pandemic global. Launch from CNN, covid-19 is group big virus common among animals. Virus could cause disease channel respiration which similar with the common cold. Covid-19 outbreak since first identified in Wuhan on 31 December 2019 case pneumonia first time reported in WHO the case happened between 12-29 December 2019 (Kompas.com). On 2 March 2020, for first time government announce two case patient positive Covid-19 in Indonesia. However, Expert Epidemiology University Indonesia (UI) Pandu Riono mentions the type of covid-19 SARS-CoV-2 as reason Covid-19 that already enter to Indonesia since beginning January (Kompas.com).

Group Covid-19 Matraman report along 5 May until 10 July 2020 has found 315 asymptomatic people (OTG), 80 people with supervision (ODP), 127 patient in monitoring (PDP). Whereas as much 223 person confirmed positive covid-19 with details of 53 people being treated, 125 people recovered, 16 people died and 29 person under go isolation independent. In a week final reported positive covid-19, case the reported-on 3-10 July 2020 based on results test wipe regularly held by officers local health center (Antaranews.com). From article on so matraman is wrong one area which including as zone red and after implementation observation beginning by researcher so obtained information from the head of the RW 08 that on month April until month September 2020 and in period time 6 (six) month there is 40 person which positive infected covid-19 and 9 people among them is inhabitant RT 015. Inhabitant RT 015 which first time exposed covid-19 infected through the place work and according to data beginning which researchers found that 6 people who exposed before socialization from the RT. Socialization activities carried out by RT/RW administrator and staff very needed because after existence socialization related prevention covid-19, so which exposure decreased to 3 people. Given the densely populated area and lack of hazard knowledge Covid-19 and the minimum protocol health inside it tighten protocol health of course the head of the RT very much play an important role for socialize efforts prevention deployment Covid-19 among residents of RT 015 RW 08 Palmeriam east Jakarta.

Before happening covid-19 Residents in the area residents of RT 015 RW 08 Palmeriam east Jakarta free socialize between fellow citizens, and no ban go out entry visitor, courier and others on the environment the, the place worship opens for general, allowed hold an event inviting crowd like wedding, study and etc. After getting appeal from government about danger covid-19 which spread by fast in environment inhabitant and required for apply protocol health in each environment region for prevention deployment covid-19. Lack of knowledge and awareness Public about prevention Covid-19 will affect behavior prevention in the

Public. By because that need conducted communication, information for educate by continuously with use method and media. Wrong the only one by method socialization which aims to provide information direct to Public about something. The socialization process experienced by somebody start from accept information, understand, and practice all Thing that use is get knowledge and skills so that could interact and adapt with good with group Public the (Abdullah & nationality, 2018)

Conducted outreach by RT 015 is form direct communication for educate the dangers of covid-19 and apply regulation which set government related prevention deployment virus covid-19. Whole activity on region RT specifically region RT.015 RW. 08 Ward Palmeriam chairman RT must limit activity social inhabitant with operate restrictions local scale social (PSBL), namely: with limit access go out-enter outsiders such as couriers, motorcycle taxis on line, nor inhabitant which no originated from region the. An effort to socialize RT 015 also educate inhabitant with method permanent obey health protocol during the pandemic that is share mask and urge for wearing mask moment go out house, provide the place wash hand every access to RT 015, squirt fluid disinfectant environment and apply *social distancing* for the sake of prevent deployment virus covid-19 in the region RT 015. After many appeal from government regarding health protocols must obeyed Public to use prevent deployment Covid-19 not immediately directly accessible absorb with good so needed figure Public environment which could socialize efforts prevention deployment Covid-19 in environment more in RT 15 RW 08 Palmeriam area Subdistrict Matraman East Jakarta which is area congested population and still lack of knowledge about danger covid and method prevention.

## LITERATURE

### 1. Campaign PR

Definition by general about term campaign which known since the 1940s campaign is generally exemplify persuasion in action (campaign by general is showing an activity where dotted reject for persuade), and already many put forward by several scientists, experts and communication practitioner. Lesli B. Snyder put forward that a communication is an organized communicator activity, directed at a particular goal. It means by outline, communication campaign is something activity communication which organized, by direct addressed to audience certain, in period time which already set with destination certain (Rusyadi, 2013).

Campaign PR is one of the communication techniques could used by public relations for reach destination company or organization, according to Regors and storey, "campaign is series activity communication which organized with destination for create impact certain part big target audience sustainable over a period of time certain" (Ruslan, 2008:23). Whereas according to expert communication Rice and paisley, "campaign is desire somebody for influence opinion individual and public, trust, act in demand, interest, as well as desire audience with power pull communicator which at a time communicative.

## 2. Socialization

Socialization on basic pointing on all factor and process which make man to be in harmony in his life in in the middle person other. (Hartomo, 2004:130) According to Vander zande, socialization is process interaction social through how do we know the ways think, callous and behave, so that could participate effectively in Public. Whereas according to David A. Goslin in (Ihromi, 2004:30), socialization is process study which experienced somebody for gain knowledge, skills, values and norms so that he can participate as member in group Public. While socializing according to Soerjono Soekanto (2002:40) define by large socialization could interpreted as a process by which society educated for know, understand, obey, value live up to the norms and values score which apply in in Public by special socialization covers something process where inhabitant Public learn the culture study control self as well as learn the roles in Public. Socialization can take place by stare advance, but can also conducted in distance certain through means media, or letter- correspondence, can take place directly formal nor informal, good intentionally or no on purpose.

Based on kind socialization shared Becomes two: primary socialization (within the family) and socialization secondary (in Public) (Sunarto. 2004:22). According to Goffman second processtakes place within the institution total, that is the place stay and the place work. In second these institutions, there are a number of individual in situation which same, separated from the wider community in period time period certain, together undergo life which is confined, and regulated by formal. Based on expert could conclude that socialization is process study teach about pattern- pattern action interaction in Public in accordance with role and social status which run each. So process, individual will knowing and carry out their rights and obligations based on role status each each and culture something Public. That way it's clear that socialization is process mingle, look for know, give know, and interaction between one person with other.

Socialization, we must notice environment social. Environment social is environment Public which inside it there is interaction Among individual with individual other. Which involved from socialization process is human as creature social, which relate with surrounding, as well as existence encouragement for subserve to society.

### a. Type Socialization

Based on kind, socialization divided into two, namely socialization primary (in family) and socialization secondary (in Public). According to Goffman both processes take place in institution total, that is the place live and work. In second institution the, there is amount individual in situation which same, separated from Public large in period time period certain, together-same undergo life which confined, and set by formal. Socialization primary and secondary defined as following :

#### 1) Socialization Primary

As socialization first which lived individual during small with study Becomes member Public (family). Socialization primary in progress moment child aged 1-5 year or moment child not yet enter to school. Child start know member family and environment family. By gradually he start capable distinguish themselves from other people other in around his family.

## 2) Socialization Secondary

Socialization secondary is something process socialization advanced after primary socialization introduce individuals into group certain in Public. The shapes is resocialization and desocialization. In process resocialization, a person is given a new identity. Whereas in the process of socialization, someone experience 'revocation' identityself which long. Type socialization every group Public have standards and values different. Difference standard and score even no miss from type existing socialization. There are two types socialization secondary. Second typesocialization the is asfollowing:

### a) formal

Socialization type this occur through institution. Authorized agency according to provision which apply within the country, such as education in school and education military.

### b) Informal

Socialization type this there is in Public or in association familial, such as Among friend, Friend, fellow member club, and group- social groups in Public.

In both types above, Socialization secondary could found in activity Public daily. As for examples of secondary socialization in life socialize Among other :

1. In institution formal, for example socialization for no throw away garbage into the river, socialization for pay tax earth and building, or join as well as in meeting which held get along neighbor.
2. In institution social, for example opt-in in activity coral cadets, administrator mosque, and organization social other.
3. In the family, for example, a father which invite her son play in environment around for introduce her son with other children of the same age, a mother who forbids her child go out night, or the rules unwritten which is always applied at home.
4. In a social environment, for example division of the patrol schedule by the chairman for neighbor, penalty which applied if violate rule environment like gotong cooperation, or opt-in in tahlilan neighbor.
5. time child, for example socialize in school new, play in garden together child- other children, or participate in institution education in outside school so that child more pushed for know environment new.

Public activities each other blend in one with others. Opportunity also makes the community closer in togetherness, so as to create interaction social by thorough. Because condition interaction social in Public wrong the only one that is flavor togetherness to create integration social. So, socialization secondary also play a role in flavor safe and harmony life Public, If socialization secondary didn't doing well, it will imbalance within individual and Public which could large impact.

Based on secondary type of socialization, researcher conclude in study this use socialization secondary in form formal which happening in the social environment, namely the RT 015 which Socialization conducted by Membership RT direct to inhabitant, socialization secondary also have role in give flavor safe and harmony in Public that is means very needed Socialization Secondary held during Covid-19 for prevention deployment virus the and for the sake of give flavor

safe to environment residents of RT 015.

b. Condition happening socialization

Through socialization, the community is able to participate in interest life and create next generation. There is a number of factors happening socialization:

- 1) What which socialized, is a form of information will be given to the community in the form of values, norms and role.
- 2) How to socialize, involve process learning.
- 3) Who which socialize, institution, media mass, individual and group

### 3. Covid-19

On 11 March 2020 then, *World Health Organization* (WHO) announced the status of a pandemic *global* for the Covid-19 virus 2019 or also known as *Covid-19 Virus disease 2019* (Covid-19). In term health, pandemic means an outbreak of a disease attack multiple victims, simultaneously in various countries. While in case Covid-19, body health World WHO defines this disease as a pandemic because all citizens world potential caught infection disease Covid-19 (allianz.com, 2021).

Covid-19 or *severe acute respiratory syndrome covid-19 virus 2* (SARS-CoV-2) is virus which attack system respiration. Disease because infection virus this called COVID-19. Covid-19 can cause disturbance light on system respiration, infection lungs which weight, up to Dead (Alodokter.com, 2021). *Severe acute respiratory syndrome covid-19 virus 2* (SARS- CoV-2) which more known with the name covid-19 is a new type of covid-19 virus which infectious to man. Virus this can attack who just, like the elderly (group elderly), adults, children, and infants, including pregnant women and mothers breast-feed (Alodokter.com, 2021).

## METHOD

Approach this use qualitative method, this research method chosen with destination so that researcher research by deep about utilization strategy communication chairman RT 015 RW 08 Palmeriam Matraman in socialize effort prevention virus covid-19. Research qualitative aims to explain phenomena with deeply.

According to (Bungin. 2011:157), that is, "Study this character descriptive with a qualitative approach. Approach descriptive-qualitative referred to in book this as also explained in Miles and Huberman's analysis, no able to explain the meaning as only meant on qualitative- verification and *grounded theory* only research relationships among variable one and other based on relationship models, *tables, metrics* , sites, and etc without must explain the meaning of what happened to those relationships or meanings income back data phenomenon the." Reason researcher use descriptive because researcher need collect data through interviews and observation model socialization secondary in effort prevention covid-19 among RT 015 RW 08 Palmeriam Matraman East Jakarta.

Technique collection data is step which most strategic in study, because destination main from study is get data. Without knowing technique collection data,

so researcher no will get data which Fulfill standard data which set (Sugiyono, 2016:224).

In study this, researcher will use technique collection data with observations about danger and preventing the spread of Covid-19. Observation Participant and depth Interview with *key informant* and *informant* process dialog among researcher with *informant* which focus on question-questions asked by researchers for get something right information. Researchers will find out Model Socialization Secondary in prevention deployment Covid-19 among Inhabitant RT 015.

Analysis data in study qualitative, conducted on moment collection data ongoing, and done collection data uncertain period. Miles and Huberman (1984) suggested that the activity of in data qualitative is done by interactive and ongoing continuously until finished, so that the data already bored (Sugiyono, 2016).

Activity in analysis data, that is data *reduction*, reduction Data is a sensitive thought process that need intelligence, breadth and high depth of insight, *data display*, according to Miles and Huberman (1984) which most often used in serve data in study qualitative is text which character narrative and *conclusion drawing/verification*, according to Miles and Huberman (1984) step three in analysis data qualitative is withdrawal conclusion and verification Define data validity techniques is as checking data from various sources in various ways, and various times.

In analyze data results study, researcher use triangulation source in where researcher compare or check repeat degrees trust something information which obtained from source which different. Researchers compare data results observation with data results Interview. Limitations researcher this in study only researching and focus on Model Socialization Secondary in prevention deployment Covid-19 among Inhabitant RT 015.

## **RESULTS AND DISCUSSION**

### **1. Model Socialization Secondary in Prevention Deployment Covid-19 In RT 015 RW 008 Residents Palmeriam Matraman East Jakarta**

Socialization becomes an activity very appropriate to convey information important from one individual to Public around, socialization which used is socialization secondary because socialization secondary normal in use for somebody socialize among Public. Socialization secondary Becomes means which appropriate for convey information danger covid-19 in prevention deployment covid-19. From results Interview which researcher do it with member RT 015. Namely the Head of RT 015 and the Secretary RT 015 then as for inhabitant RT 015 that socialization prevention deployment covid-19. They have conducted impact which good against inhabitant RT 015 which is they have knew the dangers of covid-19. Also they make numbers exposed in the region RT 015 according to thanks to socialization and regulations which strict in the RT area 015. With use model socialization secondary which used by researcher, which where introduce individual to ingroup certain in Public, this is in accordance with the form of socialization which conducted by RT 015 to inhabitant in Prevention Deployment Covid-19 that is give information new and apply habit new in something environment inhabitant and must obeyed by the citizens.

Socialization Secondary which conducted in prevention the spread of Covid-19 in RT 015 namely Informally because socialize it kinship and mutual cooperation by RT 015 membership directly to residents of RT 015. Socialization secondary have role in give flavor safe and comfortable for the community. It means socialization secondary important done during the pandemic like this and is the right move carried out by RT 015 as a form of delivery information to inhabitant RT 015 so that could prevent deployment covid-19 so that give flavor safe and comfortable to inhabitant.

Socialization secondary must do with good so so that there is balance in self individual and Public which could impact large. Success Secondary outreach in prevention deployment Covid-19 will becomes form of balance in RT residents 015, also they has a good impact for RT environment 015. They could concluded that RT 015 use model socialization secondary in prevention of spread covid-19 among inhabitant RT 015, who delivered information to Residents of RT 015. Regarding new information as well as in order to apply the habit new environment inhabitant RT 015 nor outside. Socialization secondary also makes residents RT 015 like noticed so that feel safe and comfortable is at among those who have proven themselves with it worked applied socialization secondary and have the changes that significant to environment RT 015.

## 2. Condition Happening socialization

According to results Interview which conducted by researcher, socialization secondary which conducted by RT 015 use condition happening socialization. The condition for socialization has 3 Step condition to do socialization, Such as:

- 1) What which socialized?
- 2) How socialize?
- 3) Who socializes?

With use 3 Step make it easy to do research this and could knowing the points which conducted during operate socialization secondary. rResearcher has analyze by deep about object study with compare and link findings on moment interview in progress good with informant main nor informant supporter as well as relationship with theories which listed on chapter 2.

There are several factors that occur socialization as follow:

- 1) What which socialized is a form of information that will given to Public in the form of values, norms and roles. Researcher researching more about what which socialized to Public in prevention deployment covid19. Member RT 015 give socialization with model socialization secondary to inhabitant about danger Covid-19, Not only convey how much danger Covid-19 to inhabitant but RT 015 also give socialization about Thing what just which can in do and can't be done during a pandemic takes place, it is done by RT 015 on region environment RT 15 in order to prevent the spread Covid-19
- 2) How to socialize involve process learning. Researcher also researching more about how RT 15 socialize prevention deployment Covid-19. Inhabitant through model socialization secondary is Member RT To do socialization by direct with method come to house inhabitant and together with share mask for necessity inhabitant in guard self. Besides through delivery information through RT 015 socialization also applies system Lockdown which going on for 6 months in the

hope of getting prevent deployment Covid-19 in RT 015 area. Not only lockdown region RT 015 also To dospraying disinfectant by periodically in region RT 015 as well as provide hand washing facilities door enter region RT 015 for the sake of security together.

3) Who which socialize, institution, media mass, individual and group. Based on theory the Researchers also research in depth about who participates to follow operate socialization secondary in prevention of spread Covid-19 in region RT 015. Based on results Interview RT 015 membership works together in realize environment which healthy, comfortable, clean, safe, peaceful. So this activity do by head of RT, Secretary of RT and Forum Teenager (Karang Taruna) follow as well as to operate socialization secondary directly to distribute Duty the existence timetable work which in form for doing Duty.

## **CONCLUSION AND SUGGESTION**

### **1. Conclusion**

From results which conducted has obtained conclusions which aims to understand the model socialization secondary RT 015 in effort prevention deployment Covid-19 among RT 015 RW 08 Palmeriam Matraman East Jakarta. RT 015 use secondary socialization model in prevention the spread of covid-19 among residents RT 015. Especially for convey information to Inhabitant RT 015 about information new as well as so that could apply habit new environment inhabitant RT 015 nor outside during Covid-19. Socialization secondary also make inhabitant RT 015 like be cared for so that you feel safe and comfortable is at among that alone which proven with it worked applied socialization secondary and have change which significant to RT 015 neighborhood.

Application habit new conducted RT 015 During 6 month long with hope inhabitant keep going apply habit new although already no encouraged by RT. They implementation of the new habit it turns out effective conducted for prevention deployment covid-19 in RT 015 is proven with decrease amount inhabitant which exposed covid-19 in environment RT.

Researcher see socialization Secondary RT 015 based on condition happening socialization that is which socialized, is form information to be provided to Public in the form of values, norm- norm and role, How method socialize, involve process learning, Who's socialize, institution, media mass, individual and group, so Researchers can conclude several Thing as follows :

1. In socialization secondary which conducted by RT 015 in prevention deployment Covid-19 environment region RT 015 convey about danger Covid-19 as well as as for protocol applicable health and must in apply by inhabitant RT 015.
2. RT 015 to do socialization secondary by direct to inhabitant, with give understanding, share mask as form concern RT 015 to citizens for protectself, besides that RT 015 also enforce social distancing or keep distance and avoid crowd, To do lockdown area for RT 015 by means of close access other for go out enter and only open one access maintained by youth forum (Karang Taruna) RT 015, then squirt disinfectant by periodically, as well as provide the place wash hand at the door enter which opened as long as alternate every the week.
3. In To do socialization which involved in convey the socialization is not only the chairman RT 015 however also secretary RT and youth forums are also involved

in to do socialization.

## 2. Suggestion

Based on research conclusions about model socialization secondary in effort prevention deployment Covid-19 among RT 015 RW 08 Palmeriam Matraman Jakarta East, so researcher recommend in the form of suggestion good from side academic nor practical, that is :

### 1. Theoretical Suggestions

In study this expected can becomes ingredient input and could conducted study which more carry on about model socialization secondary for convey message to audience. So the research results could more maximum in the future day.

### 2. Suggestion Practical

Recommended to head and Member RT 015 more innovate in give good direct socialization as well as add media for become a means of mass socialization : print by periodically banner with information amount inhabitant which exposed, with thereby inhabitant more understand danger covid-19.

1. Recommended RT 15 more Spry again in handle case don'tuntil wait there is which exposed, just act as well it is recommended to form team for providing tool health emergency for interest inhabitant.
2. For activity other recommended so that more arranged and documented in in terms of division of tasks and moment implementation duty.
3. It is recommended that all citizens can get involved in activity RT 015 in guard protocol health in environment.

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