



THE ROLE OF TVRI SOUTH KALIMANTAN THROUGH THE MULTIPLATFORM UNIT AS A MEDIA FOR COMMUNITY HEALTH EMPOWERMENT DURING THE COVID-19 PANDEMIC

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Abstract

TVRI South Kalimantan through the multiplatform unit in the Healthy Living Program seeks to become a medium for community empowerment during the Covid-19 pandemic. The objectives of this study are: 1) Analyzing the role of TVRI South Kalimantan through the multiplatform unit in the healthy living programs as a medium for empowering public health during the Covid-19 pandemic in Banjarmasin city. 2) Analyzing the factors inhibiting the role of TVRI South Kalimantan through the multiplatform unit in the healthy living programs as a medium for empowering public health in the midst of the Covid-19 pandemic in Banjarmasin. This qualitative research uses research methods and has been carried out in Banjarmasin. Interviews were conducted with 12 informants determined by purposive sampling. Data mining is carried out by means of interviews, observations and documentation. Analysis is carried out through data collection, data reduction, data presentation and drawing conclusions. This research found: 1) The role of TVRI South Kalimantan through the multiplatform unit in the Healthy Living program as a medium for empowering public health in the midst of the Covid-19 pandemic in Banjarmasin has tried to provide health information that can be provision of knowledge for the community from specialist speakers in their fields. From this knowledge, people are expected to empower themselves to overcome the initial symptoms of a disease complaint, and moreover be able to maintain and improve the health of themselves, their families and the environment in the midst of the Covid 19 virus attack. 2). The inhibiting factor of TVRI South Kalimantan' s role through the multiplatform unit in the healthy living programs as a medium for empowering public health during the Covid-19 pandemic in the city of Banjarmasin is the competition with other shows on television that are different during the same broadcast time as the "Healthy Life" " program, and also where people are still busy in the office and other activities. The lack of attractive promotions is also an obstacle for the Healthy Living program to watch, because people still choose entertainment programs.

Keywords: Role, Healthy Living Program, Community Empowerment Media.

INTRODUCTION

The Covid 19 pandemic has hit the whole world since 2020 (Indayani & Hartono, 2020). The emergence of the Covid 19 virus in Indonesia was declared to have entered since March 2020. The Covid 19 pandemic has resulted in crises in several sectors of our society's lives (Hanoabun, 2020; Suparman, 2021). The Indonesian people and specifically the people in South Kalimantan are experiencing many changes in the social climate, from the habit of meeting face to face to having to keep their distance even online. Relatives, friends, friends and even colleagues can no longer visit each other as before. Meetings of one person and another are limited to a minimum distance of one meter. Not only that, in 2020 restrictions on socializing are also regulated in government regulations, namely Large-Scale Social Restrictions or PSBB.

PSBB is one of the implementation of health quarantine in areas other than home quarantine, hospital quarantine, and regional quarantine (UU number 6/2018, article 49 paragraph 1) (Sibarani et al., 2020). The goal of PSBB is to prevent the spread of public health emergencies (KKM) that are currently occurring between people in a certain area (Adi, 2020; Stini, 2020; Michelle et al., 2020). Provincial and district or city level governments decide on a PSBB policy after obtaining approval from the Minister of Health through a Ministerial Decree (Hadi, 2020; Rohman, 2021).

The government also issued Regulation of the Minister of Health Number 9 of 2020 as a guideline for implementing PSBB. In this Permenkes it is explained that the PSBB is carried out during the longest incubation period of Covid 19 (14 days) and can be extended if there is still evidence of spread. PSBB activities include closing schools and workplaces, limiting religious activities, limiting activities in public facilities, limiting social and cultural activities, limiting modes of transportation, limiting other activities specifically related to aspects of defense and security. PSBB violations can be subject to punishment in the form of imprisonment for a maximum of 1 year and a fine of Rp. 100 million. This is in accordance with the provisions in Article 93 of Law Number 6 of 2018.

The implementation of this PSBB is an effective step to break the chain of the spread of the Covid-19 virus. However, this must be based on public awareness to comply with these PSBB regulations and comply with health protocols when outside the home. Several studies have been conducted regarding the impact of the PSBB. Can this effective step produce an effective impact on society as well?

National economic losses due to PSBB show that what is needed is the right policy, both in terms of location, time and procedure (Wibowo Hadiwardoyo, 2020; Nasruddin & Haq, 2020). If PSBB can guarantee the breaking of the chain of transmission of Covid 19, it must be carried out in the right way, and in the shortest possible time (Khasanah & Purwaningsih, 2021; Kholis, 2020). Restrictions that are prolonged and not simultaneous, risk exceeding the limits of the ability to survive both individuals and business entities (Hasan, 2021). If this happens, then the rescue cannot be carried out, and the losses will be even greater both economically and socially (Hadiwardoyo, 2020; Maryani, 2021).

Research conducted by Wahyudi (2020) in his journal the implementation of a lockdown policy in anticipation of the spread of the Covid-19 corona virus, shows that there is a positive impact of PSBB on the environment. With the implementation of this PSBB rule which aims to break the chain of spread of the corona virus, the government does not need to lock down. It is hoped that this will not only free people from Covid-19, but also better environmental quality.

After the implementation of the PSBB in 2020, the number of Covid 19 transmission has not yet shown the results of the government's efforts. Therefore the government determined the Implementation of Restricting Community Activities (PPKM) in early 2021. The government

first implemented PPKM from 11 to 25 January 2021. PPKM for these two weeks was carried out based on the Minister of Home Affairs' instructions No. 1 of 2021 which was enforced in Java and Bali.

According to Airlangga Hartanto as Chair of the Committee for Handling Covid 19 and National Economic Recovery (KPCPEN), the initial initiative for submitting PSBB rests with the local government, while PPKM lies with the central government. Deputy Chairperson of KPCPEN Luhut Panjaitan said that the PSBB was carried out in a non-uniform manner, while PPKM could be applied uniformly. Several companies have also experienced a decline in productivity which has resulted in termination of employment (PHK) for their employees so that people tend to experience a decrease in family economic stability. Thus the community must be given an empowerment strategy so that the community's economy can return to stability and even increase.

Inaccuracy in responding to the arrival of the Covid-19 pandemic, excessive self-confidence and finally having to buckle down to accept reality, is the beginning of all forms of stuttering in dealing with a pandemic. Information and dis-information have finally changed the pandemic, which was originally a medical narrative, has turned into a social narrative that wildly penetrates and destroys human rationality. The Covid-19 cluster that was formed by the government seems helpless and is in a confused situation facing the enormity of the flow of communication framed by the sophistication of digital communication. This condition has actually been exacerbated by the efforts of certain parties to deliberately build biased communication in order to cover up the failure of the strategy to deal with this pandemic. The Dynamics of Communication during the Covid-19 Pandemic finally unveiled the model's black curtain,

Communication media is the most niche in conveying a policy and information to the public. Packaging of communication becomes a separate dynamic that can have a variety of meanings that will turn into positive information or unclear information (dis-information) that affects all aspects of human life. This is what the communication experts focus on this time, how devastating the Covid-19 pandemic has created the dynamics of communication in the lives of Indonesian people. TVRI South Kalimantan as one of the communication media should have a role in educating the public and increasing community empowerment in the health sector amid the Covid-19 pandemic.

One empowerment that is easy for the community to do is in the health sector. Providing counseling to the public regarding health or other fields is one of the most common empowerment strategies today. However, with the Covid 19 Pandemic preventing us from holding conventional counseling as has been done so far, it is necessary to think about taking new steps in implementing a community empowerment system.

In the current era of globalization of information, people can use all forms of technology to obtain information. Starting from broadcasting technologies such as radio and television, internet networks and wireless telecommunications, it is becoming easier for humans to relate to one another. Information globalization is a term that has a relationship with the increasing interrelationships and dependencies between nations and between people around the world through information. With the internet and wireless telecommunication technology, we can connect and get information from all over the world and from anyone.

TVRI South Kalimantan utilizes social media networks intended for millennial or young people who are one of the targets for community empowerment in order to achieve broadcasting goals, namely educating the nation, increasing human resources, and encouraging the active role of the community in national and regional development and to play a role in

improving community empowerment especially in the city of Banjarmasin through its program namely "Healthy Living Program"

Role according to terminology is a set of behaviors that are expected to be owned by those who are located in society. In English, the role is called "role" whose definition is "person's task or duty in undertaking." It means "a person's duties or obligations in a business or job." (Mukmin, 2014).

In a community empowerment program, many factors and parties are involved in its implementation. If so far our concentration has only been on the community that physically exists, costs that are physically visible, and programs that are systematically legible, as the motor of empowerment, then what about the role of the media in community empowerment activities? This is something that is often forgotten. The role of the media is far more able to reach many target groups compared to conventional empowerment.

The community empowerment paradigm that has surfaced as a central issue today has emerged as a response to the fact that there are gaps that have not been completely resolved, especially between people in rural, remote and underdeveloped areas. Empowerment basically places the community as the center of attention and at the same time the main actor of development. The empowerment paradigm is people-centred development and is a development process that encourages community initiatives that are rooted from below. (Alfitri, 2011:21).

Media can be a factor that plays a role in social change in society. Basically, the function of the media is to provide some information in various program and segment objectives. Media is also used to create a program that can empower the community. With these advantages, television should be a medium that can make people empowered.

Television as one of the dominant communication media today. This is because most people have television. All communication media on television have a great influence on human life. Television is a medium with great potential not only for conveying information, but also for building and shaping a person's character and behavior, both in a positive or negative direction, intentional or unintentional.

In line with the dynamics of broadcasting in Indonesia, a number of parties, through the DPR, then pushed for broadcasting regulations that sided with the community, through the draft Broadcasting Law in 2002. Television broadcasting is a mass communication medium that broadcasts ideas and information in the form of sound and images. public, both open and closed, in the form of regular and continuous programs (Law No. 32 of 2002 article 1 paragraph 4).

In this law, broadcasting has principles, objectives, functions and directions, namely organized based on Pancasila and the 1945 Constitution of the Republic of Indonesia with the principles of benefit, fairness and equity, legal certainty, security, diversity, partnership, ethics, independence, freedom, and responsibility, making broadcast media a mass communication activity that carries out its function as a medium of information, education, healthy entertainment, social, economic and cultural control and glue, enhances human resources, channels public opinion and encourages the active role of society in national and regional development as well as preserving the environment, encouraging an increase in the capacity of the people's economy, realizing equity and strengthening national competition in the era of globalization (Articles 2, 3, 4 and 5).

Broadcasting should provide useful information for the community with programs that can not only educate the community and the nation, but also serve as a medium for empowerment to improve human resources. As the Vision of the TVRI Public Broadcasting

Institution (LPP) is to become a world-class broadcasting institution that motivates and empowers, through information, education and entertainment programs that strengthen unity and diversity in order to enhance national dignity. Meanwhile, its mission is to organize broadcast programs that are trusted, motivate, empower, strengthen unity and diversity in order to enhance national dignity.

Organizing broadcasting based on digital convergence in the form of multiplatform services using the latest technology, which is managed in a modern and efficient manner, and can be accessed globally. TVRI South Kalimantan broadcasts can be enjoyed by various age groups, occupations and social status of the community. Not only that, TVRI South Kalimantan broadcasts can also be enjoyed in various areas to remote areas because the transmit power from transmitters is available in almost all areas in South Kalimantan.

The broad transmission power of the seven TVRI South Kalimantan transmitters is able to reach the wider community to remote areas with broadcasts of programs whose objectives are in accordance with the Broadcasting Law. Therefore, TVRI South Kalimantan also has an important role as a media for community empowerment by presenting programs that educate the public to become empowered from the weaknesses or deficiencies that the community has.

Apart from TVRI's broadcasts which are broadcast via transmitters to televisions in people's homes, TVRI is also aware of the digitalization era, so that broadcasts can not only be enjoyed via television at home but can also be enjoyed through telecommunication devices in the form of cell phones using social media Instagram, tiktok and facebook, youtube, and can also be through the TVRI Klik application which can be downloaded via the playstore or appstore. With the existence of internet, wireless telecommunication and social media networks, TVRI competes to win the hearts of viewers through programs that present information that educates and builds society and the nation.

The spread of Covid 19 in South Kalimantan, which was still high until the end of 2021, resulted in the Implementation of Restricting Community Activities (PPKM) at level 4, so that the people of South Kalimantan have to be extra careful when socializing outside the home. This has an economic and social impact on society which can weaken again. Seeing the experience during the enactment of Large-Scale Socialization Restrictions (PSBB) before PPKM was set, television and social media became celebrities among the public with a variety of entertainment presented therein.

Seeing this, television has an important role during the Covid 19 Pandemic. Not only that, social media, which reaches a wider audience, also plays an important role in nation building. Therefore, TVRI South Kalimantan should reach out to the public through its television broadcasts and social media so that there will be more interesting content that builds and improves the quality of society towards empowering and developing the nation.

Community empowerment towards improving the quality of society for nation building is expected to be the focus of the content of TVRI's programs in Banjarmasin. The Covid 19 pandemic is an important reason for increasing community empowerment-based event programs because currently it is not recommended to have crowds that exceed the limit to hold conventional community empowerment counseling. Meanwhile, the public or viewers who are the target of the broadcast aim to focus more on millennials or young people, who have more competitiveness and enthusiasm than adults and above.

Social media is also dominated by teenagers to productive adults, so it is the best way to provide information about community empowerment. From this, the role of TVRI South Kalimantan should be to become a media for community empowerment that packages community empowerment content well and is easily accepted and understood by the wider

community to remote areas of South Kalimantan, both millennials and adults who are productive or no longer productive.

Based on the background and phenomena above, the researchers focused on research with the title: "The Role of TVRI South Kalimantan Through the Multiplatform Unit in the Healthy Living Program as a Media for Community Health Empowerment during the Covid-19 Pandemic in Banjarmasin City".

RESEARCH METHODS

The approach used in this research is qualitative. Researchers choose qualitative because this research is elaborative, researchers can dig deeper information about: "The Role of TVRI South Kalimantan Through the Healthy Living Program as a Media for Community Health Empowerment in the Middle of the Covid-19 Pandemic in Banjarmasin". Based on the title of this study, the authors took the research location at Television of the Republic of Indonesia (TVRI) South Kalimantan Station. The intended research location is to collect data with several methods according to the research method used. Besides that, in determining the location, the researcher considers the effectiveness of the time that the researcher has. Data processing is described into data sources, data collection techniques, and data analysis techniques.

Data Source

Data sources are divided into two, namely primary data sources and secondary data sources. Primary data sources in this study included Healthy Living Producers, Healthy Living Presenters, Healthy Living presenters, and the community. While secondary data sources in this study from indirect sources, namely TVRI South Kalimantan's TVRI South Kalimantan audience share, were obtained from Nelson and social media, such as Instagram, TikTok, and YouTube, which can be additional data for this research.

Data Collection Technique

Data collection was carried out in three stages, including interviews, observation, and documentation. Interviews were conducted to obtain data from related parties directly using semi-structured interview guidelines to obtain more in-depth data, as well as find out directly what the role of TVRI South Kalimantan Through the Multiplatform Unit in the Healthy Living Program as a Media for Community Health Empowerment during the Covid-19 Pandemic in Banjarmasin City. Observations were made by observing live broadcasts and observing the extent to which the Multiplatform Unit program used by Living Healthy Television of the Republic of Indonesia (TVRI) South Kalimantan Station has content as a Public Health Empowerment Media during the Covid-19 Pandemic in the City of Banjarmasin. While the documentation is in the form of audience share for the TVRI South Kalimantan Station's Healthy Living program, broadcast documentation, and program scripts.

Data Analysis Technique

Data analysis was carried out through data collection, data reduction, data presentation and drawing conclusions. Data analysis used in this study used the interactive model Miles and Huberman (Sugiyono, 2014). In this interactive model, it consists of four processes, namely:

- 1) Data collection: Collecting data by means of interviews and documentation, then the researcher analyzes the data needed in the research.

- 2) Data reduction: Data reduction is the process of selecting, focusing, simplifying and abstracting data from various sources so that the necessary data is obtained so that it can be used to achieve research objectives.
- 3) Presentation of data: In this qualitative research, the presentation of data is in the form of narrative text, charts and tables that are easy to understand.
- 4) Drawing conclusions: Drawing conclusions after going through a testing and open process. This conclusion must be able to answer the formulation of the problem that has been defined in this study. The credibility of the conclusion must be supported by strong evidence so that it can proceed to the stage of withdrawing research results.

RESULTS AND DISCUSSION

Role of TVRI South Kalimantan through the Multiplatform Unit on the Healthy Living Program as a Public Health Empowerment Media During the Covid-19 Pandemic in Banjarmasin City

As a way to answer the formulation of this research problem regarding "The Role of TVRI South Kalimantan Through the Multiplatform Unit in the Healthy Living Program as a Media for Community Health Empowerment during the Covid-19 Pandemic in the City of Banjarmasin" In particular, researchers will present the findings of data in the field, which are described in several points.

In this case can be explained about the program healthy life as a medium for empowering public health during the Covid-19 pandemic in the city of Banjarmasin. After conducting research, researchers have found answers to the formulation of the problem regarding "The Role of TVRI South Kalimantan Mthrough the Multiplatform Unit in the Healthy Living Program as a Media for Community Health Empowerment during the Covid-19 Pandemic in the City of Banjarmasin" as follows:

1. Providing Information about Health to the Public

To make it easier to analyze the data, the researcher provides an explanation of healthy living program as a medium for empowering public health in the midst of the Covid-19 pandemic in Banjarmasin based on the results of interviews with research informants as follows:

According to the informant producer of the "Healthy Living" program regarding the question of the role of TVRI South Kalimantan through on healthy living program can be a media for community health empowerment Mrs. Desi Kridaningsih, SH stated the following:

"TVRI South Kalimantan's role as an extension arm or TVRI station in its mission area is to educate the public, provide knowledge with useful programs including physical and spiritual health because the Healthy Living program also presents a Psychologist and Psychologist once a month. Especially during the current pandemic which has again shown an increase in cases. Society must be provided with positive impressions. Healthy Living also has a nutrition room in each episode that will further assist viewers in gaining insight into nutrition and increasing immunity and maintaining health. With this program, it is hoped that TVRI South Kalimantan can become a medium for empowering public health." (Interview, July 12, 2022)

According to one of the presenters of the Healthy Living event, dr. Yanti Fitria, Sp.KJ regarding this event, have you been able to provide clear information to the public as follows:

"Surely this "Healthy Living" program can provide health information to the public." (Interview, July 12, 2022)

The community also provided responses from several interviews conducted by researchers. From the informant Mr. Akhmad Syaiful Abdani who is located at Jl Kayutangi 2 Prosecutor's Office Complex RT 19 No 36 a private worker about how often he watches TVRI South Kalimantan and about healthy living program as a medium for community health empowerment during the Covid-19 pandemic in the city of Banjarmasin stated as follows:

"Occasionally I just watch shows on TVRI South Kalimantan. I have also never watched Healthy Living TVRI Kassel. However, I have heard stories from friends at work that the Healthy Living program material plays a very important role and can be a source of information on Covid 19 and can become health information for the community. For material in healthy living he can understand it well and clearly. I myself have not understood the material in living a healthy life because I have never watched the show." (Interview, July 21, 2022)

The intensity of watching TVRI South Kalimantan can be a measure of how big the role of TVRI South Kalimantan is as a media for community empowerment. According to informants from the public about how often they watch TVRI South Kalimantan and about the role of TVRI South Kalimantan through healthy living programs as a medium for community health empowerment Mr. Zakir Naem, whose address is at Jl. New Village Guerrilla RT. 15 Banjarmasin states as follows:

"Yes, I watched 2-3 shows on TVRI South Kalimantan. I once watched Healthy Living TVRI Kassel. Healthy living material plays a very important role and can be a source of information on Covid 19 and can be health information for myself and my family. For material in healthy living, I understand it well and clearly. With Healthy Living material, I was able to understand my initial health problems." (Interview, July 20, 2022)

Maintaining health and being healthy are two related things. To maintain health, we need information not only about how to treat and prevent disease, but also we need nutritional information that can support our health and that of our families. Based on interviews with informants dr. Dina Aulia Insani, Sp.GK., AIFO-K as a Clinical Nutrition Specialist as well as presenter for the "Healthy Living" event regarding nutrition information in the Healthy Living segment is it sufficient for information to the public to state the following:

"That's enough because this nutritional segment is discussed regularly every week." (Interview, July 12, 2022)

2. Providing Education to the Community

The health information provided by specialist doctors at Living Healthy is not just informational, but also contains education for the public. Regarding this, the producer of Healthy Living, Ms. Desi Krida, said:

"The content of the "Healthy Living" program certainly varies, because how can we provide educational value to viewers about health, both physical and psychological. We bring in specialists from both medical science and from mental health. In the Healthy Living content, we strive to provide accurate information from the specialist doctors we present to discuss health problems with interesting themes." (Interview, July 12, 2022)

The amount of intensity in watching Healthy Living at TVRI South Kalimantan, makes education from the information provided useful for viewers and their families. As conveyed by informants from the public about watching TVRI South Kalimantan and healthy living program

as a medium for community health empowerment during the Covid-19 pandemic in the city of Banjarmasin. Mrs. Sariani Private job, located at Jl. Manunggal I Bina Brata Banjarmasin said:

"I sometimes watch shows on TVRI South Kalimantan. I once watched Healthy Living TVRI Kalsel. Healthy living material plays a very important role and can be a source of information on Covid 19 and can also be health education for myself and my family. For material in healthy living, I understand it well and explain it quite clearly. After I watched the Healthy Living program, my family and I were able to maintain good health." (Interview, July 23, 2022)

Furthermore, according to informants from the community regarding healthy living program as a medium for community health empowerment during the Covid-19 pandemic in the city of Banjarmasin. Mrs. Nur is a student who is located at Jl. Alalak Tengah Banjarmasin states as follows:

"I once watched Healthy Living TVRI South Kalimantan. Healthy living material certainly plays a very important role and can be a source of information on Covid 19 and is health educational information for myself. For material in healthy living, I understand it well because it was explained very well by doctors or other sources. After I watched the Healthy Living program, my family and I were able to maintain good health." (Interview, July 24, 2022)

Even though people don't watch the Healthy Living program all the time, some admit that the information in it can educate them. According to informants from the community regarding understanding and education from information in the Healthy Living program, Mrs. Emma Indirawati is a housewife whose address is at Jl. Gunung Sari IV No. 2 Banjarmasin stated as follows:

"For me, sometimes I just watch the TVRI Kalsel Healthy Living program. For healthy living material, in my opinion, it can be a source of information during the Covid 19 pandemic and can be a source of health information for the wider community. For material in healthy living, I quite understand it. After I watched the Healthy Living program, my family and I were able to maintain good health." (Interview, July 24, 2022)

3. Appeal and Provide Benefits to the Community

The Healthy Living Program not only provides information and educates the community, but also encourages the community to be able to empower themselves for the sake of their health, their families and their environment. In addition, the information and education provided provides benefits to the community so that people can maintain their health and detect early symptoms of existing diseases so that they are given initial treatment before being treated by a doctor. According to the producer informant of the Healthy Living program regarding the question whether a healthy living program can encourage and provide benefits as well as become a media for community health empowerment, Ms. Desi Kridaningsih, SH stated the following:

"Yes, because the Healthy Living program is part of the program which contains how to make ourselves healthy through various materials in it. The Healthy Living Program is a broadcast media that provides positive value to the public or society because various materials are discussed there. Regarding Covid 19, in living a healthy life, we concentrate more on the community so that they are more familiar with and deal with Covid problems." (Interview, July 12, 2022)

There is an educational value which urges people to pay more attention to their health, whether it can be conveyed properly to the community. Based on interviews conducted by

asking questions about whether information from Healthy Living can be conveyed to the public? dr. Dina Aulia Insani, Sp.GK., AIFO-K said:

"It has been conveyed to the community. Judging from the enthusiasm of the people who have contacted me both from social media such as Instagram DMs and through my practice, and my patients are not only from Banjarmasin, they have even reached the area and remote areas since the existence of the nutrition segment in Healthy Living. This could be because TVRI can reach remote areas in South Kalimantan." (Interview, July 12, 2022)

Based on the results of interviews about whether information from Healthy Living has reached the community, Sri Agustina as the presenter of the Healthy Living event stated the following:

"Had reached. I really see that the information on healthy living provides correct information because sometimes people are consumed by hoax information, so with the Healthy Living program, people will know what is true. The community's response was also good. Seeing from my own social environment, many of my friends and family felt the benefits of Healthy Living. What's more, Healthy Living is packaged with interesting event packages so that the public's interest will be even better." (Interview, July 12, 2022)

Furthermore, regarding the extent to which the Healthy Living event can provide benefits to the community, dr. Yanti Fitria, Sp.KJ stated as follows:

"It is very useful and respects the community as well as proof that my patients know that I have participated in this Healthy Living program. This means that the community has received benefits from the information on the Healthy Living event." (Interview, July 12, 2022).

From the interviews mentioned above, it can be said that the educational information presented in the TVRI South Kalimantan Healthy Living program appealed to the public to be more empowered to maintain and manage their health and that of their families, as well as provide good benefits for the wider community.

4. Strengthening, Improving, and Developing Potential Community Understanding to Protect Their Health

Some of the benefits provided from the information on the Healthy Living program are strengthening, increasing, and developing the potential for community understanding to maintain their health. According to an informant from the community regarding the benefits obtained from the Healthy Living program, Mr. Zakiran Naem, who is located at Jl. New Village Guerrilla RT. 15 Banjarmasin states as follows:

"After watching Healthy Living, I have been able to take early action regarding my and my family's health problems. After watching healthy life, my family and I already have the ability and can maintain good health." (Interview, July 20, 2022)

To find out some of the benefits of the information in this Healthy Living program, we can look at the segmentation of the event. The segmentation in the "Healthy Living" program Mrs. Desi Kridaningsih, SH stated as follows:

"We have 2 discussion segments with 3 segment durations. The first and second segments discuss related themes, and our last segment presents nutrition and nutrition segments from a nutritionist doctor." (Interview, July 12, 2022)

according to dr. Meldy Muzada Elfa, Sp.PD., FINASIM (Internal Medicine Specialist) who was present as a guest speaker on 12 July 2022, said:

"Healthy Living on the TVRI South Kalimantan tik tok social media platform can be a media for community health empowerment and of course, the first will increase understanding or knowledge about health issues, and secondly the community can apply the understanding and knowledge they get from the Living program. Healthy in their lives." (Interview, July 12, 2022)

Based on research findings through interviews with informants, researchers can find out that the "Healthy Living" program is very useful and the community's response is also good. The contents of the "Healthy Living" program are very diverse which can provide educational value to viewers about both physical and psychological health. After watching the Healthy Living program, the community is also able to maintain good health.

Role theory is a theory used in the world of sociology, psychology and anthropology which is a combination of various theories, orientations and scientific disciplines. Role theory talks about the term "role" which is commonly used in the world of theater, where an actor in theater has to play as a certain character and in his position as that character he is expected to behave in a certain way. The position of an actor in theater is analogous to a person's position in society, and both have the same position (Sarlito, 2015: 215).

Role according to terminology is a set of behaviors that are expected to be owned by those who are located in society. In English, the role is called "role" whose definition is "person's task or duty in undertaking." It means "a person's duties or obligations in a business or job." (Mukmin, 2014).

Roles are seen in terms of their basic goals or end results, regardless of how to achieve those goals or results. A manner becomes important in the realization of a role, when the manner conflicts with other aspects of the role. Thus, an actor is free to determine his own ways as long as they do not conflict with every aspect of the role that is expected of him and so on (Sarlito, 2015: 219).

Media can be a factor that plays a role in social change in society. Basically, the function of the media is to provide some information in various program and segment objectives. This media is also used to create a program that can empower the community. With the advantages possessed, television can be a medium that is able to make people empowered.

Based on the explanation above, it can be concluded that role theory is a theory that talks about the position and behavior of a person who is expected of him not to stand alone, but always in relation to the presence of other people related to that person or actor. The media can be used to carry out a role that provides information to the public by providing power or empowerment from the information education that is presented.

Television is one of the audio-visual media that is in great demand by the public because it can be accessed for free at almost any time. As a media that has many audiences, television has the potential as a means for community development if it is developed in accordance with broadcasting functions for the public. As a public-oriented television, TVRI South Kalimantan's role is to provide educational, informative and entertaining programs for the public.

TVRI South Kalimantan performs its role as a media that provides information to the public. The information that is packaged into content in an event program is expected to be positive, educative, and entertaining information for the community. Some of the event program materials are devoted to information that empowers the community. TVRI South Kalimantan always tries to improve the quality of the information it conveys.

Biddle and Thomas share indicators of behavior in relation to roles as follows:

1) Expectations about the role (expectation)

Expectations about roles are expectations of others about appropriate behavior, which should be shown by someone who has a certain role. Expectations about this behavior can be generally accepted, can be the expectations of only a group of people, and can also be the expectations of one particular person (Sarlito, 2015: 216).

2) Norm (norm)

Secord and Backman argue that norms are only a form of hope. Secord and Backman divide the types of expectations as follows:

- a) Anticipatory expectations, namely expectations about a behavior that will occur.
- b) Normative expectations (role expectations), namely the necessity that accompanies a role. These normative expectations are subdivided into two types:
 - (1) Covert hope (convert), that hope is still there even though it is not spoken.
 - (2) Expectations that are open (overt), namely expectations that are spoken. This type of expectation is called role demand. Role demands through the internalization process can become the norm for the role concerned (Sarlito, 2015: 217).

The community hopes that TVRI South Kalimantan will always improve program content and program packaging according to their wishes. However, TVRI South Kalimantan cannot freely broadcast programs that may not be good for the community, because TVRI is public oriented, not profit.

During the Covid 19 Pandemic which was established in 2020, various groups realized that television media is very effective and efficient as a medium for community empowerment. In a time when people are very limited in various ways, especially in socializing, the effectiveness of television plays a very important role in conveying more information and education that can empower themselves. From television, people can find answers to the problems they face.

Due to the Covid 19 pandemic that has hit to date, TVRI has decided to take advantage of social media platforms. TVRI South Kalimantan broadcasts use a multiplatform, so that TVRI South Kalimantan broadcasts can not only be enjoyed on television but can also be viewed via YouTube streaming. This makes it easier for the public to be able to watch TVRI South Kalimantan live programs live, even though not on television.

Utilization of social media platforms is very strategic to reach the wider community. The management of social media work is directly supervised by the TVRI South Kalimantan New Media Content Work Unit. This further strengthens the role of TVRI South Kalimantan in strengthening broadcasting. With YouTube streaming and content on social media such as on Instagram and Tiktok, the public will be able to get to know the information provided better and experience the benefits of TVRI South Kalimantan's programs.

TVRI South Kalimantan's Healthy Living program also utilizes social media platforms to attract audiences with its content. All content posted on social media is a snippet of the Live Healthy program which contains some core information on a theme. This content aims to provide information that is simpler but precise and on target.

In accordance with the theory of Craig and Mayo in Alfitri (2011: 22) said that the concept of empowerment is included in community development and is related to the concepts of: self-help, participation, networking, and equity.

Based on the research results above, TVRI South Kalimantan as a Public Broadcasting Institution has an important role to empower the community with its "Healthy Living"

program. This Healthy Living Program aims to make the community or audience willing and able to overcome their health problems and have a healthy lifestyle.

Through the "Healthy Living" program TVRI South Kalimantan provides education so that the community is not only the object of a broadcast but also the subject of their health empowerment. As an institution related to the community, TVRI South Kalimantan is able to open access to public control in order to improve broadcast quality and uphold the core spirit of broadcasting as a means of education, information, educational entertainment, as well as social control.

Society must be provided with positive impressions. By providing nutrition segments in each episode of the Healthy Living program, it will further assist viewers in gaining insight into nutrition and improving their health. With this event, it is hoped that TVRI South Kalimantan can become a media for empowering public health. Especially during a pandemic like now. The role of TVRI South Kalimantan as an extension arm or TVRI station in its mission area is to educate the public, equip them with useful programs including physical and spiritual health because the Healthy Living program also contains psychology material once a month.

For the "Healthy Living" program based on the results of interviews with informants dr. Yanti Fitria, Sp. KJ. stated that this program was very useful and the community's response was also good. This means that the community has received benefits from the information on this "Healthy Living" program. Even though the broadcast of TVRI South Kalimantan's Healthy Living program is still at a time when people's activities are dense, so there are still very few opportunities to enjoy the program. This can be seen from the audience share data obtained from the TVRI Research and Development Center which shows no more than 33 audiences or spectators. However, if we look at data from YouTube and social media, the community's enthusiasm for the TVRI South Kalimantan Healthy Living program is quite good.

What is the role of TVRI South Kalimantan through the multiplatform unit in the Healthy Living program as a media for health empowerment during the Covid 19 pandemic in the city of Banjarmasin, this can be explained using multiplatform, the TVRI South Kalimantan Healthy Living program has endeavored to provide educational information to the public. From the educational information delivered directly by specialist doctors in their field, it is hoped that the community, in this case the audience, will be empowered in dealing with the early symptoms of the disease they are suffering from and their families, maintaining their health and improving the quality of their health.

The efforts made by TVRI South Kalimantan in maximizing the Healthy Living program include improving the packaging of the show and inserting a nutrition segment into the episode. The material raised varies according to the issues that exist in the community and the urgency of diseases circulating in the community.

According to Setiani (2009), indicators of the results of community health empowerment consist of inputs, processes, outputs and outcomes, namely:

- 1) Input indicators include human resources, funds, materials and tools that support community empowerment activities.
- 2) Process indicators include the number of extension services held, the frequency of training held, the number of community leaders involved and the meetings held.
- 3) Output indicators include community access to resources and means of empowerment, community participation, control and equity,
- 4) *Outcomes* includes a decrease in health problems (Setiani, 2009)

From the indicators mentioned above and seeing interviews with research informants, the researchers came to the conclusion that from the input indicators which include human resources, funds, materials, tools that support empowerment activities have been carried out by TVRI South Kalimantan in this case to the fullest. By also utilizing multiplatform as a support for broadcasts, TVRI South Kalimantan has carried out its role well.

Process indicators include the number of counseling which can mean how many live broadcasts of the Healthy Living program have been aired and the number of figures, in this case specialist informants in their fields who have been involved in the process of broadcasting the Healthy Living Program, it can be said that TVRI Kalimantan Selatan has carried out its role well.

Looking at the input indicators above, as well as the output indicators which include community access to empowerment resources and facilities, this can be seen from community access to the multiplatform program used by the Healthy Living program. During the research period, from data on social media platforms and YouTube, the number of followers and viewers was quite a lot. Youtube followers which reached 1,530 with the most views of 313, Instagram with 103 followers and 16,700 viewers and 369 likes, TikTok with 2091 followers and 36.9k likes account with the most viewers 68,600, likes 1,467 with 36 comments. The data is also supported by the statement of the research informant dr. Dina Aulia Insani, Sp.GK.,

We can see the outcome indicators from Emma's statement that after watching the TVRI South Kalimantan Healthy Living program, she and her family were able to maintain good health. This indicates that there may be a decrease in health problems in the city of Banjarmasin.

Thus TVRI South Kalimantan through the multiplatform unit in the Healthy Living program as a media for empowering public health during the Covid 19 pandemic in the city of Banjarmasin has carried out its role well. This can be seen by answering the theory of indicators from the results of community health empowerment.

Reward Factor Role of TVRI South Kalimantan Through the Multiplatform Unit in the Healthy Living Program as a Media for Community Health Empowerment during the Covid-19 Pandemic in Banjarmasin City

Television is one of the most effective mass media in terms of conveying messages (Nida, 2014; Rafik, 2016). With its characteristics which are audio-visual media, television is able to display shows that interest the public (Busyaeri et al., 2016). TVRI South Kalimantan broadcasts can be enjoyed by all people in Indonesia, especially the city of Banjarmasin.

Advances in television technology and its programs are capable of having a sizable impact on people's lives (Nurhijrah, 2018). This can be seen from the large number of people who enjoy watching television as a very large media. TVRI South Kalimantan also presents programs and tries to attract the attention of its viewers. All kinds of programs with various segments contained in it. One of which is the Healthy Living program which has a role as a media for empowering public health during the Covid-19 pandemic in the city of Banjarmasin. However, just like the programs on TVRI South Kalimantan, the Healthy Living program also has one reward factor. What are the inhibiting factors for the role of TVRI South Kalimantan through a multiplatform unit in the healthy living program as a media for empowering public health during the Covid-19 pandemic in the city of Banjarmasin? We will explain as follows:

According to the informant producer of the "Healthy Living" program regarding the question of the inhibiting factors of TVRI South Kalimantan's role through the multiplatform

unit on healthy living program as a media for community health empowerment Ms. Desi Kridaningsih, SH stated the following:

"As for the inhibiting factors of TVRI South Kalimantan regarding the broadcasting of the Healthy Living broadcast program, we can divide it into two parts, namely external inhibiting factors, including: there is still a lack of public knowledge of the importance of broadcasting programs, there are still many people who consider health information unimportant, there is still little time and opportunity for the public to watch the Healthy Living program at the scheduled broadcast time. There are many choices for the public to watch similar programs, and a lack of public awareness of the importance of the Healthy Living program broadcast by TVRI South Kalimantan. Apart from that, there is also competition with other programs on private TV with the same broadcast time, the "Healthy Life" program. Apart from that, the broadcast time for Healthy Living is during rush hour at the office and a time when people are still busy with their activities." (Interview, 6 August 2022)

From interviews with the producers of Healthy Living, the inhibiting factors for the role of TVRI South Kalimantan through the Healthy Living program as a media for community health empowerment were obtained as follows:

1. Lack of duration for the healthy living program

According to the Producer of the Healthy Living program, the current duration is still lacking for material segmentation. If the duration for the Healthy Living program can be increased, there is a possibility that there will be an increase in the number of viewers. Thus the understanding of health and the benefits obtained can be more.

2. Lack of promotion about the healthy living program

Promotion has indeed become one of the obstacles within TVRI South Kalimantan. Promotion for the Healthy Living program is only in the form of flyers posted on social media. This resulted in a lack of public enthusiasm to watch because when the flyer was posted on social media, it was possible to see and remember the flyer not being accessible to all levels of society, especially the people of Banjarmasin.

3. Lack of opportunity for the public to watch because they are still in office rush hours and other activities.

The time for the Healthy Living program that we know is at 3:00 p.m. or 3 p.m. At this time, most people are still in the office. Productive people are also still in their activities. Meanwhile, looking at social habits in the Banjarmasin community, at that time, housewives were usually busy with their activities outside the home with children who were still at school or extracurricular activities.

4. There are entertainment broadcasts that are more attractive to the public who do not yet understand the importance of the information conveyed in this healthy living program.

At the same time as the Living Healthy program, there are several entertainment shows on the comparator television. People who are happy with entertainment and entertainment information will prefer entertainment shows compared to educational information shows. Some people still don't understand the importance of clear health information during the Covid 19 pandemic. That's why the Healthy Living program is still not much in demand by the wider community.

Reward factormbat role of TVRI South Kalimantan through a healthy living program as a medium for community health empowerment amid the Covid-19 pandemic in Banjarmasin is the lack of attractive event promos with the relatively low intensity of showing promos.

Promotions for Healthy Living events usually only use flyers posted on TVRI South Kalimantan's Instagram. The flyers that appeared were not posted repeatedly, causing a lack of public attention about this Healthy Living event.

In addition to the lack of promos for the Healthy Living event, the lack of broadcast duration, causing the material raised to be discussed as tightly as possible. This was revealed by the producer of Healthy Living, who considered duration to be one of the inhibiting factors. The producers of Healthy Living are of the opinion that increasing the duration of Healthy Living broadcasts could further increase the information the public will get.

The existence of competition with other programs on different television channels is also a limiting factor. The large number of choices of shows on various television channels makes people free to choose the shows they want. Of course, for those who don't understand the importance of maintaining health and improving the quality of public health, they will choose another channel. Moreover, many programs that carry health content have been broadcast on various television channels.

The issue of broadcast time for the "Healthy Life" program has also become an obstacle to the role of TVRI South Kalimantan. 3 in the afternoon is the time of dense community activity. Most of the people are still in the office. Housewives are usually busy with their children's school activities. While those who usually staycation at home maybe some of the elderly. At this age, usually the elderly are more busy with entertainment programs or worship activities.

CONCLUSION

The role of TVRI South Kalimantan through the multiplatform unit in the Healthy Living program as a media for empowering public health during the Covid-19 pandemic in the city of Banjarmasin has attempted to provide health information that can become a provision of knowledge for the community from specialist sources in their fields. From this knowledge, the community is expected to be able to empower themselves to overcome the initial symptoms of a disease complaint, and moreover to be able to maintain and improve the health of themselves, their families and their environment in the midst of the Covid 19 virus attack. The inhibiting factor for TVRI South Kalimantan's role through the healthy living program as a media for empowering public health in the midst of the Covid-19 pandemic in Banjarmasin is competition with other shows on different television at the same broadcast time as the "Healthy Living" program, and also where people are still are at the peak of their activity. In addition, the internal inhibiting factor is the lack of promotion that reinforces the importance of this program for the community, so that the general public is not very familiar with this Healthy Living program. The duration of this program can also become an obstacle to TVRI's role in empowering public health. the internal inhibiting factor is the lack of promotion that reinforces the importance of this program for the community, so that the wider community is not very familiar with this Healthy Living program. The duration of this program can also become an obstacle to TVRI's role in empowering public health. the internal inhibiting factor is the lack of promotion that reinforces the importance of this program for the community, so that the wider community is not very familiar with this Healthy Living program. The duration of this program can also become an obstacle to TVRI's role in empowering public health.

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