

**RESEARCH ARTICLE**

# ARE GOVERNMENT APPEALS ON PHYSICAL DISTANCING DURING THE COVID-19 PANDEMIC EFFECTIVE? AN ANALYSIS FROM LAW AND PUBLIC POLICY

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## ABSTRACT

This research aims to analyze the attitudes subjective norms and government appeals towards physical distance intentions during the COVID-19 pandemic in Indonesia. The study was conducted in 7 provinces in Indonesia by taking a sample of 104 respondents selected by purposive sampling. Data collection is done by collecting Likert scale questionnaires to measure 14 indicators. Multiple linear regression analysis techniques are used to measure the effect of independent variables on the dependent variable with the help of SPSS 16. The results of this study find facts, subjective norms and government appeals to have a positive and significant effect on physical distance goals.

Keywords: *Attitude; Norm; Appeal; Intention of Physical Distancing*

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## INTRODUCTION

Humans in addition to acting as individual beings also play a role as a social creature *zoon politicon* (Aristotle). The role of *zoon politicon* social beings in social life is actually not easy. Every human being has personal interests and needs that are almost always in conflict with each other. As a result, disharmony and imbalances occur in social life. Then the rules of life are needed in the middle of society, which are often referred to as legal.

The interests and needs of the *zoon politicon* community in Indonesia are currently being tested by the COVID-19 outbreak. Without an individual's awareness of physical distancing and remaining ignorant of social distancing, it will result in a large wave of the COVID-19 pandemic in various regions. If this continues to be ignored, Indonesia is predicted to experience a prolonged crisis.

To accelerate the recovery of the COVID-19 outbreak, the Government of the Republic of Indonesia has appealed to the public with various circulations. Being aware of government appeals is considered to be the best way to slow the spread of the COVID-19 virus.

The role of public awareness of the appeal as an attitude in harmony with the purpose of the law in ensuring the certainty of life and justice in society. There is always a difference between the pattern of behavior desired by the community and the pattern of behavior desired by the norm / rule of law. These patterns of disparity tend to result in conflict and even social tensions until the time of public tensions. Public

tensions occur because the laws made have not been fully used as a standard (guidelines) in community actions because there is no legal awareness attitude.

On the other hand, subjective norms developed in the community of the importance of work, study and worship at home have been campaigned by various parties. Subjective norms are considered a strategy in building public awareness of the government's call. Support for health workers, coupled with psychological support for families affected by the economy has emerged by itself after the appeal of the government. Efforts to support each other socially, physical distancing, to spraying disinfectants.

The government's appeal to all Indonesian people, both from the Ministry of Education and Culture, and the Ministry of Empowerment of the State Apparatus and Bureaucratic Reform, and MUI to remain at home is considered to have no strong legal basis. The legal basis that has been issued from each institution such as the Circular of the Minister of Education and Culture of the Republic of Indonesia Number 04 of 2020 concerning the Implementation of Education Policy in the Emergency Period Spreading Coronavirus Disease (COVID-19), Circular Letter of the Minister of Administrative Reform and Bureaucracy Reform (PANRB) No. 36 of 2020 Regarding restrictions on activities to travel outside the region and/or homecoming activities for the state civil apparatus in efforts to prevent the spread of COVID-19, MUI Fatwa Number 14 of 2020 concerning Organizing Worship in Situations of an Outbreak of COVID-19 (MUI, 2020) and many other circular letters (Zamakhsyari, Utama, Sulistyanti, Baharudinsyah, & Nabilla, 2020; Saputro, 2020; Mardiansyah, 2020; Novanda, 2020).

Although many circulations appealed to the community to work at home, in fact were unable to stem the tide of new COVID-19 suspect patients. Especially people who do not have the privilege of staying at home are bullied because their economy is the main reason. Many workers still rely on day-to-day work to earn income, such as casual daily laborers, factory employees, couriers, online motorcycle taxi drivers, shop employees, vegetable traders and many other small traders (Novanda, 2020, Mardiansyah, 2020).

Ramadayanti (2020) on her research "*COVID-19 in the Perspective of One Health Approach and Law Enforcement*", emphasized that the appeal related to social distancing has less effect on compliance by the community. Therefore, it is suggested to become a law that can bind the community and have higher compliance.

With various background problems, the authors examine how much influence attitudes, subjective norms and government appeals to the obedience of the

community to continue working, studying, and worshipping at home during the COVID-19 pandemic in Indonesia.

## LIMITATION OF TERMS AND DEFINITIONS

Kazemi (2013) attitude is a general feeling of society about the desire or behavior to do something. According to Suprpti (2010: 135) attitude is an expression of a person's feelings that reflects his likes or dislikes towards an object. Because a person's attitude is the result of a psychological process, it cannot be observed directly but must be concluded from what is said or done.

As according to Simamora (2002: 157) four functions of attitude is the basis that motivates the formation and strengthening of positive attitudes towards an object that satisfies the needs or negative attitudes towards objects that cause harm, punishment, or threats. Attitudes towards behavior (attitude toward behavior) is a positive or negative evaluation of an object, person, institution, event, behavior, or intention (Ajzen, 2005). Here are some definitions of attitudes from experts (Sangadji & Sopiah, 2013: 194):

- a. The definition of attitude according to Engel (2006) is a mental and nerve related to the readiness to respond, organized through experience, and has a direct and / or dynamic influence on behavior.
- b. Meanwhile according to Kotler (2009), attitude is a behavior that shows what consumers like and dislike.
- c. In addition, Mowen and Minor (2002) describe attitudes as affections or feelings for or against a stimulus.

Meanwhile, subjective norms are one's perceptions or views of other people's beliefs that will influence the interest in doing or not doing the behavior that is being considered by Septifani (2014). According to Huda (2012) subjective norms are one's perceptions or assumptions about other people's expectations, certain behaviors that a person will or will not do. Because this perception is very subjective in nature, this dimension is referred to as subjective norms. Lee (2009) states that the influence of subjective norms is the main predictor in behavior decision making where the influence of subjective norms is able to suggest, process and reinforce an individual's actions or behavior.

According to the Indonesian Dictionary (KBBI), appeal means vocation; request (exclamation); or solicitation. Appeal to keep studying, working, and having

religion at home is a public policy in the form of a circular. In Article 5 of Law No. 10 of 2004 concerning the Formation of Regulations and Regulations explains that in forming the Statutory Regulations the invitation must be based on the principles of the Establishment of Regulations that include good legislation, such as:

1. clarity of purpose
2. the right institutional or forming organ
3. conformity between type and material content
4. can be implemented
5. usability and usability
6. clarity of the formula
7. openness

From various backgrounds and theories, the framework of this research, using the following models:

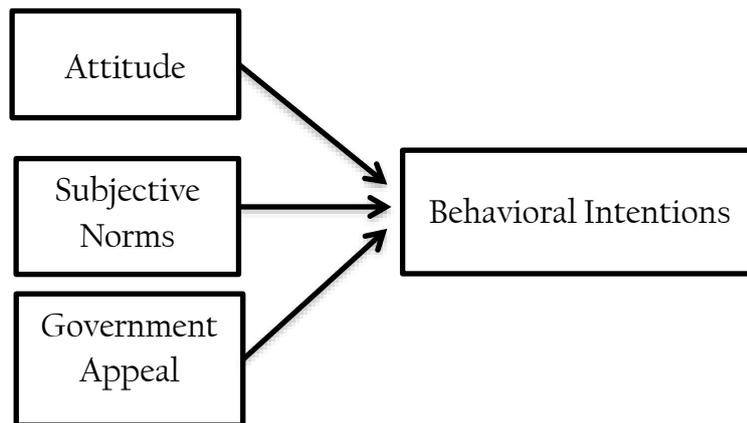


Figure 1. Research Model

From the picture above the research model can be taken as follows:

- H10: There is no influence between attitudes toward intention to behave
- H1a: There is an influence between attitude towards intention to behave
- H20: There is no influence between Subjective Norms on Behavior Intentions
- H2a: There is an influence between Subjective Norms on Behavioral Intentions
- H30: There is no influence between the Government Appeal on Behavior Intentions
- H3a: There is an influence between the Government Appeal to Behavioral Intentions

## METHOD

This type of research uses explanatory research that uses a quantitative approach. The sample size used was 104 respondents. The research sampling technique used purposive sampling, namely respondents in the yellow and red zones, and were at least 17 years old. The questionnaire was given online for three weeks. In measuring the questionnaire, the selection of answers with a 14-point Likert scale was used. The scale used has an assessment where 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree).

From the research data, the respondent data obtained in table 1 is as follows:

Table 1. Research Respondents

Demographics	Items	Percentage %
Gender	Male	46.2
	Women	53.8
Age	17-20	23.1
	21-25	61.5
	26-30	8.7
	31-35	2.9
	36-40	1.0
	41-45	1.0
	46-50	1.0
	More than 50 years	1.0
Education	High School	43.8
	Diploma	2.6
	Bachelor (S1)	52.8
	Postgraduate (S2)	0.4
	Doctoral (S3)	0.4
Profession	Field of Tourism Services	1.0
	Health Sector	1.0
	Government Sector	9.6
	Education Sector	1.0
	Trade Sector	9.6
	Telecommunication Field	1.0
	Financial Services	4.8
	Field of Personal Services	6.7
	Construction Sector	1.9
	Agriculture Sector	1.9
	Social Worker	1.9
	Students	58.7

	Housewife	1.0
Average Income per Month	Below 2 million	67.3
	2-5 million	23.1
	6-10 million	3.8
	Above 10 million	5.8
Province	Banten	1
	Jakarta	1
	West Java	4.9
	Central Java	84.7
	East Java	5
	East Kalimantan	2
	West Nusa Tenggara	1

Source: 2020 Data Process Results by Authors

Based on table 1, it can be known that the respondents in this study amounted to 104 male respondents as many as 46.2% and female respondents as many as 53.8%. If based on age, the age range is dominated by respondents aged between 21-25 years with 61.5%, the rest is in the age range of 17-20 years with 23.1%, 26-30 years with 8.7%, 31-35 years with 2, 9%, and age (36-40, 41-45, 46-50, and more than 50) years of 1% each. Then based on the most recent education the respondent is dominated by respondents who have an educational background of S1 graduates that is as much as 52.8%, the remaining 43.8% of high school graduates are equivalent, 2.6% are Diploma graduates, 0.4% graduate S2, and 0.4% PhD graduates.

Based on the type of work the respondent is dominated by the respondent status as a student (S1 / S2 / S3) that is as much as 58.7%, the rest in the government as much as 9.6%, as much as 9.6% in the commercial sector, personal services as much as 6.7%, financial services as much as 4.8%, and other jobs as much as 10.6%. Then based on the average income of respondents per month, the majority of respondents have incomes below Rp. 2,000,000, - as much as 67.3%, respondents earn 2-5 million per month as much as 23.1%, respondents earn 5-10 million per month as much as 3.8%, and respondents earn more than 10 million per month as much 5.8%. Whereas if based on the origin of the respondents, this study was dominated by respondents from Central Java province, as many as 84.7%, the rest came from West Java province 4.9%, East Java province 5%, Jakarta province 1%, Banten province 1% , East Kalimantan province 2%, and West Nusa Tenggara province 1%.

To measure the answers of respondents used a 5-point Likert scale questionnaire, starting from number 1 (strongly disagree) to 5 (strongly agree).

Validity and reliability testing is also done to test the instruments used. The results of testing the validity and reliability are shown in tables 2 and 3 as follows:

Table 2. KMO and Bartlett of Sphericity Test Results

Test	Score
Sample Adequacy KMO	0.891
Bartlett of Sphericity	0.000

Source: 2020 Data Process Results by Authors

From the results of the KMO and Bartlett test of sphericity, it can be seen that the KMO Sample Adequacy value is 0.891, which means the instrument testing value is good, while the Bartlett of Sphericity value is 0.000, which means that it is significant. Then it can be said the results of testing the validity of the instruments in this study are valid.

Table 3. Test Results for Convergent Validity and Reliability

Item	Score
Attitude (CR=0.794)	
A1	0.813
A2	0.678
A3	0.756
A4	0.723
Subjective Norms (CR=0.902)	
SN1	0.909
SN2	0.907
SN3	0.900
Government Appeal (CR=0.861)	
GA1	0.803
GA2	0.822
GA3	0.808
GA4	0.855
Behavioral Intentions (CR=0.925)	
BII	0.907
BI2	0.882
BI3	0.886

Source: 2020 Data Process Results by Authors

Table 3 shows that the reliability values of the instruments in this study were good. Cronbach alpha attitude variable is 0.794, subjective norm variable is 0.902, government appeal variable is 0.861, and intention to behave is 0.925. From the Cronbach alpha value of each instrument also more than 0.6, it can be concluded that the instruments used in this study are reliable.

## RESULT AND DISCUSSION

### I. TEST THE EFFECTIVENESS OF PHYSICAL DISTANCING RULES

The test used in this study is a regression test. Uni test aims to measure how the influence of independent variables on the dependent variable. Testing is done with the help of SPSS software.

Table 4. Determinant Coefficient and Adjusted R Square Test Results, t Test, and F Test

	SK to NB	NS to NB	HP to NB
<b>Determinant Coefficient and Adjusted R</b>			
R	0.572	0.263	0.567
R <sup>2</sup>	0.327	0.069	0.321
Adjusted R Square	0.321	0.060	0.314
<b>Standardized Coefficient Beta</b>			
T	7.047	2.754	6.946
Sig.	0.000	0.007	0.000
<b>Result of F test</b>			
F	49.659	7.586	48.253
Sig.	0.000	0.007	0.000

Based on the results of the first hypothesis testing, the R value is 0.572, R Square is 0.327, and the Adjusted R Square value is 0.321. From the value of R Square it can be interpreted that 33% of the variable intention to behave in the community is influenced by the attitude variable. In other words, as much as 67% of people's behavioral intentions are influenced by variables other than attitudes, such as government appeals, subjective norms, massive stay at home campaigns on TV, social media and so on.

Attitude has a positive and significant effect on people's intention to behave. This is indicated by the results of the regression test of 0.327, with a t test value of 7,047 and a significance value of 0,000. The significance value obtained is smaller than 0.05 which means that if the attitude of the community is getting better, the intention to behave in the community to keep working, studying, and worshiping at home is increasing.

In addition, based on the F test produced that the F test value of 49,695 and significant at 0,000. These results indicate that attitudes have an influence on people's behavioral intentions to continue working, studying and worshiping at home when the COVID-19 outbreak struck Indonesia.

Based on the results of the second hypothesis testing, the R value of 0.263 is obtained, R Square is 0.069, and the Adjusted R Square value is 0.060. From the value of R Square can be interpreted that 7% of the variable intention to behave in the community is influenced by subjective norm variables. In other words, as much as 93% of people's behavioral intentions are influenced by variables other than subjective norms, such as community attitudes, government appeals, massive stay at home campaigns on TV, social media and so on.

Subjective norms have a positive and significant effect on people's behavioral intentions. This is indicated by the results of the regression test of 0.069, with a t test value of 2.754 and a significance value of 0.007. The significance value obtained is smaller than 0.05, which means that if subjective norms develop, the behavior of the community to keep working, studying, and worshiping at home increases even though it is low.

In addition, based on the F test it was produced that the F test value was 7,586 and significant at 0.007. These results indicate that subjective norms have an influence on people's behavioral intentions to continue working, studying and worshiping at home when the COVID-19 outbreak occurred in Indonesia, but the effect was very small.

Based on the results of testing the third hypothesis, the R value is 0.567, R Square is 0.321, and the Adjusted R Square value is 0.314. From the value of R Square it can be interpreted that 32% of the variable intention to behave in the community is influenced by the government appeal variable. In other words, as much as 68% of people's behavioral intentions are influenced by variables other than government appeals, such as attitudes, subjective norms, massive stay at home campaigns on TV, social media and so on.

The government's appeal has a positive and significant effect on people's intention to behave. This is indicated by the results of the regression test of 0.321,

with a t test value of 6.946 and a significance value of 0.000. The significance value obtained is smaller than 0.05, which means that if the appeal of the government of the community is increasingly enhanced to become a permanent legal force, then the intention to behave in the community to keep working, studying and worshipping at home is increasing.

In addition, based on the F test it was produced that the F test value was 48,253 and significant at 0,000. These results indicate that the government's call has an influence on people's behavior intentions to continue working, studying, and worshipping at home when the COVID-19 outbreak struck Indonesia.

## II. ANALYSIS THE EFFECTIVENESS OF PHYSICAL DISTANCING RULES

One predictor of people's intention to keep working, studying, and worshipping at home during the COVID-19 outbreak was the attitude of the community itself. In some rural areas, the respondents' legal awareness has an indirect effect on their legal compliance. Some residents obeyed the appeal not because of their direct attitude but because they were asked, even forced by the village head or the local police chief.

The results of this study are consistent with previous research which proves that attitudes have an influence on behavioral intentions (Ma'sumah & Pujiati, 2018; Idris & Kasmoo, 2017; Aryadhe, et al. 2018; Khaerani & Hasanah, 2018).

Other variables that have an influence on people's behavioral intention to keep working, studying and worshipping at home during the COVID-19 outbreak are subjective norms that develop in the community itself. The role of law in society as the purpose of the law itself is to ensure certainty and justice, in people's lives there is always a difference between the patterns of behavior or behavior that apply in society with the patterns of behavior desired by legal norms (rules) (Rosana, 2014). In the context of subjective norms that develop in the community become an important predictor in shaping the community's intention to obey the government's call.

The results of this study are consistent with previous research which proves that subjective norms have an influence on behavioral intentions (Ma'sumah & Pujiati, 2018; Aryadhe, et al. 2018; Khaerani and Hasanah, 2018).

According to Ramadayanti in his writing "COVID-19 in the Perspective of One Health Approach and Law Enforcement", that the appeal related to social distancing has less effect on compliance by the community. Therefore, it is suggested to become a law that can bind the community and have higher compliance.

However, in this study, the Government's appeal had a positive and significant effect on people's intention to keep working, studying, and worshipping at home when the COVID-19 outbreak occurred in Indonesia (Kumala, 2020; Saputro 2020). The results of this study answer the hypotheses previously raised while answering the issues that are developing in the community that even though the appeal is a weak public law policy it has quite a strong effect on people's intention to obey the current government's appeal.

## CONCLUSION

The study concluded that the intention to behave in the community to continue working, studying, and worshipping at home when the COVID-19 outbreak was influenced by attitudes, subjective norms, and government appeals. These results indicate that efforts to improve people's behavioral intentions can be done by efforts to improve attitudes, subjective norms, and the government's appeal in various forms of legal products. To response these circumstances, there are some suggestions, *first*, academics should participate in raising public awareness in the form of education on healthy living in the midst of the COVID-19 outbreak. *Second*, the next researcher should include new variables such as public policy, government circulars, Police announcements and so on. *Third*, the government should increase the appeal to become a law of permanent force, bearing in mind that there are still many people especially those with low education who ignore the appeal because there are no legal sanctions.

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