Perceptions of the Usage of the PeduliLindungi Application in Public Spaces

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Abstract This study aims to determine how the perceptions of Muhammadiyah Sidoarjo University students about the use of the PeduliLindungi application in public spaces. This research uses qualitative methods in the form of descriptive data. The determination of informants was carried out using purposive sampling technique, namely informants were selected based on predetermined criteria. So that data is obtained through observation and in-depth interviews with informants who have been determined. The results showed that the perceptions of Umsida students supported the use of PeduliLindungi in public spaces, they gave a positive response to the bar code scanning on PeduliLindungi, because there was information on the capacity of visitors in public spaces. However, there is a negative perception that the use of PeduliLindungi is not based on self-will because there are still errors in the system that hamper user activities because there is no evidence that visitors are free from Covid-19.

Keywords: student perception, pedulilindungi application, public space

1 Introduction

The PeduliLindungi application is the brainchild of Kominfo and the Covid-19 Task Force which coordinates the Ministry of BUMN, Ministry of Health, TNI, Polri, and the Ministry of Administrative Reform and Bureaucratic Reform based on the Decree of the Minister of Kominfo Number 171 of 2020 which contains the Determination of the Pedulilindungi Application in the Context of Implementing Health Surveillance Handling Corona Virus Disease 2019. [1]. PeduliLindungi is a new application because it was inaugurated in 2020, since then PeduliLindungi has been used to be able to assist the government in tracking and tracing to identify people affected by Covid-19 so that they immediately get treatment from health workers.
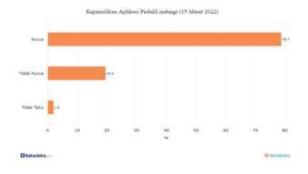
Fig. 1. PeduliLindungi Application Ownership Data [2]

The results of the Central Statistics Agency (BPS) survey obtained from the databox report entitled "BPS Survey: Not all people have the PeduliLindungi application, Here's the data" published on March 16, 2022, the majority of Indonesians as much as 78.7% have the PeduliLindungi application. However, there are still 19.4% of respondents who stated that they do not have the PeduliLindungi application and another 1.9% of respondents do not know the PeduliLindungi application. The survey involved 254,817 respondents and was conducted from February 16 to 25, 2022. The data shows that most Indonesians have used PeduliLindungi. [2].

Although mobility restrictions have been eased several times in several regions of Indonesia, the government still requires people who are active in public spaces to show the use of PeduliLindungi based on Inmendagri (Instruction of the Minister of Home Affairs) Number 38 of 2021 in accordance with regional regulations that still impose social restrictions, especially at level 4. It is intended that implementers of industrial activities require checks on visitors and employees of shopping centers or malls, cinemas, hotels, offices, public tourist attractions, educational buildings, sports facilities, and other public areas.

Public spaces are places used for common purposes, generally open and accessible to anyone such as city parks, plazas, and markets. Public space allows people to do activities in it and gather together freely exchanging ideas about social conditions for mutual benefit. Public space is an open space for everyone to gather and discuss without worrying about anything. Public spaces can be used for the benefit of a wide range of social, economic, and cultural backgrounds. [3].

The application of PeduliLindungi to Indonesian society has created different perceptions in each individual, especially students who are up to date with technological developments. Students' perceptions become students' perspectives on social problems that are happening around them because students are considered to have selectivity regarding media information so that they can provide detailed information and better understand the things that will be asked by researchers. Perception is an opinion conveyed by someone based on knowledge, understanding, and experience that has been done. Perception is also called the core of communication because perception can determine us in choosing or ignoring a message. [4]. Perception is understood as a process that a person does to find out something that happens around him so that there is an interpretation of information in the form of a statement. Therefore, perception is not correct and precise because everyone has a different perception process according to their knowledge and experience.

Research from Anindya Putri Maharani with the title "Digital Literacy: The Effectiveness of the PeduliLindungi Application in Providing Information to FIP UPI Students" shows the results that the use of the PeduliLindungi application affects the digital literacy skills of students of the Faculty of Education, University of Education Indonesia. Not only theory, they also apply PeduliLindungi in their daily lives so that they can find the advantages and disadvantages of the application. [5]. In addition, students of the Department of Electrical Engineering, Faculty of Engineering, University of Indonesia also participated in developing and improving the features of the PeduliLindungi application. They hope that this can increase public awareness about the importance of the PeduliLindungi application so that it can reduce Covid-19 cases in Indonesia. Thanks to this idea, they won the third place in the English essay competition held by Airlangga University. [6]. This shows that the relationship between students and the PeduliLindungi application is interrelated.

Some previous studies that are relevant to this research include, among others, research conducted by Vivi Mulyati and Didik Hariyanto with the title "Perceptions of Students of Muhammadiyah Sidoarjo University towards Apple Smartphones as a Lifestyle" this study aims to determine the perceptions of Communication Science students towards the Apple smartphone brand as a lifestyle. Researchers use descriptive qualitative research so that the results of the study show that student perceptions of smartphones as a lifestyle are divided into several processes, namely: First, perceptual selection that occurs when students remember that iphone users will look highclass from other smartphone users so that they can increase self-confidence. Second, the student perception organization collects information from various sources so as not to be disappointed with the items to be purchased. Third, stimulus interpretation describes the meaning of apple smartphones as a brand that provides self-identity for its users. [7].

Another study by Reza Rizki Pratama with the title "Teenagers' Perceptions of Youtube VideoBlog Ria Ricis Episode 'Ria Ricis Eats Squishy? Squishy That Can Be Eaten' (Descriptive Study on Students of SMK PGRI 2 Sidoarjo)" aims to find out teenagers' perceptions of Ria Ricis' Youtube video blog at SMK PGRI 2 Sidoarjo. The results of the study showed that informants considered Ria Ricis's video blog to provide less benefits for teenagers. However, Ria Ricis' video blog provides entertainment for anyone who watches Ria Ricis' video blog. [8]. Previous research was used by researchers as a reference and comparison and with different subjects, objects, and locations.

By using the theory of perception according to Desiderato (1976), where perception is an experience of objects, events, or interactions obtained by inferring information and interpreting messages. [9]. Sensory stimuli in perception use indicators of sensation, attention, expectation, motivation, and memory as a tool for forming perceptions as well as translating information. Likewise, the use of the PeduliLindungi application aims to be a requirement for entering public spaces and a digital surveillance tool for the government to control the spread of Covid-19 in Indonesia. Usage theory is seen as an idea of media and gives effects to audiences who have control over the media consumed to fulfill their needs. Public space has characteristics as a place to improve the quality of social interaction, public spaces that have been frequented by students are shopping centers, cinemas, and public services.

The attention of Muhammadiyah Sidoarjo University (Umsida) students to the Covid-19 pandemic and information related to PeduliLindungi which is increasingly spreading among students is the basis for a study to find out students' perceptions of the use of the PeduliLindungi application in public spaces because until now no research has been done like this. Therefore, the researcher made the research title "Perceptions of the Use of the PeduliLindungi Application in Public Spaces (Study on Students of Muhammadiyah Sidoarjo University)".

2 Research Methods

The type of research used in this research is descriptive qualitative. According to Creswell, qualitative research is a process of scientific inquiry that aims to understand human problems in a social context so as to create a complex picture and can report in-depth views of informants. [10]. This type of research aims to describe the research in the form of a systematic description in accordance with the facts and phenomena that occur with the process of collecting information through informants regarding the perceptions of Umsida students about the use of the PeduliLindungi application in public spaces. The subjects in this study are Umsida students who use PeduliLindungi in public spaces. While the object in this research focuses on the perceptions of Umsida students about the use of the PeduliLindungi application in public spaces. This research is located at Universitas Muhammadiyah Sidoarjo, this location was chosen because based on observations at Umsida, the Covid-19 vaccination has been carried out which was attended by students, lecturers, and also Sidoarjo residents.

The technique of determining informants uses purposive sampling technique, where the selected informants can master and understand information and facts about the object of research. Therefore, informants are needed in accordance with the specified characteristics to support the research. [11]. Informants in this study were students from 5 faculties, namely the Faculty of Business, Law, and Social Sciences (FBHIS), the Faculty of Islamic Religion (FAI), the Faculty of Psychology and Education Sciences (FPIP), the Faculty of Health Sciences (Fikes), and the Faculty of Science and Technology (Saintek). Furthermore, from each faculty, 2 people were taken as representatives so that the number of informants was determined to be 10 people.

Data sources are obtained directly from the field or the research site. Primary data in this study were obtained from open and in-depth observations and interviews, so that they are more free and objective. [12]. While secondary data is obtained from books, journals, previous research, and articles related to perception. The data collection technique consists of direct observation to the research site then conducting interviews with informants and adding documentation as evidence of research. The data analysis technique in this study uses the Miles and Huberman analysis model which consists of data reduction, data presentation, and conclusion drawing. [13].

3 Results and Discussion

Each information will form different perceptions, depending on each individual. Likewise, with the use of PeduliLindungi in public spaces, students as PeduliLindungi users will provide perceptions according to the experience gained. Perception is not only influenced by sensation which is the result of the five senses, but there are also attention, expectations, motivation, and memory.

3.1. Sensation

Sensation is the initial stage in receiving information because in the process sensation requires a sense tool as a link between individuals and their environment. Through the sensory organs, humans can understand the physical quality of their environment, gain knowledge, and have the ability to interact with their world. Each individual receives information differently

depending on the surrounding environment. In this study, the individuals in question are Umsida students, while the environment in question is a public space where people gather and interact with each other.

Umsida students know PeduliLindungi information through television media, social media, and the closest people, this shows that the receipt of information for each student is different depending on their environment. Other information regarding government regulations that require visitors to scan barcodes at the entrance to public spaces aims to protect health and assist the public in conducting health surveillance in the form of tracing, tracking, and confinement of community members suspected of having Covid-19. Umsida students have no objection to the regulation, because PeduliLindungi is easy to use in everyday life. In addition, it makes it easier for public spaces to monitor vaccine status and visitor capacity and makes Umsida students feel safe gathering with other people who comply with health protocols.

Apart from being a requirement to enter public spaces, PeduliLindungi is used by the government as a digital surveillance tool to stop the spread of Covid-19. PeduliLindungi makes it easy for the government to identify people through digital tracking of location data and information. User location information shared while traveling makes it easier for the government to monitor and detect the movement of users exposed to Covid-19 for the past 14 days. Umsida students as PeduliLindungi users agree with this because it is the government's obligation to stop the Covid-19 pandemic by monitoring the community to avoid Covid-19. This digital surveillance also makes people more orderly in implementing health protocols.

Information related to Covid-19 is provided by the government through PeduliLindungi such as travel rules, Covid-19 statistics, public space visitor capacity, vaccination status, and finding a hospital room. However, there are still few Umsida students who access this information because what they need is only to see vaccine tickets, vaccine certificates, and scan bar codes when entering public spaces. They prefer to find health information through the Covid-19 Task Force's social media and trust the experiences of their family or friends who have been affected by the Covid-19 virus.

3.2. Attention

Attention occurs when a person is able to concentrate on one of the senses and exclude stimuli from other senses. [14]. During a pandemic, everyone's attention is only focused on preventing Covid-19 cases, therefore PeduliLindungi is one solution that can be used to monitor the spread and obtain information related to Covid-19. The use of PeduliLindungi in public spaces by Umsida students is not based on self-will, some students say that they use PeduliLindungi only to comply with government regulations and the need to access public spaces. However, there are still students who use PeduliLindungi on their own accord, namely to fulfill their health information needs and Covid-19 prevention.

PeduliLindungi is a new application developed by the Indonesian government starting in 2021. Not surprisingly, there are several obstacles experienced by users such as the lack of counseling from the government which causes people to not know how PeduliLindungi works, system errors when opening PeduliLindungi, and vaccine data errors in PeduliLindungi. These obstacles caused students to lose their attention to PeduliLindungi because it was considered not yet qualified and still needed a lot of improvement. However, Umsida students have solutions that can be used as suggestions for the government to develop PeduliLindungi even better. The lack of counseling can be overcome by making advertisements on television or making videos uploaded to a special Youtube channel for PeduliLindungi. However, despite the obstacles experienced by Umsida students, PeduliLindungi is very helpful for users in providing

information regarding the capacity of visitors in the public space to be visited so that visitors who will enter are more aware of the spread of Covid-19 when in public spaces.

3.3. Expectations

After Umsida students use PeduliLindungi in public spaces, students can assess PeduliLindungi according to their personal perceptions because an individual's previous beliefs and beliefs about an object that should occur in a certain situation are called expectations. [15]. Umsida students' expectations of PeduliLindungi are quite satisfied because it contains information about Covid-19, making it easier for users as well as the government in the current digital era so that they do not forget to bring a vaccine card to access public spaces and monitor the state of the community in public spaces. However, Umsida students feel that the information in PeduliLindungi is incomplete if used on a small city scale such as Sidoarjo and there are still system errors that hamper activities in public spaces.

PeduliLindungi is a new hope for the community to have a better impact in the future to stop the spread of Covid-19 in Indonesia. Umsida students hope that PeduliLindungi can be used as a health information application in Indonesia even though Covid-19 has disappeared. This must also be accompanied by stricter data confidentiality so that people can trust the government as well as PeduliLindungi. In addition, the government must also provide socialization to the public about what is and can be done with PeduliLindungi so that it can be used properly.

3.4. Motivation

Motivation is a condition within a person that encourages, drives, and directs behavior towards a good goal. [16]. Umsida students as motivated users use PeduliLindungi to stop the spread of Covid-19 in public spaces by utilizing digital technology provided by the government. The reason they use PeduliLindungi is because they can easily access public spaces by showing a vaccine certificate or scanning a barcode. In addition, PeduliLindungi is also used as a requirement for students to take part in Real Work Practices (PKL) and Real Work Lectures (KKN). With proof that students have fulfilled the vaccine dose and are not affected by Covid-19, students feel safe to do activities in public spaces with friends or the wider community.

Motivation plays an important role in a person's success in achieving their goals. PeduliLindungi has a good purpose for its users to avoid Covid-19 in public spaces, but from the perception of Umsida students, PeduliLindungi is only an application that does not guarantee their safety in public spaces. According to them, using masks and hand sanitizers or washing hands is more important than controlling Covid-19 only from an application.

3.5. Memory

Memory is a structured system that can cause a person to be able to record facts about the world and use his knowledge to guide his behavior, Schlessinger and Groves (1976: 352). Memory goes through three processes, namely: First, recording (encoding) is the recording of information through sensory receptors and internal neural circuits, in this case Umsida students experience recording events that occur when using PeduliLindungi in public spaces. Second, storage is the determination of how long information stays with us, in this case Umsida students store events that occur when using PeduliLindungi in public spaces which will then become experiences. Third, retrieval is using the stored information, in this case Umsida students use

the information that has been stored by telling the researcher about the experiences that occurred while using PeduliLindungi in public spaces.

Memory greatly influences the formation of perceptions in informants, with the memory of Umsida students being able to retell about the use of PeduliLindungi in public spaces. On average, Umsida students do not remember when they have to scan the PeduliLindungi barcode in public spaces because in some public spaces the officers only carry out health protocols such as wearing masks, washing hands, and checking body temperature, and some only use vaccine cards to enter. They tend to use PeduliLindungi when a security officer tells them to scan the PeduliLindungi barcode.

In addition, the experience felt by Umsida students is quite good because PeduliLindungi is easy to use and provides benefits to users such as providing information and supervising users to avoid Covid. However, some students still feel difficulties when using PeduliLindungi due to the lack of socialization from the government, they think that the government only provides PeduliLindungi without any further explanation regarding how the application works.

The perceptions of the ten Umsida students who have been interviewed, six of them support the use of PeduliLindungi regarding barcode scanning in public spaces, because visitors can find out the health status of the vaccine dose they have received and the capacity of visitors in public spaces. The information received can increase visitors' awareness of Covid-19 when in public spaces. The use of PeduliLindungi in public spaces by students is motivated by the ease of accessing public spaces, obtaining information about Covid-19, and as a requirement for participating in lecture activities. In addition, according to them, PeduliLindungi is a government application that seeks to stop the spread of Covid-19 in public spaces through location data shared by users.

Meanwhile, the perceptions of the other four informants were less supportive of the use of PeduliLindungi in public spaces. The four informants complained about obstacles that were still found when using PeduliLindungi in public spaces such as system errors, data, and signal difficulties so that the application could not be accessed and hampered user activities. Students also do not remember when they have to scan the PeduliLindungi barcode, because they think it is enough to apply health protocols by wearing a mask, washing hands, and checking body temperature before entering public spaces. They tend to use the app only when a security officer tells them to scan the PeduliLindungi barcode.

4   Conclusion

Based on the results of this study, it can be concluded that Umsida students have a positive perception of bar code scanning in public spaces, because visitors can find out the health status of the vaccine dose they have received and the capacity of visitors in public spaces. This also prevents public spaces from exceeding visitor capacity, with this information, it will increase visitor awareness and can minimize Covid-19 transmission when in public spaces. The use of PeduliLindungi in public spaces by students is motivated by the ease of accessing public spaces, getting information about Covid-19, and as a requirement for participating in lecture activities. In addition, according to them, PeduliLindungi is a government application that seeks to stop the spread of Covid-19 in public spaces through location data shared by users.

However, there are negative perceptions, namely that the use of this application is not based on self-will and there are still obstacles such as system errors, data, and signal difficulties so that the application cannot be accessed and hampers user activities because there is no evidence

that visitors are free from Covid-19. Students also do not remember when they have to scan the PeduliLindungi barcode, because they think that implementing health protocols is enough. In addition, students' space for movement is limited because of this application.

Acknowledgments

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