

ABSTRACT

The background of this research is the Covid-19 pandemic which has spread throughout the world, including Indonesia. Palu City, Central Sulawesi is one of the cities affected by the virus since March 2020. As the capital city of Central Sulawesi Province, Palu City is the center of community activities. The significant growth of cases encourages public communication efforts from the Palu City Health Office to the community. As something new, public communication efforts are made so that people can face pandemic situations and conditions calmly and lead to beneficial healthy behavior changes. In carrying out communication efforts, researchers try to understand the supporting factors and inhibiting factors for communication efforts during the pandemic. This research method is a case study and uses the constructivism paradigm. The results of this study indicate that the Palu City Health Office implemented public communication efforts through the preparation stage, namely understanding the target community, collaborating with stakeholders and procuring print media as a medium that helps disseminate the information conveyed. The next stage is the stage of implementing public communication efforts carried out through the assistance of health promotion officers at the Puskesmas with a mobile persuasion approach and carried out at posyandu activities. Also, through volunteer border posts in conveying information to the public which is carried out in conjunction with medical and administrative checks for travelers who will enter the city of Palu.

Keywords: Efforts, Public Communication, Covid-19, Prevention.