

# Communication Experience of The Neighborhood Chief in Covid 19 Handling in Kelurahan Pangkalan Mansyur Medan

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## Abstract

The title of this research is Communication Experience Of The Neighborhood Chief In COVID 19 Handling In Kelurahan Pangkalan Mansur Medan. The purpose of this research is to dig into the communication experience of the neighborhood chief in COVID-19 handling in Kelurahan Pangkalan Mansur Medan. Furthermore to find out what media or channel is used by the neighborhood chief to communicate with residents. Also, obstacles found in the neighborhood chief communication in COVID-19 handling in Kelurahan Pangkalan Mansur Medan Phenomenology theory became the guidance for researchers in executing research activity. The research method used is qualitative with phenomenology tradition, while data collection techniques used are observation, in-depth interview, and documentation. The Informant in this research are seven the neighborhood chief in Kelurahan Pangkalan Mansur Medan. Research result found that in the field the neighborhood chief executing communication by socialization and advice to their residents about COVID-19 ranging from health protocol, when resident need to report to neighborhood chief if there is any resident exposed and inviting resident to be vaccinated. The neighborhood chief communicates with residents through digital and conventional media. The neighborhood chief utilized Whatsapp Group to communicate digitally and through banner, poster, or lecture in mosque conventionally. While obstacles experienced by the neighborhood chief ranging from many residents ignore the health protocol advice given, stigma about COVID 19 is a disgraceful disease so that resident are scared to report to the neighborhood chief, Wrong information regarding vaccination resulting vaccination program getting slower.

## Keywords:

Experience, Communication, The neighborhood chief, Resident, COVID-19