COMMUNITY-CENTRIC APPROACH: BHABINKAMTIBMAS STRATEGIES IN MITIGATING COVID-19 TRANSMISSION WITHIN THE CULTURAL LANDSCAPE OF HUKURILA

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ABSTRACT

The escalation of Covid-19 in Indonesia, including Maluku, underscores varying levels of public awareness concerning health protocols, notably non-compliance with mask-wearing, public gatherings, and other breaches of Covid-19 regulations. This article delves into the pivotal role of Bhabinkamtibmas, an integral part of the police force, in addressing these community issues. The research aims to elucidate Bhabinkamtibmas’ strategies in curtailling the virus’s spread in the indigenous community of Negeri Hukurila, employing a community-centric approach with qualitative methods like in-depth interviews, observations, and document studies. Research findings highlight Bhabinkamtibmas’ active participation in health education, mask distribution, and vaccination programs. They are also integral to the 3T strategy, establishing health centres, innovating health protocols in restaurants, fortifying places of worship, conducting vaccinations, implementing colour zoning, and forming Covid-19 data task forces. Bhabinkamtibmas goes beyond education, fostering security and discipline in the community’s adherence to health protocols during the pandemic. Collaborating with Babinsa, they actively curb virus spread through socializing health protocols, participating in evacuations, and overseeing quarantine measures. Despite distinct roles, Bhabinkamtibmas and Babinsa maintain synergy, underscoring the need for community involvement and cross-institutional collaboration for optimal Covid-19 management.

Keywords: Health Protocols, Covid-19, Public Awareness, Bhabinkamtibmas, Community-Centric Approach

INTRODUCTION

The spread of Covid-19 in Indonesia, including in Maluku, presents serious challenges that depict the diversity of community awareness towards health protocols (Christian, 2021; Muslihuddin & Yahman, 2022). The main difficulties are associated with the lack of compliance with government guidelines, such as inconsistent mask usage, public gatherings, and other Covid-19 protocol violations. This situation reveals gaps in knowledge and understanding regarding the urgency of health protocols among the populace (Husni et al., 2021). In addressing these issues, the government, through the Indonesian National Police, has taken strategic steps by instructing Bhabinkamtibmas (Aminah et al., 2021; Radjab & Fuady, 2021). The duties of Bhabinkamtibmas are not only limited to law enforcement but also involve a crucial role in ensuring public security and order during the Covid-19 pandemic. They are empowered to implement health protocols effectively, act as agents of education within communities, and ensure consistency in the application of prevention measures.
Hidayat et al. (2021), in their paper, delve deeper into the role of Bhabinkamtibmas in addressing the spread of Covid-19 in Indonesia. According to them, this requires a more comprehensive analysis of several crucial aspects. The main aspect that requires special attention is education and outreach. Evaluation is not only focused on the outreach methods employed by Bhabinkamtibmas but also on the extent to which the information conveyed can be understood and implemented by the community in adhering to health protocols. In the analysis by Herman et al., (2023), it is stated that attention should be focused on the effectiveness of outreach campaigns, emphasizing their impact on the level of awareness and compliance of the community towards health protocols. The continuity between the education provided by Bhabinkamtibmas and changes in community behavior needs to be carefully examined to formulate more precise and relevant policy recommendations (Haris, 2021).

In line with the study by Hariyanto et al. (2022) which states that the role of Bhabinkamtibnas in suppressing the spread of Covid-19 lies in the implementation aspect of health protocols in the field. This aspect can be observed through the evaluation of their effectiveness in ensuring protocol compliance, such as mask usage, maintaining physical distance, and reducing gatherings in public places (Mujiati et al., 2022). The success of Bhabinkamtibmas in implementing these measures is crucial in forming a concrete depiction of their practical contribution to efforts to minimize the spread of the virus (Dewi et al., 2022). Additionally, the analysis can also focus on the response and adaptability of Bhabinkamtibmas to dynamic situations in the field, thereby understanding the extent to which they can adapt to changes in community behavior and respond to evolving health challenges (Hariyanto et al., 2022; Mujiati et al., 2022).

Furthermore, in the studies by Dewi et al. (2022) dan Tahir & Podungge, (2022) highlighting the role of Bhabinkamtibmas in supporting vaccination programs also requires comprehensive evaluation. Dewi et al. (2022) outline that the success of Bhabinkamtibmas in promoting vaccination, providing vaccine distribution facilities, and ensuring active community participation needs to be evaluated. This evaluation encompasses several critical aspects, such as the attendance rate in vaccination programs, the public’s understanding of vaccines, and the concrete steps taken by Bhabinkamtibmas to respond to various vaccination-related challenges (Tahir & Podungge, 2022). In analyzing attendance rates, assessment can focus on the extent to which the community actively participates in vaccination programs organized with the involvement of Bhabinkamtibmas (Agatha & Handayani, 2021). The public's understanding of vaccines also becomes a focus, evaluating the extent to which the information provided by Bhabinkamtibmas is accepted and understood by the community. Bhabinkamtibmas' responsive steps in addressing challenges surrounding vaccination, such as misinformation or public concerns, also constitute an integral part of this evaluation (Fadhliah et al., 2022).

Additionally, there are studies on the level of coordination between Bhabinkamtibmas, healthcare professionals, and local governments in planning and implementing preventive measures (Kayame & Mallongi, 2021; Safitri et al., 2021). Collaboration with other agencies, such
as healthcare professionals and local governments, can be seen through the analysis of coordination levels, information exchange, and joint implementation of Covid-19 response policies (Fatmah et al., 2022). Comparing the expected level of cooperation with the reality of collaboration in the field indicates the effectiveness of synergy among institutions in addressing the pandemic. Information exchange, including the flow of data related to cases and community compliance, serves as a measure to evaluate the effectiveness of collaboration. Joint policy implementation involves integrating collective actions to achieve optimal outcomes (Badri, 2021). A holistic evaluation of inter-agency cooperation is an integral part of depicting the role of Bhabinkamtibmas in pandemic management, enriching insights that can be used to formulate further policies and strategies (Mertasih et al., 2023).

In contrast to Irfan (2023) who examines the monitoring and reporting aspects of Bhabinkamtibmas in detecting Covid-19 cases. He suggests that this activity involves community collaboration and Bhabinkamtibmas in reporting and implementing rapid response procedures. The community's involvement in reporting and the promptness of Bhabinkamtibmas responses are determining factors in the effectiveness of the monitoring system (Dirgala et al., 2023). Additionally, Paramesti et al. (2022) suggest that the innovation and responses of Bhabinkamtibmas to local challenges need to be further explored. They suggest that Bhabinkamtibmas can engage in reviewing the specific strategies they develop, the use of technology or unique approaches, and to what extent their responses can be adopted at the national level.

Unlike previous studies, this article focuses on the vital role of Bhabinkamtibmas, which is a direct part of the police institution, in addressing the challenges of Covid-19 spread in the community. Although the government has established health protocols to combat this pandemic, their implementation in the field still faces various obstacles. Therefore, the role of Bhabinkamtibmas as law enforcement agents and direct partners in the community is expected to have a significant impact in mitigating the spread of this virus. In this context, this research aims to delve deeper into the strategies of Bhabinkamtibmas in addressing the challenges of Covid-19 spread in the Hukurila Customary Village, Maluku. By adopting a community-centric approach, this research elaborates extensively on the active and effective role of Bhabinkamtibmas in responding to the needs and dynamics of the local community, thus providing a foundation for the development of more targeted and efficient policies in combating the Covid-19 pandemic in the Hukurila Customary Village, Maluku.

RESEARCH METHOD

This research adopts a qualitative approach to delve deeper into the strategies of Bhabinkamtibmas in combating the spread of Covid-19 in the Hukurila Customary Village, Maluku. The decision to use this approach is based on the need to detail social interactions and prevention measures implemented by the local community, as well as to understand the context
of local wisdom that influences responses to the pandemic.

In collecting data, three main techniques are used. In-depth interviews are conducted with key informants, including the government of Hukurila Customary Village, the Task Force Team of Hukurila Customary Village, community leaders, and Bhabinkamtibmas of Hukurila Customary Village. Field observations are used to gain direct understanding of prevention practices and social interactions in the community. Documentary studies are used to detail historical data related to the community's response to the pandemic, providing a timeline framework to track the development of strategies throughout the research period.

The selection of Hukurila Customary Village as the research location is motivated by its status as a green zone and a Covid-19 Resilient Village. This decision allows researchers to understand the strategies of Bhabinkamtibmas in a community that has demonstrated a proactive response to the threat of Covid-19. Focused research location provides an opportunity to detail the local context that may influence the implementation of prevention strategies.

Key informants, involving local government officials, Task Force Teams, community leaders, and Bhabinkamtibmas, are carefully chosen due to their central role in formulating and implementing prevention strategies at the local level. The research timeframe, from 2020 to 2022, is selected to provide an overview of the evolution of prevention strategies over time and changes in the pandemic conditions in Indonesia. This research is designed to make a meaningful contribution to understanding the role of Bhabinkamtibmas in the context of local wisdom, offering deeper insights into factors influencing the implementation of prevention strategies, and complementing the dynamics of community responses to the Covid-19 pandemic at the local level.

RESULTS AND DISCUSSION

Proactive Strategies of Bhabinkamtibmas in Mitigating the Risk of Covid-19 Spread

Bhabinkamtibmas, short for Bhayangkara Pembina Keamanan dan Ketertiban Masyarakat, plays a central role in efforts to minimize the risk of COVID-19 transmission in Indonesia, particularly in Maluku. They serve not only as an extension of the police at the village or sub-district level but also as key agents in disseminating information and education about concrete steps that the community should take to protect themselves and control the spread of the virus in Maluku, especially in the Hukurila Customary Village.

One of the main aspects of the role of Bhabinkamtibmas is providing direct education to the community. They systematically convey information about government-recommended health protocols, such as proper mask usage, the importance of regular handwashing, and maintaining physical distance. Additionally, they also provide in-depth understanding of quarantine and isolation measures that individuals exposed to the virus or with specific risks need to follow.
This is echoed by RS (44 years old), serving as the Bhabinkamtibmas of Hukurila Customary Village, who stated that as part of his main role, he actively provides direct education to the community. With a systematic approach, he consistently delivers information related to health protocols recognized by the government. Matters such as proper mask usage, the importance of regular handwashing, and maintaining physical distance are the main focus of his efforts to enhance community awareness. Additionally, in his education efforts, RS is committed to providing in-depth understanding of quarantine and isolation measures. He explains in detail the steps that individuals exposed to the virus or with specific risks need to follow. Through this approach, RS strives to provide comprehensive understanding to the community to ensure collective safety and health.

In addition, through careful monitoring, they regularly oversee the implementation of health protocols in their area, ensuring that the community adheres to the rules established by the government, such as mask usage, maintaining physical distance, and handwashing. Moreover, Bhabinkamtibmas are also active in providing education to the community about the risks of virus transmission, prevention methods, and the consequences of violating health regulations. Their role extends further as Bhabinkamtibmas also monitor the implementation of quarantine and isolation, collaborating with healthcare workers to ensure community compliance with these provisions. Collaboration built with local community leaders is key to increasing awareness and maximizing compliance. This collaboration allows for more effective information dissemination and can help address potential community resistance to health protocols. Additionally, Bhabinkamtibmas have the task of conveying the latest information from the government regarding policies and health protocols to the community. If there are violations of the rules, they also play a role in handling them, including imposing sanctions according to applicable regulations.

DDF (56 years old), as a Community Leader of Hukurila Customary Village, states that in his view, the active role of Bhabinkamtibmas is crucial in efforts to mitigate the risk of Covid-19 spread. He explains that Bhabinkamtibmas consistently carry out patrol duties and mask raids every day. According to him, these actions are concrete steps to ensure that health protocols, such as mask usage, are adhered to by the community. DDF also reveals that Bhabinkamtibmas are not hesitant to impose sanctions on those who violate these protocols. In his opinion, sanctions such as sweeping the streets for 3 hours or paying a fine of 300 thousand rupiahs are effective preventive measures. In DDF's view, these firm steps not only deter violators but also significantly contribute to reducing the risk of virus spread in the community.

In facing the era of the new normal, the role of Bhabinkamtibmas becomes crucial as agents of change directing the community to adopt new habits. They actively emphasize the importance of the 3M: *Memakai masker, Mencuci tangan, Menjaga jarak* (Wearing masks, Washing hands, Keeping distance) or 6M: *Menjaga jarak, Memakai masker, Mencuci tangan, Menghindari kerumunan, Membatasi mobilitas, Mengurangi intensitas pertemuan* (Maintaining distance, Wearing masks, Washing hands, Avoiding crowds, Limiting mobility, Reducing meeting
intensity) concepts as the main guidelines for effective implementation of health protocols. For example, Bhabinkamtibmas can provide concrete examples of proper mask usage, demonstrate good handwashing techniques, and provide information on the importance of maintaining physical distance. As an illustration, the Task Force Team of Hukurila Customary Village, led by MK (47 years old), an active Bhabinkamtibmas in the area, has successfully engaged the community in implementing health protocols. MK regularly conducts socialization at the village level, educating the community on the correct ways to apply the 3M or 6M concepts. He even involves representatives from local community leaders to support these efforts.

Additionally, Bhabinkamtibmas also play a key role in supporting vaccination programs. They not only provide information about the importance of vaccination to achieve herd immunity but also actively assist in the registration and implementation of vaccinations at the community level. For example, Bhabinkamtibmas can help compile lists of vaccine recipients, facilitate vaccination locations in their area, and provide psychological support to community members who may feel hesitant or fearful about vaccines. With this detailed role, Bhabinkamtibmas under the leadership of MK and the task force team in Hukurila Customary Village prove that they are not only enforcers of rules but also primary facilitators in shaping community awareness of the importance of health protocols and vaccination programs.

Moreover, DEA (36 years old), as the Secretary of the Village, stated that Bhabinkamtibmas plays an outstanding role in handling the new normal situation. In addition to emphasizing the implementation of health protocols, Bhabinkamtibmas are also involved in law enforcement operations to enforce rules and impose sanctions on violators. For example, DEA noted that in the latest operation, the Bhabinkamtibmas team successfully imposed strict sanctions on several individuals who violated health protocols, such as not wearing masks properly or disregarding physical distancing. However, the role of Bhabinkamtibmas is not solely about law enforcement. They also strive to provide tangible assistance to community members affected economically or socially by the COVID-19 pandemic. For instance, DEA revealed that their Bhabinkamtibmas team is actively involved in distributing social assistance, coordinating with relevant parties to ensure targeted assistance, and providing moral support to those in need.

As the frontline of the police force in interacting with the community, Bhabinkamtibmas also play a preventive role in spreading understanding about the dangers of hoaxes and false information related to COVID-19. DEA highlights that they regularly provide clear information on the proper handling of COVID-19-infected corpses, thus preventing the spread of misinformation and potential panic in the community. Through these various initiatives, DEA as part of the Hukurila Customary Village government and the Bhabinkamtibmas team demonstrate that their role is not limited to law enforcement but also includes aspects of service, social support, and delivery of accurate information, making them comprehensive agents of change in addressing the challenges of the COVID-19 pandemic.
Forging Local Partnerships: The Community-Centric Approach of Bhabinkamtibmas in Mitigating COVID-19 in Hukurila

Bhabinkamtibmas implements a highly targeted and detailed approach in mitigating the spread of COVID-19 in Indonesia (Haris, 2021; Warjiyati et al., 2022). They not only engage with the community at large but also work closely with the heads of neighborhood units (RT), community units (RW), and local village officials. In this collaboration, Bhabinkamtibmas organizes regular meetings, workshops, and educational sessions at the community level to provide in-depth understanding of concrete COVID-19 prevention measures (Sarji et al., 2021; Yusron et al., 2022). This is also carried out in Hukurila Customary Village, Maluku (Afdhal, 2023; Manuputty et al., 2024). Bhabinkamtibmas in Hukurila Customary Village actively distribute masks for free to the community. This approach aims not only to ensure the availability of masks but also to create awareness and compliance with established health protocols. They are directly involved in distributing masks, explaining to the community the importance of wearing masks correctly and consistently.

Not only providing education, Bhabinkamtibmas also designs socialization activities focused on enhancing community discipline in implementing health protocols. This includes practical workshops, demonstrations, and interactive lectures on effective ways to wear masks, wash hands properly, and maintain physical distancing. Additionally, they collaborate with other community leaders such as religious figures, traditional leaders, and local influencers. Bhabinkamtibmas ensures that COVID-19 prevention messages are conveyed appropriately and well-received by the community. They also participate in ensuring compliance with established rules, including providing tangible assistance to groups of people directly impacted by the effects of this pandemic.

The "community-centric" approach in educating and changing attitudes in rural communities is reinforced by the perspectives of sociologists and social development experts. Sociologists such as Emile Durkheim emphasize the importance of social solidarity within the community to build stability and harmony (Clarke, 2020). In this context, the community-centric approach aligns itself with local social values and ensures that the process of change does not threaten social stability but rather strengthens the bonds among community members (Durkheim, 2021). This is also supported by social development experts such as Sen (2015, 2018), who argue that community empowerment is key to achieving sustainable development. This approach reflects the principles of inclusion, participation, and sustainability emphasized by Sen. By involving the community in designing and implementing education programs, this approach supports the more effective fulfillment of community needs, avoiding the often less successful top-down approaches.

Furthermore, sociologist Max Weber highlights the importance of authoritative leadership in shaping change (Nah, 2022; Saputra et al., 2021; Yılmaz & Telsaç, 2021). In the context of the community-centric approach, collaboration with local leaders and influencers is
key, creating role models capable of leading by example and inspiring positive change. Therefore, this approach not only aligns itself with local values but also utilizes existing social structures to achieve sustainable change. The community-centric approach in mitigating Covid-19 and changing attitudes in rural communities not only reflects sociological views on solidarity and social structures but also supports the principles of social development by empowering local communities to actively participate in the process of change towards sustainable well-being.

In the perspective of contemporary social theorists like Arjun Appadurai, the community-centric approach in the context of education and attitude change in rural communities can be linked to the ideas of "localization" and "geographicalization" of knowledge (Appadurai, 2020b, 2020a). Appadurai emphasizes the importance of understanding local diversity and contextualization in the process of social change. By applying this approach, education on preventing the spread of Covid-19 can be more effective in responding to the unique needs and dynamics present in rural communities, ensuring that these programs are truly relevant and acceptable to the local population.

Lev Vygotsky, a social psychologist, emphasized the importance of social interaction in learning. The community-centric approach creates a learning environment that involves active interaction among community members, enabling the exchange of knowledge and experiences (Taber, 2020; Thompson, 2023). This aligns with Vygotsky's view of collaboration and social support as key to individual development. From a more contemporary perspective, development experts like Naila Kabeer underscore the urgency of gender inclusion and women's empowerment in all development efforts. In the context of the community-centric approach, the emphasis on active community participation can ensure that the role of women is recognized and empowered. This aligns with Kabeer's notion of "real freedom," which entails empowering individuals to fully participate in community life and make decisions that affect their lives (Deshpande & Kabeer, 2024; Kabeer et al., 2021). The community-centric approach to educating about mitigating the spread of Covid-19 and changing attitudes, considering the views of contemporary social experts, integrates key elements such as local contextualization, social interaction, and gender inclusion. By incorporating these perspectives, the approach becomes more dynamic and adaptive to changes in rural communities and ensures the sustainability and effectiveness of desired changes.

CONCLUSION

In conclusion, this article sheds light on the critical role of Bhabinkamtibmas in mitigating the transmission of COVID-19 within the cultural landscape of Hukurila. As the COVID-19 situation escalates in Indonesia, including Maluku, a notable variance exists in public awareness and compliance with health protocols. The research focused on Negeri Hukurila, employing a community-centric approach to understand Bhabinkamtibmas' strategies in addressing these challenges. The findings reveal that Bhabinkamtibmas plays a pivotal role in actively engaging
with the community through health education, mask distribution, and vaccination programs. Their involvement extends to the 3T strategy, where they contribute to establishing health centers, enhancing health protocols in various settings, and forming COVID-19 data task forces. Beyond education, Bhabinkamtibmas fosters security and discipline within the community, ensuring adherence to health protocols during the pandemic. The collaborative efforts between Bhabinkamtibmas and Babinsa emphasize the importance of community involvement and cross-institutional collaboration in effective COVID-19 management. These institutions synergize their distinct roles by actively socializing health protocols, participating in evacuations, and overseeing quarantine measures. This underscores the significance of a unified approach, where local authorities work collaboratively to curb the spread of the virus and promote the community's well-being. Overall, the study underscores the effectiveness of a community-centric strategy in navigating the challenges posed by the COVID-19 pandemic within the unique cultural landscape of Hukurila.

REFERENCES


