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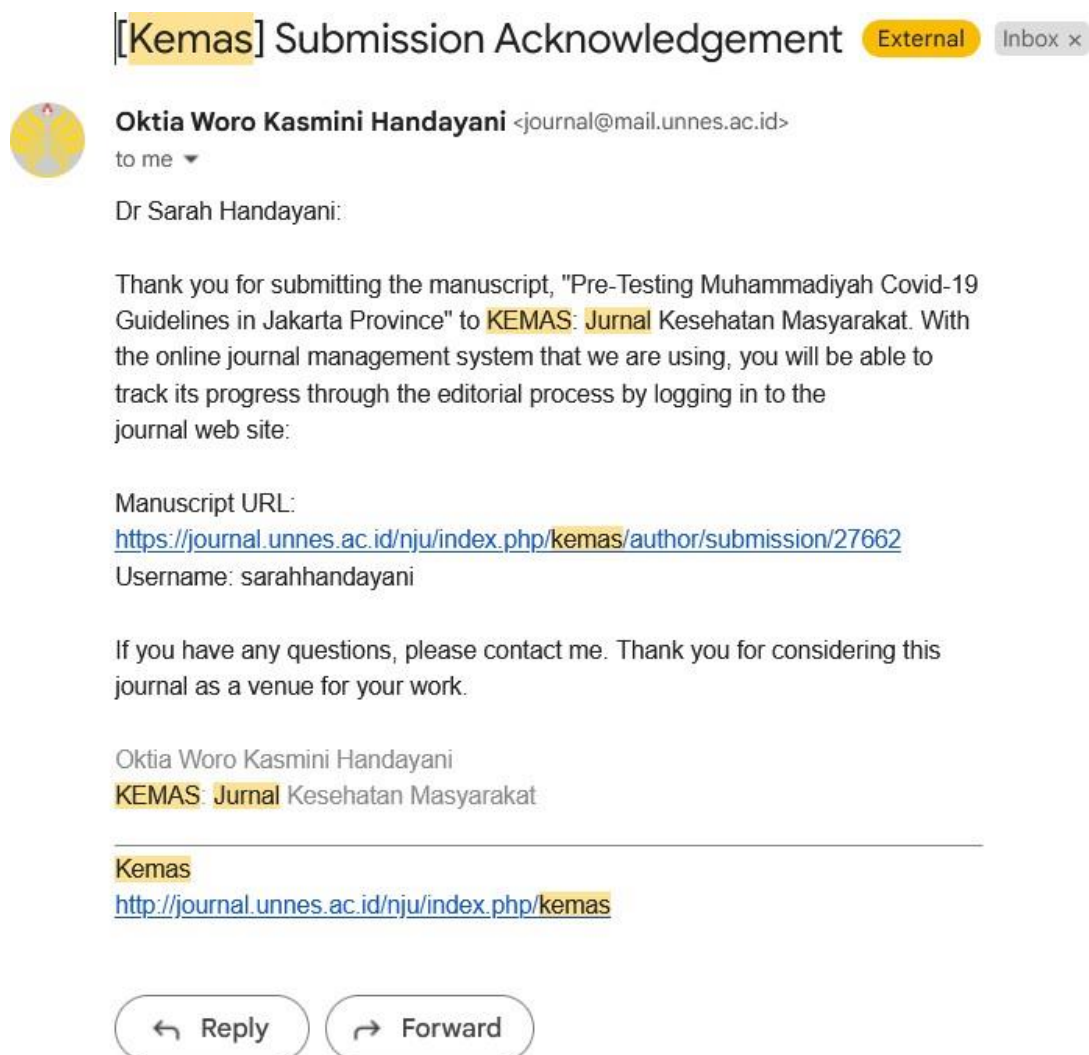
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#27662 Summary

SUMMARYREVIEWEDITING

Submission

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Dear Kemas Journal Editor,

Herewith I submit the article of my research titled "Pre-testing Muhammadiyah Covid-19 Guideline in Jakarta Province.

We believe that this manuscript is appropriate for publication by the KEMAS because the topic this research is in accordance with the scope and target of the readers.

Thank you for your consideration

Sincerely

Sarah Handayani

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Abstract Views	598
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Pre-Testing Muhammadiyah Covid-19 Guidelines in Jakarta Province

Abstract

Muhammadiyah, as one of the religious-based mass organizations have 14,9% members from the population affiliated. The Central Board declared an ad-hoc group to combat Covid-19 and named Muhammadiyah Covid-19 Command Centre (MCCC). One of the media published by MCCC is the third Covid-19 guidelines. This study aims to determine the understanding of Muhammadiyah members of it based on consistency, clarity, relevance, credibility, and interest. This type of research is descriptive qualitative. The number of informants were eleven from Muhammadiyah members who live and work in Jakarta province which are determined by purposive sampling. Informants consist of various professions, including health workers, teachers, district board, nurse, drivers, trader, housewife, and students. Data collection techniques are carried out by means of focus group discussions through the zoom application. Informants discussed the five aspects of the guideline, consist of consistency, clarity, relevancy, credibility and interest. In general, they found the content of guideline is consistent with others published by the Ministry of Health (MOH), but as a member of Muhammadiyah, they feel more comfortable to trust this guideline related to the group which they affiliated. From the clarity and relevance, the informants have a positive perspective. The design of it also bring them interest to read, implement and share to others. However, unfortunately this guide does not contain the names of the writing team and the introduction from the Central Board. In fact, this is very important to strengthen the credibility of the media produced by the MCCC for delivering strategies. Unfortunately, this guide does not contain the names of the writing team and the introduction of the central leadership. MCCC needs to plan about a means to disseminate the media it produces, whether in print or online. For distribution through online media, it is necessary to fix the number of pages not too much.

Keyword: pre-testing, covid-19 guidelines, Muhammadiyah Covid-19 Command Centre

INTRODUCTION

The Covid-19 outbreak has been a global concern since the World Health Organization was published as a global pandemic in March 2020. There were 67.780.361 confirmed cases with 1.551.214 deaths in 220 countries. It was confirmed in Southeast Asia as many as 11,195,661 people (WHO, 2020). Indonesia is the country with the highest confirmed cases in Southeast Asia, with 529.900 people, 18.171 people died, and 487,445 people recovered (DKI Provincial Government, 2020).

As an institution that has a mandate in responding to global health problems, the WHO has published some health protocols and guidelines. Every country should then develop as they need in their country. Every country should then develop as they need in their country. Saputra et al. (2020) conducted an evaluation of the guidelines for Quick Medical and Public Health handling of Coronavirus Disease (COVID-19). He found that the general public felt these guidelines were not suitable for them because they were difficult to understand and less attractive. Health workers' understanding of guidelines for rapid medical and public health handling of COVID-19 in Indonesia is quite good but difficult for the general public to understand. In terms of attractiveness, this guideline is attractive enough for health workers but less attractive to the general public. Guidelines for rapid medical and public health handling of COVID-19 can be convincing to change the behavior of health workers and the community (Saputra *et al.*, 2020).

Muhammadiyah, as one of the religious-based mass organizations, has proven to have an important role for a century and have 14,9% members from the population affiliated. In response

44 to this global pandemic, the Muhammadiyah Covid-19 Command Center (MCCC) has been
45 established on March 14, 2020. MCCC on the Declaration of the Muhammadiyah Central
46 Executive Number 02 / MLM / 1.0 / H / 2020 concerning the COVID-19 (Falahuddin, 2020;
47 MCCC, 2020). The MCCC is significant for the members affiliated because they search for the
48 publication to be followed. An approach is needed for each target audience called segmentation
49 (Dao Truong, 2014).

50 Based on guidelines from the WHO and the Government, the MCCC also guides
51 Muhammadiyah members' daily lives. Until December 2020, the MCCC has published some
52 guidelines for schools, hospitals, board offices, and communities. For Covid-19 general guidelines
53 the MCCC has revised three times to adapt to Indonesia's current conditions and situation. The
54 contents of it include a general guide, a personal guide, vulnerable group, community and a health
55 care guide. Covid-19 is a risk factor for someone suffering from comorbid hypertension and
56 diabetes mellitus, male gender, and active smokers are risk factors for SARS-CoV-2 infection.
57 Male is riskier than females, which is associated with a higher prevalence of active smoking. In
58 smokers, hypertension, and diabetes mellitus, it is suspected that there is an increase in the
59 expression of ACE2 receptors (Cai, 2020; Lei, George and Roth, 2020).

60 In the current condition of Covid-19, the WHO continues to strive to disseminate accurate
61 and credible information through some social media platforms. The speed at which information is
62 spread on the internet is unimaginable, but now may be the time for us to slow down. As socially
63 responsible citizens, the public must refrain from spreading inaccurate information, learn to verify,
64 validate information, and check the credibility of broad information (Pennycook *et al.*, 2020; R, D
65 and waran, 2020).

66 In media planning, it is necessary to confirm whether the target audiences can accept the
67 media created. That stage is called pre-testing media. Pre-testing campaign material about safe sex
68 that will be advertised on television. A storyboard consisting of images and text, is presented to
69 members of the target population, namely students aged between 14 and 16 years enrolled in a
70 vocational school. The pre-testing results showed a positive effect on safe sexual behavior.
71 (Whittingham *et al.*, 2008). Another study conducted by Fadliyah *et al.* (2020) about pre-testing
72 educational videos on preventing covid-19 transmission by WHO. Participants felt that the video
73 contents did not conflict with their values and that the message was addressed to everyone,
74 including themselves. The video is also considered persuasive. Overall, the participants had a
75 generally positive perception of the video (Fadliyah, Muhtar and Pratomo, 2020).

76 Pre-testing can only estimate how many messages or materials will be received in the real
77 world. However, if executed correctly, it can identify potential sources of confusion and other
78 features that can improve how well it responds. Pre-testing is used to understand consumer
79 responses to messages, activities, concepts, and other program intervention components (Brown,
80 Lindenberger and Bryant, 2008). One of the most common mistakes in pre-testing is structuring
81 the interview, asking consumers what they like best, or even asking them to choose the best
82 version. This study aims to find out in depth about the views of Muhammadiyah members in
83 Jakarta towards the third edition of Covid-19 guidelines issued by the MCCC from the aspect of
84 consistency, clarity, relevancy, credibility and interest.

85

METHOD

86 This type of research is descriptive qualitative research. The number of informants in this
87 qualitative study was eleven Muhammadiyah residents living in DKI Jakarta who were determined

88 by purposive sampling. Informants consist of various professions, including health workers,
 89 teachers, district board office, nurse, drivers, trader, and students. The selected informants met the
 90 inclusion and exclusion criteria. The inclusion criterion is that of Muhammadiyah residents who live
 91 in the DKI Jakarta area. The exclusion criteria were that participants had never read the Covid-19
 92 revision III guide by the Muhammadiyah Covid-19 Command Center. The informant has provided
 93 interview consent through informed consent.

94 Data collection was carried out through a focus group discussion (FGD) and conducted on
 95 October 23, 2020, in virtual face-to-face through Zoom application, which lasted approximately
 96 90 minutes. Before being interviewed, each informant was explained in the research and was asked
 97 to provide informed consent. The research instrument in the form of an in-depth interview guide
 98 covering five aspects of pre-testing communication, including consistency, clarity, relevance,
 99 credibility, and interest. Ethical clearance was obtained from the Ethics Commission of
 100 Muhammadiyah University Prof. Dr. HAMKA No 03 / 20.07 / 0549.

104 RESULTS AND DISCUSSION

105 In the table (1) describes the characteristics of the informants who participated in this study.
 106 Each informant has a different gender and age. The age of the informants in the study was from
 107 the age of 20-59 years. Among them, six are male, and five are female. The informants are
 108 Muhammadiyah members who affiliated, work and stay in Jakarta.

109
 110 Table. 1 Characteristic of research informants an overview of the understanding of the Covid-19 Revision III guide by the
 111 Muhammadiyah Covid-19 Command Centre
 112

Informant	Age	Sex	Occupation	Institution
Informant 1	48	Male	Staff Officer	Central Board of Muhammadiyah
Informant 2	23	Male	Teacher	177 Junior High School
Informant 3	25	Male	Student	UHAMKA
Informant 4	52	Male	Staff officer	District Board of Muhammadiyah
Informant 5	31	Female	Staff Officer	Universitas Uhamka
Informant 6	35	Female	Nurse	Persahabatan Hospital
Informant 7	33	Female	Librarian	Pascasarjana Uhamka
Informant 8	51	Female	Housewife	District Board of Aisyiah
Informant 9	59	Male	Trader	District Board of Muhammadiyah
Informant10	36	Male	Online driver	Gojek
Informant 11	50	Female	Teacher	Muhammadiyah Junior High School

113
 114
 115 The results show five themes that explain pre-testing communication components, which are
 116 presented in Table (2) as follows.
 117

Table 2. Themes and statements of informants Research an overview of the understanding of the Covid-19 Revision III Guidelines by the Muhammadiyah Covid-19 Command Center

Theme	Informant Statement
Consistency	<p>“In terms of consistency, yes, because it is still related to how to prevent and deal with Covid-19. Even though there are some things that have changed, but the information remains consistent. For instance how to protect yourself from the spread of Covid-19, even though something has changed because this is a revision, yes, there is revision 1, revision 2, revision 3, there must be changes that have occurred, but I see that MCCC is still consistent with how to deal with Covid-19 so that it does not spread widely” (Informant 2)</p> <p>“I also opened the guidelines from the Ministry of health and I tried to compare. Insha Allah, what is written in this guideline also representing to the Ministry guidelines. From the beginning till the end, the content is consistent. For me, this is quite easier to understand and convincing because published from Muhammadiyah, the institution which I affiliated.” (Informant 6)</p>
Clarity	<p>“As far as I read, it is very clear, especially with a picture "which explains the text. But there are several languages, maybe the language of health, for instance the term" covid, which probably not many people know about that term, but for the whole content and purpose. to be understood by the community that's good enough” (Informant 5)</p> <p>“The language is quite understandable, the pictures are quite interesting, to attract people to read the text” (Informant 12).</p> <p>“Whatever is listed is quite complete and representative compared to some that we don't seem to be segregated into, for example, a breastfeeding guide during a pandemic, that's a lot, it's amazing to explain that there are some pictures that already represent” (Informant 9)</p> <p>“Language can be understood and clear” (Informan 10)</p>
Relevancy	<p>"Both the guidelines from the ministry and the MCCC will be issued if I read all of them, almost all of them are the same. Because it is suggested there are several roles that we as Muhammadiyah Aisyiah to the environment and that have an impact, the content is good from the MCCC as a whole, is more detailed and It's more flexible, right? So those of us who read know better what to do "(Informant 9)</p> <p>"So in my opinion, it's good and already good, that means a lot of guidelines" which in my opinion we have to do, God willing, so far this guide has good accuracy, high yes, although there are many other guides, and almost similar to the guide. province yes, then in terms of religion also in the sense that they pay attention to it yes, say maybe the guidance guide contains involvement, yes ”(Informant 4)</p>
Credibility	<p>“This guide was made after going through a study, it is impossible for the people at the MCCC to make a guide without first reviewing it. Because I know people at Muhammadiyah have high credibility in their education and religious aspect” (Informant 2)</p> <p>"Unfortunately, there is not mentioned in the guideline about the writer team and no preface from the Central Board. Those were supposed to be written and would be more credible. "(Informant 1)</p>
Interest	<p>"Incidentally, I also have a problem in my eyesight, so in the sense that if you look a little further it is a little less clear, the end should be closer, but if the side of the letters is not too distracting, it can be read, maybe when the appearance of the letters is too small maybe I should be a little disturbed I have to look at the draft again so I can't see far from the side”(Informant 4).</p>

"Yesterday, I shared it immediately because the language is easy, from my point of view as a student it is good and then the mix of colors is not what makes me interesting. Page 4, there is a combination of green and fonts which makes me share it with friends. But the number of pages is too many. The MCCC should plan the deliverable strategies first, will it be online or offline" **(Informant 3)**

"I am very interested in this guide and I, in addition to my desire to share, have shared several times both within the environment and with friends on campus and also at the prayer room" **(Informant 1)**

"After I learned from the guideline, I am interested with it, because it was also easy to understand. This interesting picture was also used in my teaching material to serve as additional knowledge for the students' guardians, if the rest is general, if the guidance in page 9-10, for the pregnant mother, so it has a wide scope so it is possible. will help share for the parent group of students" **(Informant 12)**

121
122
123

124 Consistency

125 Consistency in the guidelines is a prerequisite for developing messages and materials.
126 There is a rapid change of information that has many topics; Oftentimes, what is accurate one year
127 is no longer valid the following year. This makes consistency in each material, such as a guide, a
128 must. The Covid-19 guideline third revision is related to the Covid-19 guidelines revisions II and
129 I. The first revised guideline serves as a guide for Muhammadiyah members at the beginning of
130 the spread of Covid-19. Each revision of the guide follows the development of the situation and
131 the urgency of the existing Covid-19 situation, and it can be seen that the revision II content focuses
132 on the new normal situation at that time. Covid-19 guideline third revision adapts to the Covid-19
133 guidelines from the MOH or WHO. The message and content contained in the third revision guide
134 have significant consistency with the previous guidelines. The messages in the guide are a
135 combination of new information and the development of existing information. The delivery of a
136 creative, interesting, or clear message must remain following the strategy, goals, and the intended
137 audience (Devine *et al.*, 2016).

138 According to Siregar (2020), both guidelines and a presenter must have a consistency about
139 what will be said against what is being demonstrated. Supporting tools such as pictures, slides, or
140 films are indispensable during demonstrations, and demonstrations must also be carried out in
141 stages and systematically. In practice, the inconsistency between the message and what the
142 audience may already know is a controversy among scientists, government agencies, and advocacy
143 groups (Devine *et al.*, 2016). The material provisions in the guide can be tied with complete data.
144 It can be print, use the same color, type of illustration, and typography or be compatible across
145 campaigns. If there is a logo or theme, use it in all materials. Graphics and messages must reinforce
146 each other, not send different signals (Devine *et al.*, 2016).

147
148 Clarity

149 Based on the results above, the Covid-19 revision III guide provides clear and easy-to-
150 understand information. In the Covid-19 guide, there are many sub-themes of information that are
151 summarized to be relatively concise and exciting. The language is easy to understand, and the
152 pictures are interesting enough to attract people to read the Covid-19 guide.

153 An information will be received if it has explicit content. Good planning will produce a clear
154 message according to the needs of the audience. Indicators and measurement of the impact of
155 community action require precise definitions of ongoing environmental (organizational,
156 community, social) and individual changes as part of program objectives (TAIoPC, 2008).

157 The informants thought that the information contained in the manual was complete and
158 arranged according to themes. In the guideline, there are five themes, and each theme has clear
159 and detailed sub-themes. Among them are general guides, personal guides, exceptional group
160 guides, community guides, and care guides. In packaging the media's information, it is necessary
161 to determine the angle and highlight key messages. Key messages can minimize transmission
162 errors by sources. The way to ensure this is by understanding that the public's content is relevant
163 and clear (Directorate General of State Assets, 2020).

164 The clear reasons in the program will make it easier to create media. If you have indicators that
165 clearly and objectively measure the achievement of program objectives and the program process
166 is well documented, the program will be conveyed to the audience (TAIoPC, 2008).

167 In research (Casero-Ripollés, 2020) on the impact of Covid-19 on the media system, it was
168 found that the media's role, especially television, was revived. The fact that citizens who are
169 usually far away from information have reconnected with the news. This is because so far, there
170 has been a reduction in news consumption among the citizens. Besides, media switching can be
171 utilized by the Government or agencies related to the accessibility of public affairs (Casero-
172 Ripollés, 2020). In the study of Gholami et al. (2017) that periodontal knowledge campaigns
173 through TV have heterogeneous targets with various levels of education that population-based
174 media campaigns promote oral health and periodontal knowledge among adults have a positive
175 short-term impact. However, these effects appear to be stable after three months (Gholami *et al.*,
176 2017).

177

178 **Relevancy**

179 The results of the interview explained that the information contained in the Covid-19
180 guideline third revision had the same essential message as the government guidelines. What is
181 unique information is Aisyiah Muhammadiyah in the family, school environment, Muhammadiyah
182 hospital. The content is packaged in more detail and is more flexible so that Muhammadiyah
183 members who read it will find it easier to understand.

184 To provide relevant information, information is needed which can include demographic
185 information, the literature on previous program effectiveness, data on mortality and morbidity,
186 social and economic factors, for example, education, social support, literacy rates, housing
187 conditions for impact evaluation and outcomes to assist planning future. Also, to ensure the results
188 are documented and disseminated to the public (NCI, 2013). This type of information may include
189 computers with relevant software packages for data entry and analysis. Obtaining information
190 about the most appropriate journal, packaging up-to-date information will help correct information
191 (Victorian Government, 2010). Research and Development (R & D) is the process of developing
192 and validating the health and educational products that can be juxtaposed in planning (Sanjaya,
193 2017).

194

195

196

197 **Credibility**

198 In a credible explanation, the Covid-19 guideline third revision has been reviewed before
199 being published to Muhammadiyah members. Reviewing the content in the guide is a fundamental
200 thing that MCCC must do. The assessment can also include experts who have in-depth knowledge
201 of health. The Covid-19 guideline revision III has a general segmentation of the general public and
202 especially Muhammadiyah members. In the Covid-19 third guideline, there is no introduction,
203 which makes it a credible guide. The foreword's importance will provide information and belief in
204 the correctness of the existing guidelines; this also makes the Covid-19 guidelines more acceptable
205 to the broader community.

206 In the program, the overall communication objectives and deciding how to balance the
207 different views in the audience take priority. Art, science, or a combination, pre-testing is intended
208 to strengthen social marketing commitment to creating, communicating, and delivering program
209 services and products that consumers genuinely value (Brown, Lindenberger and Bryant, 2008).
210

211 **Interest**

212 In the health promotion media, the indicator of "interest" is one requirement that planners
213 must pay attention. The results showed that Covid-19 guideline is interesting to read for various
214 ages and professions. Those who have vision problems will have a little trouble. The font size's
215 literary diversity makes the reader read it by moving away from writing a little. However, if it is
216 read via a smartphone, it can enlarge the writing. An exciting guide made informants eager to share
217 with others. This Covid-19 third guideline has a good design; the combination of colors is also
218 impressive; there is a mix of funny pictures that makes the reader not bored. The appearance of a
219 friendly and attractive guide can also be used as teaching material. Language is also easy to
220 understand, and this exciting image can also be shared, not only for adults but also for family,
221 friends, and co-workers. It can also be shared with the parents as their additional knowledge.

222 A message or information must have appealed to move and encourage people's attitudes
223 and behavior in a more positive direction (Uci & Ciptiasrini, 2018). A good message is a message
224 that uses easy-to-understand word choices, or does not cause multiple interpretations, and uses
225 vocabulary that is commonly used by everyday targets (Liliweri, 2007). In the research of Tsai et
226 al. (2020), pre-testing the health promotion curriculum, it was concluded that both were significant
227 (pre-test for post-test and pre-test for post-test) on material improvements to the meaning of life,
228 positive beliefs, and well-being after health promotion intervention; Therefore, nursing educators
229 should include these variables in the health promotion curriculum to improve physical,
230 psychological, undergraduate nursing students' health promotion, and social health promotion
231 (Tsai *et al.*, 2020). Jawad et al. (2017) researched the promotion of dental health services in
232 television-based waiting rooms. It results in data that many patients do not know their contacts
233 during an emergency, patients who do not intend to contact a dentist before the survey (Jawad *et*
234 *al.*, 2017).
235
236
237

238 **CONCLUSION**

239 Informants discussed the five aspects of the guideline, consist of consistency, clarity,
240 relevancy, credibility and interest. In general, they found the content of guideline is consistent with
241 others published by the Ministry of Health (MOH), but as a member of Muhammadiyah, they feel

242 more comfortable to trust this guideline related to the group which they affiliated. From the clarity
243 and relevance, the informants have a positive perspective. The design of it also bring them interest
244 to read, implement and share to others. However, unfortunately this guide does not contain the
245 names of the writing team and the introduction from the Central Board. In fact, this is very
246 important to strengthen the credibility of the media produced by the MCCC for delivering
247 strategies. Unfortunately, this guide does not contain the names of the writing team and the
248 introduction of the central leadership. MCCC needs to plan about a means to disseminate the media
249 it produces, whether in print or online. For distribution through online media, it is necessary to fix
250 the number of pages not too much.

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2. Menerima Tanggapan Dari Jurnal KEMAS untuk revisi tanggal 8 Januari 2021

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The Peer Review section shows Round 1 with the following details:

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	27662-72077-5-ED.DOCK	2022-05-31	
Author Version	27662-77330-1-ED.DOCK	2021-05-07	DELETE
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Pre-Testing Muhammadiyah Covid-19 Guidelines in Jakarta Province

Abstract

Muhammadiyah, as one of the religious-based mass organizations have 14,9% members from the population affiliated. The Central Board declared an ad-hoc group to combat Covid-19 and named Muhammadiyah Covid-19 Command Centre (MCCC). One of the media published by MCCC is the third Covid-19 guidelines. This study aims to determine the understanding of Muhammadiyah members of it based on consistency, clarity, relevance, credibility, and interest. This type of research is descriptive qualitative. The number of informants were eleven from Muhammadiyah members who live and work in Jakarta province which are determined by purposive sampling. Informants consist of various professions, including health workers, teachers, district board, nurse, drivers, trader, housewife, and students. Data collection techniques are carried out by means of focus group discussions through the zoom application. Informants discussed the five aspects of the guideline, consist of consistency, clarity, relevancy, credibility and interest. In general, they found the content of guideline is consistent with others published by the Ministry of Health (MOH), but as a member of Muhammadiyah, they feel more comfortable to trust this guideline related to the group which they affiliated. From the clarity and relevance, the informants have a positive perspective. The design of it also bring them interest to read, implement and share to others. However, unfortunately this guide does not contain the names of the writing team and the introduction from the Central Board. In fact, this is very important to strengthen the credibility of the media produced by the MCCC for delivering strategies. Unfortunately, this guide does not contain the names of the writing team and the introduction of the central leadership. MCCC needs to plan about a means to disseminate the media it produces, whether in print or online. For distribution through online media, it is necessary to fix the number of pages not too much.

Keyword: pre-testing, covid-19 guidelines, Muhammadiyah Covid-19 Command Centre

INTRODUCTION

The Covid-19 outbreak has been a global concern since the World Health Organization was published as a global pandemic in March 2020. There were 67.780.361 confirmed cases with 1.551.214 deaths in 220 countries. It was confirmed in Southeast Asia as many as 11,195,661 people (WHO, 2020). Indonesia is the country with the highest confirmed cases in Southeast Asia, with 529.900 people, 18.171 people died, and 487,445 people recovered (DKI Provincial Government, 2020).

As an institution that has a mandate in responding to global health problems, the WHO has published some health protocols and guidelines. Every country should then develop as they need in their country. Every country should then develop as they need in their country. Saputra et al. (2020) conducted an evaluation of the guidelines for Quick Medical and Public Health handling of Coronavirus Disease (COVID-19). He found that the general public felt these guidelines were not suitable for them because they were difficult to understand and less attractive. Health workers' understanding of guidelines for rapid medical and public health handling of COVID-19 in Indonesia is quite good but difficult for the general public to understand. In terms of attractiveness, this guideline is attractive enough for health workers but less attractive to the general public. Guidelines for rapid medical and public health handling of COVID-19 can be convincing to change the behavior of health workers and the community (Saputra *et al.*, 2020).

Muhammadiyah, as one of the religious-based mass organizations, has proven to have an important role for a century and have 14,9% members from the population affiliated. In response

44 to this global pandemic, the Muhammadiyah Covid-19 Command Center (MCCC) has been
45 established on March 14, 2020. MCCC on the Declaration of the Muhammadiyah Central
46 Executive Number 02 / MLM / 1.0 / H / 2020 concerning the COVID-19 (Falahuddin, 2020;
47 MCCC, 2020). The MCCC is significant for the members affiliated because they search for the
48 publication to be followed. An approach is needed for each target audience called segmentation
49 (Dao Truong, 2014).

50 Based on guidelines from the WHO and the Government, the MCCC also guides
51 Muhammadiyah members' daily lives. Until December 2020, the MCCC has published some
52 guidelines for schools, hospitals, board offices, and communities. For Covid-19 general guidelines
53 the MCCC has revised three times to adapt to Indonesia's current conditions and situation. The
54 contents of it include a general guide, a personal guide, vulnerable group, community and a health
55 care guide. Covid-19 is a risk factor for someone suffering from comorbid hypertension and
56 diabetes mellitus, male gender, and active smokers are risk factors for SARS-CoV-2 infection.
57 Male is riskier than females, which is associated with a higher prevalence of active smoking. In
58 smokers, hypertension, and diabetes mellitus, it is suspected that there is an increase in the
59 expression of ACE2 receptors (Cai, 2020; Lei, George and Roth, 2020).

60 In the current condition of Covid-19, the WHO continues to strive to disseminate accurate
61 and credible information through some social media platforms. The speed at which information is
62 spread on the internet is unimaginable, but now may be the time for us to slow down. As socially
63 responsible citizens, the public must refrain from spreading inaccurate information, learn to verify,
64 validate information, and check the credibility of broad information (Pennycook *et al.*, 2020; R, D
65 and waran, 2020).

66 In media planning, it is necessary to confirm whether the target audiences can accept the
67 media created. That stage is called pre-testing media. Pre-testing campaign material about safe sex
68 that will be advertised on television. A storyboard consisting of images and text, is presented to
69 members of the target population, namely students aged between 14 and 16 years enrolled in a
70 vocational school. The pre-testing results showed a positive effect on safe sexual behavior.
71 (Whittingham *et al.*, 2008). Another study conducted by Fadliyah *et al.* (2020) about pre-testing
72 educational videos on preventing covid-19 transmission by WHO. Participants felt that the video
73 contents did not conflict with their values and that the message was addressed to everyone,
74 including themselves. The video is also considered persuasive. Overall, the participants had a
75 generally positive perception of the video (Fadliyah, Muhtar and Pratomo, 2020).

76 Pre-testing can only estimate how many messages or materials will be received in the real
77 world. However, if executed correctly, it can identify potential sources of confusion and other
78 features that can improve how well it responds. Pre-testing is used to understand consumer
79 responses to messages, activities, concepts, and other program intervention components (Brown,
80 Lindenberger and Bryant, 2008). One of the most common mistakes in pre-testing is structuring
81 the interview, asking consumers what they like best, or even asking them to choose the best
82 version. This study aims to find out in depth about the views of Muhammadiyah members in
83 Jakarta towards the third edition of Covid-19 guidelines issued by the MCCC from the aspect of
84 consistency, clarity, relevancy, credibility and interest.

85

METHOD

86 This type of research is descriptive qualitative research. The number of informants in this
87 qualitative study was eleven Muhammadiyah residents living in DKI Jakarta who were determined

Commented [n1]: Jelaskan secara detail bentuk, isi, dan lain-lain tentang guideline yang dimaksud

88 by purposive sampling. Informants consist of various professions, including health workers,
 89 teachers, district board office, nurse, drivers, trader, and students. The selected informants met the
 90 inclusion and exclusion criteria. The inclusion criterion is that of Mummadiyah residents who live
 91 in the DKI Jakarta area. The exclusion criteria were that participants had never read the Covid-19
 92 revision III guide by the Muhammadiyah Covid-19 Command Center. The informant has provided
 93 interview consent through informed consent.

94 Data collection was carried out through a focus group discussion (FGD) and conducted on
 95 October 23, 2020, in virtual face-to-face through Zoom application, which lasted approximately
 96 90 minutes. Before being interviewed, each informant was explained in the research and was asked
 97 to provide informed consent. The research instrument in the form of an in-depth interview guide
 98 covering five aspects of pre-testing communication, including consistency, clarity, relevance,
 99 credibility, and interest. Ethical clearance was obtained from the Ethics Commission of
 100 Muhammadiyah University Prof. Dr. HAMKA No 03 / 20.07 / 0549.

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RESULTS AND DISCUSSION

105 In the table (1) describes the characteristics of the informants who participated in this study.
 106 Each informant has a different gender and age. The age of the informants in the study was from
 107 the age of 20-59 years. Among them, six are male, and five are female. The informants are
 108 Muhammadiyah members who affiliated, work and stay in Jakarta.

109

110 Table. 1 Characteristic of research informants an overview of the understanding of the Covid-19 Revision III guide by the
 111 Muhammadiyah Covid-19 Command Centre
 112

Informant	Age	Sex	Occupation	Institution
Informant 1	48	Male	Staff Officer	Central Board of Muhammadiyah
Informant 2	23	Male	Teacher	177 Junior High School
Informant 3	25	Male	Student	UHAMKA
Informant 4	52	Male	Staff officer	District Board of Muhammadiyah
Informant 5	31	Female	Staff Officer	Universitas Uhamka
Informant 6	35	Female	Nurse	Persahabatan Hospital
Informant 7	33	Female	Librarian	Pascasarjana Uhamka
Informant 8	51	Female	Housewife	District Board of Aisyiah
Informant 9	59	Male	Trader	District Board of Muhammadiyah
Informant10	36	Male	Online driver	Gojek
Informant 11	50	Female	Teacher	Muhammadiyah Junior High School

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115 The results show five themes that explain pre-testing communication components, which are
 116 presented in Table (2) as follows.
 117

Table 2. Themes and statements of informants Research an overview of the understanding of the Covid-19 Revision III Guidelines by the Muhammadiyah Covid-19 Command Center

Theme	Informant Statement
Consistency	<p>“In terms of consistency, yes, because it is still related to how to prevent and deal with Covid-19. Even though there are some things that have changed, but the information remains consistent. For instance how to protect yourself from the spread of Covid-19, even though something has changed because this is a revision, yes, there is revision 1, revision 2, revision 3, there must be changes that have occurred, but I see that MCCC is still consistent with how to deal with Covid-19 so that it does not spread widely” (Informant 2)</p> <p>“I also opened the guidelines from the Ministry of health and I tried to compare. Insha Allah, what is written in this guideline also representing to the Ministry guidelines. From the beginning till the end, the content is consistent. For me, this is quite easier to understand and convincing because published from Muhammadiyah, the institution which I affiliated.” (Informant 6)</p>
Clarity	<p>“As far as I read, it is very clear, especially with a picture "which explains the text. But there are several languages, maybe the language of health, for instance the term" covid, which probably not many people know about that term, but for the whole content and purpose. to be understood by the community that's good enough” (Informant 5)</p> <p>“The language is quite understandable, the pictures are quite interesting, to attract people to read the text” (Informant 12).</p> <p>“Whatever is listed is quite complete and representative compared to some that we don't seem to be segregated into, for example, a breastfeeding guide during a pandemic, that's a lot, it's amazing to explain that there are some pictures that already represent” (Informant 9)</p> <p>“Language can be understood and clear” (Informan 10)</p>
Relevancy	<p>"Both the guidelines from the ministry and the MCCC will be issued if I read all of them, almost all of them are the same. Because it is suggested there are several roles that we as Muhammadiyah Aisyiah to the environment and that have an impact, the content is good from the MCCC as a whole, is more detailed and It's more flexible, right? So those of us who read know better what to do "(Informant 9)</p> <p>"So in my opinion, it's good and already good, that means a lot of guidelines" which in my opinion we have to do, God willing, so far this guide has good accuracy, high yes, although there are many other guides, and almost similar to the guide. province yes, then in terms of religion also in the sense that they pay attention to it yes, say maybe the guidance guide contains involvement, yes "(Informant 4)</p>
Credibility	<p>“This guide was made after going through a study, it is impossible for the people at the MCCC to make a guide without first reviewing it. Because I know people at Muhammadiyah have high credibility in their education and religious aspect” (Informant 2)</p> <p>"Unfortunately, there is not mentioned in the guideline about the writer team and no preface from the Central Board. Those were supposed to be written and would be more credible. "(Informant 1)</p>
Interest	<p>"Incidentally, I also have a problem in my eyesight, so in the sense that if you look a little further it is a little less clear, the end should be closer, but if the side of the letters is not too distracting, it can be read, maybe when the appearance of the letters is too small maybe I should be a little disturbed I have to look at the draft again so I can't see far from the side"(Informant 4).</p>

"Yesterday, I shared it immediately because the language is easy, from my point of view as a student it is good and then the mix of colors is not what makes me interesting. Page 4, there is a combination of green and fonts which makes me share it with friends. But the number of pages is too many. The MCCC should plan the deliverable strategies first, will it be online or offline" **(Informant 3)**

"I am very interested in this guide and I, in addition to my desire to share, have shared several times both within the environment and with friends on campus and also at the prayer room" **(Informant 1)**

"After I learned from the guideline, I am interested with it, because it was also easy to understand. This interesting picture was also used in my teaching material to serve as additional knowledge for the students' guardians, if the rest is general, if the guidance in page 9-10, for the pregnant mother, so it has a wide scope so it is possible. will help share for the parent group of students " **(Informant 12)**

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124 Consistency

125 Consistency in the guidelines is a prerequisite for developing messages and materials.
126 There is a rapid change of information that has many topics; Oftentimes, what is accurate one year
127 is no longer valid the following year. This makes consistency in each material, such as a guide, a
128 must. The Covid-19 guideline third revision is related to the Covid-19 guidelines revisions II and
129 I. The first revised guideline serves as a guide for Muhammadiyah members at the beginning of
130 the spread of Covid-19. Each revision of the guide follows the development of the situation and
131 the urgency of the existing Covid-19 situation, and it can be seen that the revision II content focuses
132 on the new normal situation at that time. Covid-19 guideline third revision adapts to the Covid-19
133 guidelines from the MOH or WHO. The message and content contained in the third revision guide
134 have significant consistency with the previous guidelines. The messages in the guide are a
135 combination of new information and the development of existing information. The delivery of a
136 creative, interesting, or clear message must remain following the strategy, goals, and the intended
137 audience (Devine *et al.*, 2016).

138 According to Siregar (2020), both guidelines and a presenter must have a consistency about
139 what will be said against what is being demonstrated. Supporting tools such as pictures, slides, or
140 films are indispensable during demonstrations, and demonstrations must also be carried out in
141 stages and systematically. In practice, the inconsistency between the message and what the
142 audience may already know is a controversy among scientists, government agencies, and advocacy
143 groups (Devine *et al.*, 2016). The material provisions in the guide can be tied with complete data.
144 It can be print, use the same color, type of illustration, and typography or be compatible across
145 campaigns. If there is a logo or theme, use it in all materials. Graphics and messages must reinforce
146 each other, not send different signals (Devine *et al.*, 2016).

147

148 Clarity

149 Based on the results above, the Covid-19 revision III guide provides clear and easy-to-
150 understand information. In the Covid-19 guide, there are many sub-themes of information that are
151 summarized to be relatively concise and exciting. The language is easy to understand, and the
152 pictures are interesting enough to attract people to read the Covid-19 guide.

153 An information will be received if it has explicit content. Good planning will produce a clear
154 message according to the needs of the audience. Indicators and measurement of the impact of
155 community action require precise definitions of ongoing environmental (organizational,
156 community, social) and individual changes as part of program objectives (TAIoPC, 2008).

157 The informants thought that the information contained in the manual was complete and
158 arranged according to themes. In the guideline, there are five themes, and each theme has clear
159 and detailed sub-themes. Among them are general guides, personal guides, exceptional group
160 guides, community guides, and care guides. In packaging the media's information, it is necessary
161 to determine the angle and highlight key messages. Key messages can minimize transmission
162 errors by sources. The way to ensure this is by understanding that the public's content is relevant
163 and clear (Directorate General of State Assets, 2020).

164 The clear reasons in the program will make it easier to create media. If you have indicators that
165 clearly and objectively measure the achievement of program objectives and the program process
166 is well documented, the program will be conveyed to the audience (TAIoPC, 2008).

167 In research (Casero-Ripollés, 2020) on the impact of Covid-19 on the media system, it was
168 found that the media's role, especially television, was revived. The fact that citizens who are
169 usually far away from information have reconnected with the news. This is because so far, there
170 has been a reduction in news consumption among the citizens. Besides, media switching can be
171 utilized by the Government or agencies related to the accessibility of public affairs (Casero-
172 Ripollés, 2020). In the study of Gholami et al. (2017) that periodontal knowledge campaigns
173 through TV have heterogeneous targets with various levels of education that population-based
174 media campaigns promote oral health and periodontal knowledge among adults have a positive
175 short-term impact. However, these effects appear to be stable after three months (Gholami *et al.*,
176 2017).

177

178 **Relevancy**

179 The results of the interview explained that the information contained in the Covid-19
180 guideline third revision had the same essential message as the government guidelines. What is
181 unique information is Aisyiah Muhammadiyah in the family, school environment, Muhammadiyah
182 hospital. The content is packaged in more detail and is more flexible so that Muhammadiyah
183 members who read it will find it easier to understand.

184 To provide relevant information, information is needed which can include demographic
185 information, the literature on previous program effectiveness, data on mortality and morbidity,
186 social and economic factors, for example, education, social support, literacy rates, housing
187 conditions for impact evaluation and outcomes to assist planning future. Also, to ensure the results
188 are documented and disseminated to the public (NCI, 2013). This type of information may include
189 computers with relevant software packages for data entry and analysis. Obtaining information
190 about the most appropriate journal, packaging up-to-date information will help correct information
191 (Victorian Government, 2010). Research and Development (R & D) is the process of developing
192 and validating the health and educational products that can be juxtaposed in planning (Sanjaya,
193 2017).

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197 **Credibility**

198 In a credible explanation, the Covid-19 guideline third revision has been reviewed before
199 being published to Muhammadiyah members. Reviewing the content in the guide is a fundamental
200 thing that MCCC must do. The assessment can also include experts who have in-depth knowledge
201 of health. The Covid-19 guideline revision III has a general segmentation of the general public and
202 especially Muhammadiyah members. In the Covid-19 third guideline, there is no introduction,
203 which makes it a credible guide. The foreword's importance will provide information and belief in
204 the correctness of the existing guidelines; this also makes the Covid-19 guidelines more acceptable
205 to the broader community.

206 In the program, the overall communication objectives and deciding how to balance the
207 different views in the audience take priority. Art, science, or a combination, pre-testing is intended
208 to strengthen social marketing commitment to creating, communicating, and delivering program
209 services and products that consumers genuinely value (Brown, Lindenberger and Bryant, 2008).
210

211 **Interest**

212 In the health promotion media, the indicator of "interest" is one requirement that planners
213 must pay attention. The results showed that Covid-19 guideline is interesting to read for various
214 ages and professions. Those who have vision problems will have a little trouble. The font size's
215 literary diversity makes the reader read it by moving away from writing a little. However, if it is
216 read via a smartphone, it can enlarge the writing. An exciting guide made informants eager to share
217 with others. This Covid-19 third guideline has a good design; the combination of colors is also
218 impressive; there is a mix of funny pictures that makes the reader not bored. The appearance of a
219 friendly and attractive guide can also be used as teaching material. Language is also easy to
220 understand, and this exciting image can also be shared, not only for adults but also for family,
221 friends, and co-workers. It can also be shared with the parents as their additional knowledge.

222 A message or information must have appealed to move and encourage people's attitudes
223 and behavior in a more positive direction (Uci & Ciptiasrini, 2018). A good message is a message
224 that uses easy-to-understand word choices, or does not cause multiple interpretations, and uses
225 vocabulary that is commonly used by everyday targets (Liliweri, 2007). In the research of Tsai et
226 al. (2020), pre-testing the health promotion curriculum, it was concluded that both were significant
227 (pre-test for post-test and pre-test for post-test) on material improvements to the meaning of life,
228 positive beliefs, and well-being after health promotion intervention; Therefore, nursing educators
229 should include these variables in the health promotion curriculum to improve physical,
230 psychological, undergraduate nursing students' health promotion, and social health promotion
231 (Tsai *et al.*, 2020). Jawad et al. (2017) researched the promotion of dental health services in
232 television-based waiting rooms. It results in data that many patients do not know their contacts
233 during an emergency, patients who do not intend to contact a dentist before the survey (Jawad *et*
234 *al.*, 2017).
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237

238 **CONCLUSION**

239 Informants discussed the five aspects of the guideline, consist of consistency, clarity,
240 relevancy, credibility and interest. In general, they found the content of guideline is consistent with
241 others published by the Ministry of Health (MOH), but as a member of Muhammadiyah, they feel

242 more comfortable to trust this guideline related to the group which they affiliated. From the clarity
243 and relevance, the informants have a positive perspective. The design of it also bring them interest
244 to read, implement and share to others. However, unfortunately this guide does not contain the
245 names of the writing team and the introduction from the Central Board. In fact, this is very
246 important to strengthen the credibility of the media produced by the MCCC for delivering
247 strategies. Unfortunately, this guide does not contain the names of the writing team and the
248 introduction of the central leadership. MCCC needs to plan about a means to disseminate the media
249 it produces, whether in print or online. For distribution through online media, it is necessary to fix
250 the number of pages not too much.
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#27662 Review

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Method	Jelaskan secara detail bentuk, isi, dan lain-lain tentang guideline yang dimaksud	Pada bagian metode diperbaiki penjelasan tentang guideline MCCC dan juga keterangan pada gambar pada paragraf 3, line 110 sampai 115
Results and Discussion	Tidak ada komentar	-
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Pre-Testing Muhammadiyah COVID-19 Guidelines in Jakarta Province

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Abstract

Muhammadiyah, being one of the religious-based organizations has its affiliated members comprising 14,9% of the general Indonesian population. The Muhammadiyah Central Board declared an ad-hoc group called the Muhammadiyah COVID-19 Command Centre (MCCC) to combat COVID-19. Among the used media, were the third COVID-19 guidelines publications by the MCCC. This study aimed at determining the Muhammadiyah members' understanding of the COVID-19 Revision III Guidelines based on their consistency, clarity, relevance, credibility, and interest. This research was a descriptive qualitative type of study. The eleven participating informants in this study, determined by purposive sampling were Muhammadiyah members who lived and worked in the Jakarta province which. These Informants consisted various professions including health workers, teachers, district board members, nurses, drivers, traders, housewives and students. Data collection was carried out by means of online focus group discussions through the zoom cloud meetings platform. Informants discussed the five aspects of the guideline that included the consistency, clarity, relevancy, credibility and interest. The contents of the guideline were found to be consistent with other similar guidelines published by the Ministry of Health (MOH). In addition, being affiliated members of the Muhammadiyah group, informants felt more comfortable trusting the Muhammadiyah published COVID-19 guidelines. From the clarity and relevance aspect, the informants had positive perspectives with the guidelines. The design of the published guidelines attracted their interest in reading, implementation and sharing the guidelines with others. However, the guideline did not contain names of its drafting team nor the introduction by the Central Board leadership. This would have been very important strategy in strengthening the credibility of this media published by the MCCC. The MCCC needed more enticing pages and methods in the dissemination of its online or printed media to the population. For online media, the published number of pages should be fixed to a less and readable number.

Keyword: pre-testing, COVID-19 guidelines, Muhammadiyah COVID-19 Command Centre

INTRODUCTION

The COVID-19 outbreak has been a global concern since the World Health Organization declared it a global pandemic and a public health emergency in March 2020. There were 154.815.500 confirmed COVID-19 cases with 3.236.104 deaths by May 6, 2021. The number of confirmed COVID-19 cases in Southeast Asia surpassed 24.269.809 people (WHO, 2020). Indonesia had the highest number of confirmed cases in Southeast Asia; with 1.691.658 infected people, 46.349 deaths and 1.552.532 COVID-19 recoveries. The highest number of cases by May 6, 2021 was in DKI Jakarta Province with the confirmed cases of 413,323 (24.4%). (DKI Provincial Government, 2020; Satuan Tugas Penanganan COVID-19, 2021).

As an institution that has the mandate to respond to global health problems, the WHO published several health protocols and guidelines. Each country then developed its own guidelines and protocols depending on needs and demands in reference to the WHO guidelines. Saputra et al. (2020) conducted an evaluation on the guidelines for Quick Medical and Public Health handling of Coronavirus Disease (COVID-19), where He observed that the guidelines were not suitable

45 since they were less attractive to the public and difficult to understand. Health workers'
46 understanding of the guidelines for rapid medical and public health handling of COVID-19 in
47 Indonesia was good but on the contrary difficult for the public to understand. On the other hand,
48 the guideline was attractive to the health workers but less attractive to the public. More so, the
49 guidelines for rapid medical and public health handling of COVID-19 were promising in bringing
50 positive behavioral changes among health workers and the community (Saputra *et al.*, 2020).

51 Muhammadiyah, being a religious-based community organization with its affiliated
52 member representing 14.9% of the population had an important role in the country. In response to
53 the global pandemic, the Muhammadiyah COVID-19 Command Center (MCCC) was established
54 on March 14, 2020. The MCCC was formed by a Declaration from the Muhammadiyah Central
55 Executive Number 02/MLM/1.0/H/2020 concerning the COVID-19 (Falahuddin, 2020; MCCC,
56 2020). The MCCC was significant to the affiliated members since it searched for the publications
57 on behalf of members, an approach needed for each target audience “segmentation” (Dao Truong,
58 2014; Handayani *et al.*, 2021).

59 Based on guidelines from the WHO and the Indonesian Government, the MCCC set
60 guidelines for the Muhammadiyah members' daily lives in the COVID-19 era. By December 2020,
61 the MCCC had published several guidelines for schools, hospitals, board offices, and communities.
62 The MCCC revised the COVID-19 general guidelines three times in an attempt to rhyme
63 Indonesia's current situation and conditions. It contents included a general guide, a personal guide,
64 vulnerable group, community and a health care guide. People suffering from comorbid
65 hypertension and diabetes mellitus, male gender and active smokers were at higher risks of severe
66 COVID-19 caused by SARS-CoV-2 infection. The risk was high among the male compared to the
67 females, which factor was associated with the higher prevalence of active smoking among men. In
68 patients with a history of smoking, hypertension and diabetes mellitus; it was suspected that there
69 was an increase in the expression of ACE2 receptors (Cai, 2020; Lei, George and Roth, 2020).

70 In the current COVID-19 pandemic, the WHO continues to strive in disseminating accurate
71 and credible information through the different social media platforms. With the speed at which
72 information spreads on the internet, careful scrutiny and authenticity of the information should be
73 checked to curb spread of misinformation and myths (Pennycook *et al.*, 2020; R, D and waran,
74 2020).

75 During media planning (pre-testing media), it is necessary to confirm whether the target
76 audiences could welcome the created media. A study observed that in a Pre-testing campaign about
77 safe sex in a television advertisement; where a storyboard with images and text presented to
78 members of a target population of students (between 14 and 16 years) enrolled in a vocational
79 school showed results of a positive effect on safe sexual behavior (Whittingham *et al.*, 2008). A
80 different study by Fadliyah *et al.* (2020) about pre-testing educational videos by WHO on the
81 prevention of COVID-19 transmission, participants found the video contents to fit their values,
82 with the portrayed message addressing all the different groups of the community. The participants
83 had positive perceptions of the video since it was considered persuasive to the population
84 (Fadliyah, Muhtar and Pratomo, 2020).

85 Pre-testing can only estimate how many messages or materials would be responded to in
86 the real world. However, if executed correctly, it could identify potential sources of confusion and
87 other features that could improve the response. Pre-testing is used to understand consumer
88 responses to messages, activities, concepts, and other program intervention components (Brown,
89 Lindenberger and Bryant, 2008). Among the most common mistakes in pre-testing is structuring
90 the interview, asking consumers what they like best, or even asking them to choose the best

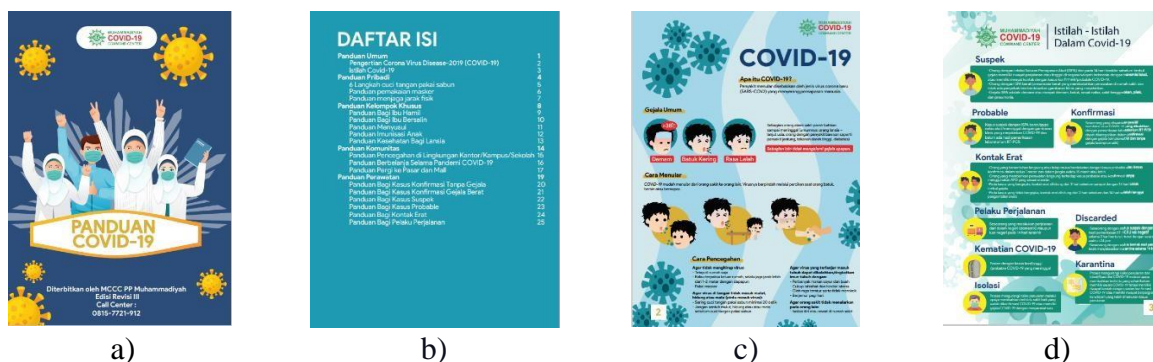
91 version. This study aimed at finding out the in-depth views of Muhammadiyah members in Jakarta
92 towards the third edition of the COVID-19 guidelines issued by the MCCC in respect to the
93 consistency, clarity, relevancy, credibility and interest points of view.

94 METHOD

95 This study was a descriptive qualitative research. This study contained eleven
96 Muhammadiyah informant residents who lived in DKI Jakarta. These were determined and
97 selected for the study by purposive sampling, among whom were health workers, teachers, district
98 board officer, nurse, drivers, trader, and students. The selected informants met the inclusion and
99 exclusion criteria. The inclusion criterion was being from a Muhammadiyah affiliation who
100 resided in the DKI Jakarta area. The exclusion criteria were that participants had never read the
101 COVID-19 revision III guide by the Muhammadiyah COVID-19 Command Centre; and that the
102 informant had provided an interview consent through informed consent.

103 Data collection was carried out on 23/October/2020 through a focus group discussion
104 (FGD) in virtual face-to-face 90-minute Zoom cloud meetings application. Each informant was
105 informed about the study and provided informed consent before the interview. The research
106 instrument in form of an in-depth interview guide covered five aspects of the pre-testing
107 communication that included consistency, clarity, relevance, credibility, and interest. Ethical
108 clearance was obtained from the Ethics Commission of Muhammadiyah University Prof. Dr.
109 HAMKA No 03 / 20.07 / 0549.

110



111
112 Figure 1. MCCC COVID-19 Guidelines on Preventing COVID-19 3rd revision, (a) cover; (b)
113 content; (c) introduction and (d) COVID-19 terms. The guidelines consists of 25 page of 1)
114 Introduction; 2) Personal Guideline; 3) Specific Group Guideline; 4) Community Guideline and
115 5) Treatment Guideline.

116 RESULTS AND DISCUSSION

117 Table (1) describes the characteristics of the informants who participated in this study. The
118 informants differed in gender and age. The age of informants in the study ranged between 20-59
119 years. All the six male and five female informants were Muhammadiyah affiliated members who
120 worked and stayed in Jakarta.

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Table. 1 Characteristics of research informants; an overview of the understanding of the COVID-19 Revision III guide by the Muhammadiyah COVID-19 Command Centre

Informant	Age	Sex	Occupation	Institution
Informant 1	48	Male	Staff Officer	Central Board of Muhammadiyah
Informant 2	23	Male	Teacher	177 Junior High School
Informant 3	25	Male	Student	UHAMKA
Informant 4	52	Male	Staff officer	District Board of Muhammadiyah
Informant 5	31	Female	Staff Officer	Universitas Uhamka
Informant 6	35	Female	Nurse	Persahabatan Hospital
Informant 7	33	Female	Librarian	Pascasarjana Uhamka
Informant 8	51	Female	Housewife	District Board of Aisyiah
Informant 9	59	Male	Trader	District Board of Muhammadiyah
Informant10	36	Male	Online driver	Gojek
Informant 11	50	Female	Teacher	Muhammadiyah Junior High School

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The results showed five themes that explain pre-testing communication components presented in Table (2) below.

Table 2. Themes and statements of informants:

An overview about the understanding of the Muhammadiyah COVID-19 Command Center's (MCCC) COVID-19 Revision III Guidelines

Theme	Informant Statement
Consistency	<p>“In terms of consistency, yes, because it is still related to how to prevent and deal with COVID-19. Even though there are some things that have changed, but the information remains consistent. For instance, how to protect yourself from the spread of COVID-19. Even though something has changed because this is a revision. yes, there is revision 1, revision 2, revision 3; there must be changes that have occurred but I see that MCCC is still consistent with how to deal with COVID-19 so that it does not spread widely” (Informant 2)</p> <p>“I also opened the guidelines from the Ministry of health and I tried to compare. Insha Allah, what is written in this guideline is also represented in the Ministry’s guidelines. From the beginning to the end, the content is consistent. For me, this is quite easier to understand and convincing because it’s published from Muhammadiyah, the institution to which I am affiliated.” (Informant 6)</p>
Clarity	<p>“As far as I read, it is very clear especially with a picture which explains the text. However, there are several terminologies, maybe the language of health, for instance the term ‘covid’ which probably not many people know about. But for the whole content and purpose to be understood by the community, that’s good enough” (Informant 5)</p> <p>“The language is quite understandable, the pictures are quite interesting which attracts people to read the text” (Informant 12).</p> <p>“Whatever is listed is quite complete and representative compared to some that don't seem to be inclusive; for example, a breastfeeding guide during a pandemic. That's a lot, however; it's amazing to explain since there are some pictures that already represent it” (Informant 9)</p>

	<p>“Language can be understood and clear” (Informan 10)</p>
Relevancy	<p>"Both the guidelines from the ministry and the MCCC will be of use if I read all of them since almost all of them are similar. Because it is suggesting that there are several roles that we as the Muhammadiyah Aisyiah have to the environment that have an impact, the content from the MCCC as a whole is good; more detailed and It's more flexible, right? So those of us who read know better what to do "(Informant 9)</p> <p>"So in my opinion it's good and already been good. That means following a lot from the guidelines, which in my opinion we have to do God willing. So far, this guide has good accuracy and high yes (acceptance), although there are many other guides that are almost similar to this guide. Are you a Jakarta province resident? - Yes. Then in terms of religion, do they also pay attention to it? – Yes. Say that maybe the guidance guide contains involvement! – yes.”(Informant 4)</p>
Credibility	<p>“This guide was made after carrying out a study. It is impossible for the people at the MCCC to make a guide without first reviewing it. Because I know people at Muhammadiyah have high credibility in their education and religious aspect” (Informant 2)</p> <p>"Unfortunately, there is no mentioned aspect in the guideline about the writer team and nor a preface from the Central Board. Those two were supposed to be written and this would show more credibility. "(Informant 1)</p>
Interest	<p>"Incidentally, I also have a problem in my eyesight. So in the sense that if I looked a little further it becomes little less clear. The end should be closer (bigger), but if the side of the letters is not too distracting, it cannot be read. Maybe when the appearance of the letters is too small, I would be a little disturbed because I have to look at the draft again since I can't see far from the side”(Informant 4).</p> <p>"Yesterday I shared it immediately because the language was easy. From my point of view as a student, it is good and not the mix of colors that makes it interesting. For example, on page 4 there is a combination of green and fonts, which makes me eager to share it with friends. However, the number of pages is big. The MCCC should come up with deliverable strategies first; whether it will be published online or offline" (Informant 3)</p> <p>"I am very interested in this guide, and with my desire to share, I have shared several times both within the environment with friends on campus and also at the prayer room" (Informant 1)</p> <p>"After I learned from the guideline, I developed interest in it since it was easy to understand. The interesting picture was also used in my teaching material to serve as additional knowledge for the students' guardians. If the rest is general, the guidance on page 9-10 for the pregnant mother shows that it has a wide scope. So it is possible to be of help if I share in the group of students who are parents "(Informant 12)</p>

133

134 Consistency

135 Consistency in the guidelines is a prerequisite for developing messages and materials.
 136 There is a rapid change of information that has many topics; often, what is accurate one year is no
 137 longer valid the following year. This makes consistency in each material such as a guideline a
 138 must. The COVID-19 guideline third revision is related to the COVID-19 guidelines revisions II
 139 and I. The first revised guideline served as a guide for Muhammadiyah members at the beginning
 140 of the spread of COVID-19. Each revision of the guide follows the development in the situation
 141 and the urgency of the existing COVID-19 status. The revision II content focused on the current
 142 COVID-19 situation at that time. The third revision of COVID-19 guidelines rhymes with the

143 COVID-19 guidelines from the MOH and WHO. The message and content contained in the third
144 revision guide had significant consistency with the previous guidelines. The messages in the guide
145 are a combination of new information and the update of existing information. The publishing of a
146 creative, interesting and clear message must maintain and follow the strategy, goals and the
147 intended audience (Devine *et al.*, 2016).

148 Supporting tools such as pictures, slides and films are indispensable during demonstrations;
149 which should carry out systematically and in stages. In practice, the inconsistency between the
150 message and what the audience might already know is a controversy among scientists, government
151 agencies and advocacy groups (Devine *et al.*, 2016). The material provisions in the guide could be
152 supported with complete data and printed using a colour similar to the illustration and typography
153 to be compatible across campaigns. If there is a logo or theme, it is then used in all materials so
154 that graphics and messages reinforce each other without sending different signals (Devine *et al.*,
155 2016).

156 157 **Clarity**

158 Results in this study showed that the COVID-19 revision III guide provided clear and easy-
159 to-understand information. The COVID-19 guide had many sub-themes of information well
160 summarized to be relatively concise and exciting. The language was easy to understand and the
161 pictures interesting enough to attract and lure people into reading the COVID-19 guide.
162 Information is welcomed if it has explicit content, where good planning produces a clear message
163 depending on the needs of the audience. Indicators and measurement of the impact of community
164 action requires precise definitions of ongoing environmental (organizational, community, social)
165 and individual changes as part of program objectives (TAIoPC, 2008). Modules or guidelines
166 should be developed for direct technical guidance by referring to the curriculum, training module,
167 and health promotion implementation policy (Surtimanah, Ruhyat and Subekri, 2019).

168 The informants thought that the information contained in the manual was complete and
169 arranged according to themes. Meanwhile the guideline had five themes, with each theme having
170 clear and detailed sub-themes. Among these were the general guides, personal guides, exceptional
171 group guides, community guides and the care guides. In packaging the media's information, it is
172 necessary to determine the angle while highlighting key messages to minimize transmission errors
173 from the sources. This is done by ensuring that the public's content is clear and relevant
174 (Directorate General of State Assets, 2020). The clear reasons and ambitions of the program makes
175 it easier to create media. Indicators that clearly and objectively measure the achievement of
176 program objectives and as well systematically documenting the program process, leads to the
177 program being conveyed to the audience (TAIoPC, 2008).

178 In a study (Casero-Ripollés, 2020) on the impact of COVID-19 on media, it was found that
179 the media's role, especially television was revived. The fact that citizens who were usually far from
180 information had reconnected with the news was due to the reduction in news consumption among
181 the citizens. However, media switching in relation to the accessibility of public affairs can also be
182 utilized by agencies and the Government (Casero-Ripollés, 2020). In a study by Gholami *et al.*
183 (2017), periodontal knowledge campaigns through TV had heterogeneous targets with various
184 levels of education where population-based media campaigns promote oral health and periodontal
185 knowledge among adults had a positive short-term impact. However, these effects appeared to be
186 stable after three months (Gholami *et al.*, 2017).

187 188 **Relevancy**

189 The results of the interview found the information contained in the COVID-19 guideline
190 third revision to have the same essential message as the government guidelines. The only
191 uniqueness of information in this guideline was that Muhammadiyah Aisyiah modified it for their
192 members in their families, school environments and the Muhammadiyah hospital. The prepared
193 content was detailed and more flexible for easier understanding by the Muhammadiyah members
194 who read it.

195 To provide relevant information, information about demography, effectiveness of previous
196 programs, morbidity and mortality, social and economic factors (e.g. education, social support,
197 literacy rates and housing conditions) is needed for impact evaluation and outcomes to assist in
198 future planning is needed. The results should also be documented and disseminated to the public
199 (NCI, 2013) with the help of computers with relevant software packages for data entry and
200 analysis. Obtaining information about the most appropriate journals and packaging up-to-date
201 information helps in relying correct information (Victorian Government, 2010), since research and
202 Development (R & D) is involved in developing and validating the health and educational products
203 that could be juxtaposed in planning (Sanjaya, 2017).

204

205 Credibility

206 It is fundamental that the MCCC reviewed the COVID-19 guideline third revision before
207 publishing to Muhammadiyah members. The assessment process could also include experts who
208 have in-depth knowledge of health. The COVID-19 guideline revision III has a general
209 segmentation of the public and specifically the Muhammadiyah members. In the COVID-19 third
210 guideline there was no introduction, which makes it a credible guide. The foreword's importance
211 in providing information and building belief in the correctness of the existing guidelines makes
212 COVID-19 guidelines more acceptable to the broader community.

213 In the program, the overall communication objectives and decision on how to balance the
214 different views in the audience take priority. Whether art, science, or a combination of both; pre-
215 testing is intended to strengthen the social marketing commitment to creating, communicating, and
216 delivering of program services and products that consumers genuinely value (Brown,
217 Lindenberger and Bryant, 2008).

218

219 Interest

220 In health promotion media, the indicator "interest" is one of the requirements to which
221 planners must pay attention. The study showed that COVID-19 guideline was interesting for the
222 various age groups and professions to read. People with vision problems would have some trouble
223 reading the publication since the font size's literary diversity forces some readers to extending
224 away from the text for better vision. However, if it is read via a smartphone font enlargement of
225 the writings is easily done. An exciting guide made informants eager to share with others. This
226 COVID-19 third guideline had a good design; with an impressive combination of colours, a
227 mixture of illustrative funny pictures that discourages boredom when reading. The appearance of
228 a friendly and attractive guide is also teaching material since its language is understood, and its
229 nice images that are shared among adults, family, friends, co-workers and parents for additional
230 knowledge.

231 A message or information must be appealing to move and encourage people's attitudes and
232 behaviour in a more positive direction (Ciptiasrini and Adawiyah, 2018). A good message uses
233 easy-to-understand word choices, does not cause multiple interpretations and uses vocabulary that
234 is commonly used by the targets (Liliweri, 2007). In a study by Tsai et al. (2020), pre-testing the

235 health promotion curriculum, concluded that both pre-test and post-test on materials had
236 significant improvements to the meaning of life, positive beliefs and well-being after health
237 promotion intervention. Therefore, nursing educators should include these variables in the health
238 promotion curriculum to improve physical and psychological preparedness of undergraduate
239 nursing students' health promotion and social health promotion skills (Tsai *et al.*, 2020). Jawad *et*
240 *al.* (2017) in a study on promotion of dental health services in television-based waiting rooms
241 observed that many patients did not know their contacts during an emergency whereas others did
242 not intend to contact a dentist before the survey (Jawad *et al.*, 2017).
243

244 CONCLUSION


245 Informants discussed the five aspects of the guideline i.e., the consistency, clarity,
246 relevancy, credibility and interest. In general, the content of the guideline was consistent with
247 others guidelines published by the Ministry of Health (MOH). However, as members of
248 Muhammadiyah, they felt more comfortable to trust this guideline since it was affiliated to their
249 group. From the clarity and relevance point of view, the informants had a positive perspective
250 since its design lured and encouraged them to read, implement and share them with others.
251 However, this guide did not include names of the writing team nor introduction from the Central
252 Board. This is however very important in strengthening the credibility of the media produced by
253 the MCCC as a delivering strategy. The MCCC needs to plan and devise effective means of
254 disseminating both the printed and online media it publishes. For online media distribution, it is
255 necessary to limit a small number of pages for easiness.
256

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4. Menerima Tanggapan Reviewer untuk revisi kedua tanggal 24 Juni 2021



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#27662 Review

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Pre-Testing Muhammadiyah COVID-19 Guidelines in Jakarta Province

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Abstract

Muhammadiyah, being one of the religious-based organizations has its affiliated members comprising 14,9% of the general Indonesian population. The Muhammadiyah Central Board declared an ad-hoc group called the Muhammadiyah COVID-19 Command Centre (MCCC) to combat COVID-19. Among the used media, were the third COVID-19 guidelines publications by the MCCC. This study aimed at determining the Muhammadiyah members' understanding of the COVID-19 Revision III Guidelines based on their consistency, clarity, relevance, credibility, and interest. This research was a descriptive qualitative type of study. The eleven participating informants in this study, determined by purposive sampling were Muhammadiyah members who lived and worked in the Jakarta province which. These informants consisted various professions including health workers, teachers, district board members, nurses, drivers, traders, housewives and students. Data collection was carried out by means of online focus group discussions through the zoom cloud meetings platform. Informants discussed the five aspects of the guideline that included the consistency, clarity, relevancy, credibility and interest. The contents of the guideline were found to be consistent with other similar guidelines published by the Ministry of Health (MOH). In addition, being affiliated members of the Muhammadiyah group, informants felt more comfortable trusting the Muhammadiyah published COVID-19 guidelines. From the clarity and relevance aspect, the informants had positive perspectives with the guidelines. The design of the published guidelines attracted their interest in reading, implementation and sharing the guidelines with others. However, the guideline did not contain names of its drafting team nor the introduction by the Central Board leadership. This would have been very important strategy in strengthening the credibility of this media published by the MCCC. The MCCC needed more enticing plans and methods in the dissemination of its online or printed media to the population. For online media, the published number of pages should be fixed to a less and readable number.

Keyword: pre-testing, COVID-19 guidelines, Muhammadiyah COVID-19 Command Centre

INTRODUCTION

The COVID-19 outbreak has been a global concern since the World Health Organization declared it a global pandemic and a public health emergency in March 2020. There were 154.815.500 confirmed COVID-19 cases with 3.236.104 deaths by May 6, 2021. The number of confirmed COVID-19 cases in Southeast Asia surpassed 24.269.809 people (WHO, 2020). Indonesia had the highest number of confirmed cases in Southeast Asia; with 1.691.658 infected people, 46.349 deaths and 1.552.532 COVID-19 recoveries. The highest number of cases by May 6, 2021 was in DKI Jakarta Province with the confirmed cases of 413,323 (24.4%). (DKI Provincial Government, 2020; Satuan Tugas Penanganan COVID-19, 2021).

As an institution that has the mandate to respond to global health problems, the WHO published several health protocols and guidelines. Each country then developed its own guidelines and protocols depending on needs and demands in reference to the WHO guidelines. Saputra et al. (2020) conducted an evaluation on the guidelines for Quick Medical and Public Health handling of Coronavirus Disease (COVID-19), where He observed that the guidelines were not suitable

45 since they were less attractive to the public and difficult to understand. Health workers'
46 understanding of the guidelines for rapid medical and public health handling of COVID-19 in
47 Indonesia was good but on the contrary difficult for the public to understand. On the other hand,
48 the guideline was attractive to the health workers but less attractive to the public. More so, the
49 guidelines for rapid medical and public health handling of COVID-19 were promising in bringing
50 positive behavioral changes among health workers and the community (Saputra *et al.*, 2020).

51 Muhammadiyah, being a religious-based community organization with its affiliated
52 member representing 14.9% of the population had an important role in the country. In response to
53 the global pandemic, the Muhammadiyah COVID-19 Command Center (MCCC) was established
54 on March 14, 2020. The MCCC was formed by a Declaration from the Muhammadiyah Central
55 Executive Number 02/MLM/1.0/H/2020 concerning the COVID-19 (Falahuddin, 2020; MCCC,
56 2020). The MCCC was significant to the affiliated members since it searched for the publications
57 on behalf of members, an approach needed for each target audience “segmentation” (Dao Truong,
58 2014; Handayani *et al.*, 2021).

59 Based on guidelines from the WHO and the Indonesian Government, the MCCC set
60 guidelines for the Muhammadiyah members' daily lives in the COVID-19 era. By December 2020,
61 the MCCC had published several guidelines for schools, hospitals, board offices, and communities.
62 The MCCC revised the COVID-19 general guidelines three times in an attempt to rhyme
63 Indonesia's current situation and conditions. It contents included a general guide, a personal guide,
64 vulnerable group, community and a health care guide. People suffering from comorbid
65 hypertension and diabetes mellitus, male gender and active smokers were at higher risks of severe
66 COVID-19 caused by SARS-CoV-2 infection. The risk was high among the male compared to the
67 females, which factor was associated with the higher prevalence of active smoking among men. In
68 patients with a history of smoking, hypertension and diabetes mellitus; it was suspected that there
69 was an increase in the expression of ACE2 receptors (Cai, 2020; Lei, George and Roth, 2020).

70 In the current COVID-19 pandemic, the WHO continues to strive in disseminating accurate
71 and credible information through the different social media platforms. With the speed at which
72 information spreads on the internet, careful scrutiny and authenticity of the information should be
73 checked to curb spread of misinformation and myths (Pennycook *et al.*, 2020; R, D and waran,
74 2020).

75 During media planning (pre-testing media), it is necessary to confirm whether the target
76 audiences could welcome the created media. A study observed that in a Pre-testing campaign about
77 safe sex in a television advertisement; where a storyboard with images and text presented to
78 members of a target population of students (between 14 and 16 years) enrolled in a vocational
79 school showed results of a positive effect on safe sexual behavior (Whittingham *et al.*, 2008). A
80 different study by Fadliyah *et al.* (2020) about pre-testing educational videos by WHO on the
81 prevention of COVID-19 transmission, participants found the video contents to fit their values,
82 with the portrayed message addressing all the different groups of the community. The participants
83 had positive perceptions of the video since it was considered persuasive to the population
84 (Fadliyah, Muhtar and Pratomo, 2020).

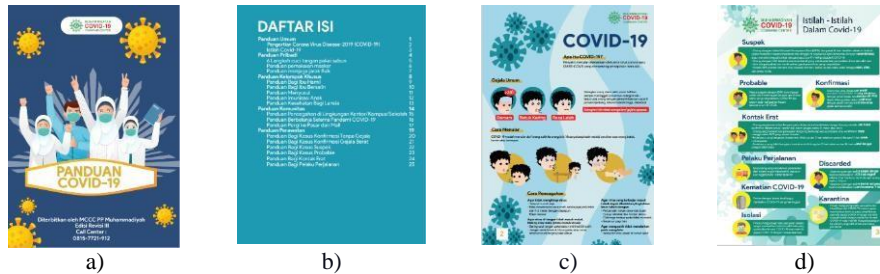
85 Pre-testing can only estimate how many messages or materials would be responded to in
86 the real world. However, if executed correctly, it could identify potential sources of confusion and
87 other features that could improve the response. Pre-testing is used to understand consumer
88 responses to messages, activities, concepts, and other program intervention components (Brown,
89 Lindenberger and Bryant, 2008). Among the most common mistakes in pre-testing is structuring
90 the interview, asking consumers what they like best, or even asking them to choose the best

91 version. This study aimed at finding out the in-depth views of Muhammadiyah members in Jakarta
92 towards the third edition of the COVID-19 guidelines issued by the MCCC in respect to the
93 consistency, clarity, relevancy, credibility and interest points of view.

94 **METHOD**

95 This study was a descriptive qualitative research. This study contained eleven
96 Muhammadiyah informant residents who lived in DKI Jakarta. These were determined and
97 selected for the study by purposive sampling, among whom were health workers, teachers, district
98 board officer, nurse, drivers, trader, and students. The selected informants met the inclusion and
99 exclusion criteria. The inclusion criterion was being from a Muhammadiyah affiliation who
100 resided in the DKI Jakarta area. The exclusion criteria were that participants had never read the
101 COVID-19 revision III guide by the Muhammadiyah COVID-19 Command Centre; and that the
102 informant had provided an interview consent through informed consent.

103 Data collection was carried out on 23/October/2020 through a focus group discussion
104 (FGD) in virtual face-to-face 90-minute Zoom cloud meetings application. Each informant was
105 informed about the study and provided informed consent before the interview. The research
106 instrument in form of an in-depth interview guide covered five aspects of the pre-testing
107 communication that included consistency, clarity, relevance, credibility, and interest. Ethical
108 clearance was obtained from the Ethics Commission of Muhammadiyah University Prof. Dr.
109 HAMKA No 03 / 20.07 / 0549.
110



111
112 Figure 1. MCCC COVID-19 Guidelines on Preventing COVID-19 3rd revision, (a) cover; (b)
113 content; (c) introduction and (d) COVID-19 terms. The guidelines consists of 25 page of 1)
114 Introduction; 2) Personal Guideline; 3) Specific Group Guideline; 4) Community Guideline and
115 5) Treatment Guideline.

116 **RESULTS AND DISCUSSION**

117 Table (1) describes the characteristics of the informants who participated in this study. The
118 informants differed in gender and age. The age of informants in the study ranged between 20-59
119 years. All the six male and five female informants were Muhammadiyah affiliated members who
120 worked and stayed in Jakarta.
121

122 Table. 1 Characteristics of research informants; an overview of the understanding of the COVID-19 Revision III guide by the
 123 Muhammadiyah COVID-19 Command Centre
 124

Informant	Age	Sex	Occupation	Institution
Informant 1	48	Male	Staff Officer	Central Board of Muhammadiyah
Informant 2	23	Male	Teacher	177 Junior High School
Informant 3	25	Male	Student	UHAMKA
Informant 4	52	Male	Staff officer	District Board of Muhammadiyah
Informant 5	31	Female	Staff Officer	Universitas Uhamka
Informant 6	35	Female	Nurse	Persahabatan Hospital
Informant 7	33	Female	Librarian	Pascasarjana Uhamka
Informant 8	51	Female	Housewife	District Board of Aisyiah
Informant 9	59	Male	Trader	District Board of Muhammadiyah
Informant10	36	Male	Online driver	Gojek
Informant 11	50	Female	Teacher	Muhammadiyah Junior High School

125
 126 The results showed five themes that explain pre-testing communication components presented in
 127 Table (2) below.
 128

129 **Table 2.** Themes and statements of informants:

130 An overview about the understanding of the Muhammadiyah COVID-19 Command Center's (MCCC) COVID-19 Revision III
 131 Guidelines
 132

Theme	Informant Statement
Consistency	<p>“In terms of consistency, yes, because it is still related to how to prevent and deal with COVID-19. Even though there are some things that have changed, but the information remains consistent. For instance, how to protect yourself from the spread of COVID-19. Even though something has changed because this is a revision. yes, there is revision 1, revision 2, revision 3; there must be changes that have occurred but I see that MCCC is still consistent with how to deal with COVID-19 so that it does not spread widely” (Informant 2)</p> <p>“I also opened the guidelines from the Ministry of health and I tried to compare. Insha Allah, what is written in this guideline is also represented in the Ministry’s guidelines. From the beginning to the end, the content is consistent. For me, this is quite easier to understand and convincing because it’s published from Muhammadiyah, the institution to which I am affiliated.” (Informant 6)</p>
Clarity	<p>“As far as I read, it is very clear especially with a picture which explains the text. However, there are several terminologies, maybe the language of health, for instance the term ‘covid’ which probably not many people know about. But for the whole content and purpose to be understood by the community, that's good enough” (Informant 5)</p> <p>“The language is quite understandable, the pictures are quite interesting which attracts people to read the text” (Informant 12).</p> <p>“Whatever is listed is quite complete and representative compared to some that don't seem to be inclusive; for example, a breastfeeding guide during a pandemic. That's a lot, however; it's amazing to explain since there are some pictures that already represent it” (Informant 9)</p>

	<p>“Language can be understood and clear” (Informant 10)</p>
Relevancy	<p>“Both the guidelines from the ministry and the MCCC will be of use if I read all of them since almost all of them are similar. Because it is suggesting that there are several roles that we as the Muhammadiyah Aisyiah have to the environment that have an impact, the content from the MCCC as a whole is good; more detailed and It's more flexible, right? So those of us who read know better what to do ”(Informant 9)</p> <p>“So in my opinion it's good and already been good. That means following a lot from the guidelines, which in my opinion we have to do God willing. So far, this guide has good accuracy and high yes (acceptance), although there are many other guides that are almost similar to this guide. Are you a Jakarta province resident? - Yes. Then in terms of religion, do they also pay attention to it? – Yes. Say that maybe the guidance guide contains involvement! – yes.”(Informant 4)</p>
Credibility	<p>“This guide was made after carrying out a study. It is impossible for the people at the MCCC to make a guide without first reviewing it. Because I know people at Muhammadiyah have high credibility in their education and religious aspect” (Informant 2)</p> <p>“Unfortunately, there is no mentioned aspect in the guideline about the writer team and nor a preface from the Central Board. Those two were supposed to be written and this would show more credibility. ”(Informant 1)</p>
Interest	<p>“Incidentally, I also have a problem in my eyesight. So in the sense that if I looked a little further it becomes little less clear. The end should be closer (bigger), but if the side of the letters is not too distracting, it cannot be read. Maybe when the appearance of the letters is too small, I would be a little disturbed because I have to look at the draft again since I can't see far from the side”(Informant 4).</p> <p>“Yesterday I shared it immediately because the language was easy. From my point of view as a student, it is good and not the mix of colors that makes it interesting. For example, on page 4 there is a combination of green and fonts, which makes me eager to share it with friends. However, the number of pages is big. The MCCC should come up with deliverable strategies first; whether it will be published online or offline” (Informant 3)</p> <p>“I am very interested in this guide, and with my desire to share, I have shared several times both within the environment with friends on campus and also at the prayer room” (Informant 1)</p> <p>“After I learned from the guideline, I developed interest in it since it was easy to understand. The interesting picture was also used in my teaching material to serve as additional knowledge for the students' guardians. If the rest is general, the guidance on page 9-10 for the pregnant mother shows that it has a wide scope. So it is possible to be of help if I share in the group of students who are parents ”(Informant 12)</p>

133

134 Consistency

135 Consistency in the guidelines is a prerequisite for developing messages and materials.
 136 There is a rapid change of information that has many topics; often, what is accurate one year is no
 137 longer valid the following year. This makes consistency in each material such as a guideline a
 138 must. The COVID-19 guideline third revision is related to the COVID-19 guidelines revisions II
 139 and I. The first revised guideline served as a guide for Muhammadiyah members at the beginning
 140 of the spread of COVID-19. Each revision of the guide follows the development in the situation
 141 and the urgency of the existing COVID-19 status. The revision II content focused on the current
 142 COVID-19 situation at that time. The third revision of COVID-19 guidelines rhymes with the

143 COVID-19 guidelines from the MOH and WHO. The message and content contained in the third
144 revision guide had significant consistency with the previous guidelines. The messages in the guide
145 are a combination of new information and the update of existing information. The publishing of a
146 creative, interesting and clear message must maintain and follow the strategy, goals and the
147 intended audience (Devine *et al.*, 2016).

148 Supporting tools such as pictures, slides and films are indispensable during demonstrations;
149 which should carry out systematically and in stages. In practice, the inconsistency between the
150 message and what the audience might already know is a controversy among scientists, government
151 agencies and advocacy groups (Devine *et al.*, 2016). The material provisions in the guide could be
152 supported with complete data and printed using a colour similar to the illustration and typography
153 to be compatible across campaigns. If there is a logo or theme, it is then used in all materials so
154 that graphics and messages reinforce each other without sending different signals (Devine *et al.*,
155 2016).

156 157 **Clarity**

158 Results in this study showed that the COVID-19 revision III guide provided clear and easy-
159 to-understand information. The COVID-19 guide had many sub-themes of information well
160 summarized to be relatively concise and exciting. The language was easy to understand and the
161 pictures interesting enough to attract and lure people into reading the COVID-19 guide.
162 Information is welcomed if it has explicit content, where good planning produces a clear message
163 depending on the needs of the audience. Indicators and measurement of the impact of community
164 action requires precise definitions of ongoing environmental (organizational, community, social)
165 and individual changes as part of program objectives (TAIoPC, 2008). Modules or guidelines
166 should be developed for direct technical guidance by referring to the curriculum, training module,
167 and health promotion implementation policy (Surtimanah, Ruhyat and Subekri, 2019).

168 The informants thought that the information contained in the manual was complete and
169 arranged according to themes. Meanwhile the guideline had five themes, with each theme having
170 clear and detailed sub-themes. Among these were the general guides, personal guides, exceptional
171 group guides, community guides and the care guides. In packaging the media's information, it is
172 necessary to determine the angle while highlighting key messages to minimize transmission errors
173 from the sources. This is done by ensuring that the public's content is clear and relevant
174 (Directorate General of State Assets, 2020). The clear reasons and ambitions of the program makes
175 it easier to create media. Indicators that clearly and objectively measure the achievement of
176 program objectives and as well systematically documenting the program process, leads to the
177 program being conveyed to the audience (TAIoPC, 2008).

178 In a study (Casero-Ripollés, 2020) on the impact of COVID-19 on media, it was found that
179 the media's role, especially television was revived. The fact that citizens who were usually far from
180 information had reconnected with the news was due to the reduction in news consumption among
181 the citizens. However, media switching in relation to the accessibility of public affairs can also be
182 utilized by agencies and the Government (Casero-Ripollés, 2020). In a study by Gholami *et al.*
183 (2017), periodontal knowledge campaigns through TV had heterogeneous targets with various
184 levels of education where population-based media campaigns promote oral health and periodontal
185 knowledge among adults had a positive short-term impact. However, these effects appeared to be
186 stable after three months (Gholami *et al.*, 2017).

187 188 **Relevancy**

189 The results of the interview found the information contained in the COVID-19 guideline
190 third revision to have the same essential message as the government guidelines. The only
191 uniqueness of information in this guideline was that Muhammadiyah Aisyiah modified it for their
192 members in their families, school environments and the Muhammadiyah hospital. The prepared
193 content was detailed and more flexible for easier understanding by the Muhammadiyah members
194 who read it.

195 To provide relevant information, information about demography, effectiveness of previous
196 programs, morbidity and mortality, social and economic factors (e.g. education, social support,
197 literacy rates and housing conditions) is needed for impact evaluation and outcomes to assist in
198 future planning is needed. The results should also be documented and disseminated to the public
199 (NCI, 2013) with the help of computers with relevant software packages for data entry and
200 analysis. Obtaining information about the most appropriate journals and packaging up-to-date
201 information helps in relying correct information (Victorian Government, 2010), since research and
202 Development (R & D) is involved in developing and validating the health and educational products
203 that could be juxtaposed in planning (Sanjaya, 2017).
204

205 **Credibility**

206 It is fundamental that the MCCC reviewed the COVID-19 guideline third revision before
207 publishing to Muhammadiyah members. The assessment process could also include experts who
208 have in-depth knowledge of health. The COVID-19 guideline revision III has a general
209 segmentation of the public and specifically the Muhammadiyah members. In the COVID-19 third
210 guideline there was no introduction, which makes it a credible guide. The foreword's importance
211 in providing information and building belief in the correctness of the existing guidelines makes
212 COVID-19 guidelines more acceptable to the broader community.

213 In the program, the overall communication objectives and decision on how to balance the
214 different views in the audience take priority. Whether art, science, or a combination of both; pre-
215 testing is intended to strengthen the social marketing commitment to creating, communicating, and
216 delivering of program services and products that consumers genuinely value (Brown,
217 Lindenberger and Bryant, 2008).
218

219 **Interest**

220 In health promotion media, the indicator "interest" is one of the requirements to which
221 planners must pay attention. The study showed that COVID-19 guideline was interesting for the
222 various age groups and professions to read. People with vision problems would have some trouble
223 reading the publication since the font size's literary diversity forces some readers to extending
224 away from the text for better vision. However, if it is read via a smartphone font enlargement of
225 the writings is easily done. An exciting guide made informants eager to share with others. This
226 COVID-19 third guideline had a good design; with an impressive combination of colours, a
227 mixture of illustrative funny pictures that discourages boredom when reading. The appearance of
228 a friendly and attractive guide is also teaching material since its language is understood, and its
229 nice images that are shared among adults, family, friends, co-workers and parents for additional
230 knowledge.

231 A message or information must be appealing to move and encourage people's attitudes and
232 behaviour in a more positive direction (Ciptiasrini and Adawiyah, 2018). A good message uses
233 easy-to-understand word choices, does not cause multiple interpretations and uses vocabulary that
234 is commonly used by the targets (Liliweri, 2007). In a study by Tsai et al. (2020), pre-testing the

235 health promotion curriculum, concluded that both pre-test and post-test on materials had
236 significant improvements to the meaning of life, positive beliefs and well-being after health
237 promotion intervention. Therefore, nursing educators should include these variables in the health
238 promotion curriculum to improve physical and psychological preparedness of undergraduate
239 nursing students' health promotion and social health promotion skills (Tsai *et al.*, 2020). Jawad *et*
240 *al.* (2017) in a study on promotion of dental health services in television-based waiting rooms
241 observed that many patients did not know their contacts during an emergency whereas others did
242 not intend to contact a dentist before the survey (Jawad *et al.*, 2017).
243

244 CONCLUSION

245 Informants discussed the five aspects of the guideline i.e., the consistency, clarity,
246 relevancy, credibility and interest. In general, the content of the guideline was consistent with
247 others guidelines published by the Ministry of Health (MOH). However, as members of
248 Muhammadiyah, they felt more comfortable to trust this guideline since it was affiliated to their
249 group. From the clarity and relevance point of view, the informants had a positive perspective
250 since its design lured and encouraged them to read, implement and share them with others.
251 However, this guide did not include names of the writing team nor introduction from the Central
252 Board. This is however very important in strengthening the credibility of the media produced by
253 the MCCC as a delivering strategy. The MCCC needs to plan and devise effective means of
254 disseminating both the printed and online media it publishes. For online media distribution, it is
255 necessary to limit a small number of pages for easiness.
256

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#27662 Review

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Section	Articles
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Pre-Testing Muhammadiyah COVID-19 Guidelines in Jakarta Province

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Abstract

Muhammadiyah, being one of the religious-based organizations has its affiliated members comprising 14,9% of the general Indonesian population. The Muhammadiyah Central Board declared an ad-hoc group called the Muhammadiyah COVID-19 Command Centre (MCCC) to combat COVID-19. Among the used media, were the third COVID-19 guidelines publications by the MCCC. This study aimed at determining the Muhammadiyah members' understanding of the COVID-19 Revision III Guidelines based on their consistency, clarity, relevance, credibility, and interest. This research was a descriptive qualitative type of study. The eleven participating informants in this study, determined by purposive sampling were Muhammadiyah members who lived and worked in the Jakarta province which. These Informants consisted various professions including health workers, teachers, district board members, nurses, drivers, traders, housewives and students. Data collection was carried out by means of online focus group discussions through the zoom cloud meetings platform. Informants discussed the five aspects of the guideline that included the consistency, clarity, relevancy, credibility and interest. The contents of the guideline were found to be consistent with other similar guidelines published by the Ministry of Health (MOH). In addition, being affiliated members of the Muhammadiyah group, informants felt more comfortable trusting the Muhammadiyah published COVID-19 guidelines. From the clarity and relevance aspect, the informants had positive perspectives with the guidelines. The design of the published guidelines attracted their interest in reading, implementation and sharing the guidelines with others. However, the guideline did not contain names of its drafting team nor the introduction by the Central Board leadership. This would have been very important strategy in strengthening the credibility of this media published by the MCCC. The MCCC needed more enticing pages and methods in the dissemination of its online or printed media to the population. For online media, the published number of pages should be fixed to a less and readable number.

Keyword: pre-testing, COVID-19 guidelines, Muhammadiyah COVID-19 Command Centre

INTRODUCTION

The COVID-19 outbreak has been a global concern since the World Health Organization declared it a global pandemic and a public health emergency in March 2020. There were 154.815.500 confirmed COVID-19 cases with 3.236.104 deaths by May 6, 2021. The number of confirmed COVID-19 cases in Southeast Asia surpassed 24.269.809 people (WHO, 2020). Indonesia had the highest number of confirmed cases in Southeast Asia; with 1.691.658 infected people, 46.349 deaths and 1.552.532 COVID-19 recoveries. The highest number of cases by May 6, 2021 was in DKI Jakarta Province with the confirmed cases of 413,323 (24.4%). (DKI Provincial Government, 2020; Satuan Tugas Penanganan COVID-19, 2021).

As an institution that has the mandate to respond to global health problems, the WHO published several health protocols and guidelines. Each country then developed its own guidelines and protocols depending on needs and demands in reference to the WHO guidelines. Saputra et al. (2020) conducted an evaluation on the guidelines for Quick Medical and Public Health handling of Coronavirus Disease (COVID-19), where He observed that the guidelines were not suitable

45 since they were less attractive to the public and difficult to understand. Health workers'
46 understanding of the guidelines for rapid medical and public health handling of COVID-19 in
47 Indonesia was good but on the contrary difficult for the public to understand. On the other hand,
48 the guideline was attractive to the health workers but less attractive to the public. More so, the
49 guidelines for rapid medical and public health handling of COVID-19 were promising in bringing
50 positive behavioral changes among health workers and the community (Saputra et al., 2020).

51 Muhammadiyah, being a religious-based community organization with its affiliated
52 member representing 14.9% of the population had an important role in the country. In response to
53 the global pandemic, the Muhammadiyah COVID-19 Command Center (MCCC) was established
54 on March 14, 2020. The MCCC was formed by a Declaration from the Muhammadiyah Central
55 Executive Number 02/MLM/1.0/H/2020 concerning the COVID-19 (Falahuddin, 2020; MCCC,
56 2020). The MCCC was significant to the affiliated members since it searched for the publications
57 on behalf of members, an approach needed for each target audience “segmentation” (Dao Truong,
58 2014; Handayani et al., 2021).

59 Based on guidelines from the WHO and the Indonesian Government, the MCCC set
60 guidelines for the Muhammadiyah members' daily lives in the COVID-19 era. By December 2020,
61 the MCCC had published several guidelines for schools, hospitals, board offices, and communities.
62 The MCCC revised the COVID-19 general guidelines three times in an attempt to rhyme
63 Indonesia's current situation and conditions. It contents included a general guide, a personal guide,
64 vulnerable group, community and a health care guide. People suffering from comorbid
65 hypertension and diabetes mellitus, male gender and active smokers were at higher risks of severe
66 COVID-19 caused by SARS-CoV-2 infection. The risk was high among the male compared to the
67 females, which factor was associated with the higher prevalence of active smoking among men. In
68 patients with a history of smoking, hypertension and diabetes mellitus; it was suspected that there
69 was an increase in the expression of ACE2 receptors (Cai, 2020; Lei et al., 2020).

70 In the current COVID-19 pandemic, the WHO continues to strive in disseminating accurate
71 and credible information through the different social media platforms. With the speed at which
72 information spreads on the internet, careful scrutiny and authenticity of the information should be
73 checked to curb spread of misinformation and myths (Adhee et al., 2020; Pennycook et al., 2020).

74 During media planning (pre-testing media), it is necessary to confirm whether the target
75 audiences could welcome the created media. A study observed that in a Pre-testing campaign about
76 safe sex in a television advertisement; where a storyboard with images and text presented to
77 members of a target population of students (between 14 and 16 years) enrolled in a vocational
78 school showed results of a positive effect on safe sexual behavior (Whittingham et al., 2008). A
79 different study by Fadliyah et al. (2020) about pre-testing educational videos by WHO on the
80 prevention of COVID-19 transmission, participants found the video contents to fit their values,
81 with the portrayed message addressing all the different groups of the community. The participants
82 had positive perceptions of the video since it was considered persuasive to the population (Fadliyah
83 et al., 2020).

84 Pre-testing can only estimate how many messages or materials would be responded to in
85 the real world. However, if executed correctly, it could identify potential sources of confusion and
86 other features that could improve the response. Pre-testing is used to understand consumer
87 responses to messages, activities, concepts, and other program intervention components (Brown
88 et al., 2008). Among the most common mistakes in pre-testing is structuring the interview, asking
89 consumers what they like best, or even asking them to choose the best version. This study aimed
90 at finding out the in-depth views of Muhammadiyah members in Jakarta towards the third edition

91 of the COVID-19 guidelines issued by the MCCC in respect to the consistency, clarity, relevancy,
92 credibility and interest points of view.

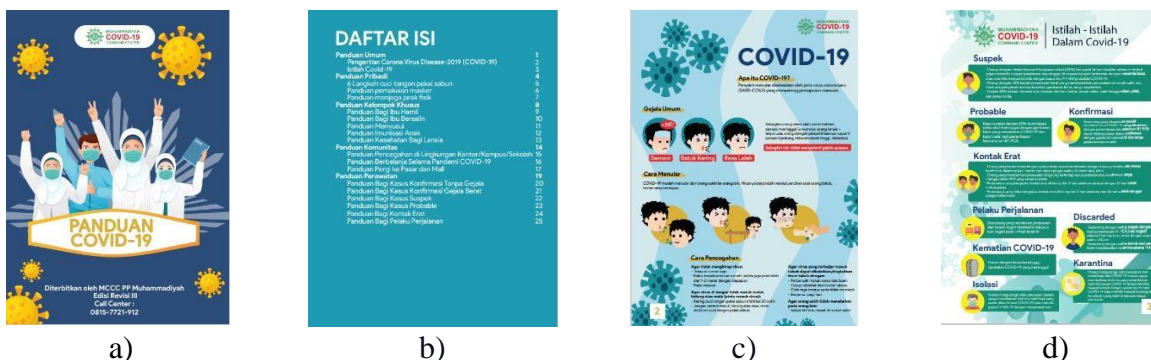
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METHOD

94 This study was a descriptive qualitative research. This study contained eleven
95 Muhammadiyah informant residents who lived in DKI Jakarta. These were determined and
96 selected for the study by purposive sampling, among whom were health workers, teachers, district
97 board officer, nurse, drivers, trader, and students. The selected informants met the inclusion and
98 exclusion criteria. The inclusion criterion was being from a Muhammadiyah affiliation who
99 resided in the DKI Jakarta area. The exclusion criteria were that participants had never read the
100 COVID-19 revision III guide by the Muhammadiyah COVID-19 Command Centre; and that the
101 informant had provided an interview consent through informed consent.

102 Data collection was carried out on 23/October/2020 through a focus group discussion
103 (FGD) in virtual face-to-face 90-minute Zoom cloud meetings application. Each informant was
104 informed about the study and provided informed consent before the interview. The research
105 instrument in form of an in-depth interview guide covered five aspects of the pre-testing
106 communication that included consistency, clarity, relevance, credibility, and interest. Ethical
107 clearance was obtained from the Ethics Commission of Muhammadiyah University Prof. Dr.
108 HAMKA No 03 / 20.07 / 0549.

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110
111 Figure 1. MCCC COVID-19 Guidelines on Preventing COVID-19 3rd revision, (a) cover; (b)
112 content; (c) introduction and (d) COVID-19 terms. The guidelines consists of 25 page of 1)
113 Introduction; 2) Personal Guideline; 3) Specific Group Guideline; 4) Community Guideline and
114 5) Treatment Guideline.

115

RESULTS AND DISCUSSION

116 Table (1) describes the characteristics of the informants who participated in this study. The
117 informants differed in gender and age. The age of informants in the study ranged between 20-59
118 years. All the six male and five female informants were Muhammadiyah affiliated members who
119 worked and stayed in Jakarta.

120

121 Table. 1 Characteristics of research informants; an overview of the understanding of the COVID-19 Revision III guide by the
122 Muhammadiyah COVID-19 Command Centre

Informant	Age	Sex	Occupation	Institution
Informant 1	48	Male	Staff Officer	Central Board of Muhammadiyah
Informant 2	23	Male	Teacher	177 Junior High School
Informant 3	25	Male	Student	UHAMKA
Informant 4	52	Male	Staff officer	District Board of Muhammadiyah
Informant 5	31	Female	Staff Officer	Universitas Uhamka
Informant 6	35	Female	Nurse	Persahabatan Hospital
Informant 7	33	Female	Librarian	Pascasarjana Uhamka
Informant 8	51	Female	Housewife	District Board of Aisyiah
Informant 9	59	Male	Trader	District Board of Muhammadiyah
Informant10	36	Male	Online driver	Gojek
Informant 11	50	Female	Teacher	Muhammadiyah Junior High School

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The results showed five themes that explain pre-testing communication components presented in Table (2) below.

Table 2. Themes and statements of informants:

An overview about the understanding of the Muhammadiyah COVID-19 Command Center's (MCCC) COVID-19 Revision III Guidelines

Theme	Informant Statement
Consistency	<p>“In terms of consistency, yes, because it is still related to how to prevent and deal with COVID-19. Even though there are some things that have changed, but the information remains consistent. For instance, how to protect yourself from the spread of COVID-19. Even though something has changed because this is a revision. yes, there is revision 1, revision 2, revision 3; there must be changes that have occurred but I see that MCCC is still consistent with how to deal with COVID-19 so that it does not spread widely” (Informant 2)</p> <p>“I also opened the guidelines from the Ministry of health and I tried to compare. Insha Allah, what is written in this guideline is also represented in the Ministry's guidelines. From the beginning to the end, the content is consistent. For me, this is quite easier to understand and convincing because it's published from Muhammadiyah, the institution to which I am affiliated.” (Informant 6)</p>
Clarity	<p>“As far as I read, it is very clear especially with a picture which explains the text. However, there are several terminologies, maybe the language of health, for instance the term ‘covid’ which probably not many people know about. But for the whole content and purpose to be understood by the community, that's good enough” (Informant 5)</p> <p>“The language is quite understandable, the pictures are quite interesting which attracts people to read the text” (Informant 12).</p> <p>“Whatever is listed is quite complete and representative compared to some that don't seem to be inclusive; for example, a breastfeeding guide during a pandemic. That's a lot, however; it's amazing to explain since there are some pictures that already represent it” (Informant 9)</p> <p>“Language can be understood and clear” (Informan 10)</p>

Relevancy	<p>"Both the guidelines from the ministry and the MCCC will be of use if I read all of them since almost all of them are similar. Because it is suggesting that there are several roles that we as the Muhammadiyah Aisyiah have to the environment that have an impact, the content from the MCCC as a whole is good; more detailed and It's more flexible, right? So those of us who read know better what to do "(Informant 9)</p> <p>"So in my opinion it's good and already been good. That means following a lot from the guidelines, which in my opinion we have to do God willing. So far, this guide has good accuracy and high yes (acceptance), although there are many other guides that are almost similar to this guide. Are you a Jakarta province resident? - Yes. Then in terms of religion, do they also pay attention to it? – Yes. Say that maybe the guidance guide contains involvement! – yes."(Informant 4)</p>
Credibility	<p>"This guide was made after carrying out a study. It is impossible for the people at the MCCC to make a guide without first reviewing it. Because I know people at Muhammadiyah have high credibility in their education and religious aspect" (Informant 2)</p> <p>"Unfortunately, there is no mentioned aspect in the guideline about the writer team and nor a preface from the Central Board. Those two were supposed to be written and this would show more credibility. "(Informant 1)</p>
Interest	<p>"Incidentally, I also have a problem in my eyesight. So in the sense that if I looked a little further it becomes little less clear. The end should be closer (bigger), but if the side of the letters is not too distracting, it cannot be read. Maybe when the appearance of the letters is too small, I would be a little disturbed because I have to look at the draft again since I can't see far from the side"(Informant 4).</p> <p>"Yesterday I shared it immediately because the language was easy. From my point of view as a student, it is good and not the mix of colors that makes it interesting. For example, on page 4 there is a combination of green and fonts, which makes me eager to share it with friends. However, the number of pages is big. The MCCC should come up with deliverable strategies first; whether it will be published online or offline" (Informant 3)</p> <p>"I am very interested in this guide, and with my desire to share, I have shared several times both within the environment with friends on campus and also at the prayer room" (Informant 1)</p> <p>"After I learned from the guideline, I developed interest in it since it was easy to understand. The interesting picture was also used in my teaching material to serve as additional knowledge for the students' guardians. If the rest is general, the guidance on page 9-10 for the pregnant mother shows that it has a wide scope. So it is possible to be of help if I share in the group of students who are parents "(Informant 12)</p>

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133 Consistency

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Consistency in the guidelines is a prerequisite for developing messages and materials. There is a rapid change of information that has many topics; often, what is accurate one year is no longer valid the following year. This makes consistency in each material such as a guideline a must. The COVID-19 guideline third revision is related to the COVID-19 guidelines revisions II and I. The first revised guideline served as a guide for Muhammadiyah members at the beginning of the spread of COVID-19. Each revision of the guide follows the development in the situation and the urgency of the existing COVID-19 status. The revision II content focused on the current COVID-19 situation at that time. The third revision of COVID-19 guidelines rhymes with the COVID-19 guidelines from the MOH and WHO. The message and content contained in the third

143 revision guide had significant consistency with the previous guidelines. The messages in the guide
144 are a combination of new information and the update of existing information. The publishing of a
145 creative, interesting and clear message must maintain and follow the strategy, goals and the
146 intended audience (Devine et al., 2016).

147 Supporting tools such as pictures, slides and films are indispensable during demonstrations;
148 which should carry out systematically and in stages. In practice, the inconsistency between the
149 message and what the audience might already know is a controversy among scientists, government
150 agencies and advocacy groups (Devine et al., 2016). The material provisions in the guide could be
151 supported with complete data and printed using a colour similar to the illustration and typography
152 to be compatible across campaigns. If there is a logo or theme, it is then used in all materials so
153 that graphics and messages reinforce each other without sending different signals (Devine et al.,
154 2016).

155 156 **Clarity**

157 Results in this study showed that the COVID-19 revision III guide provided clear and easy-
158 to-understand information. The COVID-19 guide had many sub-themes of information well
159 summarized to be relatively concise and exciting. The language was easy to understand and the
160 pictures interesting enough to attract and lure people into reading the COVID-19 guide.
161 Information is welcomed if it has explicit content, where good planning produces a clear message
162 depending on the needs of the audience. Indicators and measurement of the impact of community
163 action requires precise definitions of ongoing environmental (organizational, community, social)
164 and individual changes as part of program objectives (TAIoPC, 2008). Modules or guidelines
165 should be developed for direct technical guidance by referring to the curriculum, training module,
166 and health promotion implementation policy (Surtimanah et al., 2019).

167 The informants thought that the information contained in the manual was complete and
168 arranged according to themes. Meanwhile the guideline had five themes, with each theme having
169 clear and detailed sub-themes. Among these were the general guides, personal guides, exceptional
170 group guides, community guides and the care guides. In packaging the media's information, it is
171 necessary to determine the angle while highlighting key messages to minimize transmission errors
172 from the sources. This is done by ensuring that the public's content is clear and relevant. The clear
173 reasons and ambitions of the program makes it easier to create media. Indicators that clearly and
174 objectively measure the achievement of program objectives and as well systematically
175 documenting the program process, leads to the program being conveyed to the audience (TAIoPC,
176 2008).

177 In a study on the impact of COVID-19 on media, it was found that the media's role,
178 especially television was revived. The fact that citizens who were usually far from information had
179 reconnected with the news was due to the reduction in news consumption among the citizens.
180 However, media switching in relation to the accessibility of public affairs can also be utilized by
181 agencies and the Government (Casero-Ripollés, 2020). In a study of periodontal knowledge
182 campaigns through TV had heterogeneous targets with various levels of education where
183 population-based media campaigns promote oral health and periodontal knowledge among adults
184 had a positive short-term impact. However, these effects appeared to be stable after three months
185 (Gholami et al., 2017).

186 187 **Relevancy**

188 The results of the interview found the information contained in the COVID-19 guideline
189 third revision to have the same essential message as the government guidelines. The only
190 uniqueness of information in this guideline was that Muhammadiyah Aisyiah modified it for their
191 members in their families, school environments and the Muhammadiyah hospital. The prepared
192 content was detailed and more flexible for easier understanding by the Muhammadiyah members
193 who read it.

194 To provide relevant information, information about demography, effectiveness of previous
195 programs, morbidity and mortality, social and economic factors (e.g. education, social support,
196 literacy rates and housing conditions) is needed for impact evaluation and outcomes to assist in
197 future planning is needed. The results should also be documented and disseminated to the public
198 with the help of computers with relevant software packages for data entry and analysis. Obtaining
199 information about the most appropriate journals and packaging up-to-date information helps in
200 relying correct information (Victorian Government, 2010).

201

202 Credibility

203 It is fundamental that the MCCC reviewed the COVID-19 guideline third revision before
204 publishing to Muhammadiyah members. The assessment process could also include experts who
205 have in-depth knowledge of health. The COVID-19 guideline revision III has a general
206 segmentation of the public and specifically the Muhammadiyah members. In the COVID-19 third
207 guideline there was no introduction, which makes it a credible guide. The foreword's importance
208 in providing information and building belief in the correctness of the existing guidelines makes
209 COVID-19 guidelines more acceptable to the broader community.

210 In the program, the overall communication objectives and decision on how to balance the
211 different views in the audience take priority. Whether art, science, or a combination of both; pre-
212 testing is intended to strengthen the social marketing commitment to creating, communicating, and
213 delivering of program services and products that consumers genuinely value (Brown et al., 2008).
214 Health knowledge such as daily health care, disease prevention and treatment need to be released
215 by professional medical organizations to ensure the credibility of information (Wang & Wu, 2020).

216

217

218 Interest

219 In health promotion media, the indicator "interest" is one of the requirements to which
220 planners must pay attention. The study showed that COVID-19 guideline was interesting for the
221 various age groups and professions to read. People with vision problems would have some trouble
222 reading the publication since the font size's literary diversity forces some readers to extending
223 away from the text for better vision. However, if it is read via a smartphone font enlargement of
224 the writings is easily done. An exciting guide made informants eager to share with others. This
225 COVID-19 third guideline had a good design; with an impressive combination of colours, a
226 mixture of illustrative funny pictures that discourages boredom when reading. The appearance of
227 a friendly and attractive guide is also teaching material since its language is understood, and its
228 nice images that are shared among adults, family, friends, co-workers and parents for additional
229 knowledge.

230 A message or information must be appealing to move and encourage people's attitudes and
231 behaviour in a more positive direction. A good message uses easy-to-understand word choices,
232 does not cause multiple interpretations and uses vocabulary that is commonly used by the targets
233 (Renata Schiavo, 2014). Addressing psychology in all people is vital during a pandemic and

234 effective communication network is key to it. Effective communication, if ignored, will generate
235 gaps for vulnerable populations and result in added difficulty in combating COVID-19 pandemic
236 (Reddy & Gupta, 2020). An experimental study in Taiwan concluded that both pre-test and post-
237 test on materials had significant improvements to the meaning of life, positive beliefs and well-
238 being after health promotion intervention. Therefore, nursing educators should include these
239 variables in the health promotion curriculum to improve physical and psychological preparedness
240 of undergraduate nursing students' health promotion and social health promotion skills (Tsai et al.,
241 2020). Another study on health promotion of dental health services in television-based waiting
242 rooms observed that many patients did not know their contacts during an emergency whereas
243 others did not intend to contact a dentist before the survey (Jawad et al., 2017).
244

245 CONCLUSION

246 Informants discussed the five aspects of the guideline i.e., the consistency, clarity,
247 relevancy, credibility and interest. In general, the content of the guideline was consistent with
248 others guidelines published by the Ministry of Health (MOH). However, as members of
249 Muhammadiyah, they felt more comfortable to trust this guideline since it was affiliated to their
250 group. From the clarity and relevance point of view, the informants had a positive perspective
251 since its design lured and encouraged them to read, implement and share them with others.
252 However, this guide did not include names of the writing team nor introduction from the Central
253 Board. This is however very important in strengthening the credibility of the media produced by
254 the MCCC as a delivering strategy. The MCCC needs to plan and devise effective means of
255 disseminating both the printed and online media it publishes. For online media distribution, it is
256 necessary to limit a small number of pages for easiness.
257

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#27662 Review

[SUMMARY](#) [REVIEW](#) [EDITING](#)

Submission

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Section	Articles
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Pre-Testing Muhammadiyah COVID-19 Guidelines in Jakarta Province

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Abstract

Muhammadiyah, being one of the religious-based organizations has its affiliated members comprising 14,9% of the general Indonesian population. The Muhammadiyah Central Board declared an ad-hoc group called the Muhammadiyah COVID-19 Command Centre (MCCC) to combat COVID-19. Among the used media, were the third COVID-19 guidelines publications by the MCCC. This study aimed at determining the Muhammadiyah members' understanding of the COVID-19 Revision III Guidelines based on their consistency, clarity, relevance, credibility, and interest. This research was a descriptive qualitative type of study. The eleven participating informants in this study, determined by purposive sampling were Muhammadiyah members who lived and worked in the Jakarta province which. These informants consisted various professions including health workers, teachers, district board members, nurses, drivers, traders, housewives and students. Data collection was carried out by means of online focus group discussions through the zoom cloud meetings platform. Informants discussed the five aspects of the guideline that included the consistency, clarity, relevancy, credibility and interest. The contents of the guideline were found to be consistent with other similar guidelines published by the Ministry of Health (MOH). In addition, being affiliated members of the Muhammadiyah group, informants felt more comfortable trusting the Muhammadiyah published COVID-19 guidelines. From the clarity and relevance aspect, the informants had positive perspectives with the guidelines. The design of the published guidelines attracted their interest in reading, implementation and sharing the guidelines with others. However, the guideline did not contain names of its drafting team nor the introduction by the Central Board leadership. This would have been very important strategy in strengthening the credibility of this media published by the MCCC. The MCCC needed more enticing plans and methods in the dissemination of its online or printed media to the population. For online media, the published number of pages should be fixed to a less and readable number.

Keyword: pre-testing, COVID-19 guidelines, Muhammadiyah COVID-19 Command Centre

INTRODUCTION

The COVID-19 outbreak has been a global concern since the World Health Organization declared it a global pandemic and a public health emergency in March 2020. There were 154.815.500 confirmed COVID-19 cases with 3.236.104 deaths by May 6, 2021. The number of confirmed COVID-19 cases in Southeast Asia surpassed 24.269.809 people (WHO, 2020). Indonesia had the highest number of confirmed cases in Southeast Asia; with 1.691.658 infected people, 46.349 deaths and 1.552.532 COVID-19 recoveries. The highest number of cases by May 6, 2021 was in DKI Jakarta Province with the confirmed cases of 413,323 (24.4%). (Satuan Tugas Penanganan COVID-19, 2021).

As an institution that has the mandate to respond to global health problems, the WHO published several health protocols and guidelines. Each country then developed its own guidelines and protocols depending on needs and demands in reference to the WHO guidelines. Saputra et al. (2020) conducted an evaluation on the guidelines for Quick Medical and Public Health handling of Coronavirus Disease (COVID-19), where He observed that the guidelines were not suitable

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45 since they were less attractive to the public and difficult to understand. Health workers'
46 understanding of the guidelines for rapid medical and public health handling of COVID-19 in
47 Indonesia was good but on the contrary difficult for the public to understand. On the other hand,
48 the guideline was attractive to the health workers but less attractive to the public. More so, the
49 guidelines for rapid medical and public health handling of COVID-19 were promising in bringing
50 positive behavioral changes among health workers and the community (Saputra et al., 2020).

51 Muhammadiyah, being a religious-based community organization with its affiliated
52 member representing 14.9% of the population had an important role in the country. In response to
53 the global pandemic, the Muhammadiyah COVID-19 Command Center (MCCC) was established
54 on March 14, 2020. The MCCC was formed by a Declaration from the Muhammadiyah Central
55 Executive Number 02/MLM/1.0/H/2020 concerning the COVID-19 (Falahuddin, 2020). The
56 MCCC was significant to the affiliated members since it searched for the publications on behalf
57 of members, an approach needed for each target audience "segmentation" (Dao Truong, 2014;
58 Handayani et al., 2021).

59 Based on guidelines from the WHO and the Indonesian Government, the MCCC set
60 guidelines for the Muhammadiyah members' daily lives in the COVID-19 era. By December 2020,
61 the MCCC had published several guidelines for schools, hospitals, board offices, and communities.
62 The MCCC revised the COVID-19 general guidelines three times in an attempt to rhyme
63 Indonesia's current situation and conditions. It contents included a general guide, a personal guide,
64 vulnerable group, community and a health care guide. People suffering from comorbid
65 hypertension and diabetes mellitus, male gender and active smokers were at higher risks of severe
66 COVID-19 caused by SARS-CoV-2 infection. The risk was high among the male compared to the
67 females, which factor was associated with the higher prevalence of active smoking among men. In
68 patients with a history of smoking, hypertension and diabetes mellitus; it was suspected that there
69 was an increase in the expression of ACE2 receptors (Cai, 2020; Lei et al., 2020).

70 In the current COVID-19 pandemic, the WHO continues to strive in disseminating accurate
71 and credible information through the different social media platforms. With the speed at which
72 information spreads on the internet, careful scrutiny and authenticity of the information should be
73 checked to curb spread of misinformation and myths (Adhee et al., 2020; Pennycook et al., 2020).

74 During media planning (pre-testing media), it is necessary to confirm whether the target
75 audiences could welcome the created media. A study observed that in a Pre-testing campaign about
76 safe sex in a television advertisement; where a storyboard with images and text presented to
77 members of a target population of students (between 14 and 16 years) enrolled in a vocational
78 school showed results of a positive effect on safe sexual behavior (Whittingham et al., 2008). A
79 different study by Fadliyah et al. (2020) about pre-testing educational videos by WHO on the
80 prevention of COVID-19 transmission, participants found the video contents to fit their values,
81 with the portrayed message addressing all the different groups of the community. The participants
82 had positive perceptions of the video since it was considered persuasive to the population (Fadliyah
83 et al., 2020).

84 Pre-testing can only estimate how many messages or materials would be responded to in
85 the real world. However, if executed correctly, it could identify potential sources of confusion and
86 other features that could improve the response. Pre-testing is used to understand consumer
87 responses to messages, activities, concepts, and other program intervention components (Brown
88 et al., 2008). Among the most common mistakes in pre-testing is structuring the interview, asking
89 consumers what they like best, or even asking them to choose the best version. This study aimed
90 at finding out the in-depth views of Muhammadiyah members in Jakarta towards the third edition

91 of the COVID-19 guidelines issued by the MCCC in respect to the consistency, clarity, relevancy,
92 credibility and interest points of view.

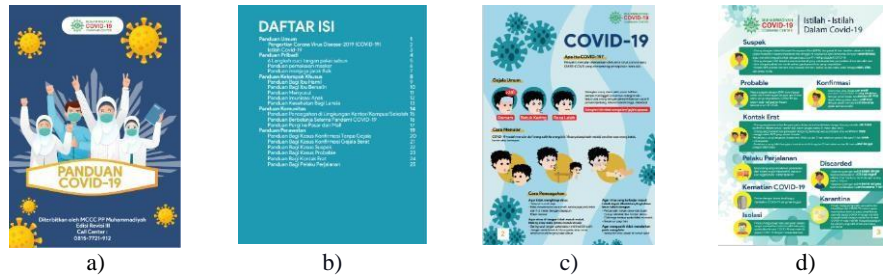
93

METHOD

94 This study was descriptive qualitative research. This study contained eleven
95 Muhammadiyah informant residents who lived in DKI Jakarta. These were determined and
96 selected for the study by purposive sampling, among whom were health workers, teachers, district
97 board officer, nurse, drivers, trader, and students. The selected informants met the inclusion and
98 exclusion criteria. The inclusion criterion was being from a Muhammadiyah affiliation who
99 resided in the DKI Jakarta area. The exclusion criteria were that participants had never read the
100 COVID-19 revision III guide by the Muhammadiyah COVID-19 Command Centre; and that the
101 informant had provided an interview consent through informed consent.

102 Data collection was carried out on 23/October/2020 through a focus group discussion
103 (FGD) in virtual face-to-face 90-minute Zoom cloud meetings application. Each informant was
104 informed about the study and provided informed consent before the interview. The research
105 instrument in form of an in-depth interview guide covered five aspects of the pre-testing
106 communication that included consistency, clarity, relevance, credibility, and interest. Ethical
107 clearance was obtained from the Ethics Commission of Muhammadiyah University Prof. Dr.
108 HAMKA No 03 / 20.07 / 0549.

109



110

111 Figure 1. MCCC COVID-19 Guidelines on Preventing COVID-19 3rd revision, (a) cover; (b)
112 content; (c) introduction and (d) COVID-19 terms. The guidelines consists of 25 page of 1)
113 Introduction; 2) Personal Guideline; 3) Specific Group Guideline; 4) Community Guideline and
114 5) Treatment Guideline.

115

RESULTS AND DISCUSSION

116 Table (1) describes the characteristics of the informants who participated in this study. The
117 informants differed in gender and age. The age of informants in the study ranged between 20-59
118 years. All the six male and five female informants were Muhammadiyah affiliated members who
119 worked and stayed in Jakarta.

120

121 Table. 1 Characteristics of research informants; an overview of the understanding of the COVID-19 Revision III guide by the
122 Muhammadiyah COVID-19 Command Centre

123

Informant	Age	Sex	Occupation	Institution
Informant 1	48	Male	Staff Officer	Central Board of Muhammadiyah
Informant 2	23	Male	Teacher	177 Junior High School
Informant 3	25	Male	Student	UHAMKA
Informant 4	52	Male	Staff officer	District Board of Muhammadiyah
Informant 5	31	Female	Staff Officer	Universitas Uhamka
Informant 6	35	Female	Nurse	Persahabatan Hospital
Informant 7	33	Female	Librarian	Pascasarjana Uhamka
Informant 8	51	Female	Housewife	District Board of Aisyiah
Informant 9	59	Male	Trader	District Board of Muhammadiyah
Informant10	36	Male	Online driver	Gojek
Informant 11	50	Female	Teacher	Muhammadiyah Junior High School

124
125 The results showed five themes that explain pre-testing communication components presented in
126 Table (2) below.

127

128 **Table 2.** Themes and statements of informants:

129 An overview about the understanding of the Muhammadiyah COVID-19 Command Center's (MCCC) COVID-19 Revision III
130 Guidelines

131

Theme	Informant Statement
Consistency	<p>“In terms of consistency, yes, because it is still related to how to prevent and deal with COVID-19. Even though there are some things that have changed, but the information remains consistent. For instance, how to protect yourself from the spread of COVID-19. Even though something has changed because this is a revision. yes, there is revision 1, revision 2, revision 3; there must be changes that have occurred but I see that MCCC is still consistent with how to deal with COVID-19 so that it does not spread widely” (Informant 2)</p> <p>“I also opened the guidelines from the Ministry of health and I tried to compare. Insha Allah, what is written in this guideline is also represented in the Ministry’s guidelines. From the beginning to the end, the content is consistent. For me, this is quite easier to understand and convincing because it’s published from Muhammadiyah, the institution to which I am affiliated.” (Informant 6)</p>
Clarity	<p>“As far as I read, it is very clear especially with a picture which explains the text. However, there are several terminologies, maybe the language of health, for instance the term ‘covid’ which probably not many people know about. But for the whole content and purpose to be understood by the community, that's good enough” (Informant 5)</p> <p>“The language is quite understandable, the pictures are quite interesting which attracts people to read the text” (Informant 12).</p> <p>“Whatever is listed is quite complete and representative compared to some that don't seem to be inclusive; for example, a breastfeeding guide during a pandemic. That's a lot, however; it's amazing to explain since there are some pictures that already represent it” (Informant 9)</p> <p>“Language can be understood and clear” (Informan 10)</p>

Relevancy	<p>"Both the guidelines from the ministry and the MCCC will be of use if I read all of them since almost all of them are similar. Because it is suggesting that there are several roles that we as the Muhammadiyah Aisyiah have to the environment that have an impact, the content from the MCCC as a whole is good; more detailed and It's more flexible, right? So those of us who read know better what to do "(Informant 9)</p> <p>"So in my opinion it's good and already been good. That means following a lot from the guidelines, which in my opinion we have to do God willing. So far, this guide has good accuracy and high yes (acceptance), although there are many other guides that are almost similar to this guide. Are you a Jakarta province resident? - Yes. Then in terms of religion, do they also pay attention to it? – Yes. Say that maybe the guidance guide contains involvement! – yes."(Informant 4)</p>
Credibility	<p>"This guide was made after carrying out a study. It is impossible for the people at the MCCC to make a guide without first reviewing it. Because I know people at Muhammadiyah have high credibility in their education and religious aspect" (Informant 2)</p> <p>"Unfortunately, there is no mentioned aspect in the guideline about the writer team and nor a preface from the Central Board. Those two were supposed to be written and this would show more credibility. "(Informant 1)</p>
Interest	<p>"Incidentally, I also have a problem in my eyesight. So in the sense that if I looked a little further it becomes little less clear. The end should be closer (bigger), but if the side of the letters is not too distracting, it cannot be read. Maybe when the appearance of the letters is too small, I would be a little disturbed because I have to look at the draft again since I can't see far from the side"(Informant 4).</p> <p>"Yesterday I shared it immediately because the language was easy. From my point of view as a student, it is good and not the mix of colors that makes it interesting. For example, on page 4 there is a combination of green and fonts, which makes me eager to share it with friends. However, the number of pages is big. The MCCC should come up with deliverable strategies first; whether it will be published online or offline" (Informant 3)</p> <p>"I am very interested in this guide, and with my desire to share, I have shared several times both within the environment with friends on campus and also at the prayer room" (Informant 1)</p> <p>"After I learned from the guideline, I developed interest in it since it was easy to understand. The interesting picture was also used in my teaching material to serve as additional knowledge for the students' guardians. If the rest is general, the guidance on page 9-10 for the pregnant mother shows that it has a wide scope. So it is possible to be of help if I share in the group of students who are parents "(Informant 12)</p>

132

133 Consistency

134 Consistency in the guidelines is a prerequisite for developing messages and materials.
 135 There is a rapid change of information that has many topics; often, what is accurate one year is no
 136 longer valid the following year. This makes consistency in each material such as a guideline a
 137 must. The COVID-19 guideline third revision is related to the COVID-19 guidelines revisions II
 138 and I. The first revised guideline served as a guide for Muhammadiyah members at the beginning
 139 of the spread of COVID-19. Each revision of the guide follows the development in the situation
 140 and the urgency of the existing COVID-19 status. The revision II content focused on the current
 141 COVID-19 situation at that time. The third revision of COVID-19 guidelines rhymes with the
 142 COVID-19 guidelines from the MOH and WHO. The message and content contained in the third

143 revision guide had significant consistency with the previous guidelines. The messages in the guide
144 are a combination of new information and the update of existing information. The publishing of a
145 creative, interesting and clear message must maintain and follow the strategy, goals and the
146 intended audience (Devine et al., 2016a)

147 Supporting tools such as pictures, slides and films are indispensable during demonstrations;
148 which should carry out systematically and in stages. In practice, the inconsistency between the
149 message and what the audience might already know is a controversy among scientists, government
150 agencies and advocacy groups (Devine et al., 2016b). The material provisions in the guide could
151 be supported with complete data and printed using a colour similar to the illustration and
152 typography to be compatible across campaigns. If there is a logo or theme, it is then used in all
153 materials so that graphics and messages reinforce each other without sending different signals
154 (Devine et al., 2016b).

155

156 **Clarity**

157 Results in this study showed that the COVID-19 revision III guide provided clear and easy-
158 to-understand information. The COVID-19 guide had many sub-themes of information well
159 summarized to be relatively concise and exciting. The language was easy to understand and the
160 pictures interesting enough to attract and lure people into reading the COVID-19 guide.
161 Information is welcomed if it has explicit content, where good planning produces a clear message
162 depending on the needs of the audience. Indicators and measurement of the impact of community
163 action requires precise definitions of ongoing environmental (organizational, community, social)
164 and individual changes as part of program objectives (TAIoPC, 2008). Modules or guidelines
165 should be developed for direct technical guidance by referring to the curriculum, training module,
166 and health promotion implementation policy (Surtimanah et al., 2019).

167 The informants thought that the information contained in the manual was complete and
168 arranged according to themes. Meanwhile the guideline had five themes, with each theme having
169 clear and detailed sub-themes. Among these were the general guides, personal guides, exceptional
170 group guides, community guides and the care guides. In packaging the media's information, it is
171 necessary to determine the angle while highlighting key messages to minimize transmission errors
172 from the sources. This is done by ensuring that the public's content is clear and relevant. The clear
173 reasons and ambitions of the program makes it easier to create media. Indicators that clearly and
174 objectively measure the achievement of program objectives and as well systematically
175 documenting the program process, leads to the program being conveyed to the audience (TAIoPC,
176 2008).

177 In a study on the impact of COVID-19 on media, it was found that the media's role,
178 especially television was revived. The fact that citizens who were usually far from information had
179 reconnected with the news was due to the reduction in news consumption among the citizens.
180 However, media switching in relation to the accessibility of public affairs can also be utilized by
181 agencies and the Government (Casero-Ripollés, 2020). In a study of periodontal knowledge
182 campaigns through TV had heterogeneous targets with various levels of education where
183 population-based media campaigns promote oral health and periodontal knowledge among adults
184 had a positive short-term impact. However, these effects appeared to be stable after three months
185 (Gholami et al., 2017).

186

187 **Relevancy**

188 The results of the interview found the information contained in the COVID-19 guideline
189 third revision to have the same essential message as the government guidelines. The only
190 uniqueness of information in this guideline was that Muhammadiyah Aisyiah modified it for their
191 members in their families, school environments and the Muhammadiyah hospital. The prepared
192 content was detailed and more flexible for easier understanding by the Muhammadiyah members
193 who read it.

194 To provide relevant information, information about demography, effectiveness of previous
195 programs, morbidity and mortality, social and economic factors (e.g. education, social support,
196 literacy rates and housing conditions) is needed for impact evaluation and outcomes to assist in
197 future planning is needed. The results should also be documented and disseminated to the public
198 with the help of computers with relevant software packages for data entry and analysis. Obtaining
199 information about the most appropriate journals and packaging up-to-date information helps in
200 relying correct information (Victorian Government, 2010).

201

202 **Credibility**

203 It is fundamental that the MCCC reviewed the COVID-19 guideline third revision before
204 publishing to Muhammadiyah members. The assessment process could also include experts who
205 have in-depth knowledge of health. The COVID-19 guideline revision III has a general
206 segmentation of the public and specifically the Muhammadiyah members. In the COVID-19 third
207 guideline there was no introduction, which makes it a credible guide. The foreword's importance
208 in providing information and building belief in the correctness of the existing guidelines makes
209 COVID-19 guidelines more acceptable to the broader community.

210 In the program, the overall communication objectives and decision on how to balance the
211 different views in the audience take priority. Whether art, science, or a combination of both; pre-
212 testing is intended to strengthen the social marketing commitment to creating, communicating, and
213 delivering of program services and products that consumers genuinely value (Brown et al., 2008).
214 Health knowledge such as daily health care, disease prevention and treatment need to be released
215 by professional medical organizations to ensure the credibility of information (Wang & Wu, 2020).

216

217

218 **Interest**

219 In health promotion media, the indicator "interest" is one of the requirements to which
220 planners must pay attention. The study showed that COVID-19 guideline was interesting for the
221 various age groups and professions to read. People with vision problems would have some trouble
222 reading the publication since the font size's literary diversity forces some readers to extending
223 away from the text for better vision. However, if it is read via a smartphone font enlargement of
224 the writings is easily done. An exciting guide made informants eager to share with others. This
225 COVID-19 third guideline had a good design; with an impressive combination of colours, a
226 mixture of illustrative funny pictures that discourages boredom when reading. The appearance of
227 a friendly and attractive guide is also teaching material since its language is understood, and its
228 nice images that are shared among adults, family, friends, co-workers and parents for additional
229 knowledge.

230 A message or information must be appealing to move and encourage people's attitudes and
231 behaviour in a more positive direction. A good message uses easy-to-understand word choices,
232 does not cause multiple interpretations and uses vocabulary that is commonly used by the targets
233 (Renata Schiavo, 2014). Addressing psychology in all people is vital during a pandemic and

234 effective communication network is key to it. Effective communication, if ignored, will generate
235 gaps for vulnerable populations and result in added difficulty in combating COVID-19 pandemic
236 (B & Gupta, 2020). An experimental study in Taiwan concluded that both pre-test and post-test on
237 materials had significant improvements to the meaning of life, positive beliefs and well-being after
238 health promotion intervention. Therefore, nursing educators should include these variables in the
239 health promotion curriculum to improve physical and psychological preparedness of
240 undergraduate nursing students' health promotion and social health promotion skills (Tsai et al.,
241 2020). Another study on health promotion of dental health services in television-based waiting
242 rooms observed that many patients did not know their contacts during an emergency whereas
243 others did not intend to contact a dentist before the survey (Jawad et al, 2017).

244

245

CONCLUSION

246 Informants discussed the five aspects of the guideline i.e., the consistency, clarity,
247 relevancy, credibility and interest. In general, the content of the guideline was consistent with
248 others guidelines published by the Ministry of Health (MOH). However, as members of
249 Muhammadiyah, they felt more comfortable to trust this guideline since it was affiliated to their
250 group. From the clarity and relevance point of view, the informants had a positive perspective
251 since its design lured and encouraged them to read, implement and share them with others.
252 However, this guide did not include names of the writing team nor introduction from the Central
253 Board. This is however very important in strengthening the credibility of the media produced by
254 the MCCC as a delivering strategy. The MCCC needs to plan and devise effective means of
255 disseminating both the printed and online media it publishes. For online media distribution, it is
256 necessary to limit a small number of pages for easiness.

257

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7. Pengiriman Revisi Artikel Ketiga, 14 April 2022



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Pre-Testing Muhammadiyah COVID-19 Guidelines in Jakarta Province

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Abstract

Muhammadiyah, being one of the religious-based organizations has its affiliated members comprising 14.9% of the general Indonesian population. The Muhammadiyah Central Board declared an ad-hoc group called the Muhammadiyah COVID-19 Command Centre (MCCC) to combat COVID-19. Among the used media, were the third COVID-19 guidelines publications by the MCCC. This study aimed at determining the Muhammadiyah members' understanding of the COVID-19 Revision III Guidelines based on their consistency, clarity, relevance, credibility, and interest. This research was a descriptive qualitative type of study. The eleven participating informants in this study, determined by purposive sampling were Muhammadiyah members who lived and worked in the Jakarta province which. These Informants consisted various professions including health workers, teachers, district board members, nurses, drivers, traders, housewives and students. Data collection was carried out by means of online focus group discussions through the zoom cloud meetings platform. Informants discussed the five aspects of the guideline that included the consistency, clarity, relevancy, credibility and interest. The contents of the guideline were found to be consistent with other similar guidelines published by the Ministry of Health (MOH). In addition, being affiliated members of the Muhammadiyah group, informants felt more comfortable trusting the Muhammadiyah published COVID-19 guidelines. From the clarity and relevance aspect, the informants had positive perspectives with the guidelines. The design of the published guidelines attracted their interest in reading, implementation and sharing the guidelines with others. However, the guideline did not contain names of its drafting team nor the introduction by the Central Board leadership. This would have been very important strategy in strengthening the credibility of this media published by the MCCC. The MCCC needed more enticing plans and methods in the dissemination of its online or printed media to the population. For online media, the published number of pages should be fixed to a less and readable number.

Keyword: pre-testing, COVID-19 guidelines, Muhammadiyah COVID-19 Command Centre

INTRODUCTION

The COVID-19 outbreak has been a global concern since the World Health Organization declared it a global pandemic and a public health emergency in March 2020. There were 154.815.500 confirmed COVID-19 cases with 3.236.104 deaths by May 6, 2021. The number of confirmed COVID-19 cases in Southeast Asia surpassed 24.269.809 people (WHO, 2020). Indonesia had the highest number of confirmed cases in Southeast Asia; with 1.691.658 infected people, 46.349 deaths and 1.552.532 COVID-19 recoveries. The highest number of cases by May 6, 2021 was in DKI Jakarta Province with the confirmed cases of 413,323 (24.4%). (Satuan Tugas Penanganan COVID-19, 2021).

As an institution that has the mandate to respond to global health problems, the WHO published several health protocols and guidelines. Each country then developed its own guidelines and protocols depending on needs and demands in reference to the WHO guidelines. Saputra et al. (2020) conducted an evaluation on the guidelines for Quick Medical and Public Health handling of Coronavirus Disease (COVID-19), where He observed that the guidelines were not suitable

45 since they were less attractive to the public and difficult to understand. Health workers'
46 understanding of the guidelines for rapid medical and public health handling of COVID-19 in
47 Indonesia was good but on the contrary difficult for the public to understand. On the other hand,
48 the guideline was attractive to the health workers but less attractive to the public. More so, the
49 guidelines for rapid medical and public health handling of COVID-19 were promising in bringing
50 positive behavioral changes among health workers and the community (Saputra et al., 2020).

51 Muhammadiyah, being a religious-based community organization with its affiliated
52 member representing 14.9% of the population had an important role in the country. In response to
53 the global pandemic, the Muhammadiyah COVID-19 Command Center (MCCC) was established
54 on March 14, 2020. The MCCC was formed by a Declaration from the Muhammadiyah Central
55 Executive Number 02/MLM/1.0/H/2020 concerning the COVID-19 (Falahuddin, 2020). The
56 MCCC was significant to the affiliated members since it searched for the publications on behalf
57 of members, an approach needed for each target audience "segmentation" (Dao Truong, 2014;
58 Handayani et al., 2021).

59 Based on guidelines from the WHO and the Indonesian Government, the MCCC set
60 guidelines for the Muhammadiyah members' daily lives in the COVID-19 era. By December 2020,
61 the MCCC had published several guidelines for schools, hospitals, board offices, and communities.
62 The MCCC revised the COVID-19 general guidelines three times in an attempt to rhyme
63 Indonesia's current situation and conditions. It contents included a general guide, a personal guide,
64 vulnerable group, community and a health care guide. People suffering from comorbid
65 hypertension and diabetes mellitus, male gender and active smokers were at higher risks of severe
66 COVID-19 caused by SARS-CoV-2 infection. The risk was high among the male compared to the
67 females, which factor was associated with the higher prevalence of active smoking among men. In
68 patients with a history of smoking, hypertension and diabetes mellitus; it was suspected that there
69 was an increase in the expression of ACE2 receptors (Cai, 2020; Lei et al., 2020).

70 In the current COVID-19 pandemic, the WHO continues to strive in disseminating accurate
71 and credible information through the different social media platforms. With the speed at which
72 information spreads on the internet, careful scrutiny and authenticity of the information should be
73 checked to curb spread of misinformation and myths (Adhee et al., 2020; Pennycook et al., 2020).

74 During media planning (pre-testing media), it is necessary to confirm whether the target
75 audiences could welcome the created media. A study observed that in a Pre-testing campaign about
76 safe sex in a television advertisement; where a storyboard with images and text presented to
77 members of a target population of students (between 14 and 16 years) enrolled in a vocational
78 school showed results of a positive effect on safe sexual behavior (Whittingham et al., 2008). A
79 different study by Fadliyah et al. (2020) about pre-testing educational videos by WHO on the
80 prevention of COVID-19 transmission, participants found the video contents to fit their values,
81 with the portrayed message addressing all the different groups of the community. The participants
82 had positive perceptions of the video since it was considered persuasive to the population (Fadliyah
83 et al., 2020).

84 Pre-testing can only estimate how many messages or materials would be responded to in
85 the real world. However, if executed correctly, it could identify potential sources of confusion and
86 other features that could improve the response. Pre-testing is used to understand consumer
87 responses to messages, activities, concepts, and other program intervention components (Brown
88 et al., 2008). Among the most common mistakes in pre-testing is structuring the interview, asking
89 consumers what they like best, or even asking them to choose the best version. This study aimed
90 at finding out the in-depth views of Muhammadiyah members in Jakarta towards the third edition

91 of the COVID-19 guidelines issued by the MCCC in respect to the consistency, clarity, relevancy,
92 credibility and interest points of view.

93

METHOD

94 This study was descriptive qualitative research. This study contained eleven
95 Muhammadiyah informant residents who lived in DKI Jakarta. These were determined and
96 selected for the study by purposive sampling, among whom were health workers, teachers, district
97 board officer, nurse, drivers, trader, and students. The selected informants met the inclusion and
98 exclusion criteria. The inclusion criterion was being from a Muhammadiyah affiliation who
99 resided in the DKI Jakarta area. The exclusion criteria were that participants had never read the
100 COVID-19 revision III guide by the Muhammadiyah COVID-19 Command Centre; and that the
101 informant had provided an interview consent through informed consent.

102 Data collection was carried out on 23/October/2020 through a focus group discussion
103 (FGD) in virtual face-to-face 90-minute Zoom cloud meetings application. Each informant was
104 informed about the study and provided informed consent before the interview. The research
105 instrument in form of an in-depth interview guide covered five aspects of the pre-testing
106 communication that included consistency, clarity, relevance, credibility, and interest. Ethical
107 clearance was obtained from the Ethics Commission of Muhammadiyah University Prof. Dr.
108 HAMKA No 03 / 20.07 / 0549.

109



110

111 Figure 1. MCCC COVID-19 Guidelines on Preventing COVID-19 3rd revision, (a) cover; (b)
112 content; (c) introduction and (d) COVID-19 terms. The guidelines consists of 25 page of 1)
113 Introduction; 2) Personal Guideline; 3) Specific Group Guideline; 4) Community Guideline and
114 5) Treatment Guideline.

115

RESULTS AND DISCUSSION

116 Table (1) describes the characteristics of the informants who participated in this study. The
117 informants differed in gender and age. The age of informants in the study ranged between 20-59
118 years. All the six male and five female informants were Muhammadiyah affiliated members who
119 worked and stayed in Jakarta.

120

121 Table. 1 Characteristics of research informants; an overview of the understanding of the COVID-19 Revision III guide by the
122 Muhammadiyah COVID-19 Command Centre

Informant	Age	Sex	Occupation	Institution
Informant 1	48	Male	Staff Officer	Central Board of Muhammadiyah
Informant 2	23	Male	Teacher	177 Junior High School
Informant 3	25	Male	Student	UHAMKA
Informant 4	52	Male	Staff officer	District Board of Muhammadiyah
Informant 5	31	Female	Staff Officer	Universitas Uhamka
Informant 6	35	Female	Nurse	Persahabatan Hospital
Informant 7	33	Female	Librarian	Pascasarjana Uhamka
Informant 8	51	Female	Housewife	District Board of Aisyiah
Informant 9	59	Male	Trader	District Board of Muhammadiyah
Informant 10	36	Male	Online driver	Gojek
Informant 11	50	Female	Teacher	Muhammadiyah Junior High School

124
125 The results showed five themes that explain pre-testing communication components presented in
126 Table (2) below.

127

128 **Table 2.** Themes and statements of informants:129 An overview about the understanding of the Muhammadiyah COVID-19 Command Center's (MCCC) COVID-19 Revision III
130 Guidelines

131

Theme	Informant Statement
Consistency	<p>“In terms of consistency, yes, because it is still related to how to prevent and deal with COVID-19. Even though there are some things that have changed, but the information remains consistent. For instance, how to protect yourself from the spread of COVID-19. Even though something has changed because this is a revision. yes, there is revision 1, revision 2, revision 3; there must be changes that have occurred but I see that MCCC is still consistent with how to deal with COVID-19 so that it does not spread widely” (Informant 2)</p> <p>“I also opened the guidelines from the Ministry of health and I tried to compare. Insha Allah, what is written in this guideline is also represented in the Ministry’s guidelines. From the beginning to the end, the content is consistent. For me, this is quite easier to understand and convincing because it’s published from Muhammadiyah, the institution to which I am affiliated.” (Informant 6)</p>
Clarity	<p>“As far as I read, it is very clear especially with a picture which explains the text. However, there are several terminologies, maybe the language of health, for instance the term ‘covid’ which probably not many people know about. But for the whole content and purpose to be understood by the community, that’s good enough” (Informant 5)</p> <p>“The language is quite understandable, the pictures are quite interesting which attracts people to read the text” (Informant 12).</p> <p>“Whatever is listed is quite complete and representative compared to some that don't seem to be inclusive; for example, a breastfeeding guide during a pandemic. That's a lot, however; it's amazing to explain since there are some pictures that already represent it” (Informant 9)</p> <p>“Language can be understood and clear” (Informan 10)</p>

Relevancy	<p>"Both the guidelines from the ministry and the MCCC will be of use if I read all of them since almost all of them are similar. Because it is suggesting that there are several roles that we as the Muhammadiyah Aisyiah have to the environment that have an impact, the content from the MCCC as a whole is good; more detailed and It's more flexible, right? So those of us who read know better what to do "(Informant 9)</p> <p>"So in my opinion it's good and already been good. That means following a lot from the guidelines, which in my opinion we have to do God willing. So far, this guide has good accuracy and high yes (acceptance), although there are many other guides that are almost similar to this guide. Are you a Jakarta province resident? - Yes. Then in terms of religion, do they also pay attention to it? – Yes. Say that maybe the guidance guide contains involvement! – yes."(Informant 4)</p>
Credibility	<p>"This guide was made after carrying out a study. It is impossible for the people at the MCCC to make a guide without first reviewing it. Because I know people at Muhammadiyah have high credibility in their education and religious aspect" (Informant 2)</p> <p>"Unfortunately, there is no mentioned aspect in the guideline about the writer team and nor a preface from the Central Board. Those two were supposed to be written and this would show more credibility. "(Informant 1)</p>
Interest	<p>"Incidentally, I also have a problem in my eyesight. So in the sense that if I looked a little further it becomes little less clear. The end should be closer (bigger), but if the side of the letters is not too distracting, it cannot be read. Maybe when the appearance of the letters is too small, I would be a little disturbed because I have to look at the draft again since I can't see far from the side"(Informant 4).</p> <p>"Yesterday I shared it immediately because the language was easy. From my point of view as a student, it is good and not the mix of colors that makes it interesting. For example, on page 4 there is a combination of green and fonts, which makes me eager to share it with friends. However, the number of pages is big. The MCCC should come up with deliverable strategies first; whether it will be published online or offline" (Informant 3)</p> <p>"I am very interested in this guide, and with my desire to share, I have shared several times both within the environment with friends on campus and also at the prayer room" (Informant 1)</p> <p>"After I learned from the guideline, I developed interest in it since it was easy to understand. The interesting picture was also used in my teaching material to serve as additional knowledge for the students' guardians. If the rest is general, the guidance on page 9-10 for the pregnant mother shows that it has a wide scope. So it is possible to be of help if I share in the group of students who are parents "(Informant 12)</p>

132

133

Consistency

134

Consistency in the guidelines is a prerequisite for developing messages and materials.

135 There is a rapid change of information that has many topics; often, what is accurate one year is no

136 longer valid the following year. This makes consistency in each material such as a guideline a

137 must. The COVID-19 guideline third revision is related to the COVID-19 guidelines revisions II

138 and I. The first revised guideline served as a guide for Muhammadiyah members at the beginning

139 of the spread of COVID-19. Each revision of the guide follows the development in the situation

140 and the urgency of the existing COVID-19 status. The revision II content focused on the current

141 COVID-19 situation at that time. The third revision of COVID-19 guidelines rhymes with the

142 COVID-19 guidelines from the MOH and WHO. The message and content contained in the third

143 revision guide had significant consistency with the previous guidelines. The messages in the guide
144 are a combination of new information and the update of existing information. The publishing of a
145 creative, interesting and clear message must maintain and follow the strategy, goals and the
146 intended audience (Devine et al., 2016a)

147 Supporting tools such as pictures, slides and films are indispensable during demonstrations;
148 which should carry out systematically and in stages. In practice, the inconsistency between the
149 message and what the audience might already know is a controversy among scientists, government
150 agencies and advocacy groups (Devine et al., 2016b). The material provisions in the guide could
151 be supported with complete data and printed using a colour similar to the illustration and
152 typography to be compatible across campaigns. If there is a logo or theme, it is then used in all
153 materials so that graphics and messages reinforce each other without sending different signals
154 (Devine et al., 2016b).

155

156 **Clarity**

157 Results in this study showed that the COVID-19 revision III guide provided clear and easy-
158 to-understand information. The COVID-19 guide had many sub-themes of information well
159 summarized to be relatively concise and exciting. The language was easy to understand and the
160 pictures interesting enough to attract and lure people into reading the COVID-19 guide.
161 Information is welcomed if it has explicit content, where good planning produces a clear message
162 depending on the needs of the audience. Indicators and measurement of the impact of community
163 action requires precise definitions of ongoing environmental (organizational, community, social)
164 and individual changes as part of program objectives (TAIoPC, 2008). Modules or guidelines
165 should be developed for direct technical guidance by referring to the curriculum, training module,
166 and health promotion implementation policy (Surtimanah et al., 2019).

167 The informants thought that the information contained in the manual was complete and
168 arranged according to themes. Meanwhile the guideline had five themes, with each theme having
169 clear and detailed sub-themes. Among these were the general guides, personal guides, exceptional
170 group guides, community guides and the care guides. In packaging the media's information, it is
171 necessary to determine the angle while highlighting key messages to minimize transmission errors
172 from the sources. This is done by ensuring that the public's content is clear and relevant. The clear
173 reasons and ambitions of the program makes it easier to create media. Indicators that clearly and
174 objectively measure the achievement of program objectives and as well systematically
175 documenting the program process, leads to the program being conveyed to the audience (TAIoPC,
176 2008).

177 In a study on the impact of COVID-19 on media, it was found that the media's role,
178 especially television was revived. The fact that citizens who were usually far from information had
179 reconnected with the news was due to the reduction in news consumption among the citizens.
180 However, media switching in relation to the accessibility of public affairs can also be utilized by
181 agencies and the Government (Casero-Ripollés, 2020). In a study of periodontal knowledge
182 campaigns through TV had heterogeneous targets with various levels of education where
183 population-based media campaigns promote oral health and periodontal knowledge among adults
184 had a positive short-term impact. However, these effects appeared to be stable after three months
185 (Gholami et al., 2017).

186

187 **Relevancy**

188 The results of the interview found the information contained in the COVID-19 guideline
189 third revision to have the same essential message as the government guidelines. The only
190 uniqueness of information in this guideline was that Muhammadiyah Aisyiah modified it for their
191 members in their families, school environments and the Muhammadiyah hospital. The prepared
192 content was detailed and more flexible for easier understanding by the Muhammadiyah members
193 who read it.

194 To provide relevant information, information about demography, effectiveness of previous
195 programs, morbidity and mortality, social and economic factors (e.g. education, social support,
196 literacy rates and housing conditions) is needed for impact evaluation and outcomes to assist in
197 future planning is needed. The results should also be documented and disseminated to the public
198 with the help of computers with relevant software packages for data entry and analysis. Obtaining
199 information about the most appropriate journals and packaging up-to-date information helps in
200 relying correct information (Victorian Government, 2010).

201

202 **Credibility**

203 It is fundamental that the MCCC reviewed the COVID-19 guideline third revision before
204 publishing to Muhammadiyah members. The assessment process could also include experts who
205 have in-depth knowledge of health. The COVID-19 guideline revision III has a general
206 segmentation of the public and specifically the Muhammadiyah members. In the COVID-19 third
207 guideline there was no introduction, which makes it a credible guide. The foreword's importance
208 in providing information and building belief in the correctness of the existing guidelines makes
209 COVID-19 guidelines more acceptable to the broader community.

210 In the program, the overall communication objectives and decision on how to balance the
211 different views in the audience take priority. Whether art, science, or a combination of both; pre-
212 testing is intended to strengthen the social marketing commitment to creating, communicating, and
213 delivering of program services and products that consumers genuinely value (Brown et al., 2008).
214 Health knowledge such as daily health care, disease prevention and treatment need to be released
215 by professional medical organizations to ensure the credibility of information (Wang & Wu, 2020).

216

217

218 **Interest**

219 In health promotion media, the indicator "interest" is one of the requirements to which
220 planners must pay attention. The study showed that COVID-19 guideline was interesting for the
221 various age groups and professions to read. People with vision problems would have some trouble
222 reading the publication since the font size's literary diversity forces some readers to extending
223 away from the text for better vision. However, if it is read via a smartphone font enlargement of
224 the writings is easily done. An exciting guide made informants eager to share with others. This
225 COVID-19 third guideline had a good design; with an impressive combination of colours, a
226 mixture of illustrative funny pictures that discourages boredom when reading. The appearance of
227 a friendly and attractive guide is also teaching material since its language is understood, and its
228 nice images that are shared among adults, family, friends, co-workers and parents for additional
229 knowledge.

230 A message or information must be appealing to move and encourage people's attitudes and
231 behaviour in a more positive direction. A good message uses easy-to-understand word choices,
232 does not cause multiple interpretations and uses vocabulary that is commonly used by the targets
233 (Renata Schiavo, 2014). Addressing psychology in all people is vital during a pandemic and

234 effective communication network is key to it. Effective communication, if ignored, will generate
235 gaps for vulnerable populations and result in added difficulty in combating COVID-19 pandemic
236 (B & Gupta, 2020). An experimental study in Taiwan concluded that both pre-test and post-test on
237 materials had significant improvements to the meaning of life, positive beliefs and well-being after
238 health promotion intervention. Therefore, nursing educators should include these variables in the
239 health promotion curriculum to improve physical and psychological preparedness of
240 undergraduate nursing students' health promotion and social health promotion skills (Tsai et al.,
241 2020). Another study on health promotion of dental health services in television-based waiting
242 rooms observed that many patients did not know their contacts during an emergency whereas
243 others did not intend to contact a dentist before the survey (Jawad et al, 2017).
244

245 CONCLUSION

246 Informants discussed the five aspects of the guideline i.e., the consistency, clarity,
247 relevancy, credibility and interest. In general, the content of the guideline was consistent with
248 others guidelines published by the Ministry of Health (MOH). However, as members of
249 Muhammadiyah, they felt more comfortable to trust this guideline since it was affiliated to their
250 group. From the clarity and relevance point of view, the informants had a positive perspective
251 since its design lured and encouraged them to read, implement and share them with others.
252 However, this guide did not include names of the writing team nor introduction from the Central
253 Board. This is however very important in strengthening the credibility of the media produced by
254 the MCCC as a delivering strategy. The MCCC needs to plan and devise effective means of
255 disseminating both the printed and online media it publishes. For online media distribution, it is
256 necessary to limit a small number of pages for easiness.
257

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