

## Communication Style of Regional Head in Handling Covid 19 Through Twitter Social Media, 2020-2021

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### Article Info

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**Abstract:** This study aimed to analyze regional heads' communication styles during the COVID-19 pandemic through the Twitter accounts @ganjarpranowo and @ridwankamil. This study uses a qualitative research approach. The data was obtained through the Twitter accounts @ganjarpranowo and @ridwankamil. The study results found that the intensity of twitter on the two accounts from April 2021 to March 2022 in 2021-2022 proves that the increase in COVID-19 cases is relatively increasing, so it is necessary to provide information by regional heads in conveying to the public. This effort shows the communication style represented by the two leaders of Central Java and West Java through indicators: controlling, equalizing, structuring, dynamic, letting go, and withdrawing. The communication style developed by the two regional heads during the COVID-19 pandemic through the Twitter accounts @ganjarpranowo, and @ridwankamil actively conveys related information to the public so that the information provided is adequately obtained; this can be seen in the communication style of communication through associated indicators. Regarding the communication style used by Ganjar Pranowo and Ridwan Kamil, each has advantages related to the communication style used by Ganjar Pranowo is more Equalitarian, while Ridwan Kamil is dynamic; both leaders have their respective advantages.

**Keyword:** Regional Head Communication, Social Media, Twitter, COVID-19.

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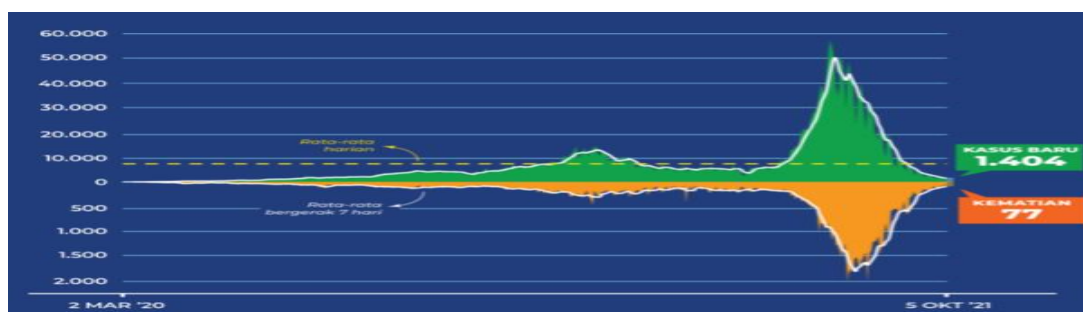
### INTRODUCTION

Currently, in the modern era, the progress of a technology is increasing until it has spread to the lives of the surrounding community (Setiawan, 2018). With these technological advances, one of the forms is new media or what can be known as digital technology which then gives birth to social media (Ngafifi, 2014). With the existence of social media, it also has an important influence on the world of politics (Ardha, 2016). It can be seen that research conducted in the United States has shown that social media is an effective tool for ongoing campaigns (Baharuddin et al., 2022). Previously in the era of social media politicians in developed countries, Uncle Sam had used advanced technology, namely the internet as a campaign media (Adhani et al., 2017).

Meanwhile in Indonesia itself political parties have also started using the internet as a campaign during elections, this does not make it difficult for leaders to carry out campaigns (HANIP, 2020). The number of social media accounts that have been used such as Facebook, Twitter to YouTube (Junawan & Laugu, 2020). Meanwhile, political elites or politicians also have their own personal accounts, such as Ridwan Kamil, Ganjar Pranowo to President Jokowi

(Hidayati, 2021). From social media, namely Twitter, these figures can provide information to inform their respective work programs, opinions on more popular issues to light discussions, and respond to mentions from the community (Nugroho, 2013).

Currently the world has been hit by the corona virus which has mutated and can cause fatal things for the community (Indasari & Anggriani, 2020). This can require a communication from the government itself (Humor et al., 2021). It is also necessary for the government to carry out a communication strategy to the public regarding a policy so that the public understands and becomes aware of the increase in the policy in preventing the transmission of the virus from increasing again, because this communication has a very important role in providing information to prevent or reduce the public's desire regarding the meaning of the virus. the importance of preventing the covid (Wonok, 2021). The credibility of government communications related to the delivery of information regarding the prevention of covid has been widely applied by several regional leaders (Rofifah, 2020). With that, the public gets accurate covid information and gets a news notification from social media that is provided through social media (R. N. Anwar, 2021). The following is a picture of the increase in covid that occurred in Indonesia:



**Figure 1.** Information on Covid-19 in Indonesia from March 2020 to October 2021

Source: *beritasatu.com*

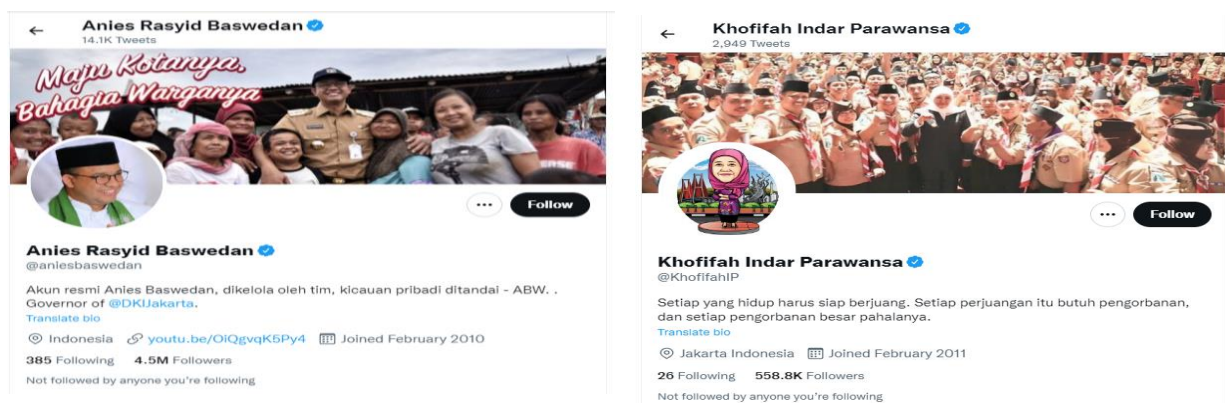
From the picture above, it shows the Covid-19 problems that hit Indonesia, causing deaths that continue to increase. This can be seen in the graph, it can be seen that the increase in covid in Indonesia, with the latest special in October reaching 1,404 people, did not stop because the death toll reached 77 people. With this, people understand that covid is hitting right now, and most people monitor this through social media, especially on Twitter so that people will understand the policies that have been implemented by regional leaders and can take these policies through social media.

Government communication can be understood in the context of communication in the sense of the current covid attack (Baharuddin et al., 2022). This context can be seen from the use of both actors and leaders, objects and goals in fighting Covid (Cahya Suryani & Safitri, 2020). This is a process of delivering an idea, program to the government's idea to the community in dealing with and overcoming covid (Rondonuwu, Kawengian, & Himpong, 2020). Currently the government is broadly able to carry out such communication (Alfiansyah et al., 2020). Not only that, the legislative and judicial executives can also require government communication if they want to deal with covid going well or can be achieved (Lia & Shofwan, 2020). This understanding shows the public the urgency of government communication in all lines. Effective communication is a necessity to be able to make things happen well (Saputra, 2020). Effective communication can require factual and actual approaches. The purpose of government communication cannot leave reality. Information that can be conveyed is in accordance with events that are currently taking place. Mastery to comprehensive communication understanding is required (Kusumasari, Rafizan, & Rafizan, 2017). Through this communication style, the following accounts are Ganjar Pranowo and Ridwan Kamil:



**Figure 2.** Ganjar Pranowo and Ridwan Kamil Twitter accounts  
Source: *Twitter.com*

Figure 2 describes the regional leaders of Central Java and West Java, namely Ganjar Pranowo and Ridwan Kamil who have Twitter accounts to convey information that each has different followers, Ganjar Pranowo with the number of followers as many as 2.1 million with 143.6 thousand Tweets and Ridwan Kamil with 4.5 million followers with 43 thousand Tweets. This means that they can be seen as active in using social media and in providing information related to COVID-19, they often share.



**Figure 3.** Anies Baswedan and Khofifah Parawansa's Twitter Social Media Accounts  
Source: *Twitter.com*

Figure 3 describes the two official accounts belonging to the leaders of DKI Jakarta and East Java, both of which are quite active in communicating through social media Twitter so that these two figures can be known by the wider community. Anies Baswedan has quite a number of followers, namely 4.5 million followers and 14.1 thousand tweets, while Khofifah Parawansa has 558.8 thousand followers and 2,949 thousand tweets. Compared to the two leaders, Ganjar Pranowo and Ridwan Kamil are superior because apart from being famous, these two leaders are more active in conveying information through personal Twitter social media to replying to tweets given by the public or followers.

Regarding the context in leadership, the pandemic has become a challenge for regional leaders in acting to resolve the current problems (Darda Mustopa - Adi Supardi, 2021). When in a situation that is not clear, a basic human agency can make leaders tend to experience delays in taking a decision or action. It can also cause confusion among members of an organization or the people they lead (Permatasari et al., 2021).

Regarding Ganjar Pranowo and Ridwan Kamil's current style of communication during the pandemic, Ridwan Kamil uses social media to interact with the people of West Java and Central Java (Pandu & Candraningrum, 2020). Ridwan Kamil and Ganjar Pranowo use several active social networking sites such as Twitter to Instagram. In the era of the pandemic, the use of social media became the main thing in conducting effective communication for Ganjar Pranowo and Ridwan Kamil to convey information about covid in West Java and Central Java (Fadila Tapisa, 2020). It is undeniable that nowadays people spend more time looking for news through social media than others. this research, the aim is to explain how is the communication style of Ganjar Pranowo and Ridwan Kamil in handling the COVID-19 pandemic through Twitter in 2020-2021 (Baharuddin et al., 2021). This template provides all the necessary information to the author regarding the formatting specifications needed for preparing electronic versions of their papers. We ask you to make your manuscript look exactly like this document. The easiest ways to do this is simply downloading the template, and replace (copy-paste) the content with your own material. All manuscripts must be in English. This document includes complete descriptions of the fonts, spacing, and related information for producing your proceedings manuscripts (Kholid & Nurmandi, 2015).

### **Government Communications**

Contrary to the theoretical study of government, when applied to the meaning of government communication, in the sense of combining the two meanings and then an analogy with the developing reality, it can be assumed that government communication is the ability of government officials to package ideas, ideas, programs to be informed to the public. illegally in achieving state goals and government goals legally (Bangun, Kawengian, & Tulung, 2018). Government communication is related to the administration of government in order to achieve the goals of the state and the government as mandated by the fourth paragraph of the 1945 Constitution, namely:

1. Protect the entire Indonesian nation and the entire homeland of Indonesia
2. Promote the general welfare
3. Educating the nation's life
4. Participate in carrying out world order based on freedom, eternal peace and social justice.

The purpose of the state which is at the same time the administration of government is a vision and mission that must be carried out by all government apparatus and the people of Indonesia because the general tasks of the government are often identified with the main tasks of domestic departments, namely tasks that have always been carried out and carried out by the government anywhere, such as maintenance order and security, education and others (Hasan, 2020). With regard to the communication function of government, (Koontz, 1996) suggests that communication is important because communication combines management functions, specifically communication is needed to:

1. Establish and disseminate organizational goals
2. Develop a plan to achieve goals
3. Organizing human resources and other resources in the most effective and efficient way
4. Selecting, developing, and assessing organizational members

### **Communication Style**

Communication style is defined as a set of specialized interpersonal behaviors that are used in certain situations (Fitriyah, Arsyad, & Desa, 2021). This communication style is a good way of delivery and language style. Experience proves that communication style is very important and useful because it will facilitate the communication process and create harmonious relationships (Patel, 2019). Humans communicate with three styles, although actually each person can have almost 1,000 different communication styles, but all communication is always done visually, auditory and kinesically (Persero, 2013). This means that each individual has a preference variant of communication style with other people which in practice humans do not only rely on one communication style but more than one. According to (Koehler, J. W., Anatol, K. W., & Applbaum,

1981) there are six styles of communication, namely controlling, equalitarian, structuring, dynamic, and withdrawal. The theory used in this study uses the theory of Koehler, J. W. because according to the title in this study, namely the communication style of regional heads in handling covid 19 through social media twitter in 2020-2021, apart from the six communication styles, namely controlling, equalitarian, structuring, Dynamic, and Withdrawal communication styles are more dominantly owned by regional leaders Ganjar Pranowo and Ridwan Kamil.

Controlling is a communication style that is controlling, characterized by the presence of a will or purpose that limits, forces and regulates the behavior, thoughts and responses of others (Evi Zahara, 2018). Equalitarian is a communication style with an important aspect in the form of a common ground, this aspect of communication style is marked by the current flow of verbal messages spread orally or in two directions (Fajrie, 2018). Structuring is a structured communication style by utilizing verbal messages in writing and verbally to get orders that must be carried out (Evi Zahara, 2018). Dynamic is a dynamic communication style that has an aggressive tendency, because the sender of the message understands that his environment is action oriented (Aminah, 2020). Relinquishing is a communication style that reflects a willingness to accept other people's suggestions, opinions or ideas, rather than a desire to command, even though the message has the right to give orders and control others (Nurahman, Dakwah, Komunikasi, Ar-raniry, & Aceh, 2018). Withdrawal is a communication style that only appears with the weakening of the act of communication, meaning that there is no desire from people who use this communication style to communicate with other people, because there are some problems or difficulties between individuals because there are several problems or interpersonal difficulties faced by that person (Limantoro, 2015).

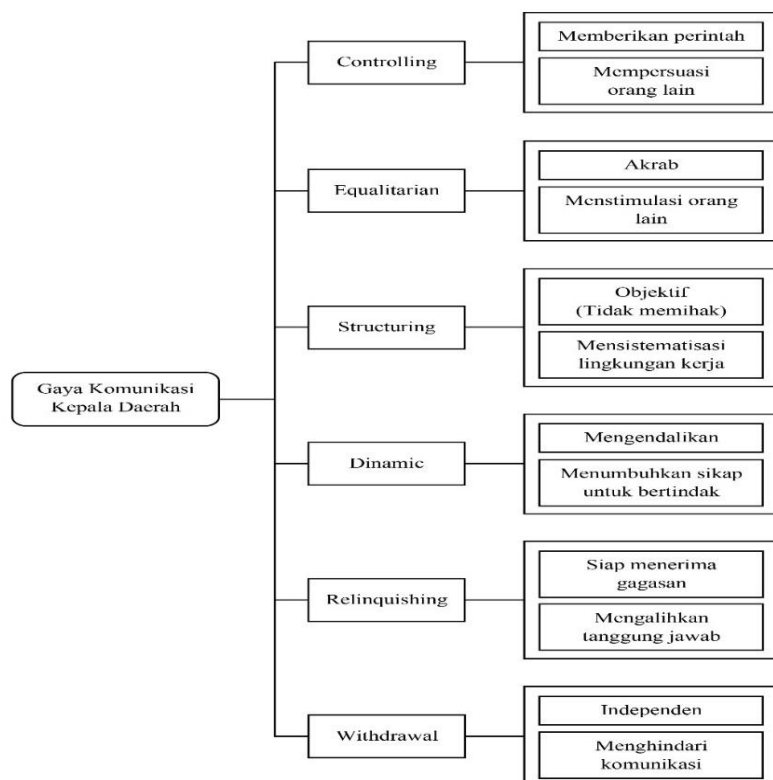
#### Media Social

Media social media is an online media tool that facilitates interaction between its users by exchanging information, opinions, and interests (F. Anwar, 2017). Social media consists of various tools and technologies consisting of joint projects (e.g. Wikipedia, wiki spaces), blogs (e.g. Wordpress), microblogs (e.g. Twitter), community content (e.g. Youtube) social networking sites (e.g. Facebook). , Instagram, Path). New social media is also a time when people can act as publishers or critics. One of the social media that can encourage the exchange of messages by users around the world is Facebook. Facebook was created in 2004 by Mark Zuckerberg with the mission of uniting people from diverse backgrounds and encouraging interaction (Madjid, Si, Anita, & Sy, 2019). One of the biggest impacts of social media on intercultural dialogue is the availability of a medium for exchanging messages from people around the world (Basry & Sari, 2018).

#### Twitter

The emergence of Twitter cannot be separated from the invention of previous communication technologies, such as radio, television and the internet (Riau, Komunikasi, Abriawan, Komunikasi, & Riau, 2021). After James Clerk Maxwell in 1864 who was unexpectedly able to show the speed of light which was realized from the relationship between two types of violence, then Heinrich Rudolf Hertz experimented with radio waves in his laboratory in 1887 (Zukhrufillah, 2018).

The use of twitter among the general public including young people also has an important meaning where twitter allows its users to play with words or text-based content (Ainiyah, 2018). It also provides a fundamental difference to other social networking applications. Text-based social media platforms such as Twitter have provided space for anyone, including young people to be involved in efforts to build opinion in a political context through activism in online social networks like Twitter (Sejati, 2020).



**Figure 4:** Frame of Mind

## RESEARCH METHOD

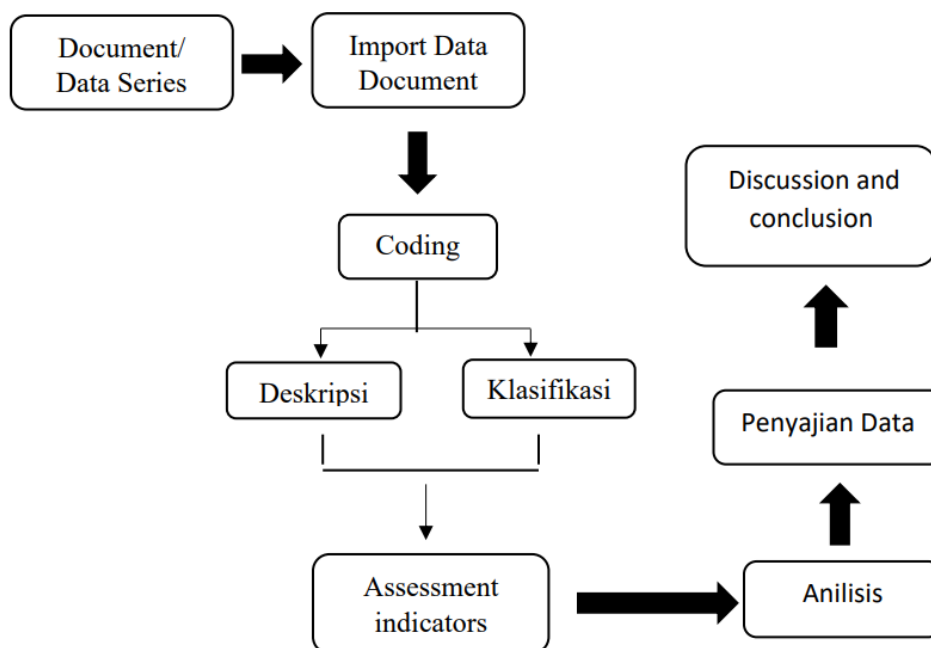
### Types of Research

This type of research uses descriptive qualitative. Where qualitative methods can be used to explore phenomena and objects that can be studied (Mohajan, 2018). The data collection technique in this study used documentation and time series data through data collection regarding central government communications through social media and from two figures Ganjar Pranowo and Ridwan Kamil during the COVID-19 pandemic. The data can be retrieved through the Twitter accounts @ganjarpranowo and @ridwankamil from April 2021 to March 2022. The data can be viewed and monitored through a social media website as follows.

**Table 1: Social Media Accounts Twitter Head of Regions**

Website Used	Akun Twitter
www.Twitter.com	@Ganjarpranowo
www.Twitter.com	@Ridwankamil

This research uses NVivo 12 Plus software on a feature called NCapture. This feature can pull data from Twitter social media systematically, and then analysis can be done using NVivo 12 Plus software with several tools such as cluster analysis which is used to determine the relationship between communication actors in this study with a minimum correlation value of 0.5. word similarity that can be used to see the communication delivered by the communication actor using person correlation. Person Correlation is a correlation measure that can be used to measure the strength and direction of a linear relationship between two variables. In addition, this research can also use a Social Network Analysis (SNA) analysis technique to be able to see a network that can be involved in communication through social media Twitter. This is to be able to see the pattern of communication coordination that has been carried out by communication actors in this study. The following are the stages of data management using NVivo:



**Figure 4.** Stages of Qualitative Data Analysis Using Nvivo  
 Source: (Sidik & Mulya, 2012)

## RESULT AND DICUSSION

Communication Style of Regional Heads in Handling Covid 19 Through social media Twitter Ganjar Pranowo and Ridwan Kamil Communication is a process in which a person or group of people creates and uses a number of information to connect with the surrounding environment. So that in general communication can be done verbally and can be understood by several parties who are currently related. So that communication can be interpreted as a transaction, a symbolic process that can require people to regulate their environment by building a relationship between humans and through the exchange of information to strengthen the attitudes and behavior of others. This is if there is in a communication situation, a person must have some similarities with others, such as the similarity of language and the similarity of the meaning of the symbols used in communication.

In communicating the communication media that is currently used during the covid period, the government uses the social media communication tool Twitter in carrying out communication activities by delivering information. Twitter can be a communication platform that is informative and can reach the public at large. During the current covid period, there is also a lot of information being spread regarding COVID-19, which was conveyed by several active twitter account users and even government accounts have participated in information activities through the twitter account. During the pandemic, the government has established communication to the public through two official government agency twitter accounts @BNPB\_Indonesia and @KemenkesRI. Through these official accounts, apart from providing information related to Covid, they can also create a good communication pattern through Twitter social media (Johassan, 2020).

### Ganjar Pranowo and Ridwaan Kamil's Communication Style in Handling the Covid-19 Pandemic via Twitter

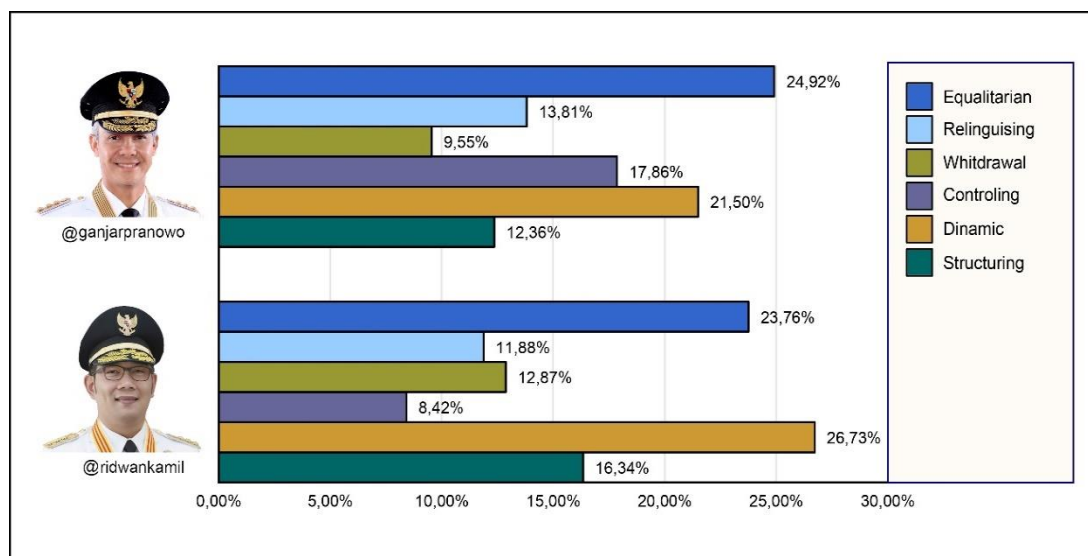
The increase in the number of COVID-19 cases is happening fast enough that it has spread between countries. Until then, on March 25, 2020, a total of confirmed cases of up to thousands of deaths had been reported in various regions. The World Health Organization (WHO) has also declared the COVID-19 pandemic a non-natural disaster. Since the pandemic disaster that occurred in Indonesia, the government through a National Disaster Management Agency has issued an emergency status for a corona virus outbreak, namely through the Decree of the National Disaster Management Agency Number 13. A of 2020. By means of the letter which contains state





to come together to break the chain of the spread of COVID-19. In addition, the word COVID from the two leaders of Central Java and West Java uploaded a tweet from Ganjar Pranowo that read healthy in the current pandemic in Central Java and Ridwan Kamil read West Java, Vaccination, Patients, to Pandemic. The two accounts of Ganjar Pranowo and Ridwan Kamil contain tweets in the form of an education to notifications, so that the people of Central Java and West Java are more aware of the orders given by each governor during the pandemic and the community can help break the chain of spreading the COVID-19 virus.

Through Twitter, each of the Governors of Central Java and West Java, users get information, so social media is considered to be an important role related to COVID-19 at this time, but the public can also sort out information wisely and smartly. The information contained in social media does not all lead in a positive direction, therefore the public can be wiser about it. According to (Hason, 2011) a fairly rapid growth of social media can also have an influence on the function of social media in disseminating information, namely in the form of education and benefits.



**Figure 7.** Communication Style in Ganjar Pranowo and Ridwan Kamil Twitter Accounts April 2021- March 2022

Source: Processed by researchers using NVivo12 Plus

Figure 7 describes the responsiveness of Ganjar Pranowo and Ridwan Kamil in dealing with the COVID-19 situation in Central and East Java based on a finding that the NVivo 12 Plus analysis showed that Ganjar Pranowo Equalitarian reached 24.92%, Relinquishing reached 13.81%, Withdrawal reached 9.55%, Controlling 17.86%, Dynamic reached 21.50% and Structuring reached 12.36%. While Ridwan Kamil Familiar reached 23.76%, Willing to accept other people's ideas reached 11.88%, Independent reached 12.87% Giving orders reached 8.42%, controlling reached 26.73% and Objective reached 16.34%. The responsiveness of the two Governors of Central Java and West Java in responding to a problem during COVID-19 was quite swift, starting from the implementation of vaccinations to other implementations.

In the midst of the COVID-19 pandemic, regional leaders Ganjar Pranowo and Ridwan Kamil have their own communication style in carrying out their duties as regional leaders of Central Java and West Java. By overcoming some of the current problems Ganjar Pranowo and Ridwan Kamil interacting with the public often occurs on social media by sharing some positive things to some COVID-19 rules, and seeing the way Ganjar Pranowo and Ridwan Kamil have handled this disaster. The communication style that suits the two regional leaders is to apply indicators such as controlling, equalitarian, astructuring, dynamic, relinquishing and withdrawal. Some indicators of communication style are in accordance with those created by the regional leaders of Central Java and West Java through their respective platforms.

### **Ganjar Pranowo Communication Style Through social media Twitter**

Ganjar Pranowo's communication style through equalitarian indicators, equalitarian is a form of communication style that is familiar to communicators who can also convey one of their communications by stimulating other people, this is conveying with light language or communication by making jokes. Regarding the information provided by Ganjar Pranowo through social media, there is a lot of information related to COVID-19, preventing COVID-19 by maintaining health, and responding to tweets from followers regarding the current COVID-19 prevention. Regarding the relinquishing indicator, Ganjar Pranowo is more appreciative, what can be conveyed regarding relinquishing is to accept the ideas that have been given by the communicant to receive criticism on Ganjar Pranowo's Twitter social media. For example, some of these tweets, thank God, until today, 1.8 million students in Central Java have been vaccinated against COVID-19. A total of 1,020,158 students from SMA/SMK/SLB. The details are 375,188 SMA, 638,411 SMK, and 6,559 SLB students. This means that 90 percent of the total students are managed by the province, according to the opinion of the Health Office who carried out vaccinations in Central Java schools. Several problems during COVID-19 in Central Java through Ganjar Pranowo's Twitter social media account.

Regarding withdrawals through Ganjar Pranowo's Twitter social media account, he is firm, usually the communication style is independent by avoiding the topics that have been given by several communicants from Ganjar Pranowo's Twitter social media account. As in several cases, especially during the current COVID-19, this is evident in the affirmation of accelerating vaccination in Central Java to wearing masks when traveling until the emergence of a new covid variant, Omicron, immediately vaccinating as soon as possible, this swiftly intervened by the Health Service. carry out the orders given by Ganjar Pranowo. Some of Ganjar Pranowo's presentations about several things during COVID-19 so that the topics that have been given by bad communicants have been avoided by the regulations given by Ganjar Pranowo through his Twitter social media.

Regarding controlling Ganjar Pranowo often doing this to his Twitter social media followers regarding COVID-19, controlling is a control style that is clearly visible with the intention of being able to limit it. The communicator looks authoritarian. The communicant seems to have no room to be able to provide any feedback. The related communication style is giving orders in a way that can persuade some of his followers from his social media. As in the sentence that has been uttered by Ganjar Pranowo, this is proven in "Let's take care of each other, because we cannot face this pandemic alone until we can use the Jogo Tonggo movement in various conditions. Let's take care of each other, help each other and remind each other. So that we can all be safe and feel safe," it is often ordered to the people of Central Java to participate in and protect each other in the current spread of COVID-19.

Regarding dynamics through social media, Ganjar Pranowo did this regarding speech to controlling various problems during COVID-19 itself, this communication style is controlling some of the submissions made to the people of Central Java or by growing an attitude to act. As evidenced by the words about "these are the ways in Central Java to be able to overcome and prevent transmission during a pandemic at the RW level. The spirit is to take care of each other. This is not a new thing, Jogo Tonggo was born from a habit to an attitude that has resided in this country, namely mutual cooperation". This method is so that the community rises from the current big problem and works together through the implementation of the Jogo Tonggo. Some of what Ganjar Pranowo said was related to Jogo Tongggo. From the tweet delivered by Ganjar Pranowo, it can provide useful things for the people of Central Java during the COVID-19 that hit.

Regarding structuring through social media Twitter, Ganjar Pranowo is more objective in conveying messages. This communication style is objective in conveying messages on Twitter, namely by systematizing the work environment. proven in "For my brothers and sisters who celebrate Christmas or those who are on holidays, keep your health and safety high. Let's take care of each other, if swabs and vaccines can maintain and prevent transmission. Let's do it. At least be careful so that no one gets hurt. This proves that Ganjar Pranowo remains objective towards the people of Central Java.

### **Ridwan Kamil Communication Style Through Twitter Social Media**

Regarding Ridwan Kamil's communication style through personal Twitter social media from the Equalitarian indicator regarding COVID-19. The communication style is familiar in delivering messages given to communicants or messages through social media Twitter in a way to stimulate others in other words giving light sentences. Currently Ridwan Kamil is considered to be very concerned about the people of Central Java, this is Ridwan Kamil emphasized to the people of West Java to rise from this adversity by fighting COVID-19 at this time. With this downturn, Ridwan Kamil tried to keep the people of West Java enthusiastic in carrying out the order by carrying out a light communication with his followers.

Regarding relinquishing, Ridwan Kamil is very receptive, this communication style is receptive to other people's ideas by shifting responsibility, this is evident from "West Java's BIN intensifies vaccines, especially for the elderly and children. This was done as West Java's effort to suppress the increase in the number of COVID-19 cases. In addition to improving health services, evaluations are also carried out in order to respond to case developments". With this, Ridwan Kamil shared the tweet on his social media account by sharing information with the people of West Java. Ganjar Pranowo gave an action he took with responsibility by providing information related to COVID-19 at this time.

Regarding withdrawals on his Twitter account, Ridwan Kamil has always been firm in his actions, especially regarding the severity of COVID-19 at this time, this communication style is independent when communicating with followers on Twitter social media by avoiding communication. Hereby confirms to carry out vaccination immediately without exception until obeying the protocol correctly. This proves that Ridwan Kamil avoids unsafe communication in communicating with his followers on Ridwan Kamil's Twitter social media.

Regarding controlling through the Twitter account, Ridwan Kamil often orders the people of West Java, this communication style is to give orders in handling COVID-19 through Twitter social media by persuading others or in other words an invitation to handle COVID-19. It is proven "Have you vaccinated? Reminding that in the future, all public spaces and tourism destinations will require visitors to show proof of vaccination. Hurry up for free anti-covid vaccination at the nearest vaccination point. Hatur juhun" the tweet reminded everyone to always vaccinate to be safer. In the tweet, Ridwan Kamil invited all West Java people to jointly prevent COVID-19 by vaccination.

Regarding the dynamics through the Twitter account, Ridwan Kamil is always fixated on COVID-19, which currently emphasizes to the people of West Java, this style of communication is controlling in communicating on Twitter social media by fostering an attitude to act. This is in following the protocol properly so as to better maintain speech procedures, this is evident in controlling "Acceleration of vaccination in Purwakarta-Subang-KBB villages and continuing social assistance to rural communities affected by PPKM who are not formally registered". This is with Ridwan Kamil's delivery of appropriate and good control of COVID-19. The communication made by Ridwan Kamil through social media Twitter is more decisive to act in terms of COVID-19 at this time.

Regarding structuring through Ridwan Kamil's Twitter social media account, this communication style is objective and impartial by systematizing the work environment. This was evident in "while traveling with Forkopimda West Java to churches, he made sure that West Java Christians carried out mass safely and comfortably. Thank you to all churches in West Java for complying with the prokes and following the 50% capacity adjustment according to the provisions". It is proven that Ridwan Kamil remains objective to the people of West Java.

The difference in communication styles of Ganjar Pranowo and Ridwan Kamil through social media Twitter in dealing with COVID-19 currently prioritizes better communication with the community, with that Ganjar and Ridwan more often control the surrounding community through tweets from the community to provide important information such as how to prevent COVID. Thus, the community will understand more about what is given. However, the two regional heads have differences in their delivery and their respective communication styles, Ganjar Pranowo with a follower of 2.4 million followers, he is considered very active in conveying important information

to sharing routine activities, not only that, Ganjar Pranowo also responds to tweets given by the community. Central Java with their respective complaints with Tweets reaching 144.8 thousand. Ganjar Pranowo also meets the indicators of a very good communication style, through the equalitarian indicator Ganjar Pranowo is superior because he often communicates to the point of making jokes to the people of Central Java. While Ridwan Kamil with followers reaching up to 4.6 million followers, he is quite inactive on his Twitter account, not everything he shares in his personal account with Tweets only reaching 43.6 thousand, but during this pandemic he is quite active in sharing information related to prevention to the mandatory use of masks when traveling. Ridwan Kamil also met the indicators related to the style of communication through social media Twitter which was quite good through his dynamic indicators being superior. The difference between the two regional heads is quite different in the style of communication provided through their respective personal Twitter accounts with existing indicators.

## **CONCLUSION**

Ganjar Pranowo and Ridwan Kamil in their style of communication have each advantage so that it is conveyed well by the recipient because the delivery delivered to the community is quite clear, not only that, Ganjar Pranowo and Ridwan Kamil have a precise way to communicate directly with the people of Central Java and Indonesia. West Java by conveying information directly through social media Twitter. When in a situation that is not clear, a basic human agency can make leaders tend to experience delays in taking a decision or action. Through Twitter, each of the Governors of Central Java and West Java, users get information, so social media is considered to be an important role related to COVID-19 at this time, but the public can also sort out information wisely and smartly. The information contained in social media does not all lead in a positive direction, therefore the public can be wiser about it. Ganjar Pranowo also meets the indicators of a very good communication style, through the equalitarian indicator Ganjar Pranowo is superior because he often communicates to the point of making jokes to the people of Central Java. Ridwan Kamil also met the indicators related to the style of communication through social media Twitter which was quite good through his dynamic indicators being superior. The difference between the two regional heads is quite different in the communication style provided through their respective personal Twitter accounts with existing indicators.

The suggestions that can be taken from the analysis above are: 1. In order to realize the communication style of regional heads Ganjar Pranowo and Ridwan Kamil during the innovative to efficient COVID-19 pandemic so that regional heads can build communication in delivering information to the public so as to build strong interactions. 2. Improving the functionality of social media as a good communication platform so that regional heads can balance the communication between the public on a regular basis. 3. During the COVID-19 pandemic, Ganjar Pranowo and Ridwan Kamil must communicate more often between the public so that no mistakes will occur later.

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