

Public innovation from regional government after covid-19

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Abstract

The COVID-19 pandemic has brought about unprecedented challenges to governments worldwide, necessitating innovative approaches to public administration and service delivery. This paper presents a case study conducted at Semarang Government, Indonesia, to explore the emergence of public innovation in the wake of the COVID-19 pandemic. The research methodology employed Content Analysis by Krippendorff to examine a wide range of textual data, including policy documents, official statements, and public communications. The study investigates how Semarang Government responded to the COVID-19 crisis by implementing innovative solutions, policies, and practices across various public sectors. The analysis aims to uncover the underlying themes, patterns, and trends in these innovative initiatives, shedding light on the strategies employed by regional governments to address the multifaceted challenges posed by the pandemic. The findings of this research not only contribute to our understanding of public innovation dynamics within regional governments but also provide valuable insights into the adaptability and resilience of public administrations in the face of global crises. Moreover, the application of Content Analysis by Krippendorff offers a robust and systematic approach for analyzing textual data, which can be replicated in similar studies to assess public innovation in different contexts.

Keywords: *public innovation; regional government; media analysis*

INTRODUCTION

The COVID-19 pandemic, caused by the novel coronavirus SARS-CoV-2, has been one of the most significant global health crises in recent history. It originated in Wuhan, Hubei Province, China, and quickly spread to become a worldwide pandemic. The early days of the pandemic were marked by uncertainty, rapid transmission, and the race to understand and contain the virus. The first cases of COVID-19 were reported in December 2019 in Wuhan. Initially, the Chinese authorities were unaware of the scale and severity of the

outbreak. However, as more cases emerged and patients began experiencing severe respiratory symptoms, alarm bells started ringing. On December 31, 2019, the Chinese government informed the World Health Organization (WHO) about the unusual pneumonia cases in Wuhan.

In early January 2020, Chinese scientists identified the novel coronavirus as the cause of the outbreak. The virus was found to be highly contagious, spreading through respiratory droplets. This discovery led to heightened concern among global health experts and governments worldwide. As the virus continued to spread, China implemented strict measures to contain its transmission. On January 23, Wuhan, a city of 11 million people, was placed under a complete lockdown, with public transportation suspended and outbound travel banned. Similar measures were taken in other parts of Hubei Province and eventually extended to other regions within China.

The international community watched as the virus began to cross borders. The first confirmed cases outside of China were reported in Thailand, Japan, and South Korea in mid-January 2020. The rapid transmission raised fears of a global pandemic. By the end of January, cases were detected in multiple countries, including the United States, France, and Australia. The WHO declared a Public Health Emergency of International Concern (PHEIC) on January 30, 2020. This designation was a call to action for countries worldwide to mobilize resources and coordinate efforts to combat the virus. The declaration marked a turning point in the global response to the pandemic.

As the virus spread relentlessly, governments worldwide implemented various strategies to mitigate its impact. Travel restrictions, lockdowns, social distancing measures, and the widespread use of face masks became common practices. Testing and contact tracing efforts were scaled up to identify and isolate infected individuals. Healthcare systems faced unprecedented challenges as they struggled to cope with the influx of patients. The economic consequences of the pandemic were severe. Businesses, particularly those in the travel, tourism, and hospitality sectors, suffered substantial losses. Stock markets plummeted, and millions of people faced unemployment as countries went into lockdown and non-essential businesses shut down.

Scientific and medical communities raced against time to develop effective treatments and vaccines. The development of multiple vaccines in record time was a remarkable achievement. By late 2020, vaccines from different manufacturers began receiving emergency use authorizations and were rolled out in various countries. However, the global battle against COVID-19 continues. New variants of the virus have emerged, leading to concerns about increased transmissibility and vaccine efficacy. Vaccination campaigns face challenges, including vaccine hesitancy and unequal access, both within and between countries.

The COVID-19 pandemic has revealed the strengths and weaknesses of global health systems. It has underscored the importance of international collaboration, scientific research, and public health infrastructure. Lessons learned from this pandemic will undoubtedly shape future preparedness for similar outbreaks. In conclusion, the start of the COVID-19 pandemic in Wuhan, China, marked the beginning of a global crisis that has impacted every aspect of life. The virus's rapid spread and severity caught the world off

guard, leading to a scramble to understand and contain it. Governments, scientists, and healthcare workers have made tremendous efforts to combat the virus, but the battle is far from over. The pandemic has reshaped societies, economies, and healthcare systems, leaving an indelible mark on the course of history.

The history of pandemics is a fascinating and often harrowing journey through the annals of human civilization. From ancient times to the modern era, pandemics have shaped societies, altered the course of history, and had profound effects on the human population. These global outbreaks of infectious diseases have tested our resilience, triggered social and economic upheaval, and led to significant advancements in medicine and public health. One of the earliest recorded pandemics occurred in ancient Greece during the 5th century BCE. Known as the Plague of Athens, it was likely caused by the introduction of a new disease to the city through trade routes (Piret & Boivin, 2021; Sampath et al., 2021). The outbreak claimed the lives of thousands, including the renowned Athenian leader, Pericles. The Plague of Athens significantly weakened the city-state and is believed to have contributed to its defeat in the Peloponnesian War.

Centuries later, the devastating bubonic plague, also known as the Black Death, swept across Europe in the 14th century. This pandemic, caused by the bacterium *Yersinia pestis*, is estimated to have killed between 75 to 200 million people, wiping out a significant portion of Europe's population. The Black Death had profound social and economic consequences, including labour shortages, economic disruption, and the collapse of feudalism. In the 16th century, the Spanish flu pandemic emerged, infecting approximately one-third of the world's population. Despite its name, the origin of the virus remains uncertain. The Spanish flu caused widespread illness and death, particularly among young, healthy adults. The pandemic coincided with World War I, and its impact on troop movements and medical infrastructure added to the overall devastation. It is estimated that the Spanish flu claimed the lives of 20 to 50 million people worldwide (Huremović, 2019).

In the 20th century, the world witnessed other notable pandemics, such as the Asian flu in 1957 and the Hong Kong flu in 1968. These influenza pandemics resulted in significant global morbidity and mortality but were less severe compared to the Spanish flu. However, they highlighted the need for improved surveillance, vaccine development, and international cooperation in responding to infectious disease outbreaks. The most recent and ongoing pandemic, the COVID-19 pandemic, caused by the novel coronavirus SARS-CoV-2, has had an unprecedented impact on the world. It was first identified in late 2019 in Wuhan, China, and quickly spread globally. COVID-19 has affected virtually every aspect of human life, leading to millions of deaths and disrupting economies, healthcare systems, and daily routines worldwide. The pandemic has highlighted the importance of robust public health measures, international collaboration, and rapid vaccine development.

Throughout history, pandemics have driven advancements in medical science and public health. The understanding of infectious diseases and their modes of transmission has led to the development of vaccines, antibiotics, and antiviral drugs. Pandemics have also prompted the establishment of

public health institutions, such as the World Health Organization (WHO), and the implementation of measures like quarantine, isolation, and contact tracing to control the spread of diseases (LePan, 2020). The history of pandemics serves as a reminder of the fragility of human existence and the interconnectedness of our global community. It underscores the importance of preparedness, surveillance, and early detection in mitigating the impact of future outbreaks. While the toll of pandemics has been immense, they have also spurred resilience, innovation, and a collective commitment to safeguarding public health.

As we navigate the challenges of the COVID-19 pandemic and the ever-present threat of future outbreaks, the lessons learned from history can guide us in building a more resilient and prepared world (Kelly, 2020). By investing in scientific research, strengthening healthcare systems, and fostering international collaboration, we can better respond to the next chapter in the ongoing saga of pandemics and protect the health and well-being of future generations.

Indonesia, a vibrant archipelago with a population of over 270 million, has confronted numerous challenges throughout its history. However, the emergence of the COVID-19 pandemic presented a unique and formidable test for the nation. With its diverse geography, complex healthcare infrastructure, and dense population centres, Indonesia faced significant hurdles in containing and mitigating the impact of the virus (Subagyo et al., 2022). Nevertheless, the country has displayed remarkable resilience, implemented a range of measures and demonstrated a collective spirit to combat the pandemic. Indonesia's government responded swiftly to the pandemic by enacting various measures to protect its citizens. The Ministry of Health implemented comprehensive testing and contact tracing strategies, expanded hospital capacity, and ramped up the production and distribution of personal protective equipment (PPE). The government also prioritized vaccine procurement and launched an ambitious vaccination campaign, aiming to inoculate the majority of the population.

However, Indonesia's healthcare infrastructure faced significant challenges due to the sheer scale of the pandemic. The nation's decentralized healthcare system, with regional disparities in resources and expertise, presented hurdles in providing equitable care. The government worked to address these gaps by strengthening healthcare facilities, increasing the number of healthcare workers, and improving medical supply chains to ensure the availability of essential resources.

The pandemic had a profound socioeconomic impact on Indonesia. Strict lockdown measures and travel restrictions disrupted businesses, leading to widespread job losses and economic slowdown. Vulnerable groups, such as daily wage earners and informal workers, faced severe hardships. The government responded with economic stimulus packages, including cash transfers and social assistance programs, to alleviate the burden on affected individuals and businesses. Civil society organizations, community groups, and individuals also played a crucial role in supporting the most vulnerable populations. Mutual aid networks and volunteer efforts emerged to provide food, medicine, and other essential supplies to those in need. Additionally,

innovative digital platforms and e-commerce solutions helped sustain businesses and connect consumers with essential goods and services.

Indonesia's unique geography presented distinct challenges in remote areas and island communities. Limited access to healthcare facilities, transportation, and communication infrastructure made it difficult to provide timely medical assistance and disseminate accurate information. However, the government and non-governmental organizations worked together to overcome these obstacles. Mobile healthcare units were deployed to reach isolated communities, ensuring medical services and testing were accessible. Telemedicine initiatives were also implemented to bridge the gap between patients and healthcare professionals. Moreover, partnerships with local leaders and community organizations helped disseminate health guidelines and preventive measures, empowering communities to protect themselves (Prasetya et al., 2022).

The pandemic prompted Indonesia to recognize the importance of strengthening its healthcare infrastructure and disaster preparedness. Lessons learned from this crisis have paved the way for future improvements. Investments in healthcare systems, including better equipment, training, and infrastructure, are being prioritized. Collaborations with international partners have also been fostered to exchange knowledge and resources. Furthermore, efforts to enhance public health communication and awareness are being made, aiming to improve disease surveillance, early detection, and response systems. Research and development in medical sciences and technology are being accelerated to better combat future outbreaks (Kalidas et al., 2020; Liao et al., 2020).

Indonesia's response to the COVID-19 pandemic demonstrates the nation's resilience and determination. Despite facing significant challenges, the government, healthcare professionals, civil society organizations, and communities have worked hand in hand to mitigate the impact of the virus, protect the population, and lay the groundwork for a more resilient future (Arzhi Jiwantara & Nasaruddin, 2022).

Indonesia, as the world's fourth most populous country, faces significant challenges in providing adequate healthcare to its population. With a diverse and geographically dispersed population, limited resources, and various socio-economic disparities, the country's healthcare system struggles to meet the growing needs of its citizens. This article highlights some of the key healthcare challenges faced by Indonesia and explores potential solutions (Pragholapati, 2020).

Access to Healthcare: One of the most significant challenges in Indonesia is the uneven distribution of healthcare facilities. Urban areas typically have better access to healthcare services, while rural and remote regions suffer from limited facilities, healthcare professionals, and infrastructure. This disparity creates barriers to healthcare access, particularly for those living in poverty or in remote areas.

Health Infrastructure: The country's health infrastructure is strained and inadequate. Insufficient hospitals, clinics, and medical facilities, especially in rural areas, contribute to the challenges faced by Indonesians in accessing timely and quality healthcare services (Karyono & Wicaksana,

2020; Putri, 2020). The lack of medical equipment, specialized facilities, and healthcare professionals further compounds these issues.

Healthcare Financing: Financing healthcare is another major challenge. Indonesia's public healthcare system, known as BPJS Kesehatan, faces financial constraints and struggles to provide comprehensive coverage to all citizens. The system heavily relies on contributions from formal sector workers, leaving those in the informal sector and low-income individuals with limited access to healthcare services. This creates disparities in healthcare quality and affordability (Agustino, 2020).

Non-communicable Diseases (NCDs): Indonesia is experiencing a rise in non-communicable diseases such as cardiovascular diseases, diabetes, and cancer. Lifestyle factors, including unhealthy diets, sedentary lifestyles, and limited access to healthcare information, contribute to this growing health concern. The burden of NCDs puts additional strain on the healthcare system, requiring improved prevention, early detection, and management strategies (Fauk et al., 2021).

Maternal and Child Health: Despite improvements in recent years, maternal and child health remains a challenge in Indonesia. High maternal and infant mortality rates persist, particularly in rural areas where access to quality prenatal care, skilled birth attendants, and emergency obstetric services is limited (Dwina, 2020). Addressing these issues requires targeted interventions, including increased investment in maternal and child healthcare services and improved access to essential healthcare for pregnant women and newborns.

Infectious Diseases: Indonesia faces ongoing challenges in combating infectious diseases such as tuberculosis, malaria, dengue fever, and emerging infectious diseases like COVID-19 (Tosepu et al., 2021). Factors like inadequate healthcare infrastructure, limited disease surveillance systems, and barriers to preventive measures hinder effective disease control and response efforts.

Health Education and Awareness: Health literacy and awareness levels in Indonesia need improvement. Many individuals lack basic health knowledge and have limited access to accurate healthcare information. Enhancing health education programs and promoting community health awareness can help empower individuals to make informed decisions about their health and well-being (Suryanto, Plummer, et al., 2017).

Addressing these healthcare challenges requires a multi-faceted approach:

Strengthening Primary Healthcare: Investing in primary healthcare facilities and professionals, particularly in rural and remote areas, is crucial to improving access to essential healthcare services. This includes increasing the number of healthcare professionals and equipping primary care centres with necessary medical equipment and supplies.

Universal Health Coverage: Expanding and strengthening the BPJS Kesehatan program to ensure universal health coverage for all Indonesians is essential (Suryanto, Boyle, et al., 2017; Waluyo et al., 2022). This involves exploring sustainable financing models, including greater government investment and exploring partnerships with the private sector and international organizations.

Health Workforce Development: Efforts to train and retain healthcare professionals should be prioritized. Encouraging medical students and professionals to work in underserved areas through incentives such as scholarships, loan forgiveness programs, and better career prospects can help address the shortage of healthcare professionals in remote regions.

Health Promotion and Disease Prevention: Implementing comprehensive health promotion programs that address lifestyle factors contributing to NCDs and raise awareness about preventive measures for infectious diseases is vital. This includes campaigns promoting healthy eating, regular physical activity, and the importance of vaccinations and hygiene practices.

Technology and Telemedicine: Leveraging technology and telemedicine platforms can help bridge the geographical divide and improve access to healthcare in remote areas. Digital health solutions, such as mobile applications and teleconsultation services, can provide essential healthcare information and support remote diagnosis and treatment.

Indonesia faces various healthcare challenges, including unequal access to healthcare, inadequate infrastructure, financial constraints, rising NCDs, maternal and child health concerns, infectious diseases, and limited health education. Addressing these challenges requires a comprehensive and collaborative effort from the government, healthcare institutions, and society as a whole. By investing in healthcare infrastructure, strengthening primary care, promoting health education, and expanding health coverage, Indonesia can strive towards a more inclusive and effective healthcare system that ensures the well-being of all its citizens.

METHODS

Krippendorff's qualitative content analysis is a widely used approach in social sciences for analysing textual data. Developed by Klaus Krippendorff, a renowned communication scholar, this method provides a systematic and rigorous framework for examining and interpreting qualitative data. In this technique, the focus is on understanding the meaning and patterns within the content rather than quantifying it numerically. This essay will delve into the key features and steps involved in Krippendorff's qualitative content analysis (Octaviana & Susilo, 2021).

At its core, Krippendorff's qualitative content analysis aims to uncover the underlying themes, concepts, and ideas within a body of textual material. It is particularly useful when dealing with unstructured data such as interviews, focus group transcripts, open-ended survey responses, and media texts. The method offers a structured approach to organizing, analysing, and interpreting this qualitative data in a systematic manner (Susilo et al., 2019).

The process of Krippendorff's qualitative content analysis involves several key steps. First, researchers must familiarize themselves with the content by thoroughly reading or reviewing it multiple times. This allows them to gain a comprehensive understanding of the material and identify the overall context and themes present. Next, they establish a coding scheme or set of categories that will be used to systematically analyse the data. These categories can be derived from the research objectives, existing theories, or emerge from the data itself.

Once the coding scheme is established, researchers begin the process of coding the content. Coding involves assigning specific codes or labels to relevant sections or units of data based on the established categories. This requires careful interpretation and judgment on the part of the researcher to ensure consistency and accuracy in the coding process. Multiple coders can be involved to enhance reliability through inter-coder agreement.

After coding is complete, the next step is to analyse the coded data. This involves examining the patterns, frequencies, and relationships among the coded units. Researchers can use various qualitative analysis techniques such as thematic analysis, content analysis matrices, or network analysis to explore the data further. This process allows for the identification of key themes, sub-themes, and relationships that emerge from the data.

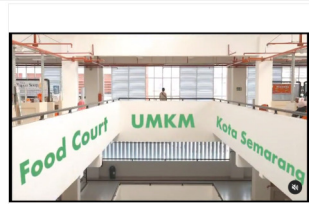
One important aspect of Krippendorff's qualitative content analysis is the emphasis on inter-coder reliability and validation. This means that multiple coders should independently analyse the same data and reach similar conclusions. Inter-coder reliability measures, such as Cohen's kappa or percentage agreement, can be used to assess the consistency of coding across different coders. Additionally, member-checking or peer-reviewing can be employed to validate the findings and interpretations.

The final step in Krippendorff's qualitative content analysis is the interpretation and reporting of the findings. Researchers need to provide a coherent and meaningful narrative that connects the identified themes and patterns to the research objectives. This includes providing evidence from the data, supporting quotes, and examples to illustrate the key findings. The researcher's own reflexivity and theoretical perspectives should be acknowledged and integrated into the interpretation to ensure transparency and rigor.

Krippendorff's qualitative content analysis offers a systematic and rigorous framework for analysing qualitative data. It enables researchers to uncover rich insights, themes, and patterns within textual material, contributing to a deeper understanding of the researched phenomenon. By emphasizing inter-coder reliability, validation, and transparent reporting, this method enhances the credibility and trustworthiness of the findings. As such, Krippendorff's qualitative content analysis continues to be a valuable tool for researchers in the social sciences seeking to make sense of complex qualitative data (Susilo & Putranto, 2021). The analysis technique will be using @semarangpemkot Instagram account. The data will be gathered under a table to be analysed further. The table will include category of content, caption, description. The @semarangpemkot account is chosen to see the performance of regional government.

RESULT AND DISCUSSION

CONTENT	CAPTION	DESCRIPTION
	<p>SEMARANG SEPEKAN</p> <p>Semarang Sepekan edisi 10 Juli 2023 menyajikan serangkaian informasi selama sepekan terakhir</p> <p>Geser untuk baca informasi selengkapnya atau kunjungi semarangkota.go.id</p> <p>#semarangpemkot #PemerintahKotasSemarang #bergerakbersama #SemarangSemakinHebat #semarangsepekan03 #banggasemarang</p>	<p>Semarang Pemkot Instagram account posted about the cover up about Semarang news in a week.</p>
	<p>FESTIVAL BUDAYA ORMAS KOTA SEMARANG</p> <p>Ayo Lur! Ikuti dan meriahkan Festival Budaya Ormas Kota Semarang dan raih hadiah jutaan rupiah.</p> <p>Kegiatan Festival Budaya dan Ormas Kota Semarang akan dilaksanakan pada hari Sabtu, 17 Juni 2023 pukul 15.00 WIB di halaman Balai Kota Semarang. Kegiatan ini pula akan dimeriahkan dengan Bazar UMKM Kota Semarang, wah pastinya bikin tertarik untuk mengunjungi.</p>	<p>Semarang Pemkot Instagram account posted about cultural festival with community organization.</p>

	<p>Yuk tunggu apalagi Lur, catat tanggalnya dan jangan sampai ketinggalan.</p> <p>Untuk informasi lebih lanjut, bisa hubungi Contact Person tertera ya Lur!</p> <p>#semarangpemkot #pemerintahkotasemarang #bergerakbersama #semarangsemakinhebat #banggasemarang #semarang2023</p>	
	<p>FOOD COURT JOHAR</p> <p>Halo Sedulur Semarang, buat kalian yang suka jajan dan kulineran, yuk cobain kesini!</p> <p>Food Court UMKM Kota Semarang, lokasinya ada di Pasar Johar Selatan Lt.4. Disini tersedia banyak jajanan loh, mulai dari kopi, jajanan kekinian, makanan khas Kota Semarang, jajan pasar, dan ada warmindo juga.</p> <p>Nah tunggu apa lagi? Yuk jalan-jalan sekalian jajan di sini!</p> <p>#semarangpemkot #pemerintahkotasemarang #bergerakbersama #semarangsemakingebat #banggasemarang #semarang2023 #kulinerjohar #kulinersemarang #semuaadadijohar #umkmsemarang #jajanjohar</p>	<p>Semarang Pemkot Instagrart account posted about their performance in managing local product market in Food Court Johar.</p>

	<p>PERTUNJUKAN WAYANG ORANG</p> <p>Halo Lur! Yuk saksikan Pertunjukan Wayang Orang selama bulan Juni 2023 ini di Gedung Ki Nartosabdo - TBRS Semarang, Jl. Sriwijaya 29 Semarang.</p> <p>Untuk Jadwal Pertunjukan dapat dilihat di slide ke-2 postingsan ini ya Lur. Yuk catat tanggalnya dan jangan lupa saksikan yaa!</p> <p>#semarangpemkot #pemerintahkotasemarang #bergerakbersama #semarangsemakinhebat #banggasemarang #semarang2023</p>	<p>Semarang Pemkot Instagram account posted about Wayang's show.</p>
	<p>ORANG INDONESIA MAKIN CASHLESS</p> <p>Dewasa ini budaya cashless makin menjamur di Indonesia, hal ini dapat dibuktikan dengan meningkatnya transaksi uang elektronik pada tahun ini mencapai Rp 495,2 triliun, tumbuh 23,9% dibandingkan 2021.</p> <p>Menurut Gubernur Bank Indonesia Perry Warjiyo, pada tahun 2022 transaksi ekonomi dan keuangan digital berkembang pesat ditopang oleh naiknya akseptasi dan preferensi masyarakat dalam berbelanja daring, luasnya</p>	<p>Semarang Pemkot posted about how Indonesia go cashless further.</p>

	<p>dan mudahnya sistem pembayaran digital, serta cepatnya digital banking.</p> <p>Transaksi digital banking juga diperkirakan tumbuh 22,1% mencapai Rp 64,17 triliun pada tahun ini. Realisasi transaksi digital banking pada tahun lalu mencapai Rp 52,54 triliun, naik 28,72%.</p> <p>#semarangpemkot #pemerintahkotasemarang #bergerakbersama #semarangmakinhebat #banggasemarang #semarang2023</p>	
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Based on the data above, the Semarang Pemkot shows basic performance kinda different than others. Semarang Pemkot despite facing COVID-19, a pandemic that is able to make a crisis of Indonesian tourism and other sectors. As the COVID-19 pandemic is over, it means most authorities must recover from the bad situation they were in. Ad the data listed above, we can see how the content's topic from Semarang Pemkot is diverse, from embracing community organization to artistic culture.

Diversity as a Key to Recover

The function of diversity in recovering from an economic crisis is paramount and plays a crucial role in rebuilding and strengthening an economy. Diversity, in this context, refers to the inclusion of various sectors, industries, and demographics within an economy. By embracing diversity, economies can mitigate the vulnerabilities associated with relying heavily on a single industry or a narrow range of sectors. This happens to be a core function for Semarang Pemkot who didn't focus on cash grab sectors (Briggs, 2021).

Firstly, diversity in industries and sectors can buffer the impact of an economic crisis by creating a resilient economic foundation. When a crisis hits a particular industry, having a diverse range of sectors allows for other areas to pick up the slack and provide alternative sources of economic activity. For example, during the global financial crisis in 2008, countries with diversified economies were better equipped to absorb the shock and recover more quickly compared to those heavily reliant on a single industry like banking or real estate. Moreover, diversity in the labor market can contribute significantly to economic recovery. A diverse workforce brings together individuals from different backgrounds, cultures, and skill sets (Saad & Mobarak, 2021). This diversity of perspectives and experiences fosters

innovation, creativity, and adaptability, which are vital elements for overcoming economic challenges. Diverse teams can offer fresh insights and unique problem-solving approaches, leading to the development of new ideas, products, and services that can drive economic growth. The result of this diversity makes Semarang City Government account look different due to the creative freshness presented by them.

Inclusive policies that promote diversity and equal opportunities also play a critical role in economic recovery. When marginalized groups are given access to education, training, and employment opportunities, their talents and potential can be fully utilized (Khatib & Nour, 2021). This inclusivity enhances productivity and fosters a sense of social cohesion, which is essential for stability and growth. Moreover, diverse businesses and organizations are more likely to cater to a wider customer base, resulting in increased market reach and competitiveness. Furthermore, diversity in trade and investment can contribute to economic recovery by expanding market access and reducing dependence on a limited number of trading partners. Diversifying trade relationships and investment sources can create new opportunities, stimulate economic activity, and mitigate risks associated with economic downturns in specific regions. By expanding into new markets and establishing trade links with a diverse range of countries, economies become more resilient and less susceptible to disruptions in any single market. Without the bombing of reactions, this proves that Semarang Government Instagram account based on the five contents, that it is natural reaction and real performance to embrace all sectors to recover from COVID-19 (Yustina et al., 2020).

In addition to these economic benefits, diversity also promotes social cohesion and harmony, which are essential for a stable recovery. Embracing diversity fosters a sense of inclusion, reduces discrimination, and promotes equal opportunities for all members of society. This inclusive environment not only improves overall social well-being but also encourages individuals to contribute their skills and talents towards economic growth. In conclusion, diversity plays a crucial function in recovering from an economic crisis. By embracing diversity in industries, labor markets, trade relationships, and policies, economies can build resilience, stimulate innovation, and reduce vulnerability to shocks (Mhlanga & Ramoroka, 2021). A diverse economy is better equipped to adapt to changing circumstances, exploit new opportunities, and recover more quickly from economic downturns. Furthermore, diversity promotes social cohesion and inclusivity, creating a foundation for sustainable growth and long-term prosperity. The purpose to create that diversity is to create a sustainable prosperity from Semarang Government after facing COVID-19.

The management of the COVID-19 pandemic and the subsequent transition to a post-pandemic state have relied significantly on the involvement of local governments. The individuals' contributions span a diverse array of crucial domains that have a direct influence on the welfare of their respective communities.

Local governing bodies have assumed a crucial role in the implementation of public health measures with the objective of managing the transmission of the virus. This encompasses requirements for the utilisation

of masks, adherence to social distancing measures, and implementation of lockdown measures when deemed required. Furthermore, the aforementioned individuals have taken the lead in implementing immunisation initiatives within local communities, with a particular focus on groups at a heightened risk. Additionally, they have placed significant emphasis on ensuring that the delivery of vaccines is both effective and fair. The endeavours undertaken to organise vaccination clinics, enhance public understanding of the advantages of vaccines, and confront vaccine hesitancy have played a pivotal role in attaining herd immunity and progressively transitioning towards a post-pandemic scenario.

The capacity of local governments to make well-informed decisions grounded in facts has played a pivotal role in effectively managing the pandemic. Robust data analytics systems have been implemented to effectively monitor infection rates, hospital capacities, and other essential variables. The utilisation of a data-driven approach has facilitated the ability to promptly modify containment methods and allocate resources in accordance with areas of highest priority. Furthermore, it is noteworthy that local authorities have placed a significant emphasis on fostering clear communication channels with the general public, ensuring the widespread dissemination of crucial information pertaining to the virus, vaccination efforts, and pertinent public health standards. The maintenance of confidence and the enforcement of community compliance with preventive measures have played a crucial role in effectively managing the ongoing pandemic.

Local authorities have acknowledged the inequitable consequences of the pandemic on susceptible demographics, such as the elderly, economically disadvantaged households, and individuals in key occupations. Targeted programmes and efforts have been designed to offer crucial services, including food aid and mental health help, to these specific groups. Concurrently, they have engaged in partnerships with firms and industries to foster economic revitalization. Grants, loans with low interest rates, and economic stimulus packages have been specifically designed to provide assistance to local businesses, safeguard employment opportunities, and foster economic expansion, so establishing a foundation for a viable economy in the aftermath of the epidemic.

CONCLUSION

Indonesian diversity is surprisingly had good respond to recover from the pandemic. If one caught to develop sector that has cash-grab characteristic only, it means that the recovery performance lacks equality. The diversity brough by Semarang government proves that diversity is crucial key to recovering from Pandemic. Community organizations are generally seen as bad and violent, yet Semarang Pemkot embraced it because of COVID-19 crisis. Not only that, but that also put cultural artistic show like Wayang show from the data above. This also proves that Bhineka Tunggal Ika as country's fundamental ideology also works in solving economic crisis, that the diversity is not merely ideology but also good problem solver.

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