



Content Analysis of News on COVID-19 Rising during April 2023 in Bangkokpost.com

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Abstract

COVID-19 has been a great disaster for the world and entire society where it challenges not only mentality but also the lifestyle itself. Media is also part of people struggles in facing COVID-19. When a pandemic occurs, panic buying is the proof that people cannot stay calm when pandemic comes; that includes the panic within people in general. The role of media with Karen and Kevin's media analysis helps us find how forming public opinion is important in order to perform panic control within the government as the death case raise again in April. Bangkok Post shows us this kind of capability despite the fact that the country itself is a developed country.

Keywords: *COVID-19, Omicron Sub-Varian; Government; Content Analysis; Panic Control; Bangkok Post*

1. INTRODUCTION

The COVID-19 crisis, caused by the novel coronavirus SARS-CoV-2, has had an unparalleled impact on the world. From its initial emergence in late 2019, the virus swiftly spread across borders, posing grave threats to public health, economies, and societies. This topic delves into the multifaceted dimensions of the crisis, examining its global ramifications, the response of nations, and the remarkable resilience displayed by individuals and communities in the face of unprecedented challenges. The Global Outbreak (approx. 130 words): The rapid spread of COVID-19 transformed the outbreak into a full-fledged global crisis. The highly contagious nature of the virus, combined with international travel, facilitated its transmission on an unprecedented scale. In a matter of months, nations





worldwide were grappling with the escalating burden on healthcare systems, shortages of medical supplies, and the urgent need to implement mitigation strategies to curb the virus's spread (Shereen et al., 2020). Lockdowns, travel restrictions, and social distancing measures became the new norm, significantly impacting economies, trade, and daily life.

1.1 Healthcare Struggles and Scientific Advancements:

The surge in COVID-19 cases overwhelmed healthcare systems, leaving medical professionals and facilities strained and exhausted. Hospitals were inundated with critically ill patients, and efforts to increase capacity and procure life-saving equipment were initiated. Scientists and researchers worked tirelessly to understand the virus, develop accurate diagnostic tests, and explore treatment options. The unprecedented speed with which vaccines were developed and deployed demonstrated remarkable scientific advancements. Vaccination campaigns became crucial in containing the spread of the virus and reducing the severity of infections, offering hope for a return to normalcy.

1.2 Socioeconomic Impact:

The COVID-19 crisis had far-reaching socioeconomic consequences. Businesses, particularly small enterprises, faced closures, layoffs, and financial losses. Unemployment rates soared, and vulnerable populations bore the brunt of economic downturns. Education systems faced disruptions, with schools and universities shifting to remote learning, exacerbating existing inequities in access to education. The pandemic also highlighted the essential role of frontline workers, from healthcare professionals to delivery personnel, who risked their lives to keep essential services functioning.

Global Collaboration and Solidarity: The crisis prompted unprecedented levels of global collaboration and solidarity. Nations shared information, research, and resources to combat the virus collectively. International organizations like the World Health Organization (WHO) played a vital role in coordinating responses and disseminating guidelines. Communities came together to support one another, with countless acts of kindness and resilience displayed worldwide. Scientific collaboration led to breakthroughs in treatment options and vaccine development. The crisis underscored the importance of a unified global approach to address health emergencies and reinforced the need for investment in public health infrastructure and preparedness (Lim et al., 2020; Sreesaeng et al., 2021).

The COVID-19 pandemic has brought forth an unprecedented global struggle affecting individuals, communities, and nations on an immense scale. Since its emergence in





late 2019, the virus has rapidly spread across borders, causing illness, death, and a significant disruption to all aspects of life. One of the most challenging aspects of this crisis has been the overwhelming strain on healthcare systems, with hospitals and healthcare workers grappling to provide adequate care amidst surges in infections. Additionally, the pandemic has triggered an economic crisis, leading to widespread job losses, business closures, and financial instability for countless individuals and families.

Moreover, the social and emotional toll of the pandemic cannot be underestimated, as isolation, anxiety, and grief have become commonplace experiences. Governments and societies have faced a tremendous struggle in implementing and enforcing public health measures, such as lockdowns and mask mandates, while also balancing the need to sustain economic activity and preserve social well-being (Ahorsu et al., 2022; Pascarella et al., 2020). The fight against COVID-19 has necessitated remarkable scientific advancements, with the rapid development and distribution of vaccines serving as a beacon of hope. However, the struggle is far from over, as new variants continue to emerge, requiring ongoing vigilance and adaptation in our collective response. The road to recovery remains arduous, demanding global cooperation, resilience, and compassion to overcome the challenges posed by this formidable adversary. The COVID-19 crisis has challenged humanity like never before, but it has also brought out the best in people and nations. It has showcased the resilience, adaptability, and strength of communities worldwide. By learning from this crisis, we can build a more robust and prepared world, capable of tackling future challenges with greater efficiency and compassion.

2. LITERATURE REVIEW

21. COVID-19 ON THAILAND

Thailand was one of the first countries outside of China to report COVID-19 cases. Recognizing the gravity of the situation, the Thai government swiftly implemented robust measures to curb the virus's spread. As early as January 2020, health screenings were initiated at airports, and strict quarantine measures were enforced for incoming travelers. By March, Thailand imposed a state of emergency, leading to the closure of schools, entertainment venues, and non-essential businesses (Sangveraphunsiri et al., 2022; Sirikulchayanonta et al., 2022). Thailand was one of the first countries outside of China to report COVID-19 cases. Recognizing the gravity of the situation, the Thai government swiftly implemented robust measures to curb the virus's spread. As early as January 2020, health screenings were initiated at airports, and strict quarantine measures were enforced for





incoming travelers. By March, Thailand imposed a state of emergency, leading to the closure of schools, entertainment venues, and non-essential businesses (Rattanachaikunsopon & Phumkhachorn, 2020; Tantrakarnapa et al., 2022).

Thailand's well-developed healthcare infrastructure played a vital role in managing the pandemic. The country boasts a comprehensive healthcare system, with both public and private hospitals offering quality medical services. To strengthen its preparedness, Thailand established specialized COVID-19 hospitals and testing centers across the country. These measures ensured adequate healthcare facilities and resources were available to effectively diagnose and treat infected individuals. Thailand's government placed great emphasis on public awareness and education throughout the pandemic. Regular televised briefings by public health officials disseminated vital information to the public, promoting hygiene practices, social distancing, and the importance of wearing masks. Moreover, the government launched campaigns utilizing various media channels to ensure that accurate information reached all segments of society, fostering a sense of collective responsibility.

Thailand's success in controlling the virus can be attributed, in part, to strong community engagement. The government actively collaborated with local communities, leveraging their knowledge and support. Village health volunteers played a crucial role in disseminating health guidelines, conducting screenings, and identifying potential cases. This grassroots approach helped to identify and isolate infected individuals promptly, curbing the spread within communities. Thailand harnessed the power of technology and digital solutions to combat the pandemic. Contact tracing applications were developed and widely adopted, aiding in the identification of potential hotspots and high-risk individuals. Furthermore, telemedicine and online consultations gained popularity, allowing individuals to seek medical advice remotely and reducing the burden on healthcare facilities. (Srichannil, 2020; Tantrakarnapa & Bhophornangkul, 2020)

Like many nations, Thailand's economy was severely impacted by the pandemic. Tourism, a significant contributor to the country's GDP, took a substantial hit. To counteract the economic downturn, the Thai government implemented various stimulus packages, offering financial assistance to affected businesses and individuals. Furthermore, domestic tourism campaigns were launched to encourage local travel and stimulate economic activity within the country (Kunno et al., 2021; Wilasang et al., 2022). Thailand actively engaged in international collaboration to combat the global pandemic. The government collaborated with neighboring countries and international organizations to share best practices, exchange information, and coordinate response efforts. In terms of travel restrictions, Thailand





implemented strict border controls, including mandatory quarantine measures for incoming travelers. These measures were instrumental in minimizing imported cases and preventing the resurgence of the virus.

Thailand's proactive measures and resilient response bore fruit, as the country managed to contain the virus effectively. The timely implementation of restrictions, widespread testing, and efficient contact tracing contributed to keeping the infection rate low. The strong sense of community, coupled with effective public awareness campaigns, helped instill a culture of responsibility among Thai citizens. However, the pandemic also highlighted certain vulnerabilities and lessons for the future. Thailand realized the need to diversify its economy beyond tourism and build resilience in sectors susceptible to global disruptions (Boon-itt et al., 2021; Ratanarat et al., 2020). Additionally, the importance of continuous investment in healthcare infrastructure and pandemic preparedness was underscored. Thailand's response to the COVID-19 pandemic demonstrated its ability to adapt swiftly, implement effective measures, and engage its community. By prioritizing public health, leveraging technology, and implementing comprehensive strategies, Thailand successfully managed the crisis. As the world continues to grapple with the long-term effects of the pandemic, Thailand's experience provides valuable insights and a blueprint for future pandemic preparedness and response.

2.2. The Role Of Media When Pandemic/Plague Occurs

The role of media during a pandemic or plague is of utmost importance, serving as a critical source of information, communication, and public awareness. The media plays a multifaceted role, acting as a conduit between health authorities, experts, and the general public. In times of crisis, media platforms such as television, radio, print, and digital media are essential tools for disseminating accurate and timely information, promoting preventive measures, addressing misconceptions, and fostering a sense of community resilience (Gandasari & Dwidienawati, 2020). First and foremost, media acts as a primary source of information during a pandemic or plague. Journalists and reporters work tirelessly to gather data, research, and expert opinions, providing up-to-date information on the spread of the disease, precautionary measures, and the latest medical advancements. By delivering reliable information, media outlets help individuals make informed decisions about their health and safety, promoting responsible behavior and mitigating panic.

Media also plays a crucial role in educating the public about the nature of the pandemic or plague. Through news reports, documentaries, and expert interviews, media





outlets help increase awareness and understanding of the virus, its transmission, symptoms, and potential consequences. This educational function aids in dispelling myths, combating misinformation, and encouraging individuals to follow evidence-based guidelines and recommendations from health authorities (Jiang et al., 2022; Olagoke et al., 2020). Moreover, media acts as a platform for public health messaging. Governments and health organizations utilize media channels to deliver public service announcements, campaigns, and guidelines for disease prevention. Messages regarding hygiene practices, social distancing, mask usage, and vaccination campaigns are effectively disseminated through media platforms, reaching a wide audience, and reinforcing key public health measures. By amplifying these messages, the media plays a vital role in ensuring that individuals remain informed and engaged in their own health and the health of their communities.

During a pandemic, media also serves as a watchdog, holding authorities accountable for their actions and decisions. Journalists investigate and report on government responses, resource allocation, and healthcare systems' preparedness, shedding light on any shortcomings or systemic issues.(Hidayat et al., 2021; Soekiman et al., 2021; Susilo et al., 2021; Thehawijaya & Susilo, 2023) Through their coverage, the media fosters transparency, facilitates public discourse, and encourages a sense of collective responsibility among both government officials and citizens. Media platforms also provide a means for individuals to share their experiences, concerns, and opinions. Social media platforms, in particular, allow for real-time conversations, enabling people to connect, support one another, and share coping strategies . Online communities and forums emerge, fostering solidarity and reducing the feeling of isolation that can accompany a pandemic or plague.

Furthermore, media plays a vital role in countering fear and anxiety during times of crisis. By providing balanced reporting and highlighting stories of resilience and recovery, media outlets help alleviate panic and promote hope. Positive news stories, interviews with survivors, and accounts of healthcare workers' dedication inspire a sense of solidarity and determination to overcome the challenges posed by the pandemic. However, it is important to note that the role of media during a pandemic or plague is not without challenges. The rapid spread of misinformation and rumors poses a significant threat to public health efforts. Media outlets must exercise responsibility and rigorously fact-check information before dissemination, countering false narratives that can undermine public trust and hinder effective response measures (Su et al., 2021; Wajahat Hussain, 2020).

In conclusion, the role of media during a pandemic or plague is multifaceted and critical. It serves as a primary source of information, educating the public, promoting





preventive measures, and fostering resilience. Media acts as a platform for public health messaging, holding authorities accountable, and providing a means for individuals to share their experiences (Lee et al., 2021). By countering fear and misinformation, media outlets play a vital role in maintaining public trust, empowering communities, and ultimately contributing to effective pandemic response and recovery.

2.3 The Future Risk

In light of the recent global health crisis caused by the COVID-19 pandemic, it is crucial to understand the potential future risks associated with pandemics and plagues. While humanity has made remarkable progress in combating infectious diseases, emerging threats continue to pose significant challenges. This research examines the possible risks that could shape our future, considering factors such as evolving pathogens, socio-economic impacts, healthcare systems, and preparedness measures (Kunreuther & Schupp, 2021).

1. Evolving Pathogens:

One of the foremost risks in the future is the emergence of new and more virulent pathogens. Rapid globalization, increased population density, and ecological changes create fertile ground for the evolution and transmission of infectious diseases. The ongoing threats of zoonotic diseases, such as Ebola, SARS, and MERS, remind us of the persistent danger of cross-species transmission and the potential for devastating outbreaks.

2. Globalization and Urbanization:

The interconnectedness of our modern world through travel and trade has contributed to the rapid spread of diseases. The risk of pandemics is amplified as global travel becomes more accessible and urban areas continue to grow. Overcrowding, inadequate sanitation, and limited healthcare resources in densely populated cities increase the vulnerability to disease transmission and can lead to exponential outbreaks.

3. Socio-Economic Impacts:

Pandemics and plagues have profound socio-economic consequences. The disruption of supply chains, business closures, and job losses during a pandemic can lead to a severe economic downturn. Additionally, the strain on healthcare systems can result in increased mortality rates and reduced access to essential medical services. Societal unrest, inequality, and strained social welfare systems are further potential risks that may arise from the fallout of a major health crisis.





4. Healthcare System Challenges:

The strain placed on healthcare systems during pandemics can be overwhelming. Shortages of medical supplies, hospital beds, and healthcare personnel become acute in times of crisis. Insufficient surge capacity and the inability to quickly adapt and scale up healthcare infrastructure can exacerbate the impact of an outbreak, leading to increased mortality rates and a compromised response to other medical emergencies.

5. Global Preparedness:

The level of preparedness and response capabilities of nations is critical in mitigating the risks associated with pandemics and plagues. Investment in research, development, and manufacturing of vaccines and therapeutics is crucial to ensure timely and effective responses to emerging pathogens. International collaboration, information sharing, and coordinated efforts are essential to combat global health threats collectively.

6. Vaccine Hesitancy and Misinformation:

Vaccine hesitancy and the spread of misinformation pose significant risks in addressing future pandemics. The success of vaccination campaigns depends on public trust in vaccines and accurate dissemination of information. Misinformation can hamper efforts to achieve widespread vaccination coverage, leaving populations vulnerable to outbreaks and hindering herd immunity.

7. Climate Change and Environmental Factors:

Climate change and environmental degradation can impact the frequency and distribution of infectious diseases. Rising temperatures, changes in rainfall patterns, and habitat destruction can alter the behavior and geographical range of disease-carrying vectors, such as mosquitoes and ticks. This can lead to the expansion of vector-borne diseases and increase the risk of new infectious disease outbreaks.

The future risks associated with pandemics and plagues are complex and multifaceted. The evolution of pathogens, coupled with globalization, urbanization, and socio-economic impacts, necessitates a comprehensive and proactive approach to disease prevention, detection, and response. Strengthening healthcare systems, investing in research and development, fostering international collaboration, combating misinformation, and addressing climate change are crucial steps to mitigate the risks and build resilience in the face of future health crises. By learning from the lessons of the past and prioritizing preparedness, we can better safeguard the health and well-being of future generations (Destoumieux-Garzón et al., 2022; Donnelly, 2021).





3. RESEARCH METHOD

News content analysis is the most fitting for this research. Content analysis is a research method that involves systematically analyzing and interpreting the content of various forms of communication, such as text, images, audio, and video. It is widely used in social sciences, media studies, marketing research, and other fields to examine patterns, themes, and relationships within the data. This method provides a structured approach to analyze qualitative and quantitative data, allowing researchers to gain insights into the messages, ideas, and representations conveyed through different media. The process of content analysis begins with defining the research objectives and developing a coding scheme or set of categories to classify the content. These categories can be predefined based on existing theories or emerge through an inductive approach. The coding scheme serves as a framework to systematically identify and record specific elements or attributes within the data, which could be words, phrases, themes, characters, visual elements, or any other relevant aspects.

Once the coding scheme is established, the researcher selects a representative sample of content to analyze. This could be a collection of articles, advertisements, speeches, social media posts, or any other form of communication that aligns with the research objectives. The content is then carefully examined, and the predefined categories are applied to each piece of data. This coding process can be done manually by human coders or automated using specialized software. During the coding phase, intercoder reliability checks are often conducted to ensure consistency among different coders. This involves comparing and assessing the agreement between coders in their application of the coding scheme. Interactions and discussions between coders help refine the coding scheme and address any discrepancies or uncertainties that arise during the analysis.

Once the coding is complete, the data is summarized and analyzed to identify patterns, trends, and relationships within the content. This analysis can be both quantitative, involving statistical calculations and frequency counts, and qualitative, involving the interpretation of meanings, themes, and discourse. Content analysis allows researchers to explore a wide range of research questions. It can be used to investigate media representation, political discourse, public opinion, advertising strategies, social media trends, and much more. By systematically examining and categorizing content, researchers can identify dominant themes, subtexts, biases, and changes over time, providing valuable insights into societal, cultural, and communication phenomena.





One of the key strengths of content analysis is its ability to handle large volumes of data efficiently. By employing a systematic coding process, researchers can analyze extensive datasets and identify patterns that may not be immediately apparent. Additionally, content analysis allows for a standardized and replicable approach, enabling other researchers to validate and build upon previous findings. However, content analysis also has its limitations. The interpretation of content is subjective to some degree, as different coders may interpret and categorize data differently. There is also a risk of oversimplification or missing important contextual elements when reducing complex content into predefined categories. Furthermore, content analysis is limited to analyzing observable and measurable aspects of communication, which may not capture the full depth and richness of human meaning-making. In conclusion, content analysis is a valuable research method that allows researchers to systematically analyze and interpret the content of various forms of communication. It provides a structured approach to uncover patterns, themes, and relationships within data, enabling researchers to gain insights into the messages, ideas, and representations conveyed through different media. While it has its limitations, content analysis continues to be a widely used and influential method in social sciences and other disciplines.

3.1 Anlysis Technique

The Technique will be using analysis method of Karen McNamara and Kevin Parnell in their Torres Strait Report, where the analysis technique will result in tracking the public opinion inside the news material published by online news outlet (Karen Mcnamara & Kevin E. Parnell, 2010). The table of analysis will include the news, themes/terms, then the negative/neutral/positive tenor. The news will be taken from Bangkok Post in order to see the depth of Thailand’s Public Opinion.

4. RESULT

NEWS	THEMES/TERMS	TENOR
Health officials to hand out seasonal boosters	<ul style="list-style-type: none">- Covid 19- Booster- Omicron Varian- Vaccines	Neutral





	<ul style="list-style-type: none"> - Continuous COVID-19 Monitor 	
Elderly woman who died tests positive as cases rise	<ul style="list-style-type: none"> - COVID 19 - Ruam Katanyu Foundation - Antigen Test Kit (ATK Test) - WHO case and field case are different - XBB.x - Sudden Death Rise 	Neutral
PM sounds alarm on Covid's resurgence	<ul style="list-style-type: none"> - COVID 19 - Departement of Disease Control - XBB. 1.16 - new cases prediction 	Neutral
Fuel consumption in Q1 exceeded pre-Covid level	<ul style="list-style-type: none"> - Fuel Consumption Pre-COVID 19 - Tourism - fuel consumption increase - petroleum decrease 	Negative
Govt ramps up vaccine distribution	<ul style="list-style-type: none"> - Government - Vaccine - immunization rate dropped - The Big Catch Up 	Positive
EU to unveil reforms for cheaper drugs	<ul style="list-style-type: none"> - Cheap Drugs - medicine cost - microbial resistance - transferable vouchers - OTMeds 	Positive
6 new cases of new subvariant found	<ul style="list-style-type: none"> - Dept. Of Medical Sciences - Omicron XBB.1.16 	Positive





	<ul style="list-style-type: none"> - Vaccinations - Panic Control 	
Covid surges after Songkran	<ul style="list-style-type: none"> - The Dept. of Disease Control - Death Rise - Lung Inflammation - Risk of COVID-10 Transmission - Omicron sub-variant XBB.1.16 - reopening vaccine distribution centers 	Neutral
Equality at heart of health plan	<ul style="list-style-type: none"> - Prisoner's Health - COVID 19 - guidelines focus on preventing transmission of diseases - Department of Disease Control - Department of Corrections 	Positive
Daily Covid cases surge in Bangkok	<ul style="list-style-type: none"> - Daily cases, - Bangkok Metropolitan Association (BMA 9) - X.BB.1.16 + key factor (organization) 	Neutral
Positive = 4	Neutral = 5	Negative = 1
Common Keywords = COVID-19	Common Mentions = Government Institutions	Common Themes = X.BB.1.16/Sub-varian

According to the data gathered above, there are 10 news gathered in total and the are many materials of public opinion gathered inside the table. In the end, despite the worrying case of death rise and more COVID-19 victims, the news are surrounded with neutral written





news. The tone of the news is written in informative and chronological manner, which means that the news had good composition and also good communication delivering that would make the reader had good panic control. Normally when people see the news regarding the rise of COVID, people will quickly step back.

4.1 Panic Control During Covid 19

The COVID-19 pandemic has caused unprecedented global upheaval, triggering fear, anxiety, and panic among individuals worldwide. As uncertainty persists, it becomes crucial to adopt effective strategies for panic control (Yıldırım et al., 2022). By cultivating resilience and implementing practical measures, individuals can better navigate these challenging times. This article explores seven essential strategies to help manage panic during COVID-19, offering guidance and empowering individuals to maintain their mental and emotional well-being.

1. Accurate Information and Media Consumption

Amidst the pandemic, staying informed is essential, but excessive exposure to sensationalized media reports can fuel panic. Seek information from reliable sources such as the World Health Organization (WHO) or official health departments. Limit media consumption to trusted outlets and establish a healthy balance between staying informed and avoiding information overload. Focus on factual updates, and consciously avoid engaging with misinformation or rumors that can exacerbate anxiety.

2. Establishing a Routine and Maintaining Normalcy

Panic often thrives in the absence of structure. Establishing a daily routine can provide a sense of control and normalcy amid the chaos. Set a consistent wake-up time, plan activities, and prioritize self-care. Incorporate physical exercise, healthy eating habits, and sufficient sleep to support overall well-being. By adhering to a routine, individuals can reduce anxiety and maintain a semblance of stability during uncertain times.

3. Mindfulness and Stress Reduction Techniques

Practicing mindfulness and stress reduction techniques can help individuals regain a sense of calm amidst panic. Engage in activities such as meditation, deep breathing exercises, or yoga to alleviate stress and anxiety. These techniques promote relaxation, enhance self-awareness, and foster a greater sense of control over emotions. By focusing on the present





moment and cultivating self-compassion, individuals can reduce panic and promote overall mental well-being.

4. Establishing Social Connections

Isolation and social distancing measures can contribute to feelings of panic and loneliness. Establish and maintain social connections through virtual means. Utilize video calls, social media platforms, or online communities to stay connected with friends, family, and support networks. Engaging in meaningful conversations and sharing experiences can provide emotional support, reduce panic, and foster a sense of belonging even during physical distancing.

5. Seeking Professional Support

If panic and anxiety become overwhelming, seeking professional help is crucial. Mental health professionals, such as therapists or counselors, can provide valuable guidance and support through telehealth services. They can assist in developing coping strategies, addressing specific concerns, and managing panic symptoms effectively. Do not hesitate to reach out for help when needed, as professionals are equipped with the necessary tools to provide the support required during these challenging times.

6. Engaging in Productive Activities

Redirecting energy towards productive activities can help distract from panic-inducing thoughts. Pursue hobbies, learn new skills, or engage in creative endeavors. Use this time to focus on personal growth and development, such as reading books, practicing an instrument, or exploring artistic outlets. By channeling energy into meaningful activities, individuals can regain a sense of purpose and control over their lives, mitigating panic and fostering a positive mindset.

7. Self-Compassion and Emotional Well-being (100 words):

Amidst the chaos, it is vital to practice self-compassion and prioritize emotional well-being. Acknowledge that it is normal to feel anxious during these uncertain times. Treat yourself with kindness and understanding and avoid self-judgment. Engage in activities that bring joy, practice self-care, and allocate time for relaxation. Cultivating emotional resilience and being patient with oneself can help manage panic and foster a positive outlook during the COVID-19 crisis.





4.2 THAILAND'S PANIC CONTROL

In other words, what we gain during rising case of COVID-19 case during April is that the news makes a move in panic control. With the result of Neutral aligned data, the common keyword of COVID-19 and the common themes of COVID-19 sub-varian proves that their media news have the panic control and validated the points below:

1. Early Response: Thailand was one of the first countries outside China to report COVID-19 cases. The government swiftly responded by implementing rigorous measures to control the spread. This proactive approach helped to instil confidence among the public and mitigate panic.
2. Centralized Command: The Thai government established the Center for COVID-19 Situation Administration (CCSA) to serve as the central coordinating body for all pandemic-related efforts. The CCSA was responsible for formulating policies, disseminating information, and coordinating between different government agencies and stakeholders.
3. Transparent Communication: The Thai government placed a strong emphasis on transparent and regular communication. Daily press briefings were conducted by health officials, providing updates on the situation, precautionary measures, and guidelines. These briefings helped to address public concerns, dispel rumours, and maintain trust in the government's efforts.
4. Stringent Measures: Thailand implemented a range of stringent measures to control the spread of the virus. This included travel restrictions, quarantine protocols, closure of borders, and lockdowns in high-risk areas. These measures were enforced strictly and communicated clearly to the public, ensuring a sense of control and minimizing panic.
5. Public Health Infrastructure: Thailand already had a robust public health infrastructure in place, which played a crucial role in panic control. The country had a network of public hospitals, health centres, and medical professionals who were well-equipped to handle the crisis. The existing infrastructure helped in timely testing, contact tracing, and providing necessary healthcare services.
6. Community Engagement: The Thai government actively engaged with local communities and encouraged their participation in controlling the spread of the virus. Community leaders, volunteers, and organizations were mobilized to disseminate information, promote hygiene practices, and support vulnerable





populations. This community engagement helped to foster a sense of collective responsibility and reduce panic.

7. Economic Support: To alleviate the economic impact of the pandemic, Thailand implemented various economic stimulus packages, providing financial aid to affected individuals and businesses. This support aimed to reduce anxiety and panic related to the economic fallout of the crisis.
8. Mental Health Support: Recognizing the psychological impact of the pandemic, Thailand also focused on providing mental health support services. Helplines and counselling services were established to address the emotional well-being of individuals during these challenging times. These efforts helped in managing panic and anxiety.

It is important to note that the effectiveness of panic control measures may vary over time, and the situation is subject to change. For the most up-to-date and accurate information, it is advisable to refer to official government sources and international health organizations.

5. CONCLUSION

With the proof that Thailand is running their panic control through media news using Karena and Kevin's analysis method, the public opinion formed through their Bangkok Post News is to obtain the result below:

1. Reduced Stress and Anxiety: Panic control helps individuals manage their stress and anxiety levels effectively. By staying calm and composed, people can better cope with the uncertainty and fear associated with the pandemic. This reduces the detrimental effects of stress on both mental and physical health.
2. Rational Decision Making: Panic often leads to impulsive and irrational decision making. By controlling panic, individuals can think more clearly and make well-informed choices. This applies to personal decisions, such as following recommended safety guidelines, as well as societal decisions, such as supporting evidence-based public health measures.
3. Enhanced Problem-Solving: Panic tends to hinder problem-solving abilities and creative thinking. When panic is under control, individuals can approach challenges with a clearer mindset, allowing for more effective problem-solving and adaptability. This is particularly important during a rapidly evolving situation like a pandemic.





4. Improved Mental Health: Panic and excessive fear can exacerbate existing mental health conditions and contribute to the development of new ones. By focusing on panic control, individuals can better manage their mental health and reduce the negative impact of the pandemic on their psychological well-being.
5. Better Communication and Collaboration: Panic can lead to chaotic and ineffective communication, hindering collaboration among individuals, communities, and organizations. When panic is managed, communication channels remain open, and people can work together more efficiently, share accurate information, and support one another (Putri et al., 2022).
6. Maintaining Social Cohesion: Panic can lead to social division and conflict. By controlling panic, individuals can promote social cohesion and unity. This enables communities to come together, support vulnerable groups, and foster resilience during challenging times (Daniel Susilo et al., 2022).
7. Increased Resilience: Panic control helps individuals and societies build resilience. By focusing on constructive actions, adapting to new circumstances, and maintaining a positive mindset, people can develop the resilience needed to face adversity, recover, and thrive in the face of ongoing challenges.

It's important to note that panic control does not mean ignoring the severity of the situation or the need for appropriate precautions. Rather, it involves managing fear and anxiety in a way that allows for effective decision making and responsible behaviour. This can help protect both individual and public health during the COVID-19 pandemic.

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