

## **Covid-19 Pandemic in South Africa: An Exploration on Citizen Adherence to Protocols and Communication**

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**ABSTRACT** This paper sought to explore the general public's response to the national communications about COVID-19 in the Eastern Cape Province of South Africa. A qualitative research strategy was utilised to conduct fieldwork in Scenery Park Phase 1 and 2 locations in Buffalo City Metropolitan Municipality in King Williams town CBD, and Alice town CBD in the Eastern Cape Province, South Africa to understand the context of the participants. Exploratory and descriptive approaches were used in this study. Data collection was cross-sectional as information was gathered once through face-to-face interviews with purposively selected 30 community members and leaders, 10 from each location. The findings indicated that, dissemination of information about COVID-19 was ineffective and inadequate for little was done to address the illiterate population. The study recommends the training and development of crisis leadership competencies as a proactive measure. The study also recommends spirited awareness campaigns ahead of an impending disaster to fully educate and empower the masses.