

The Role of Social Media/Internet During the Covid-19 Pandemic for Local Communities Around the University of Jember

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Abstract

Several countries, including Indonesia, have finally implemented large-scale social restrictions (PPKM) in which these restrictions affect various sectors of society, both in terms of economy, education, society, and others. Advances in technology and information now make all activities feel more efficient, especially the problem of using social media. The development of this communication technology encourages communication actors who are not only used by individuals but become an alternative that is used to provide information and education related to the COVID-19 pandemic. This study wants to explore the education of the people of Jember Regency on COVID-19 through social media in it. Furthermore, this study also identifies how the media affects the local people of the University of Jember by involving social media communication in strategies to increase awareness about efforts to handle and prevent COVID-19. The implementation method used is quantitative. The required data is obtained from the distribution of online questionnaires. The result of research is social media makes it easier for people to share information related to COVID-19. They can play the role who can educate the public and stimulate the latest research. health care education; Directing the public to websites and landing pages to provide reliable, up-to-date health information and support Indonesian citizens in dealing with the COVID-19 pandemic.

Keywords: covid-19, education, information, social media

Introduction

The world is currently being hit by a virus outbreak known as the coronavirus. According to WHO, coronaviruses are a group of viruses that can cause disease in animals and humans. Several types of coronaviruses are known to cause respiratory tract infections in humans, ranging from coughs and colds to more severe ones such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). A new type of coronavirus has been found to cause the disease COVID-19 (WHO, 2020). This COVID-19 infection has caused a pandemic in all countries for almost two years starting from March 2020. Covid-19 first appeared in Wuhan, Hubei Province, China at the end of 2019 and spread rapidly throughout China in just 30 days. As a result of the Covid-19 outbreak, almost every country in the world is affected by rapid and widespread infections. The COVID outbreak was declared a pandemic by WHO on March 11, 2020 (WHO, 2020). The occurrence of the Covid-19 incident in Indonesia was officially confirmed by the President of Indonesia on March 2, 2020.

The spread of this virus is increasing very rapidly. This is because the virus can spread from person to person through droplets from the nose and mouth that come out when an infected person talks, sneezes, or coughs. The most common symptoms in patients are fever, dry cough, and malaise. Other lesser-known symptoms that patients may experience include nose pain, headache, sore throat, diarrhea, and airway pain. (Ashidiqie, 2020).

COVID-19 is a disease caused by a new variant of the coronavirus, namely Severe Acute Respiratory Syndrome Coronavirus-2 (SARS-CoV-2) where the spread of this virus is transmitted by animals to humans (zoonosis), and based on scientific research by the Ministry of Health of the Republic of Indonesia in 2020. This virus can be transmitted from human to human through coughing/sneezing droplets (droplets).

According to the Indonesian Lung Doctors Association (PDPI) in 2020, a person infected with COVID-19 can be asymptomatic, have mild symptoms, and have moderate or severe symptoms. Symptoms that are often encountered in the early stages of viral infection include respiratory disorders, namely coughing, shortness of breath, and often accompanied by fever. Non-specific symptoms were also found in patients with COVID-19 in the form of problems in the upper respiratory tract accompanied by leukopenia. Some suspected patients also had diarrhea a few days before the onset of fever and were accompanied by headaches (Ali & Alharbi, 2020).

But it should be noted that these mild symptoms can develop into a complication and cause severe symptoms such as organ failure, severe pneumonia, pulmonary edema, and even cause septic shock (Chen et al., 2020). The cure rate for patients with mild symptoms is very high and patients can heal within 1 to 2 weeks. Meanwhile, patients who experience severe symptoms of respiratory failure due to pulmonary alveolar damage have a lower recovery rate. Most cases of death were caused by patients having comorbidities in the form of hypertension, heart disease, lung disease, diabetes mellitus, and Parkinson's (Levani et al., 2021). With the effects of symptoms that arise, even complications that can occur, some people choose to be reluctant to carry out examinations at the hospital due to many factors such as reluctance to follow standard patient care procedures in hospitals, refusal to self-isolate, and insufficient economic factors for medical expenses and hospital treatment (Media, 2020).

The scarcity of medicines, hand sanitizers, masks, and other commodities has made the prices of these goods increase many times. Various events, especially scientific conferences, business meetings, sporting events, fashion shows, and wedding parties are advised to be avoided, which have a huge social impact on society. Many countries have banned attending classes in schools, colleges, and universities and millions of students are not getting a good quality education. It is very difficult to assess this loss in monetary terms but it has a huge loss for students and their families (Ali & Alharbi, 2020).

Of course, precautions have been taken, which is helped by the contribution of social media as public education about COVID 19. Measures can be taken through social media to prevent the transmission of COVID-19. Although many factors influence health-related behavior, recognizing the risk of changing people's behavior is an important factor in improving personal health and public health to avoid COVID-19. Mass media communication in this case is social media and is a fundamental part of many health promotion strategies that aim to change health-risk behaviors. Social media can reach and influence millions of Indonesians simultaneously. The most obvious power of the media is the number of people the media can reach. Social media can influence individual behavior, environment, and societal values that support the individual, so awareness of health requires the maintenance of behavior change habits. In addition, as health care patterns continue to change, the media can provide the public with valuable information about other options and perspectives (Alber et al., 2016).

Based on these problems, the University of Jember attended the TTDKBC Batch 2 Volunteer activity want to explore public education about COVID19 through social media and its culture in it. Furthermore, this study also identifies how the media affects society and by involving mass media communication in strategies to increase awareness about efforts to handle and prevent COVID-19.

Methods

This study uses a quantitative approach, which is a type of research that uses numbers that are then analyzed using statistical test equipment to answer the hypothesis that has been proposed. The data collection technique was using an online questionnaire distribution method to as many as 48 respondents from the local community of the University of Jember.

Results and Discussion

Influence according to the Big Indonesian Dictionary (KBBI) is a power that exists and arises from something (people, things) that helps shape a person's character, beliefs, or actions. From the above understanding, it has been stated previously that influence is something that can shape or change something else. Influence is a condition where there is a reciprocal relationship or a causal relationship between what affects and what is influenced. These two things are to be connected and look for whether there are things that connect them. On the other hand, influence is a force that can trigger something, and make something change. So if one of the so-called influences changes, there will be consequences (Putri et al., 2016).

Social media is an online medium, with its users being able to easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world. Another opinion says that social media is online media that supports social interaction and social media uses web-based technology that turns communication into interactive dialogue.

Social networking is a site where anyone can create a personal web page, then connect with friends to share information and communicate. The largest social networks include Facebook, Myspace, and Twitter. If traditional media uses media print and broadcast media, then social media uses the internet. Social media invites anyone who is interested to participate by contributing and giving feedback openly, giving comments, and sharing information in a fast and unlimited time.

The Internet greatly benefits from the collaboration of these two companies. It is important to recognize the impact of the Internet on society because it is clear that the Internet can influence thinking through freedom and flexibility (Duan & Chen, 2019). The effect can be considered as culture itself. Exploring the results, online collaboration can help make the web more useful by focusing on the accuracy of the information and recognizing its limitations (Dwivedi et al., 2021). The Internet has a significant impact on people's lifestyles that are changing due to technology (Reveley, 2013). For example, the existence and accessibility of online communication tools have changed the topic and the manner, frequency, and habits of communication. Advances in information and communication technology and the wider implications of globalization are changing the way people live, interact, learn, and redefine the idea of cultural identity (Susanto, 2017). The concepts of space, time, and distance lost their traditional meaning. Unfortunately, these advantages can also be seen as disadvantages with the globalization of culture and the global movement of cultural processes.

Table 1. Data on social media users in Indonesia in January 2022

Types of social media apps	Total users
Whatsapp	169.417.000
Instagram	161.968.000
Facebook	155.283.000
TikTok	120.521.000
Telegram	119.948.000

Source: Processed from various sources

The research argues that the Internet is destroying a culture that believes that the open nature of the Internet through social networks allows anyone and anywhere to access any information (Reveley, 2013). Whether it's children or adults imitating what they see or read and copying or practicing on their own, it has nothing to do with the environment they are in. On the other hand, the Internet brings culture closer to more individuals, facilitating and accelerating access; has the potential to encourage the emergence of new forms of artistic expression and the dissemination of knowledge, including its relationship to the dissemination of information related to the COVID-19 pandemic. This research does not mean that the Internet through social networks is always positive and without problems. On the other hand, this study urges readers not to let blind people through social networks with the negative impact of the internet on the dangers of COVID19. The view being built is that individuals need to be aware that social media will continue to change the culture in many ways with the advancement and future increase in use, and earlier mass management, of the COVID19 outbreak to mitigate its wider impact (Muhali, 2019).

To fully understand the impact of social media on society, it must be remembered that technology is material culture (Lewis, 2020). This culture is produced in social processes in certain institutional settings, based on the ideas, values, interests, and knowledge of producers, both early producers, and later producers (Villalón & Feld, 2016). In this process, it is necessary to classify technology users who adopt and adapt rather than adopting technology, and thereby modify and produce technology in the process of continuous interaction between technology production and general use. So during the COVID-19 pandemic, society must place it in the context of the transformation of the social structure as a whole, as well as about the cultural characteristics of the social structure, where social media culture has become a necessity in Indonesian society.

Social change is mainly due to how information is communicated, people are always connected and always kept informed about their lives and what is happening around the world. In addition to traditional systems that rely on laboratory diagnostics, social media is increasingly being recognized as a source of information and public health alerts. In addition, communications are becoming increasingly reliant on online communications to share information and coordinate resources such as medical devices, healthcare, healthcare professionals, and information in the context of the COVID19 crisis. COVID19 is currently the leading cause of death and illness worldwide and is mainly supported by unhealthy lifestyles and undisciplined social and physical distancing (Zhou, 2020). Indeed, poor diet, smoking, and alcohol abuse are common risk factors for respiratory and other chronic illnesses exacerbating the effects of COVID 19, but the efforts proposed by governments are inherently urgent.

In disseminating information related to COVID19, social media, or other forms of technology in the form of education, as a social organization, its development is also influenced by the rapid development of media. Media has always been a social institution. Many perceptions and norms in society are based on the information they receive, especially information related to COVID19. Before venturing into social networks, the written press could be an example. From the perspective of power politics, where without the press, the colonialists are still able to maintain control over the people by seeing themselves as the better and superior party (Murthy, 2012). So clearly, on this basis, we can see that media is always a social institution. When technology began to develop in all aspects of human life, the media is the main source of information and necessities of life that continue to grow.

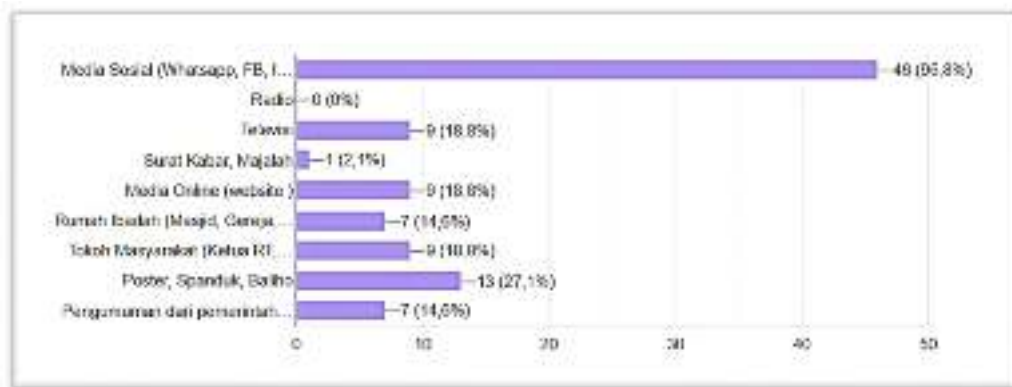


Figure 1. The Most Influential Media Questionnaire Results Regarding the COVID-19 Pandemic

The local community of the University of Jember uses social media to share opinions, seek information, and share stories of their experiences. Furthermore, the results showed that respondents emphasized that social networking is a means to provide better health services. For the community around the University of Jember, social media is a place to seek advice for those who may be experiencing similar health problems. They also seek advice on lifestyle changes and solutions to any health problems they may have. For example, someone interested in preventing COVID-19 by washing their hands with soap could browse a blog or seek advice from members of the social media community.

Social media can also be used as a tool for research and public health tracking related to COVID-19. For example, researchers have used social media to track and predict the spread of the COVID-19 outbreak. Due to the abundance of publicly available information on various diseases and other public health issues, there is great potential for using social media as a data mining resource to develop epidemic responses. Social media can also be used to track public opinion about, for example, the use of disinfectants and other COVID-19 prevention and control measures. In addition, medical institutions and professionals can act on the information disseminated on social networks. For example, if you know that a disease outbreak is imminent, you can plan availability and providers. They can also direct relevant research to counter the effects of misinformation. This is because social media is global, where social media information applications can be used all over the world.

Conclusion

In this modern era, media and sources of understanding knowledge continue to develop. The development of static media sources in the form of books is currently implemented in a dynamic and virtual

form, making it more attractive to the public and easier to understand. This is also to make it easier for the public to understand the content of the message or information material being distributed, especially related to COVID-19. It is believed that education by all means and means is an integral part of Indonesian society, capable of shaping people and teaching them how to behave and behave in certain situations. Simply put, education has a lot to do with society, and at least by teaching the behavior of the people in its environment,

The role of social media in health education can largely be attributed to the emergence of technologies that allow people to accelerate the spread of information about COVID-19. Technology has been very helpful. With the advancement of technology, even the functioning of society has changed. Social media makes it easier for people to share information related to COVID-19. They can play the role of teachers who can educate the public and stimulate the latest research. health care education; Directing the public to websites and landing pages to provide reliable, up-to-date health information and support Indonesian citizens in dealing with the COVID-19 pandemic.

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