

PUBLIC RESPONSE TO EDUCATION AND PREVENTION EFFORTS OF COVID-19 IN INSTAGRAM @SATGASCOVIDIDIJATIM

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Abstract: This study aims to determine the public's response to education and prevention of COVID-19 on Instagram social media @satgascovididijatim and to find out the effectiveness of Instagram social media as a medium to convey information to the public. This study uses a descriptive qualitative approach with a phenomenological analysis perspective. Research data obtained by the methods of observation, interviews, and documentation. There are two points from this research. First, the Indonesian Doctors Association (IDI) of East Java Province educates and prevents COVID-19 through the @satgascovididijatim Instagram account to the public, especially the people of East Java, to prevent the spread of the Corona virus. Second, the community provides three forms of response; cognitive, affective, and behavioral. The response stated that the Instagram account @satgascovididijatim is one of the effective media in delivering educational messages and preventing COVID-19 to the public via Instagram social media.

Keyword: Public response; COVID-19; education; prevention; Instagram social media.

Abstrak: Penelitian ini bertujuan untuk mengetahui respons masyarakat terhadap edukasi dan pencegahan COVID-19 di media sosial Instagram @satgascovididijatim dan mengetahui efektivitas media sosial Instagram sebagai media penyampai informasi kepada masyarakat. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan perspektif analisis fenomenologi. Data penelitian diperoleh dengan metode-metode observasi, wawancara, dan dokumentasi. Ada dua poin hasil penelitian ini. Pertama, Ikatan Dokter Indonesia (IDI) Provinsi Jawa Timur melakukan edukasi dan pencegahan COVID-19 melalui akun Instagram @satgascovididijatim kepada masyarakat, khususnya masyarakat Jawa Timur, untuk pencegahan terhadap penyebaran virus Corona. Kedua, masyarakat memberikan tiga bentuk respons; kognitif, afektif, dan behavioral. Respons tersebut menyatakan, bahwa akun Instagram @satgascovididijatim merupakan salah satu media yang efektif dalam penyampaian pesan edukasi dan pencegahan COVID-19 kepada masyarakat melalui media sosial Instagram.

Kata kunci: Respons masyarakat; COVID-19; edukasi; pencegahan; media sosial Instagram

A. Introduction

In early 2020, the world was shocked by the outbreak of a new virus, namely the new type of corona virus (SARS CoV-2), which was later named by the World Health Organization (WHO) as Corona Virus Disease (COVID-19) 2019.¹ This virus was originally known to have originated in Wuhan, China at the end of 2019. It is suspected that the initial spread of this virus came from the seafood market or the Huanan live market, Wuhan, because the cases that emerged had direct

¹ Yuliana, "Corona Virus Disease (Covid-19); Sebuah Tinjauan Literatur," *Wellnes and Healthy Magazine* 2, no. 1 (Februari 2020): 187.

contact with that market.² The number of cases is increasing every time, until reports of deaths from this virus are found. In the end, on January 30 2020, WHO determined that the COVID-19 case was a Public Health of International Concern (PHEIC) or a Public Health Emergency that Concerned the World (KKMMD).³

Corona virus easily spreads to all countries in the world. According to the latest data on August 2, 2020, 216 countries have been confirmed to have contracted the virus.⁴ The latest data also states that the number of patients who have tested positive for COVID-19 from all over the country is 17 million patients, with a death toll of 6 thousand million. With its fast and easy spread, in March 2020 the first positive case in Indonesia was confirmed. This first positive case was found in Depok, West Java. It is suspected that the positive patient has made direct contact with foreign tourists visiting Indonesia. The spread of COVID-19 continues to various regions in Indonesia. As of October 2, 2020, the number of confirmed positive cases was 282 thousand patients.⁵

The President of the Republic of Indonesia, through Presidential Decree No.12 of 2020, has determined that the Corona virus (COVID-19) is a non-natural disaster which is designated as a national disaster. Research states that the spread of this virus is very easy and fast, namely through contact with patients and droplets, droplets from a positive person's sneeze or cough.⁶ In a recent study, WHO (*World Health Organization*) again stated that the spread of the COVID-19 virus can also be through the air or *airborne*.⁷ For this reason, the government has appealed to the public to take COVID-19 prevention through established health protocols.

To prevent the spread of the plague that is increasingly widespread, of course it is not only the government that is moving. The public must also have the awareness to move against the pandemic by complying with established health protocols. For this reason, the government provides education and prevention of COVID-19 through social media to the public through various media, one of which is social media. As a result of the development of internet technology, social media has played a significant role in helping the government to educate and prevent COVID-19 to the public. Based on the results of Wear social Hootsuite's research in February 2020, social media users in Indonesia reached 175 million. Increased 17% or 25 million users from the previous year. The types of social media that are most widely used are Youtube, WhatsApp, Facebook, Instagram and Twitter.⁸

At first, the public had not shown any interest in COVID-19 because there were no cases in Indonesia. Until March 2, 2020, when the first positive case in Indonesia was confirmed, there was a change in the community in using social media to see the development of COVID-19. The public is increasingly monitoring the development of COVID-19 through various media, including social media. Information about small things, which not everyone knows, that is considered unimportant or information that society does not really need can turn out to be important, known to many people, and needed by society. The role of the media is becoming increasingly important because the consciousness of the masses in general is symbolic awareness, namely awareness on the surface.⁹

² Ibid.

³ Fatia Zulfa, Henni Kusuma, "Upaya Program Balai Edukasi Corona Berbasis Media Komunikasi Dalam Pencegahan Penyebaran Covid-19," *Jurnal Abdimas Kesehatan Perintis*, <https://jurnal.stikesperintis.ac.id/index.php/JAKP>.

⁴ <https://covid19.go.id/>, accessed on October 3, 2020.

⁵ <https://covid19.go.id/>, accessed on October 2, 2020.

⁶ Levi Larrasaty, "Droplet, Aerosol, Airbone, Yang Jadi Penyebaran Virus Corona, Apa Perbedaannya?," accessed on October 4, 2020, <https://health.grid.id/read/352241093/droplet-aerosol-airborne-yang-jadi-penularan-virus-corona-apa-perbedaannya?page=all>.

⁷ World Health Organization, "Transmission of SARS-CoV-2: Implications for Infection Prevention Precautions," *Scientific Brief*, July 9, 2020.

⁸ Andi Dwi Riyanto, "Hootsuite (We are Social): Indonesian Digital Report 2020," accessed on October 5, 2020, <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2020/>.

⁹ Jauhar Madani, "Pengaruh Pemberitaan Media Tentang COVID-19 Terhadap Psikologi Massa," <https://www.metrojambi.com/read/2020/08/19/52601/pengaruh-pemberitaan-media-tentang-covid19-terhadap-psikologi-massa>, accessed on October 5, 2020.

Public awareness is the main key in efforts to break the chain of spreading this deadly infectious disease. The government must have a firm strategy so that the public can obey all of the calls made.¹⁰ So that there is public awareness and they understand the dangers of COVID-19, it is necessary to continuously disseminate education and prevention. The government uses social media as a medium to provide understanding to the public about the spread of the COVID-19 virus. Education and prevention of this virus is carried out on various social media platforms, one of which is Instagram. Instagram is an application for taking short pictures and videos that you can add digital filters to and share with various other social networking services.¹¹

The use of Instagram social media as an effort to educate and prevent COVID-19 is carried out by several institutions and organizations, one of which is the IDI (Indonesian Doctors Association). The Executive Board of the Indonesian Doctors Association (PB IDI) said that they would form a task force (Task Force) to prevent COVID-19. This task force was formed to coordinate with related parties.¹² The Task Force (Front Gugus Unit) is tasked with explaining COVID-19 to the public, carrying out educational efforts in the form of maintaining a healthy and clean lifestyle and teaching wearing masks.

As in the Instagram account @satgascovididijatim. The Instagram account, which was formed by the East Java IDI COVID-19 task force, has made many efforts to educate and prevent COVID-19 for *followers* its, which totaled 4,698 followers on the Instagram application.¹³ Not only distributing content in the form of images or videos, but also conducting webinars on health and COVID-19 which can be accessed through a Zoom Meeting application with speakers who are experts in their fields. Seeing the large number of followers and feedbacks in the comment's column, it is certain that the @satgacovididijatim Instagram account can be used as a medium to provide information about COVID-19 prevention to the wider community on Instagram social media.

B. Literature Review

1. Response

Response comes from English, which means a response, action, or answer to a problem to the audience.¹⁴ Response is a response, a set of reactions from the communicant after receiving a message.¹⁵ According to Kartono (2014), a response is an answer, especially an answer to a question or questionnaire that is either obvious outwardly or hidden.

Response is closely related to stimulation. So that if the stimulus appears in advance, the response will follow it. Receiving the behavior that is transmitted after being stimulated is a form of response. Response is the result of behavior that arises after being stimulated. Response can be interpreted as an attitude that appears after a stimulus or impulse through the five senses will shape behavior in the form of rejection or approval.

Response in communication is often referred to as feedback. Response has a very important role in communication, because the response determines whether communication continues or stops. The purpose of communication is the occurrence of responses or responses in the form of behavior, actions, or answers from the communicant to stimuli or stimuli provided by a communicator.

There are several kinds of responses according to Steven M. Chaffe¹⁶. The responses are divided into three types, namely:

¹⁰ Syafrida, "Bersama Melawan COVID-19 di Indonesia," *Salam: Jurnal Sosial dan Budaya Syar-i* 7, no. 6 (2020): 503.

¹¹ <https://id.m.wikipedia.org/wiki/Instagram>, accessed on October 4, 2020.

¹² Thoeffilus Ifan Sucipto, "PB IDI Bentuk Satgas Pencegahan Virus Korona," accessed on October 5, 2020, <https://www.medcom.id/nasional/peristiwa/ybDIeGZb-pb-idi-bentuk-satgas-pencegahan-virus-korona>.

¹³ <https://www.instagram.com/satgascovididijatim/?igshid=1u6gkjuql89n3> accessed on October 5, 2020.

¹⁴ Departemen Pendidikan Indonesia, *Kamus Besar Bahasa Indonesia*, (Jakarta: Balai Pustaka 2008): 1170.

¹⁵ Effendy, *Dasar-Dasar Perawatan Kesehatan Masyarakat*, (Jakarta: EGC, 1998): 19.

¹⁶ Jalaludin Rakhmat, *Psikologi Komunikasi*, (Bandung: PT Remaja Rosdakarya, 2008): 218.

- a. Cognitive response (opinion), which is a response that is directly related to reasoning and thoughts, so that audiences who did not know at first become aware, those who do not understand become understood, and those who are confused become clear. So that there appears a change in the understanding of the audience about what is conveyed by the communicator.
- b. Affective response (feeling), which is a response related to the feelings of the audience after being stimulated by the communicator. These feelings can be in the form of happy, sad, angry, and so on.
- c. Conative response (behavior), which is a response related to changes in intention, determination, effort, which tends to become an activity or behavior.

From the distribution of responses above, it can be seen that the response includes all opinions, feelings, and human behavior after being stimulated by the communicator. Responses appear suddenly when humans feel, see, hear an event or event.

2. Society

Etymologically, society comes from the Arabic language "*musyarak*" which means relationship or interaction. Society is a group of people who live and live in an area and form a system, where the interactions that occur are between the individuals in the group.

The community has characteristics (Sulistiyowati, 2014) namely:

- a. located in a certain area,
- b. living in groups,
- c. there is a culture,
- d. there is a change in society,
- e. there is social interaction,
- f. there is a leader,
- g. there is social stratification.

3. Education and Prevention

a. Education

According to the Big Indonesian Dictionary, education means education.¹⁷ Notoadmojo, (2003) state that education or commonly referred to as education is any effort that is planned or influences other people, both individuals and groups so that they do what is expected by the education actors. Education is a learning process that is carried out both formally and informally which aims to develop the potential of individuals, groups and communities and create a better learning process.

Health education is the provision of information, increasing understanding, instructions, related to health. Health education can include types of education related to health potential and how health potential can be achieved or how to avoid certain disease problems. (Carr *et al*, 2014). The purpose of health education according to Health Law no. 23 of 1992 and WHO, namely increasing the ability of the community to maintain and improve the health status both physically, mentally and socially so that they are economically and socially productive, health education both eradicating infectious diseases, community nutrition, health services, environmental sanitation, and other health activities.

Health education has targets that are divided into three groups, namely:

- 1) The primary target, the target directly to the community all efforts in education and health promotion.
- 2) The secondary target, the target is traditional leaders, which is expected this group will provide education to the surrounding community.
- 3) Tertiary targets, the targets are decision makers or policy makers both at the central and regional levels, the hope is that the policies made by the leaders can have an impact on the secondary group then the pimer group.

¹⁷ <https://kbbi.web.id/edukasi.html>, accessed on October 4, 2020.

b. Prevention

According to the Big Indonesian Dictionary, prevention is holding something back from happening, hindering, prohibiting, trying to prevent it from happening. A process, means, to take preventive, deterrent and rejection actions.¹⁸ From this understanding it can be concluded that prevention is a behavior or process to prevent an incident from happening. Thus prevention is an action that is identical with behavior.

From the two descriptions above, it can be concluded that education and prevention are very important to be applied in everyday life. Education can make changes in terms of knowledge, from not knowing to knowing and prevention can make changes in terms of behavior, namely preventing an incident from happening.

4. Social Media

Social media is a medium to socialize with each other and is done online which allows humans to interact with each other without the limitations of space and time.¹⁹ According to Andreas Kaplan and Michael Haenlin social media is a group of internet-based applications that are built on the foundation of the web 2.0 ideology, and enable the creation and user-generated content.²⁰

Social media as a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate and play with each other. Van Djik stated that social media is *a platform* media that focuses on the existence of users who facilitate them in activities and collaborations.²¹

There are six types of social media, namely:

- a. Collaboration projects, which are websites that allow users to change, add, or delete content written on the web. Examples are blogs and wikipedia.
- b. Blogs and microblogs, where users can express something on this blog freely, for example criticism of the government. An example is twitter
- c. Content community, where users can create and share content, such as videos, books, games, and others. An example is youtube
- d. Social networking sites, which are applications in which there is permission for users to connect with other people by creating personal information. Examples are Facebook, Instagram.
- e. Virtual games, namely virtual game worlds, users can appear in the form of avatars they want and can interact with other people like the real world. An example is the *world of warcraft* (online game).
- f. Virtual social, where a user feels alive in a virtual world. Almost the same as virtual games, but virtual social is freer and leads to real life. An example is *second life*.

Social media is online media, where users can easily participate, share, and create content in the form of blogs, forums, virtual worlds, and social networks. The rapid development of internet technology has made the development of social media also accelerate. Nowadays, it is very easy to share something, greet each other, create content, and disseminate it in online media. To access the Instagram application, for example, it can be anywhere and anytime, you only need a *cellphone* to access the application. Even with other applications, which can be accessed via mobile phones.

Social media can send messages or information quickly. News from all corners of the world can be accessed right away. The ease and speed of information on social media can replace conventional media in disseminating news.

¹⁸ "Cegah," accessed on October 4, 2020, <https://www.kbbi.web.id/cegah.html>.

¹⁹ Nimda, "Apa itu Sosial Media," Unpas.ac.id, accessed on 4 October, 2020, <http://www.unpas.ac.id/apa-itu-social-media/>.

²⁰ Kaplan, Andreas M., Michael Haenlin. "Users of the World, Unite! The Challenges and Opportunities of Social Media," *Business Horizon* 53, no. 1 (January–February 2010): 59-68.

²¹ Astari Clara Sari, "Komunikasi dan Media Sosial," *Jurnal; Universitas Muslim Indonesia*, (2019): 6.

C. Methods

This research uses descriptive qualitative research methods to understand people's response to Instagram account @satgascovididijati in providing COVID-19 education and prevention. In this research, researchers used phenomenological approaches. Phenomenology is an attempt to express the meaning of a person's experience.²² The data in this study were collected based on direct observations, in-depth interviews, and documentation. Data analysis methods are data reduction, data presentation, and conclusion drawing.²³

D. Results and Discussions

1. Instagram Account @satgascovididijati as COVID-19 Education and Prevention Media to the Public

The development of internet technology has had an impact on people's lives lately. The Internet significantly affects people's lifestyles because of its technology.²⁴ In its development, each individual has changed the way they communicate, frequency, and habits as a result of the availability and accessibility of online communication tools. The developers of communication information technology and the effects of broad globalization are changing the way a society lives, interacts, learns, and redefines the idea of cultural identity.²⁵

Internet and informatics interventions help the general public understand the COVID-19 virus. Governments and related institutions can use technological developments to provide COVID-19 education and prevention to the wider community so that behavior changes in individuals. Social media in particular has several advantages, including wide access, being able to reach space limits, and cost efficiencies.²⁶ Currently, the development of social networks facilitates and takes opportunities to spread information to the public in the form of COVID-19 education and prevention.

The Instagram account of @satgascovididijati owned by the IDI COVID-19 Front Cluster Unit of East Java seeks to create content to educate and prevent COVID-19 to the public through social media. In the Instagram account, there is a lot of content related to COVID-19 education and prevention activities, including how to spread the COVID-19 virus,²⁷ the use of cloth masks, facts and COVID-19 hoaxes, social distancing differences, education when doing self-isolation at home, and so on. The content of the Instagram account is an interesting image or video so that the followers or viewers of Instagram.

In addition to content such as animated images and videos, @satgascovididijati's Instagram account also conducts conferences, webinars, or talk shows on COVID-19 education and prevention efforts with speakers who are experts in health and government.²⁸ This conference can be watched through IDI East Java's YouTube account or via Zoom Conference. In addition, there is also a study of Islamic studies filled with national preachers, namely Pof. Dr. H. Moh. Ali Aziz, and KH. Abdullah Gymnastiar (AA Gym).

2. Public Response to COVID-19 Education and Prevention on Social Media

The diffusion of information through social media has made the scope of people's own lives. On the dissemination of COVID-19 information on social media, people tend to be health agents as

²² O. Hasbiansyah, "Pendekatan Fenomenologi: Pengantar Praktik Penelitian dalam Ilmu Sosial dan Komunikasi," *Mediator: Jurnal Komunikasi* 9, no.1 (2008): 166.

²³ Lexy J. Moleong, *Metode Penelitian Kualitatif* (Bandung: Remaja Rosdakarya, 2012), 247.

²⁴ James Reveley, "The Exploitative Web: Misuses of Marx in Critical Social Media Studies," *Science and Society* 77, no. 4 (2013): 512-535.

²⁵ Scott Hamilton, Benjamin Martill, and Katharine Millar, "Power, the State, and the Social Media Network," *St Antony's International Review* 8, no. 2 (2013): 23-11.

²⁶ Muchammad Bayu Tejo Sampurno, Tri Cahyo Kusumandyoko, and Muh Ariffudin Islam, "Budaya Media Sosial, Edukasi Masyarakat, dan Pandemi COVID19," *Salam: Jurnal Sosial dan Budaya Syar-i* 7, no. 6 (2020): 534.

²⁷ <https://www.instagram.com/p/B-347nZDsFA/?igshid=whciis1ioz8a> accessed on October 6, 2020.

²⁸ <https://www.instagram.com/p/CEJJVNHD0EZ/?igshid=wc2lq1rqcwrdd> accessed on October 6, 2020.

well as educational agents. The public will sift through the information obtained through social media, then apply in his daily life.

The response displayed by the public regarding COVID-19 education and prevention on social media is rather various. Steven M. Chaffe,²⁹ said that the public response is divided into three kinds, namely the cognitive response, affective response, and behavioral response. The public will respond after observation, or get stimulated from a consequence or event. Social media provides a comment field to provide feedback or responses to its users. This is to find out how far an account's followers or followers know about the account, as well as the messaging media between followers and the person behind the account.

a. Cognitive Response

Cognitive response is a reaction that is closely related to an individual's level of knowledge and understanding of a phenomenon. In this case, a person's level of knowledge of a phenomenon has a significant reciprocal relationship in the prevention efforts of diseases or viruses suffered by individuals.³⁰ Individual knowledge of COVID-19 has a strong influence on individuals in an effort to prevent the virus.

The cognitive response displayed by the public after seeing @satgascovididijatim Instagram account is that the social media account as a media to convey education to the public about the spread of COVID-19 virus. People who used to belay with COVID-19 became aware of the disease. People know what COVID-19 is, how it spreads, how it transmits, and so on.³¹

From these observations, it can be known that people's understanding can change after getting new information. People will learn new things and then apply them into everyday life.

b. Affective Response

Affective responses are related to emotions, such as value, feelings, passion, and interest in something. People have a wide range of responses to the COVID-19 pandemic that is expanding. At the beginning of its emergence, the public was indifferent and designing because it assumed that this pandemic only occurred in China and would not spread to Indonesia. But since the first case emerged in Indonesia in March 2019, the initially indifferent public has become anxious and scared. The fear and anxiety of this community lead to many misunderstandings or confirmation biases that lead to irrational actions taken by general public.³²

In disseminating information to the public, the medium that offers simplicity and speed is social media. People can easily access social media anywhere and anytime, just need a smartphone and internet quota. The dissemination of COVID-19 information through social media became one of the media to give people an understanding to change their understanding of pandemics so that there is not information bias and cognitive bias.

This research focuses the public's affective response to Instagram account @satgascovididijatim in disseminating information to the public. According to the informant, the @satgascovididijatim Instagram account is very informative in providing information about COVID-19 to the public. This Instagram @satgascovididijatim already good at providing education to the community.³³ People who feel less informed about COVID-19 understand and understand what to do and what not to do after accessing the Instagram account.

²⁹ Jalaluddin R, *Psikologi Komunikasi* (Bandung: PT Remaja Rosdakarya), 218.

³⁰ Sumi Lestari, "Sikap Warga Kampung Wisata Warna-Warni (NANI) terhadap Pandemi COVID-19," (2020), accessed on October 28, 2020, <http://conference.um.ac.id/index.php/psi/article/view/9>.

³¹ The results were obtained by from interviews online involving 28 respondents on October, 5 2020. The interviews were conducted via google form by asking questions related to community response after seeing @satgascovididijatim Instagram account.

³² Fun Mang Fung and Chung Wei Heng, "Cara Menghadapi Bias Kognitif yang Hadir selama Pandemi COVID-19," accessed on October 31, 2020, <https://theconversation.com/cara-menghadapi-bias-kognitif-yang-hadir-selama-pandemi-covid-19-141606>.

³³ The results of online interviews with respondents via google form on October 5, 2020.

The response is not only a positive response, but also a negative response. Negative responses are included in the affective response because of the informant's assessment of something. Researchers asked an online interview to an informant about the miss of Instagram account @satgascovididijatim in providing COVID-19 education and prevention to the public through social media. The fault stated by the informant is in the content provided.³⁴

From some of the above statements, it can be concluded that the public's affective response to @satgascovididijatim Instagram account in COVID-19 education and prevention is effective through social media, because it is easy and fast. Education and prevention efforts are also interesting and informative so that people feel helped by the Instagram account. However, there is also a miss of Instagram account @satgascovididijatim in the efforts to educate and prevent COVID-19 to the public through social media, namely that the content created is still missing especially on educational content. In addition, the dissemination of information on social media cannot target all Indonesians due to the limitations of different ages, education, environment, and economy. So, the education and prevention of COVID-19 must also be done offline in order for information to target the public at large.

c. Behavioral Response

Social media has a changing impact on individual behavior. Someone who used to dislike something becomes a like and vice versa, that's a form of behavior change in social media. The change in society is largely due to how information is transmitted, with people always connected and constantly informed about what is happening.³⁵ In the dissemination of COVID-19 related information, @satgascovididijatim Instagram account is part of the form of education, as social institutions are also affected by the fast growth of media.

This Instagram @satgascovididijatim made by IDI Jatim certainly makes the community make behavioral changes in terms of prevention of corona virus. People who were initially laid with the corona virus became aware of the corona virus and its prevention methods. According to the informant after an online interview, that the change in behavior made was when out of the house wearing a mask. As it is known that the corona virus is spread through droplets (liquids), so who recommends wearing masks as an effort to prevent COVID-19 infection. In addition, the application of social distancing (keep distance) is also one of the efforts in preventing the contracting of coronavirus. In addition to behavior changes that comply with health protocols, people also experience lifestyle changes after viewing the content of their Instagram account @satgascovididijatim. The effect on the Instagram account in changing lifestyle in the midst of a pandemic is to maintain cleanliness and health.

The informant said in an online interview that the application of healthy living is carried out in alignment with health protocols, wearing masks and washing hands using soap and clean water. Although it has not been able to stop the spread of corona virus, but by complying with health protocols made by the government is expected to prevent the transmission of the corona virus especially in itself. The informant's statement about the change in behavior after viewing the content of the Instagram account @satgascovididijatim can be concluded that the Instagram account has a significant impact on the change in people's healthy lifestyles. People who initially did not pay much attention to the health and cleanliness of the environment, are now becoming more concerned with the health and cleanliness of the environment. The response of people's behavior to @satgascovididijatim Instagram account is to apply a healthy and clean life in daily life.

³⁴ The results of the interview showed that of the 28 respondents, 14 respondents or half of the total respondents stated that the lack of the @satgascovididijatim Instagram account was in its content. The irregular feed of the @satgascovididijatim Instagram account makes the public less interested in seeing the account. Eight respondents stated that there were no shortages, and the rest were random answers.

³⁵ Sampurno, Kusumandiyoko, and Islam, "Budaya Media Sosial, Edukasi Masyarakat, dan Pandemi COVID19," 535.

3. Effectiveness of Instagram Account @satgascovididijatim as Educational Media for COVID-19 Prevention

a. The Urgency of Social Media During COVID-19 Pandemic for the General Public

In the current era of globalization, the fast development of technology is characterized by the increasing flow of information and communication. Information is a central need of society to improve knowledge. One way to get the necessary information, namely through public information publishing. Public information publishing is a need that is needed by the public, especially regarding public information services.³⁶

Ardianto in the book Communication 2.0 says, that online social media are called online social media instead of online mass media because social media has a social power that greatly influences public opinion that is growing in society. Fundraising or mass movement can be formed because of the power of online media. Because of what is social media, proven to be able to form opinions, attitudes, and behaviors of the public or society.³⁷

The dissemination of COVID-19-related information using online systems through social media has played a role in building their own scope, where they can make themselves educational agents and health agents. Users can directly inform the public about COVID-19 on social media platforms interactively. Engaging in the use of social media can put the emergency management community, including medical and public health professionals, in a better position to respond to disasters.

The effectiveness of our public health emergency system depends on our attention to preparedness, dexterity in responding to daily stresses and disasters, and resilience that drives rapid recovery. Social media can enhance every component of this effort. As a widely used medium as a source of information, social media is one of the real efforts in reducing the risk of COVID-19 disaster.³⁸

As well as the role of Instagram account @satgascovididijatim which is a combination of doctors throughout East Java who move together in the effort to educate COVID-19 through the various useful content presented.

b. The Urgency of Actual Content from Social Media During COVID-19 Pandemic for the General Public

The efforts on social media to direct COVID-19 related news that is currently the highest level of urgency is a course of prevention against hoaxes that can potentially unseeded Indonesians and potentially undermine the chain of public nationalism.³⁹ In the midst of the pandemic, the purpose of social media will be increasingly tough given the recommendations of Physical Distancing and Work from Home.⁴⁰

With the strong impact of the media in influencing the process of socialization and behavior of people, it can be said that the media is a powerful strength in influencing public opinion in both the political, cultural, and economic fields associated with health in COVID-19. The social media presence so closely with society causes citizens in democratic countries to think of it as part of life. People create social media to share opinions, try information, and share stories about their experiences.

³⁶ Amalia Nurul I'tikoh, "Efektivitas Penggunaan Media Sosial Instagram dalam Meningkatkan Citra Pemerintah Kabupaten Kebumen," *Undergraduate Thesis* (Yogyakarta: UIN Sunan Kalijaga, 2018), 1.

³⁷ Errika Dwi Setya Watie, "Komunikasi dan Media Sosial," *Jurnal the Messenger: Cultural Studies, IMC and Media* 3, no. 1 (2011): 71.

³⁸ Aprillia Findayani, "Sosial Media sebagai Upaya Pengurangan Resiko Bencana Covid-19 (Studi Kasus Kota Semarang)," *Jurnal Geografi* 17, no. 2 (2020): 66-67.

³⁹ Endang Tri Irianingsih, Bani Sudardi, and Akit Abdullah Rais, "Pengaruh Era Media Baru dan Terjadinya Chaos Identitas," *Haluan Sastra Budaya: Jurnal Ilmiah Ilmu-Ilmu Humaniora* 2, no. 1 (2018): 60.

⁴⁰ Nurliya Ni'matul Rohmah, "Media Sosial Sebagai Media Alternatif Manfaat dan Pemuas Kebutuhan Informasi Masa Pandemi Global Covid 19 (Kajian Analisis Teori Uses and Gratification)," *Jurnal Komunikasi dan Penyiaran Islam* 4, no.1 (2020): 11.

Additionally, research shows that 60% of doctors see social media as a way to provide better health care to patients.⁴¹

Since the COVID-19 pandemic broke out, there has also been the spread of false information related to the virus. The information that circulates from the assumptions of the origin of the virus is incorrect, incorrect control of the symptoms, to the spread of confusing information related to government policy in each country in the face of pandemics.⁴²

The description of health in hoax news begins with the emergence of an explanation that smoking can prevent and treat pain due to COVID-19 (Gunadha, R & Diamond, R; 2020). It is also reported that garlic can be used to cure infections caused by a corona virus (Kominfo; 28 January 2020; Garjito, D & Aditya, R. (2020). Meanwhile, Garjito, D & Aditya, R. (2020) also wrote that there is news that cold weather and snow kill the COVID-19 virus, this is clarified by WHO stated that the news is a myth and should not be believed.⁴³

The media open channels to the public to be free to do anything, including expressing opinions, giving opinions, right down to increasing its ability in the range of its concerns. As a form of innovation, people respond enthusiastically. All facilities provided are used for compiling news to forming opinions. This reality causes confusion, but is at the same time profitable, as audiences can receive information in real time. When carefully reading information submitted through news channels from verified media, the audience is not too worried, because the news delivered is verified. However, what has been a poor impact to cause chaos is the spread of information delivered by unverified media channels.

Public knowledge of COVID-19 is an important aspect of the pandemic as it is today, related to COVID-19 and its viral characteristics, signs and indication, terms associated with COVID-19, necessary screening and transmission processes and prevention efforts of the disease. A person who has known about a particular information, then he will be able to determine and make decisions on how he should deal with it.⁴⁴

One important factor to note in strategizing communication is the role of communicators in communication. An important communicator factor when launching communication, namely the attractiveness of resources and the credibility of the source, then in terms of communication in social media, both things should be part of disseminating information, especially the rise of information in the midst of COVID-19 pandemic like this. One of @satgascovididijatim's Instagram accounts is a valid social media reference, one of the team members who moved explained during an online interview that the information presented comes from trusted literature as well as sources who are already experts in the field.

E. Conclusion

The responses shown by the community to the @satgascovididijatim Instagram account in an effort to educate and prevent COVID-19 consists of three responses, namely cognitive, affective and behavioral responses. From the three responses, it can be seen that the @satgascovididijatim Instagram account is quite effective as a medium for disseminating educational information and preventing COVID-19 through Instagram social media to the public. Social media is an effective medium for disseminating information in the form of education and prevention of COVID-19 to the public. This is because social media is a medium that is easy and cheap, and can be reached and used by anyone at any time.

⁴¹ Sampurno, Kusumandyoko, and Islam, "Budaya Media Sosial, Edukasi Masyarakat, dan Pandemi COVID19," 536-538.

⁴² Devid Saputra, "Fenomena Informasi Palsu (Hoax) pada Media Sosial di Tengah Pandemi Covid-19 dalam Perspektif Islam," *Jurnal Dakwah dan Ilmu Komunikasi* 2, no.1 (2020): 5.

⁴³ Cevi Mochammad Taufik and Suhaeri Suhaeri. "Urgensi Literasi dalam Suasana Chaos," *Ensains Journal* 3, no. 2 (2020): 88.

⁴⁴ Ika Purnama Sari, Anisa Ell Raharyani, "Tingkat Pengetahuan Perilaku Masyarakat Kabupaten Wonosobo tentang COVID-19," *Jurnal Ilmiah Kesehatan* 10, no. 1 (2020): 38.

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