

Optimizing The Role of Students in The Context of ‘Mendoan Covid-19’ (Towards Indonesia Coexist With Covid-19) Through The Use Of Social Media

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Abstract: *Social media is an essential part of technological development that attracts the most sympathy at various levels of society. From 2016—2019, the use of social media continues to increase. With the stipulation of the COVID-19 pandemic in early 2020, the use of social media to date has reached 4.2 billion. It has become a basic need for the community as a means of communication and the most effective repository of information. This research is a comparative causal quantitative research. Based on observational questionnaire data on 12—14 July 2021 from 100 participants, consisting of 2 age groups 15—21 and >21 years, were analyzed by the Mann Whitney statistical test and showed that there were differences in the use of social media about COVID-19 in the two age groups (p -value = 0.009) which is also supported by the characteristics of the respondents, including the duration of use of social media, the type of social media and the type of content that is most often use. Students can use social media to provide education and information about COVID-19 to coexist with COVID-19 through the form of audio-visual content on several social media that are of interest based on differences in age groups.*

1 INTRODUCTION

COVID-19 is an infectious disease caused by a new type of coronavirus, namely SARS Coronavirus 2 (SARS-Cov-2), which was first discovered in the Wuhan area of China in December 2019. This virus causes infections in the human respiratory tract, such as MERS and SARS (WHO, 2020). In addition, the COVID-19 virus infection also has several impacts that interfere with physical health and psychological problems and problems in the fields of politics, economy, social, culture, defence, security, community welfare, and changes in community social interactions and work patterns (Adha dkk., 2020; Adon, 2021; Huang & Zhao, 2021).

The government has set several policies to reduce the spread of COVID-19 infections. These policies include the implementation of Large-Scale Social Restrictions (PSBB), the *Work From Home*

(WFH) system (Hanifa & Fisabilillah, 2020). The application of WFH in the field of education also impacts the implementation of learning *School From Home* (SFH) (Adha dkk., 2020).

The curve of the COVID-19 pandemic continues to rise and fall. This prompted the government to issue an appeal to the community in mid-May 2021 to coexist with COVID-19. This situation is also known as the *new normal*. The term *new normal* refers to the new rules that are looser than before. The term *new normal* is also defined by various changes, including changes in thinking, behaving, and socializing with other people (Adon, 2021).

The implementation of these policies indirectly requires people to use technology to support their daily activities. Based on the Hootsuite survey reported on liputan6.com by Agustin Setyo Wardani, internet use increased in early 2020 (as

many as 93 million users) in the world as a marker of the outbreak of the COVID-19 pandemic. Meanwhile, according to Heru Satardi, information technology, and telecommunications observer, Indonesia's internet traffic rose by 40 percent during the COVID-19 pandemic (Liputan6.com, 2021). One of the most widely accessed internet technologies is social media. With social media, everyone can interact with it not just with cold virtual greetings but also as an educational platform, especially regarding COVID-19.

Along with the advancement of science and technology (Science and Technology), there are many types of social media used by the public and differ in each country. One of the social media that has been quite popular lately is Tiktok, carrying the theme of entertainment in videos that are in great demand by the public. In addition, there are also social media *YouTube*, *Facebook*, *Instagram*, and several social media that still take up space in the hearts of its users.

Based on the 2019–2020 Indonesian Internet Service Providers Association (APJII) survey, internet users in Indonesia are dominated by the age group 15-19 years (91%) (APJII, 2020). The increasingly widespread use of social media also has positive and negative sides related to its use. To coexist with COVID-19, it is necessary to use social media that provides the correct information, and the community can apply it. As young people who dominate technology, especially social media, it is necessary to provide education to optimize the impact of social media.

2 METHODS

This research is comparative causal quantitative research. The study was conducted in July 2021, with a total of 100 respondents aged at least 15 years. The sampling technique used is quota sampling. The independent variable in this study is age, and the dependent variable is the use of social media. Data were obtained using a questionnaire measuring instrument in the form of *google forms*, distributed to the public in Jakarta, East Java, and South Sulawesi. The data collected were analyzed by the Mann-Whitney statistical test.

3 RESULT

Characteristics of respondents in this study include age of respondents, duration of use of social media, favorite types of social media and forms of content which can be seen in the image below:

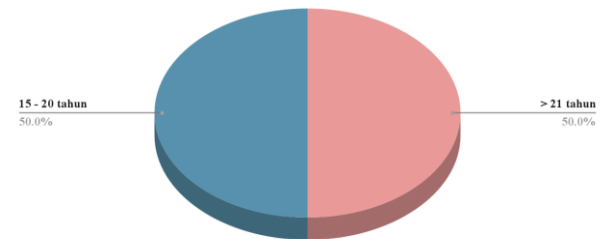


Figure 1. Age Range of Respondents

Respondents consisting of 50 people aged 15-21 years (50%) and 50 people aged > 21 years (50%).

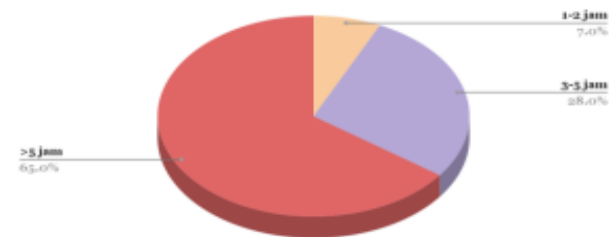


Table 1. Duration of Social Media Use Based on Age

Social media Duration per a day	Repondents age	
	15-21 Years	>21 Years
> 5 Hours	44	19
3- 5 Hours	4	24
1-2 Hours	2	7

In the table 1, it can be seen that the majority aged 15-21 years access social media for > 5 hours and the majority aged > 21 years use social media for 3-5 hours a day. This proves that the Indonesian people are

quite active in using their favorite social media, especially in the age range of 15-20 year.

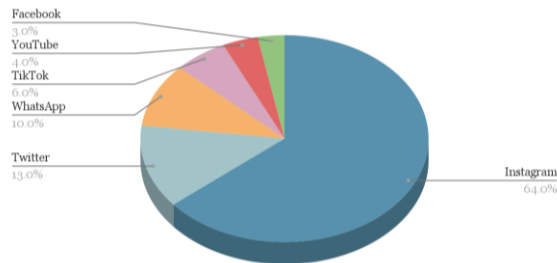


Figure 3. Types of Favorite Social

Media the most accessed social media by respondents is Instagram with a total of 64% (64 people). To compare in more detail the data obtained, the researchers grouped the column chart data in the following table 2

Table 2. Favorite Types of Social Media by Age

Type Of Favorite Social Media	Age(Respondents)	
	15-21 Years	>21 Years
Instagram	29	35
Whatsapp	4	6
Facebook	-	3
Youtube	2	2
Tiktok	6	-
Twitter	9	3

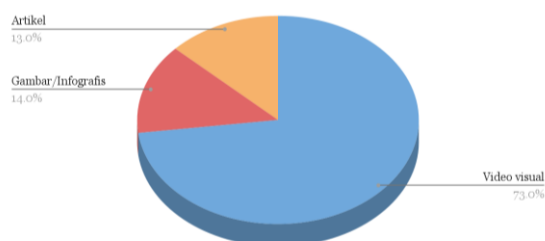


Figure 4. Favorite Content

The majority of the content chosen by the respondents are visual videos, holding a percentage of 73% as many as 73 people. To compare in more detail the data obtained, the researchers grouped the column chart data in the following table.

Table 3. Favorite Content Forms Based on Age

Types Of Contents	Age Of Respondents	
	15-21	>21
Visual Video	38	35
Pictures or Infographic	7	7
Articles	5	8

The normality test of data using the Kolmogorov-Smirnov test shows sig value. 0.000 so that the data is not normally distributed (sig. < 0.05). Therefore, the data were analyzed by the Mann Whitney statistical test. The results of the Mann Whitney test can be seen in the following table 4:

Table 4. Hypothesis Testing Differences in Social Media Use Based on Age

Statistics ^a Test	
The Use Of Social Media	
Mann-Whitney U	875.500
Wilcoxon W	2150.500
Z	-2.617
Asymp. Sig. (2-tailed)	.009

Table 4 shows that the Mann-Whitney test results obtained for two samples is 0.009. This value is smaller than the significant value ($\alpha = 0.05$), so $p\text{Value} < 0.05$, so there are differences in the use of social media related to COVID-19 between respondents aged 15-21 years and respondents > 21 years.

4 DISCUSSION

The difference in the use of social media is obtained from the results of the independent variable (Age) on the dependent variable (use of social media) which includes data on how often respondents see information about COVID-19 on social media, how often respondents share information about COVID-19, and apply it in daily life and how impactful the influence of social media in the recovery of COVID-19 according to respondents.

Respondents aged 15–21 years tend to see information about COVID-19 circulating on social media more often, this happens because the difference in the intensity of the duration of social media use is higher than respondents aged >21 years. In addition, the high curiosity of respondents at the age of 15–21 years has made information about COVID-19 more frequently appearing on respondents favourite social media. The results of this study are supported by research conducted by Tarigan that adolescents (15–21 years) have a curiosity towards something higher who is recognized as "*the communaholic*", a generation that is very inclusive and interested in being involved in various communities by utilizing technological sophistication to expand the benefits they want to provide. In addition to the COVID-19 pandemic, the intensity of using gadgets has increased to support online learning at that age (Tarigan & Nugroho, 2019).

Based on the results of the answers to an open-ended question questionnaire about how impactful the influence of social media is in the recovery of COVID-19, the majority of respondents aged 15–21 years think that social media is a very important instrument in the recovery of COVID-19 because of the variety of creative-educative content that can provide knowledge, in an entertaining and easy-to-understand way. Meanwhile, those aged >21 think that social media is quite important in recovering from COVID-19, but some also think that it is not important because they feel anxious and afraid of the news about COVID-19, which so far only provides information about the dangers of COVID-19 and is reported repeatedly.

Based on the results of the research above, the role of students is to package content about COVID-19 by attracting and retrieving information from trusted

sources to avoid the spread of hoax news. Students can create content that not only preaches about the dangers of COVID-19, but can also talk about health protocols, healthy living tips and activities that can be done while living to coexist with COVID-19.

The type of content provided can be in the form of visual videos that are of interest to two age groups. The choice of sentences and also the style of the content can be adjusted according to the age target Education for coexistence with COVID-19 at the age of 15–21 years can be through social media Instagram, Tiktok, Twitter, Youtube and Whatsapp. Meanwhile, the age groups > 21 years can use social media such as Instagram, Whatsapp, Youtube, Twitter and Facebook.

5 CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

There are differences in the use of social media regarding COVID-19 based on age during the COVID-19 pandemic (p-value: 0.009) and Students have a role to create interesting social media content in the form of visual videos through favourite social media according to the respondent's age target

5.2. Suggestions

This research can increase student contribution to the vision of coexistence with COVID-19 using the use of digital technology developments. Creating variations of creative-educative content can attract the attention of Gen Z to be more concerned and more willing to apply information about COVID-19, and sorting and confirming COVID-19 information data from trusted sources can further improve the application of COVID-19 information. If the implementation can be carried out optimally, then 'Indonesia coexists with COVID-19' is no longer just a discourse.

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