

“Between Us” Webseries Development as Covid-19 Anxiety Disorder Reduction Campaign

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ABSTRACT

Accelerating the Management of Corona Virus Disease (COVID-19), the Government regulates the Implementation of Large Scale Social Restrictions established by the Minister of Health. Based on Presidential Decree number 11 year 2020 and PP no 21 year 2020 Universitas Negeri Surabaya needs to take a role in order to help the government cope with COVID 19. But it only focuses on Lockdown communication and self-isolation, but there is no form of communication of the impact of lockdown that causes anxiety. This Disorder is behind devotion to society. The Implementation Method in this community service program, which is to provide knowledge to the public through the co-Anxiety Disorder web series, the process of making this video starts from planning, implementation, until program evaluation continues on the preparation of the report. The results of this Community Service are the Video web series Anxiety Disorder covid-19, and published via Youtube @officialUnesa

Keywords: Campaign, Web Series, Anxiety Disorder, Covid 19

1. INTRODUCTION

A dynamic social life presents a variety of issues that need to solve in the form of solutions. Include when facing the Covid-19 pandemic which attacks all aspects of human life. Not only health, but the pandemic which was present for the first time in 2019 in fact also presents related problems in the economic, social, cultural and other fields. The suggestion to stay at home #dirumahaja and exercise physical and social restrictions also has an impact on mental disorders on society, one of them is anxiety disorder or what is commonly known as anxiety disorder.

In this pandemic period, anxiety disorder can arise for various reasons due to the human response to threatening situations or a change in new experiences [1]

This anxiety disorder has various levels, at the initial level it will present alertness as a community / individual response in overcoming the impact of the danger, but if it has reached a further level it can affect performance in carrying out daily activities. Related to Covid-19, all suggestions and exposure information received by the public will certainly result in a number

of habit changes and provoke uncomfortable because there is a threat that threatens.

These social issues and problems can be overcome by promoting campaigns as an effort to deal the social issues. Social campaigns are created by individuals and groups to change attitudes and behavior of the general public [2].

Considering the importance of implementing the appeal to maintain health protocols, one of them is by doing social and physical distancing; this communication delivery strategy must be carried out while adhering to health protocols. This effort is realized by promoting a digital campaign through content creation on the Unesa Crisis Center account.

The Unesa Crisis Center was specifically created to provide updated information about Covid-19 along with various entertainment content and recommendations for health and entertainment protocols during a period of physical and social distancing while at home. The content presented is quite diverse, ranging from information about the number of Covid-19 sufferers in Surabaya and East Java, tips on maintaining a healthy body and

knowledge of health protocols, healthy exercise using various furniture at home and the latest is a soft selling

campaign as an effort to support the Universitas Negeri Surabaya regarding Government Regulation 21/2020 concerning Large-Scale Social Restrictions in the context of the Acceleration of Handling Corona Virus Disease (COVID-19) regulates the Implementation of Large-Scale Social Restrictions determined by the Minister of Health and can be carried out by the Regional Government based on the approval of the Minister of Health

Webseries broadcast with the title "Between Us" on the Unesa Official youtube channel. This digital campaign seeks aspects of knowledge, attitude, and behavior [2].

It is hoped that after watching this webseries show, viewers can strive to receive the messages and apply messages in the form of following recommendations from the government and the health ministry to limit social activities and physical touch and strive to work, study and worship while staying #dirumahaja.

The target audience on this webseries is directed to the Z and millennial generation because of their expertise in operating information and communication technology because they were born with various uses of technology in everyday life. Furthermore, Z and millennial generations occupy the largest percentage of Unesa's official YouTube subscribers, so it is hoped that these two generations become agents to convey messages to the generation above to comply the advice #dirumahaja. Delivering messages through softselling is expected to emphasize the content of the message and create trust to the audience.

2. ACTIVITY METHOD

This service activity uses a method in the form of delivering messages through webseries that are broadcast on Unesa's official youtube to be watched live by the target audience who are the Z and millennial generations. This soft selling campaign is used as a campaign method to provide general public with the importance of maintaining social distancing by staying #dirumahaja to break the chain of the spread of COVID 19.

The activities are carried out within 3 months starting from the pre-production, production, post-production, and broadcast periods. As for the details, these activities are described as follows

1. Development: activities undertaken to finalize the concept as a provision for the webseries production process, consisting of making basic concepts using various story ideas in the form of brainstorming until the idea of making a film appears.
2. Pre-production is the stage that is carried out before shooting which consists of scheduling budgeting plans, selecting roles and determining the place to be used for the shooting location
3. Production: is a core part of making webseries because at this stage it will determine the success of turning the script into moving images. The details of the production process started from planning the shootlist to executing the shooting process.
4. Post-production, namely the video editing process carried out by the editor to merge or cut the video so it becomes a complete video. The editing process itself is divided into 2 things, first offline editing and second online editing.
5. In the distribution process, the media must be used in accordance with the targeting of the film making. The creation of this webseries was done by uploading it on the Unesa Official youtube channel. The selection of this channel is based on the existence of more than 10,000 subscribers spread throughout Indonesia with the majority of the age range of z and millennial generations who are closely related to the use of technology to carry out various activities.
6. This PKM activity was designed by lecturer in communication science at Universitas Negeri Surabaya with a target of Unesa students and has been watched hundreds of times and received a positive response from all subscribers.

3. RESULT AND DISCUSSION

Various efforts have been made in dealing with the Covid-19 virus, starting from preparing infrastructure and campaigns to increase public knowledge about the dangers of the Covid-19 virus. This effort was quite successful, as evidenced by the public's understanding of the importance of the habit of washing hands and no longer touching public furniture with bare hands. The rest, hand sanitizers and masks are basic necessities that must be carried anywhere. The recommendations applied can be adaptive, depending on the phase and

number of additional cases determined by the government.

In addition, some of the activities that we usually do outside the home now have to adapt new habits to minimize contact with the general public so the risk of virus transmission can be reduced through the #dirumahaja program. This new habit is certainly a challenge; one of them is the opportunity to develop anxiety disorder.

In the field of communication science, contributions to overcome this problem are provided by maximizing knowledge and efforts to change the actions of individuals or communities to comply the health protocols as an effort to prevent an increase the spread of Covid-19 virus.

Various contents containing the message #dirumahaja suggestion have been widely circulated. We can observe that in various conventional media such as billboards, newspapers, banners and conventional campaigns, they constantly tell about the importance of carrying out various activities in the home. It is supported by digital media that has similar messages through advertisements on social media, the emergence of hashtags such as #dirumahaja, #waspadacovid19 and others.

Frequently, messages are conveyed in a hardselling manner because the aim is to convey the message directly or explicitly so the audience can understand the meaning of the message directly. The messages are structured in such a way as to be conveyed directly (to the point). On the other hand, the diversity of message delivery can also be done by soft selling by delivering the messages in an explicit manner.

By showing meaningful messages with a variety of different content offerings, it is hoped that it can attract the target audience. In addition, this form of softselling campaign is intended to communicate message values in a more personal way and make the audience enjoy and think about the messages implied in them.

This strategy is designed in the form of webseries which the episodes are broadcast in less than 10 minutes. The purpose of making the duration which not too long is to avoid watching boredom so the message material can be conveyed in a concise and unadorned manner [3].

In addition, the duration is also important to provoke the audience's curiosity to watch the next episode in this webseries, because each episode will tell 3 aspects of storytelling in a sustainable manner.

3.1 Selection of Webseries as Digital Campaign Media

Delivering messages through campaigns that have a wide reach effect, a digital media is needed that can accommodate these needs [4].

One of them is using Youtube media because it based on audio visual. Among the many YouTube content in the form of videos, it was decided to choose the form of webseries with the aim of making the message to be conveyed much more effective because the audience has a tendency to watch Youtube webseries, especially if accompanied by cinematic and emotional elements. A web series is an online video series distributed over the internet [5].

The webseries production process begins with drafting concepts and research on problems faced by the community during the large-scale social distancing (PSBB) period that was implemented in several cities in Indonesia. Research was carried out through interviews and reading writings on various social media to describe the atmosphere or things felt by the community when carrying out various activities at home during the pandemic. As a result, we found that boredom, feelings of discomfort and safety are challenges that must be overcome in this period. As a provision for story development, we add various elements to it, such as personal relationships depicted by taking the character of a husband and wife, then setting the location which is only in one area, namely the apartment to describe the atmosphere during PSBB and cannot travel anywhere, clean action -cleaning which is often done by the two characters to convey the importance of maintaining cleanliness even though only carrying out activities at home. Meanwhile, various character behaviors that underestimate the recommendation to maintain cleanliness and continue to carry out crowd activities illustrate the challenges faced by the community in undergoing PSBB.

After the story development process is complete, an initial draft of the script that will be used as a reference in the production process is developed. In writing this story, revisions were made several times to perfect the storyline so it could be accepted by the community and in accordance with the description of conditions in the community. After the script has been compiled, the next step is to adapt it into a more detailed script form that can be used as a reference in preparing production management.

The next stage is casting or finding the most suitable talent to portray each character. The casting process carried out during this pandemic must be done quickly but still must be precise. Therefore, character selection is done by looking for talents or actors who already have chemistry with each other and have similar characters as described in the script. Therefore,

the casting process is carried out in private and there are two main actors.

After the casting process is complete, the next step is reading or trial the scene and deepening the characters. The reading process is led by a director and accompanied by a talent coordinator. The goal is to make the cast understand the character he will play, so when the shooting process takes place, they can immediately understand the scene or expression the director wants to show in each scene.

While carrying out the reading process, another stage carried out by the production team to determine a suitable location for the shooting process, considering during a pandemic like this time, crowding activities were strongly discouraged. Therefore, the production team chose one main place to carry out the filming process while still implementing strict health protocols to maintain the health of each member and cast.

In this pre-production stage, a shooting schedule and manages funds are also designed so as not to over budget. For the technical team, at this stage selecting production tool consisting of a camera, lens and lighting was also carried out that was most suitable for use. After the whole process is completed, the shooting process can be carried out.

The shooting process is carried out over several days by minimizing the mobilization of the team and actors. The shooting process was carried out from morning to night by adjusting the schedule that had been designed. In this process, professionalism and discipline are important keys to make all schedules run smoothly and on time because the challenge of overstepping time is swelling funds. Because basically the web series has convenience in terms of production and budget [6].

With all the efforts and teamwork, the shooting process can be carried out on time



Figure 1. Production process

After filming is complete, various moving image pieces are processed by the editor for an editing process which consists of offline editing, as image selection and scene cutting. In this process, the story posts can be seen. The next stage is to finalize the process of combining this moving image in the form of online editing which consists of a number of steps, such as adding coloring / color grading, effects, audio mixing to compile a film that is ready to watch.

Just like the story development process, this editing stage also requires maturation in the form of revisions to various scenes so they are ready to be broadcast. Conformity with the sequence of the storyline and the development of atmosphere and emotions at this stage are important points so it is hoped that the purpose of making webseries aimed at conveying softselling messages can be carried out well. Soft selling is a decision based on the purchase of the emotional relationship between marketing and prospective consumers.

After the entire story sequence has been arranged according to the editing stage, the distribution of broadcasts is carried out on the Unesa Official youtube channel. The basis for the selection is the compatibility of the target goals with the Unesa Official YouTube subscriber. The broadcast is conducted every Wednesday and Friday at 19.30 WIB which is the prime time hour on the youtube channel.

To get good engagements, promotions are also carried out on the Instagram channel belonging to the Unesa Official which will immediately send a link on YouTube. At the first time publication, there was a very good response to film impressions on YouTube. It is because making short films or webseries produces effective media to provide entertainment and convey the messages, because these media can be easily accepted by the target audience [7].

3.2 The Results Achieved

Webseries aired on Unesa Official Youtube Channel for 5 episodes, and each episode contains messages communicated through cinematic scenes with emotional elements.





Figure 2. Poster Promotion

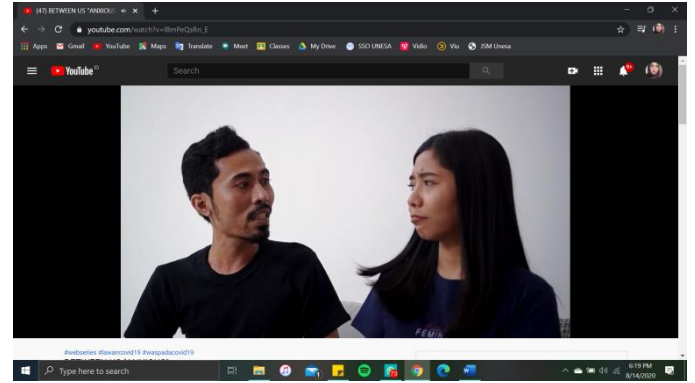


Figure 5 Eps #3 Anxious

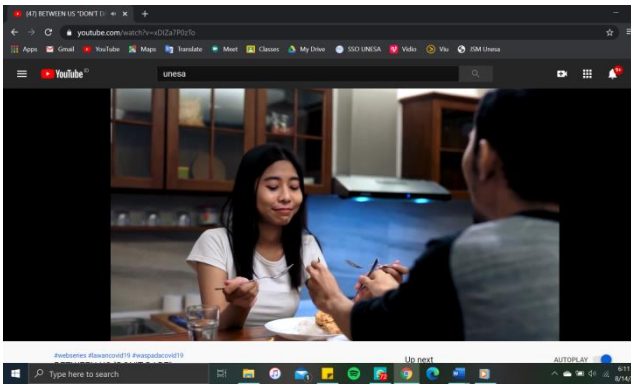


Figure 3. Eps #1 Dont Dare

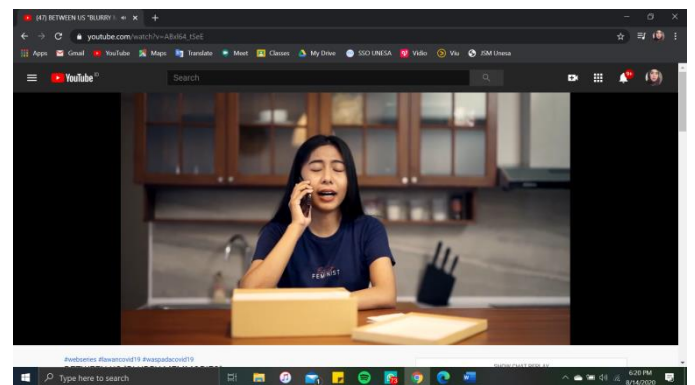


Figure 6. Eps #4 Blurry Memories

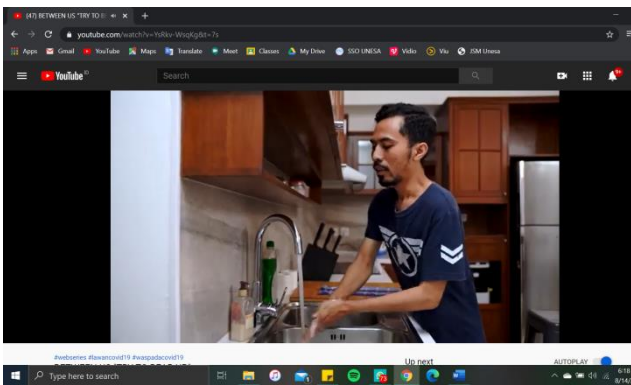


Figure 4. Eps #2 try To Bear Up

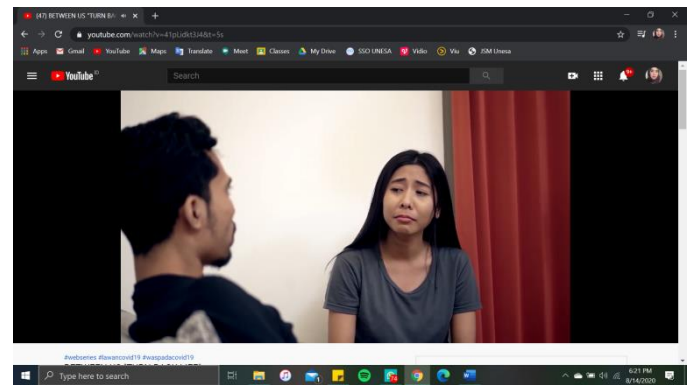


Figure 7. Eps #5 Turn Back Life

3.3 The Audiences Response to Webseries

When a reading reaches to the the reader's hand, the reader may "do" something in reading a text or literary work [8]. On the table, it can be observed that the response given by the audience is very positive because it presents a different show from before. This webseries does not show many agency logos and the delivery of messages is carried out by

soft selling through direct practice in efforts to prevent Covid-19, such as washing hands, holding digital meetings and others.

4. CONCLUSION

This webseries presents diversity in campaigns in the midst of a pandemic. Apart from being informational, the delivery is also carried out in entertaining way in order to create a relaxing effect to the audience. With this relaxed condition, it is hoped that messages can be more easily accepted and applied by the community in their daily activities.

In the production process, it must be done carefully and conduct research optimally, considering that the message conveyed can have a good or bad influence to the audience. So strived, that the making of this webseries can be in accordance with the purpose of making it, to raise awareness and influence the actions of the audience in order to adhere to the advice to limit social and physical activities by doing various activities in the house.

Even there is term as the death of the author, campaign programs such as the webseries should not be designed too high in context, with the aim of facilitating the audience's understanding and meaning of the message.

SUGGESTION

1. Soft selling campaign programs such as Webseries Between Us can be carried out continuously, regarding the response of the public who are sometimes afraid or feel threatened when consuming news / information that is too hardselling.
2. It takes measurement (key performance index) to determine the effectiveness of delivering messages to the audience.
3. Optimizing the distribution system so that webseries or soft selling campaign methods can act as a counterweight and reinforcement in an effort to raise public awareness to face a pandemic.

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