

The Role of Mass Media in the Social Change of Quran Perspective in Covid-19 era

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ABSTRACT

Mass media is a channel to deliver information to the public in any situation and condition. In its application, mass media will be one of factors driving the change in society, especially in the current Corona Virus Disease 2019 (COVID-19) pandemic. The Qur'an explains clearly the communication with the honesty concept of "QaulanSyadida," meaning that in this COVID situation, various mass media should provide clear and accurate information about COVID-19 and not cause social upheaval in people's lives. In this study, researchers will try to examine more deeply the role of mass media in social change from the Qur'an's perfection during COVID-19 which has an impact on society. The purpose of study is to determine the extent to which the mass media play a role in social change in terms of the Qur'an. The research approach used is descriptive qualitative with data collection techniques using the interview method. The results of study illustrate that the mass media plays an important role in social change, viewed from the perspective of the Qur'an, especially in the COVID-19 era. In the process of social life, the media becomes a force providing change to the community very rapidly.

Keywords: Mass Media, Social Change, the Qur'an, and COVID-19

1. INTRODUCTION

The development of increasingly advanced technology greatly influences the social changes occurring within society, including any group. The changes occurring are also influenced by information obtained by the public from the mass media. Mass media becomes a force that can change perceptions in society so quickly that it can have both positive and negative effects.

Mass media includes printed media, electronic media, and online media. Printed media is divided into several types such as newspapers, magazines, books, and so on, as well as electronic media is divided into two types: radio and television, while online media includes internet media such as websites, and others (Syarifuddin Yunus, 2010: 27).

Viewed from its ability to attract human (public) attention, the three types of mass media have the same strategy to attract public attention. In attracting people's attention, social media which is a part of online media that can more actively divert people's attention from mass media and focusing on only social media (Dan Zarrella, 2010: 119).

The information conveyed by the mass media can easily change the opinion of the public, especially in the matters directly related to the community's life. The development of technology has also made the level of interest in the information conveyed by the mass media to increase as is currently happening in the case of Corona Virus Disease 2019 (Covid-19). The information on COVID 19 greatly influences people's behavior and thoughts.

The dissemination of information caused by the mass media can easily change people's behavior, especially at the time of Covid-19. The information obtained, both positive and negative, will have an impact on the changes that will occur in the community, both in terms of life and others. And about social change, it doesn't just happen from social media. This is because, in the Qur'an, it has already been explained about how social change occurs.

In Islam, the concept of social change or transformation can be seen or in other terms, namely, social change is explicitly indicated and formulated clearly in the Al-Qur'an based on the word of Allah S.W.T. in Q.S. Al-Ra'd [13]: 11 as follows:

لَهُ مَعْرِفَاتٌ مِّنْ بَيْنِ يَدَيْهِ وَمَنْ خَلْفَهُ يَحْفَظُ وَنَبَأُ مِنْ أَمْرِ اللَّهِ
 إِنَّ اللَّهَ لَا يُغَيِّرُ مَا بِقَوْمٍ حَتَّىٰ يُغَيِّرُوا مَا بِأَنفُسِهِمْ وَإِذَا

رَادَ اللَّهُ بِقَوْمٍ سُوءَ آفَالًا مَرَدًّا لَهُمْ وَمَا لَهُمْ مِنْ دُونِهِ مِنْ
وَال

“For each one are successive [angels] before and behind him who protect him by the decree of Allah. Indeed, Allah will not change the condition of a people until they change what is in themselves. And when Allah intends for a people ill, there is no repelling it. And there is not for them besides Him any patron.”

Thus, it implies that the changes occurring in humans, both bad and good, are from the human person himself. However, with the condition of Covid-19 in which the problem is still not resolved yet, the information could have an adverse impact. It is because all information will provide some changes in behavior and attitudes.

Changes in behavior and attitudes from information obtained through the mass media will have a direct impact on individuals in society, especially those with a direct interest in themselves. The changes occurring sometimes will cause many problems, especially those related to life which is prioritized by everyone. In that way, any information will have the slightest impact on the recipient.

In the process of disseminating information conveyed by the mass media, of course, not all of them will provide information by the needs or desires of the people receiving the information. This is because each mass media has different viewpoints and goals, so the owner of the media will very easily adjust it according to his wishes. Especially nowadays, mass media is a force that can change things in a relatively short time.

2. LITERATURE REVIEW

In communicating, of course, several things must be considered, including persuasive, tactical, and dialogical communication. These things have a fundamental characteristic in social life, even during a society where competition is getting tighter in obtaining business opportunities and advancing careers. Of course, the techniques in communication have been mentioned by experts in the field of communication, communication experts explain that practice communication should be not only informative so that understandable to people, but also persuasive, so that other people want to accept the teachings or information conveyed, do activities or deeds and others.[8] Communication, particularly in Islam, can be traced in the Qur'an. Among the keywords mentioned in the Qur'an there is "al-bayan", the communication keyword often mentioned in the Qur'an is "al-qaulan" Thus, by paying attention to the word "qaulan" in the context of the command "qaulan, "You can find several principles of communication in the Qur'an.[3]

Mass media plays an important role in providing news to the public. Without media coverage, the information that will be obtained by the public is minimal or nonexistent. So far, mass media is divided into two categories, namely printed mass media and electronic mass media. The influence of news that is disseminated through the mass media has a profound impact on the community,

so the news that is informed is expected to contain high truth value. In Islam, the Qur'an, constituting the guidance for human life, has described various communicative languages to which mankind must pay attention. Among the communicative languages mentioned in the Qur'an is "qaulan" which means words.

Therefore, the Qur'an has mentioned "qaulan" with "QaulanMa'rufa", "QaulanMaisyura", "Qaulansadida", "QaulanBaligha ", "Qaulanlayyina" and "QaulanKarima". "Qaulanlayyina" in the Qur'an is mentioned in Surah at-Thaha (20) verse 44: that is, the delivery of messages (communicative language) is gentle, soft sentence, reminder of something.

فَقُولَا لَهُ قَوْلًا لَيِّنًا لَعَلَّهُ يَتَذَكَّرُ أَوْ يَخْشَى

And speak to him with gentle speech that perhaps he may be reminded or fear of [Allah].

"QaulanLayyina" mentioned in Surrah at-Thaha. Layyina is a form of *masdarism*, stemming from words لينا, يلين, لينا, which means لطيف (gentle), having the opposite word خشن which means harsh. Based on the definition of the language above, it can be concluded that the meaning of "layyina" is communication with a gentle nature.

The words "Qaulan Ma'rufan" is contained in Surrah an-Nisa (4) verse 5, meaning the delivery of messages (communicative language), namely delivering messages that are good, friendly, not rude, not offending others.

لَا تُوْتُوا السُّفَهَاءَ أَمْوَالَكُمُ الَّتِي جَعَلَ اللَّهُ لَكُمْ
وَيَا أَيُّهَا الَّذِينَ آمَنُوا قُوا أَنفُسَكُمْ وَأُولَئِكَ هُمُ
مَعْرُوفُونَ

“And do not give the weak-minded your property, which Allah has made a means of sustenance for you, but provide for them with it and clothe them and speak to them words of appropriate kindness.” [8]

The words "qaulanma'rufa" are mentioned in several surahs of the Qur'an, apart from those mentioned above. The term "qaulanma'rufa" is found in surah al-Baqarah: 235, al-Nisa ': 5 and 8, surah al-Ahzab: 32. Ma'rufa has a basic word of ism al-maf'ul stemming from the word عرف-عرفة, يعرّف-يعرف, in language or etymology meaning خبير and حسن. The meaning of the word عرف is an understanding of something. From this definition, it can be understood that "qaulanma'rufa" is a word that can provide understanding.

"QaulanMaysuran" is contained in the Surrah al-Isra "verse 28, which is the delivery of communicative language that is easy, fun, giving hope, to people, and not closing opportunities for communication to get good.

وَإِذَا تَوَلَّى سَوِيًّا فَإِذَا تُدْعَىٰ رَحْمَةً مِنْ رَبِّكَ
فِيهَا قَوْلٌ لَّيِّنٌ لِّمَنْ دُعِيَ

“And if you [must] turn away from the needy awaiting mercy from your Lord which you expect, then speak to them a gentle word.”[3]

"QaulanMaysuran" is mentioned in the Qur'an in surah al-Isra 'verse 28. "Maysuran" the form of the word comes from *ism maf'ul* stemming from سرور, يسر, سرور meaning joy. In other words, the word "maysuran" can be understood as communication that can give meaning or an element of happiness.

information, will have an impact on the interests of the state, namely: 1) the level of public trust in the government is reduced because they do not trust the government. The public is indifferent to government programs. 2) foreign trust fades, the impact is that the level of foreign trust in Indonesia decreases.[11]

2.2 Social Transformation

To see how the words of social change are, it is good to see the definition of social change. There are several definitions of social change, one of which is that change is a social process experienced by members of the community as well as all cultural elements and social systems. The social change, in the discussion, is divided into three aspects, namely:

- a. Changes in people's mindset, this change transforms the mindset and attitudes of the community about people's attitudes towards various social and cultural problems around them which results in an even distribution of new people's thinking patterns as a modern attitude.
- b. Changes in people's behavior, problems of social systems, where people leave the old social system and run a new social system. There are some changes in the performance measurement of an institution or agency not only using output measurements but also using standards such as BAN-PT in universities.
- c. Changes in material culture is related to the changes in air artifacts used by the community such as clothing models, photography works, film technology works and so on, ever changing from time to time according to community needs.

2.3 Social Change Perspectives

Strasser and Randall have worked to classify social change theories. In its development, social change can be seen from four theories, namely the theory of the sterility of the dictator and democracy, the collective theory, the theory of status inconsistencies, and the analysis of organizations as a social subsystem. The theory of the emergence of dictators and democracy is a theory based on long observations about the history of several countries that have transformed from an agrarian into an industrial economic base. The theory of collective behavior is based on Moore's thinking but emphasizes the process of change rather than the source of social change. This theory tries to explain the emergence of social action. Status inconsistency theory, this theory is a representation of social psychology theory. In this theory, individuals are seen as a form of inconsistency between individual and group status and activities or attitudes that are based on change. And the theory of organizational analysis as a social subsystem, the emergence of this theory is the assumption that organizations, especially bureaucracy and complex advanced organizations are seen as the result of

social transformation that has emerged in modern society. On the other hand, organizations increase the barriers between social systems and interaction systems.[11]

2.4 Social Change Impact of Communication and Mass Media

In the process of social interaction and cultural development, it is constantly changing based on the times and the level of human needs. These changes occur quickly and some are a little slow. Changes that occur accidentally, such as those in a group of people affected by natural disasters, volcanic eruptions, large floods, fires, and etc force the people to move.[12] In the current COVID era, of course, people's lives have undergone very significant changes. Community life was previously more dynamic and sociable, but in the era of the Covid-19 outbreak, most people have implemented physical distancing, wearing masks mostly limited themselves to gathering in a crowd for fear of contracting the Covid-19 virus. The transmission of the Covid-19 outbreak is very significant; almost all countries in the world have been infected with the virus. Most people find information about the transmission of this disease through the mass media, either printed or electronic form. And the mass media is the best tool to provide information to the entire public about the Covid-19 outbreak and its transmission processes. Thus, social change occurs during society

To confirm this phenomenon, the author has conducted interviews with the community. The selection of correspondents was done randomly. From several correspondents who have been interviewed, it is stated that the mass media, both printed and electronic, play an important role in the information regarding the Covid-19 outbreak. The mass media is also an important tool to provide information about what people should do to avoid or not be affected by the Covid-19 outbreak, especially to comply with government regulations regarding health protocols.

Because mass media is very important in the development of information, of course, the communicative language conveyed by the mass media must contain correct news, understandable to every community, especially information about the Covid-19 outbreak that is hitting countries in the world including Indonesia in it. Of course, the mass media also greatly influences social change. As aforementioned, the Qur'an emphasizes on communicative language, which is correct, good, and understandable to the community as a whole.

3. METHODOLOGY

The research method used in this study is a qualitative approach with a descriptive type of research with the post-positivism flow, the data analysis used is data reduction analysis, data presentation, and drawing conclusions and verification. Purposive sampling technique was used to

determine the informants in which the informants were selected with certain considerations and objectives. In this study, the informants were academicians, practitioners, and the community in West Aceh and Nagan Raya Districts. The data used were primary data and secondary data through in-depth interviews, documents, non-participant observation, and several articles obtained from internet media. Data were analyzed using data reduction analysis, data preservation, and drawing conclusions and verification.

4. RESULTS AND DISCUSSION

The mass media, which acts as a provider of information to society, can provide a change in behavior towards society, especially at the time of Covid-19 which almost attacked the entire world. The dissemination of information carried out by the mass media will have a very significant impact on behavior change in individual societies.

In its development, besides being a means of disseminating information, the mass media also acts as a medium for education to the public. In this case, of course, it must be able to place its position in various conditions, so that it can provide information that is needed by the community.

The spread of information occurs during the Covid-19 pandemic. So much any information would be available, whether it was news that was needed or hoax news that just wanted to confuse people's minds between whether to believe it or not. In such condition, of course, many things must be considered by the public in terms of receiving information so that there is no misinterpretation on any information coming.

The public as the recipient of information from the mass media becomes very risky if what is obtained from the mass media is important information, but it turns out to be fake news. This happens because the mass media can convey whatever it gets to the public without having to clarify which one is good or what is bad. And also, currently establishing a mass media is not a too difficult thing, especially with the many online media that are currently so developed with new media identities, so that this provides many interpretations from the public about the truth of the information conveyed by the media.

In terms of its benefits, the mass media is a forum for channeling communication to the wider community or the masses. Any information that will be conveyed to a wide audience by using a medium is called mass communication, while this media stands for mass media communication. It is called mass media because of the mass character attached to or owned by the media itself.

Mass media plays a very important role in the conditions of the Covid-19 pandemic which is still a global disease today. In this case, mass media can be a solution that can hinder its spread and is expected to be able to minimize it by limiting the delivery of information that will affect human life in terms of social change. This is

because, Covid-19 is able to make humans adapt to everything in any condition.

BBC NEWS | INDONESIA

Berita Indonesia Dunia Viral Liputan Mendalam Majalah

Covid-19 dan berita palsu di Brasil: 'Saya tak bisa bertemu keluarga karena Covid-19, tapi orang-orang tak peduli karena mereka terpengaruh hoaks'

Pablo Uchoa
BBC World Service

25 Mei 2020

ELAINE OLIVEIRA/INSTAGRAM

Oliveira meminta warga tak percaya pada hoaks pada hari Perawat Internasional.

Di tengah terus meningkatnya kasus invokasi Covid-19 di Brasil dengan lebih dari 353.000, kedua tertinggi di dunia, para tenaga kesehatan di garis depan mengaku menghadapi situasi yang sulit untuk menghadapi berita palsu atau hoaks.

Di hari perawat yang dirayakan beberapa waktu lalu, Elaine Oliveira mengunggah fotonya yang sedang memakai pakaian pelindung di Instagram sambil meminta warga agar tetap di rumah saja.

Perempuan berusia 33 tahun ini terlalu lelah untuk bangun dari tempat tidur setelah semalaman bertugas di rumah sakit di Fortaleza, negara bagian Ceará di timur laut Brasil.

Ia juga sudah tak bertemu orang tuanya selama dua bulan terakhir. "Saya sedih sekali, sampai sakit rasanya," kata Oliveira.

In such conditions, the mass media must be able to become the main filter in limiting the spread of Covid-19, especially in terms of delivering the information they have. Moreover, the conditions of Covid-19 will affect social change with any information obtained by the public. In that way, no matter how small the information is, it should be able to have a positive influence on society. The condition of Covid-19, which has not subsided, has made many people take advantage of the mass media for disseminating hoax information which ultimately has a fatal impact on society.

Social changes that occur in society are caused by the mass media, not only due to the delivery of wrong information. But also, more than that in the Qur'an, it has been explained how social changes occur in society such as social change caused by the development of increasingly advanced science and technology.

The role of mass media is currently experiencing a very fast development beyond the mental development of some people, so it is not surprising if there is a community that is not ready to face these developments and results in a crisis of values and norms in that society. And people think that this development is a modernization that must be followed. 2. Although this change is not desired by a group of people, the effectiveness of mass media in the process of social change can penetrate the spaces and barriers that the society has built, especially in this era of globalization. The mass media are like supernatural beings that cannot be detained by space and time, so they can

move freely to inform various things which in the end can influence people's mentality (ideas) and behavior, and ultimately social change cannot be avoided. Hopefully, this creature whose name is mass media is in the hands of holy people who will be able to bring change for the better following religious teachings.[11]

It is the social change that Allah S.W.T. demands and wills. It has also been described in the Al-Qur'an which provides positive changes with idealistic and constructive characteristics. Allah SWT. said in Q.S. Al-A'râf [7]: 56:

لَا تُفْسِدُوا فِي الْأَرْضِ بَعْدَ إِصْلَاحِهَا وَادْعُوهُ خَوْفًا وَطَمَعًا
 إِنَّ رَحْمَتَ اللَّهِ قَرِيبٌ مِّنَ الْمُحْسِنِينَ

" And cause not corruption upon the earth after its reformation. And invoke Him in fear and aspiration.

Indeed, the mercy of Allah is near to the doers of good". From this, it is very clear that everything done should not have a chance to hurt anyone, including the dissemination of information which must also have a positive impact. Various impacts of social change caused by misinformation conveyed by the mass media will provide many things in social change so that it will change the order in life both individually and in community groups.

The conditions occurring during the Covid-19 period gave a lot of pressure and changes to every individual in society, especially in terms of protecting themselves and the environment in terms of cleanliness. This change is very clear from the way they protect themselves when they are at home and outside the home, such as when they go to school, tourist attractions, shopping, and so on.

Social changes in people's lives are very visible at times when people start using masks, hand sanitizers, and other personal protective equipment. And how to protect themselves, they get it from the information they get by viewing the mass media either electronically, in print, or online. Therefore, such information certainly has a very positive impact on society. However, what happens if the information provided by the mass media is hoax, of course, it will give an unexpected disaster and can cause chaos in social life.

The role of the mass media as information providers was very clear during the COVID-19 pandemic conditions. With a position as a counterweight as well as the main filter in terms of handling Covid-19 by blocking necessary and unnecessary information, which is main and not main, which is genuine and which is fake to be forwarded to the public as recipients of the information.

In the context of Islam, social change is also explained mainly based on the verses of the Al-Qur'an. It is understood that changes can only be carried out if two main conditions are met, namely the existence of values or ideas and the existence of actors who conform to these values. For Muslims, the first condition has been taken over by Allah S.W.T. through the instructions of the Qur'an and explanations of the Prophet S.A.W., although they are still general and require details from humans. It is as for the perpetrators are humans who live in a place and

who are always bound by the established laws of society. [1]

In this way, it is very clear that the good and bad things that happen are all caused by human activity. In this case, in this COVID-19 condition, if the dissemination of information conveyed is a hoax, of course, it will have a negative impact on and will eliminate the true role of mass media.



Following the viewpoint of Tatang Muttaqin (2006: 9-11), which states that the role of mass media is like a double-edged knife, which has a positive as well as a negative role. The positive roles of mass media are (1) contribution in disseminating and strengthening understanding among citizens; (2) understanding of the existence of diversity to give rise to respect for other cultures; (3) as a public arena in actualizing various aspirations; (4) as a means of public control in controlling a person, group, class, or institution from arbitrary clothing, (5) increasing awareness of social, political, and other problems in their environment. The negative roles of the mass media are, among others: (1) the media have the power of "judgment" so that the delivery of stereotypes, bias, and tends to image that does not fully describe reality can appear like incontrovertible truths; (2) the media have the power to perceive an act of violence as normal. Programs featuring violence based on ethnicity, language and culture can encourage and reinforce ethnic hatred and racist behavior; (3) the media have the power to provoke the development of feelings of hatred by mentioning perpetrators or victims based on certain ethnic or cultural groups; and (4) reporting that reduces facts to produce false reality, which can benefit certain interests and at the same time be detrimental to the interests of other parties. In this case, of course, it can be seen clearly how the mass media has a very strong power in terms of rapidly changing public opinion. Therefore, if the mass media do not use their position as they should, it will certainly harm

society. With the power it has, the mass media will be able to change the human mindset which will lead to significant social change in social life.

Of course, this social change has been explained in the Qur'an, where the change occurs when it is carried out by the human being himself, whether good or bad. So in this case, the mass media as an intermediary for the dissemination of information must act as a conveyor of positive information so that social change will also lead to very positive things.

The mass media in delivering information that can be a double-edged knife must be wise in delivering certain information, especially in the case of the Covid-19 pandemic which has caused many losses in various ways that have an impact on the economy, education and so on. Therefore, the information conveyed by the mass media must be able to provide education and knowledge for the community in helping to handle Covid-19.

5. CONCLUSION

The mass media is a huge force in human development and advancement. By relying on the role of the mass media, everything can achieve its goals so quickly that it can change the behavior and concept of the life of people or society, especially in the case of COVID 19 like now.

The impact of the information conveyed so quickly by the mass media brings the changes into behavior and mindset. This happened during the Covid-19 period, which sometimes this information gives too much anxiety to people who are afraid of the dangers of the Covid-19 pandemic. And of course, the information from the mass media also teaches the public to maintain health to avoid Covid-19, such as maintaining distance, wearing masks, washing hands with a hand sanitizer, and various others.

The role of the mass media in inhibiting the rate of development of Covid-19 is very significant. Because delivering appropriate and correct information will certainly have many positive impacts on society. The condition of the community that is haunted by the Covid-19 problem will be greatly helped by various information that can provide various insights into preventing the COVID pandemic from spreading to the community which results in various losses in terms of health, economy, education and so on.

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