

# Inventing a Digital and Social Media Platform “Bagi Cerita Bagi Kita” as Survival Tool During Pandemic

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## ABSTRACT

COVID-19 is bringing serious effect not only to public health, but to all of the public social activity, both nationally and globally. A rapid and massive change happened to all of the public behavior after the first case of COVID-19 hit the earth. Currently, the public cannot enjoy socializing like before without various social distancing and restrictions. Amid these uncertainties, creativity and innovation are needed for public survival. This research object is male and female 20-29 years old in Jakarta. Using Qualitative method for data collection, with the combination of observation, literature review, FGD, and interview. This research, it is hoped to find a recommended digital media format especially social media as a bridge not only to deliver information but also as a solution for humans to utilize their behavior to share their daily life story in social media as a way to survive in the middle of this never-ending pandemic.

**Keywords:** Covid-19, Creativity, Digital Media, Social Media

## 1. INTRODUCTION

COVID-19 is a virus pandemic that attacking the human respiratory system. This virus is contagious and it is hard to identify an infected person. COVID-19 is a serious epidemic that not only bringing health problems but also a social activity, both nationally and globally, resulting in physical distancing to prevent the virus from spreading. Starting from the first case of COVID-19 was found on March 2<sup>nd</sup> 2020 in Depok, the cases keep increasing. According to Cnn Indonesia there is also a significant increase during the transitional social distancing restriction (PSBB), resulting in 26,473 cases in May 2020.0 Also, the president's regulation about the study from home, work from home and pray from home as a way to keep the virus to spread more Resulting in public is needed to stay at home at all means.0



**Figure 1** Stay at home COVID-19 video call poster  
Source: Twitter @kemenkesRI

A rapid and massive change is happening in the public behavior after COVID-19 and the president's regulation resulting in the public cannot enjoy a social activity like before. Movement restrictions and plan adaptation are needed, all of the face to face has now become screen to screen.

Human is a social creature that always needed to interact with each other. All of the social restrictions are making humans uncomfortable. All of the uncertainties resulting in the adaptation with the situation to survive, they go into survival mode, where they do all the things just to survive in this very limited situation.

According to the article from beritasatu.com, PSBB is triggering boredom and depression in everyone. Panic attack, stress, drastic activity change is disturbing human's mentality and emotion. If this situation continues for a long time, it can decrease one's immunity. Adding to this, there are some psychiatric, psychologies; art lecturer and medics are giving free mental health consultation through ruangempati.com during COVID-19. It is proven that PSBB is bringing the negative result to public mental health.0

To keep communicating with each other, utilizing a screen-based medium as a communication platform. Social media is a medium that can make interaction happens without limited by time and space. Especially digital media is holding an important role in changing how people communicate and interacting with each other.0 Also, the increase of internet users in Indonesia in the most recent years is proving how internet access has already become a part of human life.0

In this difficult and uncertainties, many shapes of innovation and creativity are needed to survive. Social media has now become a bridge for people to connect,

communicate, finding ideas, entertainment, and inspiration. With this kind of behavior, social media can be extended as part of the solution, a survival method for people to survive in this never-ending pandemic. The reasons to be answered is how to use digital media, especially social media, becomes a bridge not only to provide information but also solutions for fellow human beings by utilizing the habit of sharing daily life on social media as one way to survive in the midst of an un-ending pandemic.

## 2. NEW MEDIA

New media is a term intended to include the emergence of digital, computer, or information and communication technology networks in the late 20th century. Characteristics of new media is editable, networked, dense, interactive and user generated content. User-generated content is the content or content of articles on the Internet written by the general public, indicating that internet media content can no longer only be monopolized by interested parties but can be uploaded by all internet users.<sup>0</sup>

One part of new media is network society. Network society is an infrastructured social formation of groups, organizations and mass communities that affirms the initial form of organization in all facets (individuals, groups, organizations, and social groups). In other words, the fundamental aspects of the formation of this theory are all that have a broad relationship of collectivity.<sup>0</sup>

The Internet is one form of new media. The Internet is considered as the most important information tool to be developed in the future. The Internet has the ability to encode, store, manipulate and receive messages. The Internet is a medium with all its characteristics. The Internet has its own technology, way of use, scope of service, content and image. The Internet is not owned, controlled or managed by a single body but is an intensionally connected computer network and operates under mutually agreed protocols. A number of organizations, especially providers and telecommunications agencies play a role in internet operations.<sup>0</sup>

Some of the New Media :

Blogs: Blogger.com; technorati.com

Social networking: Myspace.com; facebook.com; friendster.com

Social bookmarking: del.icio.us

Wikis: Wikipedia.com

P2P filesharing: Bittorrent.com

Video clips, mashups: YouTube.com; Google video

Virtual worlds: SecondLife.com; webkinz.co<sup>0</sup>

The term new media is used ubiquitously in many different ways. Lievrouw and Livingstone (2002) focus on the message (communication and its practices), the technology (medium), and the social context in which it is used. These three aspects of the new media show up repeatedly in the literature along with other more specific technologies and practices such as collaboration, digitization, telecommunication.<sup>0</sup> Gitelman and Pingree (2003) take the

temporal approach, using the term "media in transition" to describe a period of time during which a medium is emergent and thus a sort of contrast to and competitor for the old media.<sup>0</sup> Manovich (2002) has defined new media as cultural objects "which use digital computer technology for distribution and exhibition."<sup>0</sup>

In 2011, Ernst & Young (2012) conducted research in the United Kingdom and according to social media research results for 80 percent of internet users is a tool to connect with friends and family, read reviews and first rank used to comment on and share their opinions about a product/service with their peers. This research shows that social media has an impact on people's purchasing decisions. The same study also showed that social media shapes consumer purchasing behavior, intensifies capacity, repetition and influences word of mouth marketing.

What motivates this active innovation in the new media? In large part this is due to the digitization of media. Is digital media that different from non-digital (that is, analog) media? For one thing, digitization makes editing extremely easy. Therefore, it also promotes creativity, since we are not burdened by the limits of the medium we are working with. Remember making changes to a large document using a typewriter? The size of the page severely limited any changes we were willing to make. With digitization and the right software our editing capabilities are limited only by our capacity for thinking. Today, consumers of digital media do not simply, read, listen, view, or play it. The also edit, mod, and create smashups. This sort post-purchase behavior means that a product is no longer necessarily "finished" when it goes into production and distribution.<sup>0</sup>

## 3. METHODS

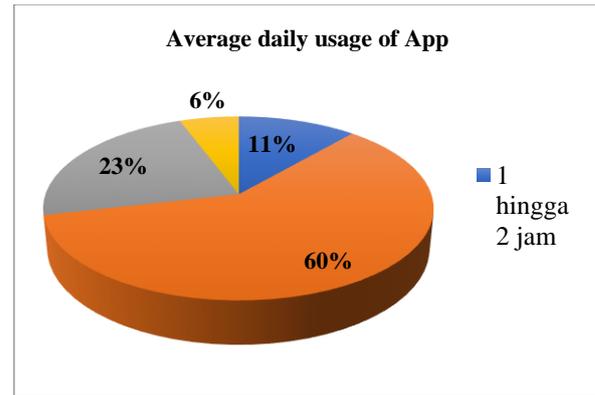
The primary target is both males and females aged 20-29 years old, located in Jakarta. The secondary target is the older group 30-39 years old, same location.

This research is using quantitative method. Data collection methods used were observation, literature review, FGD, and interviews.

Observations are made in order to know the topic in accordance with the target audience, and must be decided before preparing the material. Various materials will be published via digital media. After launching the materials, an open discussion at the FGD and interviews will be running so the audience can provide answers that may lead to discussion in order to gather the data about perception and audience's view towards the usage of digital media during COVID-19



**Figure 2** Research flow  
Source: Anny Valentina



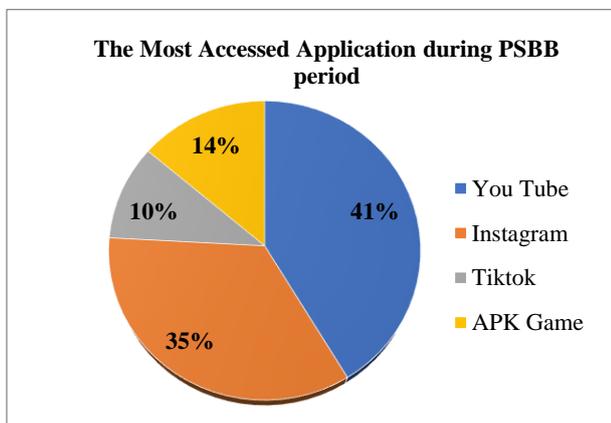
**Figure 4** Average Daily Usage of App

60% of respondents are interested in an entertaining activity while 40% of respondents chose a more beneficial activity

## 4. RESULT AND DISCUSSION

### 4.1. Preliminary Data

In the preliminary data, 69% of respondents stated that they felt bored and confused throughout PSBB. It is because they need to stay at home and don't know what they should do at home, while 31% of respondents do not feel affected at all. el affected at all.



**Figure 3** Most accessed application

When all activities must be done at home and must use digital-based media. Some applications then become time fillers when they need to be at home. The most accessed apps are Youtube, next is Instagram, Tik Tok and the Game app. All frequently accessed apps are social media apps with the average usage of this app per day mostly 2-5 hours as 60% of respondents stated.

### 4.2. Media Material and FGD

From the literature review, found there was a complete and fundamental change in all aspects of people's behavior after Covid-19, starting with the rules of PSBB (A Large-Scale Social Restrictions). People are no longer able to enjoy the social situation as before, all face-to-face interactions, are now turned into screen based. Interaction spaces are restricted, making human beings who are social beings become restless, this is proven by the establishment of PSBB there is confusion, what activities to do as long as everything must be done from home. Media function becomes an important and crucial that can be used to convey and disseminate messages. If all this time the media is only used as an advertising messenger where the content is mostly in the form of sales messages from producers as communicators aimed at consumers as communiques, when PSBB can be used as a medium of communication between people is very effective, but it is important to remember to make the role of the media to be successful must make the media connect directly with its users, so it is important to see what media is most often accessed.

From the preliminary data, this research is focusing on 2 platforms; YouTube and Instagram. Also creating 4 content pillars, namely Self, Socialize, Work, and Family. When all activities have to switch to screen-based, the internet has indeed generate a new interaction medium that is social media, which is a website-based technology that can form a network, as well as allow people to interact in a community. This eventually becomes a tool so that people can still communicate, finally humans use social media as one of the means of communication. Social media system as a two-way communication tool consisting of various platforms and tools that are the main components of the platform to build strong relationships between people from one to the other. As a social being, human beings who arrive are limited in their wiggle room because the Covid-19 pandemic requires people to adapt immediately, looking for solutions from unprecedented circumstances in order to survive. Social media should be a bridge to not only

providing information but also solutions for fellow human beings.



Figure 5 Bagi cerita Bagi Kita Logo

All under one platform called "Bagi Cerita Bagi Kita" as a medium for people to share stories and solutions to resolve every day's problem. The choice of the name "Bagi Cerita Bagi Kita" (BCBK) departs from the spirit to share, share a positive spirit, share a typical everyday story that somehow can become an inspiration, and bring ideas for others. The choice of the name Bagi Cerita Bagi Kita (BCBK) departs from the spirit to share, no matter even though the story is considered inconspicuous, but we often do not know that our life story can inspire others to also continue to survive. This word balloon represents the symbol of the conversation.



Figure 6 Logo references

Content Pillar

Me, myself & I	Socialize	Work	Family
Eps 1: Me, Myself & I (LIVE 17 Sept 2020) Judul: <i>Pandemi bikin gak punya Privasi, gimana biar tetep waras?</i> 1 Oktober 2020 17.00-19.00 - Up ke Youtube - Post IG	Eps 2 (LIVE 15 Okt 2020) Judul: <i>Tipe-tipe orang pas pandemi</i> 28Sept-20kt = Develop materi LIVE: 15 Okt 2020	Eps 3: Cerita Asem Manis Pandemi Youtube Channel 07 Desember 2020	Eps 4: Bagi Cerita dari Rumah Youtube Channel 22 Desember 2020

Channel Flow



Figure 7 Content pillar and channel flow

In the early stages of making an introductory Teaser Video BCBK, the video aired on Bagi Cerita Bagi Kita Youtube Channel on September 13, 2020 and lasted 1 minute

contains a message: (video copyrighted:EC00202049079) (<https://www.youtube.com/watch?v=qyn61KRBEdk>)

Untuk kita, yang berjuang setiap hari.  
Untuk kita, yang tanpa lelah terus mencari.  
Untuk kita, para pemberani.

Dari kita di sini, yang juga sama berjuang,  
Terus mencari arti sebuah cerita yang bisa dikenang.

Dari kita, untuk kita, bagi kita, yang tak patah semangat pada kehidupan,  
terus berjuang, Menatap masa depan.  
(Bumper logo)  
Bagi Cerita Bagi Kita.

For us, who fight every day.  
For us, who tirelessly keep looking.  
For us, brave men.

Of us here, who are also equally struggling,  
Keep looking for the meaning of a story to remember.

From us, to us, to us, to those who are not discouraged in life,  
Keep fighting, looking to the future.  
(Logo Bumper)  
Bagi Cerita Bagi Kita.

The first episode is conducted LIVE via Zoom for 1 hour. It started with the story sharing from 4 sources; 2 office workers, a gamer, and a creative. This episode is digging how each of them felt that their privacy is being taken during COVID-19, and how they find the solution to resolve the problem.



Figure 8 Social media post for first episode

From the FGD, the audience felt that the concept of this platform is easy, fun but valuable. The host can rapidly connect the dots and taking a conclusion. The concept is different from the usual platform, wherein this platform, the sources are just ordinary people who have a problem. The solution is not offered from the host or platform, but together through the chat will find a solution together. The second episode is a battle between 2 types of people during PSBB; the go outside team versus stay at home team. This episode is conducted through 1-hour LIVE Zoom meeting with 2 sources from different backgrounds;

office hour worker versus young entrepreneur with no working hour. Both of them stated that they went to a drastic change because of the pandemic. (<https://www.youtube.com/watch?v=RC7pBTTeos8>)



Figure 9 Social media post for second episode

From the FGD, respondents stated that they can relate to the topic and widen one's perspective about a problem. Although the format is debate, in the end, both of them and the audiences can get a clearer view and perspective about the other side, also knowing that they are not the only one who is facing this problem. Knowing that there are people who are also struggling, gave them strength, support and, motivate them to find a way to overcome this problem. Respondents also said the habit of sharing during a pandemic is helping them, although it is only sharing a little story or problem, it helped them to ease some burden, knowing that they are not alone.

## 5. CONCLUSIONS

From this research, we can conclude that humans need to socialize, to know they are not alone, they are not the only ones who are struggling to survive from a problem. They need to share or just listen to other's stories to help, support and motivate themselves to stay strong and keep battling the problem. Using digital media, namely YouTube as the main platform has a great impact since most of the audiences spent their time there to find entertainment and something valuable. So, the contents and topics need to be relatable but the tone and manner should be kept fun and easy-going. Lastly, further research is needed to dig deeper into whether audiences are more interested in LIVE video or content video. This research showed that some audiences are reluctant to join the LIVE video but willingly to watch the video content types.

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