

The Impact of Language Socialization on Ethics in the New Normal Condition During Covid-19

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Abstract— The Covid-19 period made the implementation of lectures combined between online and offline where this was held to prevent crowds of campus academics from flocking to campus. Based on observations, it was found that many students who come to campus with various academic needs still do not care about the new normal state system where the ethics shown are not wearing masks, sitting without space and in groups. Based on this, the research uses descriptive methods to reveal language socialization activities that have an impact on the campus realm to show the quality of language socialization in actively mobilizing student ethics which is racing to the successful implementation of the new normal conditions at Samudra University. Language socialization is carried out by distributing stickers, posters, banner in room, street banner and even being held online through Webinars and WhatsApp status.

Keywords—Covid-19, language, new normal, socialization

I. INTRODUCTION

The human life around the world changes, this change is due to the covid-19 virus which forces new conditions. In this case, global social life creates a new order human life everywhere enters a room called the new normal [1]. New normal during the Covid-19 pandemic holds a unique challenge for every decision-making process by educational leaders among the things that can guide decision making plans are Wearing of Face Masks and Physical Distancing, Strengthening Online Learning Platforms, Strengthening Research and Development in Health and Creation and Health Integration Program [2]. In order for the socialization of Covid-19 as a communication arena to the intended communication targets four communication strategies are needed, namely determining the audience, selecting the communication media, assessing the purpose of communication messages and the role of the communicator in communication [3].

Number of victims who died in Indonesia is already more than 250 thousand people. The purpose of the new normal is so that we can work, study and have productive activities in the era of the Covid-19 pandemic. New habits for healthier living must be continuously carried out in society and in every individual, so that they become social norms and new

individual norms in everyday life [4]. Treatment methods to help people develop immunity and protection from disease are Ayurveda, Yoga, and Homeopathy in India. On the other hand, Lockdown is a proof that produces relief for the environment and ecological restoration [5].

The dominant character of students in putting an interest in the knowledge, learning and translation of new words during the Covid-19 pandemic to deal with the spread of Covid-19 was very good, interested, uplifting and enthusiastic in the Condition of Samudra University in New Normal. The level of effectiveness of digital campus by students when the corona pandemic is very high and dominant. Even though with regard to the effectiveness of curiosity about the new terminology regarding positive Covid-19 and the digital success of the campus at Samudra University, offline students who have an interest in going to campus still have a bad response regarding the implementation of the government's appeal to act in the new normal era as it is still minimal. wearing a mask, sitting in the waiting room without a space of 1 to 2 meters and some are crowding. So that it is necessary to share language as a media of socialization to academics so that the understanding of acting in the new normal is directed according to the government's appeal [6]. The public ethics in dealing with Covid-19 still underestimates and does not comply with the government's appeal [7]. Most Colleges currently use Google Education in teaching and learning activities such as using Google Classroom, Google Meet, Google Calendar, and Google Forms as a substitute for face-to-face teaching. The Commission on Higher Education mandates Higher Education to use online learning. This is to prevent the spread of COVID-19 [8].

Learning transitions on campus during the Covid-19 pandemic are advised to use social media platforms such as YouTube, Instagram and WhatsApp. Learning through WhatsApp as a learning resource, several ways or stages can be done as follows: 1) Creating a comfortable learning environment 2) Sharing learning resources, such as eBooks and e-modules, through private or group chats. 3) Providing material in a concise, precise, and clear manner. 4) Invite students to discuss through chat. 5) Have the opportunity time for students to respond in a personal message. 6) Give up to 60

percent of students to answer group discussions on WhatsApp [9]. However, the Teacher Education College is not yet fully prepared for the recommended learning platform in the new normal. It is suggested that the University Administration needs to open up to other sources of learning platforms such as the use of print leaflets, working texts, and learning modules that will be sent directly to each student [10]. Therefore, the use of banners, stickers and posters is useful in disseminating information during the Covid-19 pandemic.

II. METHODS

The method used is a field research, known as case study and using a descriptive approach. Field research in the social sciences allows for detailed observations that provide an opportunity to obtain information about the data collected. Research deals with practice-oriented field reviews or case studies and shares best practices, practical wisdom, and applied knowledge [11]. The scope of actualization is actualization within the English Language Education Study Program, Faculty of Teacher Training and Education, Samudra University. Actualization that is carried out is based on usefulness rather than language contribution which is carried out in the form of innovative and efficient socialization to break the chain of Covid-19 spread, especially in the campus environment and get an implementation mandate from superiors to be realized seriously. There is a schedule for language sharing activities through socialization of the new normal system online (30 days), from July to August 2020.

The research analysis uses the need assessment approach. It is explained that the determination of the importance of the ranking is adjusted to the needs in the form of the level of urgency, seriousness and growth by giving a score of 1 to 5. An explanation of the results of the analysis, namely Urgency, how urgent the issue must be discussed and related to the time available and how hard is the time pressure to solve the problem that causes the issue which has a score of 5. Seriousness, how serious the issue needs to be discussed and related to the consequences that arise by delay in solving the problem that created the issue or the result that created another problem if the problem that caused the issue is not resolved. It should be understood that under the same circumstances, a problem that can cause other problems is more serious when compared to other problems that stand alone also get a score of 5 and Growth, how likely is the issue to develop is associated with the possibility that the problem causes the issue to get worse if left unchecked and get a score of 5. So instead of that the problem with a total score of 15 needs to be immediately followed up by giving a language share in the form of socialization [12].

III. RESULTS AND DISCUSSION

The results of language sharing in the socialization during the new normal on off-campus activities in the English Language Education study program, the Faculty of Teacher Training and Education, Universitas Samudra. Actualization activities consist of the following series of activities:

A. Language Socialization Via Stickers

Stickers are one of the learning media in the form of visual media that is processed using the sense of sight to give meaning to images and text [13-15]. Making stickers that contain ethical images in the classroom according to the new normal situation during the Covid-19 pandemic. Later this sticker will be printed on half A4 paper (this size facilitates the legibility aspect of the new normal system socialization) and will be distributed to every corner of the classroom both in the main FKIP building and the two-story building at the front near the UNSAM fence. This sticker will be affixed to both the window and the door chart of the outer classroom so that it is easy to pay attention to at the same time since the actualization was carried out the classroom was still locked due to the holiday schedule after the study was finished at that semester. Language socialization via stickers can be seen in Figure 1.

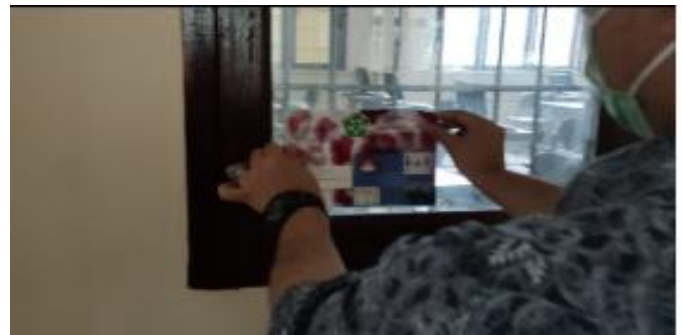


Fig. 1. Language socialization via stickers.

The sticker is designed with the background of the bright red Covid-19 virus image to create a sense of dire, urgent, warning and easy to get attention to be seen or observed. This socialization, in addition to a series of words, also includes an interest in the form of an illustration of the Covid-19 virus in red which depicts something dangerous while wearing a mask, this serves to inform academics of the English education study program that they want to wear a mask and ultimatum the thoughts that see this virus. cannot be underestimated. The next illustration is a sketch of two humans who are separated by a distance where in the middle of them there is a red virus, here the illustration conveys the meaning for students and other academics to keep their distance and if this distance guard protocol is violated, be prepared to be attacked by the Covid-19 virus. After that, the socialization illustration on the sticker is also affixed with the correct hand washing procedures with complete stages as well as an illustration of the prohibition of crowding which is marked by a crowd sketch and in the middle of the crowd there is a person who is red as a means that he is someone who is infected with the virus and can spread it. virus so that's why this sticker wants to socialize to get used to washing hands and not taking part in groups.

B. Language Socialization Via X-banner

Xbanner is the delivery of the publication of a product or service by actively using printing technology in the format of a

poster which is usually affixed to the wall, mounted on a lightweight holder so that it is easy to move, as well as in digital format on a web media, blog or social media [16]. Making a x-banner as an appeal to students regarding appropriate ethical procedures to contact the English Language Education study program lecturer in the new normal period. The position of the banner will be placed right at the door of the lecturer room which is an access that is often passed and visited by students. Language socialization via x-banner can be seen in Figure 2.



Fig. 2. Language socialization via x-banner.

The banner ads contained only text, a picture with text, or only a picture to represent ads that are highly complex, moderately complex and less complex, respectively [17]. The X Banner for socialization is also peppered with an illustration of a mask depicting the words new normal, which means that wearing a mask is a must during the Covid-19 pandemic. In addition, the illustration also uses the image of a red virus wearing a mask as a metaphor, if you don't want to be infected, you have to use a mask, as well as the sketch of two humans who are separated by a red virus in the middle that implies that you have to maintain a minimum distance of 1 meter to avoid getting sick. Corona and lastly is a description of the water faucet under which there is a hand being washed notifying that you should always wash your hands in the new normal.

C. Language Socialization Via X-Mark

Physical distancing is one way to combat COVID-19. The rules regarding guarding a distance of 1 or 2 meters have expired, however, we must try to minimize the spread of Covid-19 as much as possible. More business can be in the form of use of occupancy and indoor space [18]. Different countries take different approaches in implementing social distancing. China is implementing a complete lockdown while the United Kingdom (UK) is implementing a semi-lockdown with many people still working and Sweden not taking a specific directive approach to locking down [19]. Making an "X" mark as the application of social ethics distancing in the

waiting room of the English Language Education study program. The 'X' mark will use red coloring with the consideration that it is easily visible and psychologically causes horror, so it is hoped that students will implement the 1-meter spacing protocol. The size of the 'X' Mark is also made large to meet each seat limit as well as the body support on the waiting room bench to show firmness and totality. Language socialization via x-mark (before-after) can be seen in Figure 3.



Fig. 3. Language socialization via x-mark (before-after).

The making of an 'x' on the queue bench is carried out by preparing materials and tools by carrying out anti-corruption values because this activity does not expect rewards but purely to socialize health protocols in the new normal period by keeping a distance. The first photo on the left shows the queue seats are still plain and empty of signs of the new normal socialization so that it is feared that students do not have a problem with guarding distances and sitting close to each other or in crowds. However, in the second photo on the right, after the application of the 'x' mark, it is hoped that students will understand the appropriate actions to be carried out in the new normal period, one of which is not allowed to sit close together in the waiting room. Interventions to rationally layered social distancing are the embodiment of the determinants and predictors of successful epidemic readiness [20].

D. Language Socialization Via Poster

Posters are information media that also have advertising, propaganda and social functions that aim to emphasize the aspects of awareness and moral worthiness [21]. Creating posters for announcing the dangers and ethics of dealing with Covid-19 to be placed in prayer rooms and wallboards. The poster will contain a religious nuance where the design contains socialization and advice that is related to religious matters such as: wearing a mask, ablution 'perfectly, bring a prayer mat, sarong and personal mukena (Scarf to take a pray for moslem) are also shown praying to reject bala/problem. Language socialization via poster can be seen in Figure 4.



Fig. 4. Language socialization via poster.

The poster promotes the strengthening of ablution "seriously so that if there is a virus that wants to stick to the body, it can follow the flow of ablution water" away from the body which is illustrated by a picture of a man taking ablution "in flowing water. In the health protocol it is asked to get used to washing hands, but in relation to socialization in the worship room of the UNSAM English Education study program, the writer chooses ablution 'apart from being a mandatory requirement before worship, especially if it is fardhu, ablution' also has a more complete and visible body cleaning more accurate, balanced and complete than simply washing hands according to the direction of the Prophet Muhammad to maintain ablution 'which is also effective to apply in the current new normal state. Then, the poster also contains instructions to bring a prayer mat, mukena and personal sarong that is used for one's own privacy and is brought from one's own home so that they become part of the implementation of the new normal system; on the poster depicted with an illustration of a prayer mat. Likewise, with the illustration of a red virus wearing a mask so that it tells the academic congregation to always wear a mask when worshipping in a public place of worship during the new normal period. Finally, the author puts a prayer to refuse the legendary reinforcements that have been used since the time of the Aceh sultanate, where in the past Aceh was hit by a thaun disease which spread and the number of victims was also very fast. It has been determined that the use of traditional media such as posters are effective as a media channel for

health promotion, especially among adults [22]. Even the Indian Dental Association recommends the use of posters at the entrances of strategic places to provide instructional information regarding the new normal [23].

E. Language Socialization Via Big Banner

Banners are an effective and efficient publication media made in various ways, including using Adobe Photoshop software to edit images and layout all visual material in the form of images and writings [24]. Making banners to remind you of ethical methods in the new normal era and how to prevent the spread of Covid-19 to Unsam academics, neighboring campus students and the general public on the Faculty fence bordering neighboring campuses and residential areas during the new normal period. Language socialization via big banner can be seen in Figure 5.



Fig. 5. Language socialization via big banner.

It is undeniable that during this semester break, even though the new normal system ethics could be implemented for the internalization of the UNSAM campus, sometimes the general public including village children also walked around the UNSAM campus environment where they were almost certain that they did not implement health protocols such as wearing masks. Likewise with the atmosphere provided by the condition of academic objects from neighboring campuses which has a very strong effect on UNSAM academics, especially students because the friendship environment between students from two sides of the campus cannot be divided into different groups so that innovative ideas are to make banners and placing it in an area that is easily accessible to UNSAM academics, neighboring campus academics and the general public must be realized immediately for the continuity of efforts to eradicate Covid-19 between campuses in the same village area, namely Gampong Meurandeh.

F. Language Socialization Via Online



Fig. 6. Language Socialization Via Online

In addition, the new normal socialization relying on the share of this language is also carried out online using the university's website and WhatsApp status. The target targets that can be reached by this actualization are very broad crossing the time and place threshold for all institutions accessing the UNSAM website so that this actualization is global and the whole of government.? Whoever it is and any institution that accesses it either seriously or just casually opens the website directly and indirectly will get knowledge from the impact of the soft file socialization of the new normal system which is distributed on the main website of Samudra University. Even the use of social media platforms is very beneficial for health practitioners to collect symptoms of infectious diseases on a large scale and with an older population allowing epidemiologists and researchers to quickly assess potential emerging infection trends [25].

Moreover, when the new school year will open, there are many prospective new students, families of prospective new students or just those who are curious about what UNSAM is going to be greatly helped by adding insights regarding socialization problems and providing information on the new normal system via the website. The implementation of the new normal system socialization by utilizing the WhatsApp application is carried out by sending a soft file of information regarding the socialization of the status feature that can be accessed by friends among WhatsApp applications who are in smartphone phone contacts during the appearance period within the same 24 hour time limit as offered by the feature. Instastory on Instagram before (See Figure 6). In the period of disseminating information via the status feature managed by WhatsApp, precisely at an interval of 20 hours before the end of the next 4 hours, the author has taken screenshots of the socialization that has been received by internal and external English education study programs. In the first screenshot, 99 people have received ethical socialization in the prayer room.

Screenshots of the ethics of contacting lecturers online and classically were accessed by 96 people. A screenshot of the socialization of prevention and symptoms experienced by people with Covid-19 has been seen by 91 people. Then, the WhatsApp status regarding the socialization of the new normal system in the form of stickers was accessed by 91 people. The number of recipients of the new normal system socialization using WhatsApp can continue to increase over the remaining 4 hours. Banners related to social media that are distributed over the internet in providing information have used various tools that attract attention, such as large sizes, bright colors, and animation. Then, animation is what attracts the most attention by academics and practitioners [26]. In 2018, it is estimated that it has reached 2.53% billion of the number of smartphone users worldwide so that mobile advertising is an increasingly important component of a digital strategy that can not only be for the benefit of sales advertising by companies but also benefits in disseminating new normal information [27].

IV. CONCLUSION

After obtaining non-formal socialization regarding the share of language, the condition of academics having directions and ethics that previously ignored the new normal system changed to following the government's appeal, seen by wearing masks, maintaining a distance of one to two meters, not crowding to meet lecturers and using religious facilities privately and do not share with others.

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