

Social Media Analysis and Bett Fish During the Covid-19 Pandemic

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ABSTRACT

During the Covid-19 pandemic, the emergence of the trend of keeping Betta Fish was also supported by the internet and social media. In this Betta trend, many people use social media to conduct fish auctions, promotions, selling Betta fish equipment and feed, and information facilities about Betta Fish contests. Social media has become a means of communication and education for fish lovers and the wider community. This research was conducted to find out why Betta fish can become a trend again during a pandemic, knowing what social media is used to promote Betta fish during a pandemic, knowing the role of social media as an educational medium. The theory used in this research is the theory of computer-mediated communication (CMC), digital marketing, social media. This study uses a qualitative approach with phenomenological methods. Data were obtained through interviews with resource persons and also observation. The results obtained through this research are, firstly, Betta fish became a trend during the pandemic due to the need to fill free time while at home. Second, promotion is done through social media such as Instagram, Facebook, and e-commerce applications. Third, social media exists as a means of promotion and as a means of education.

Keywords: Computer-Mediated Communication (CMC), Digital Marketing, Social Media, Bett Fish Trend

1. INTRODUCTION

During the Covid-19 pandemic, the Indonesian government limited the activities and space for Indonesian people to move. During the Covid-19 pandemic, various new hobby trends emerged, namely the trend of keeping Betta Fish [1]. During this pandemic, keeping Betta Fish is an interesting recreational activity because it can earn income by raising Betta Fish.

Betta fish are a trend during this pandemic, which is also supported by the presence of the internet and social media. Many studies have shown that social media has an impact on many people's lives [2]. Social media at this time has become a trend in marketing communications. Social media is called online media. A person must have a lot of motivation in using social media, namely communicating with other people, knowing the development of something, and sharing information to suit the latest things in its use. Social media functions as a form of one's existence. The existence of someone who wants to be recognized by others usually uses social media as an open nature such as Instagram, Line, or Twitter [2].

In the Betta Fish trend on social media, many people follow using social media for fish auctions, promoting Betta Fish through Instagram feeds, selling Betta Fish equipment and Betta Fish Feed. Therefore, this trend will not disappear in the community. Apart from promotions on social media, many Betta Fish contests are also being held

so that they become a means of communication and education not only for fish lovers but also for the wider community [3].

Social media invites anyone interested in participating by giving feedback openly, giving comments, and sharing information quickly and unlimited time. Social media has a very big influence on one's life. Someone who is initially small can become big with social media. With Betta Fish social media rising during this pandemic, people's interest in attracting Betta fish and raising Betta Fish has made Betta Fish sellers soar on social media, so the author is interested in researching with the title "Analysis of Social Media and Betta Fish during the Covid-19 Pandemic."

In previous research, there are several topics related to the title of this thesis, namely:

Analysis and design of e-business in the cultivation and sale of Betta fish using the overview methodology Rachmat Destrana (Thesis) 2019 Department of Informatics Studies, Muhammadiyah University, Tangerang [4] Doing the cultivation and sale of Betta fish can be done by applying the concept of e-business in operations and cultivation Betta fish so that it can improve the quality and quantity in the development of Betta fish. Similarities: Discussing Betta Fish The difference: Previous research discussed the sale of Betta Fish can be done by applying the concept of e-business While now discussing Betta Fish trends that occurred in social media during the Covid-19 pandemic.

Analysis of Content Strategy in Achieving Engagement on Youtube Social Media (Froyonion Case Study) Ricko (Prologia) Department of Studies Faculty of Communication, Tarumanagara University [5] This content strategy starts from the message to be thrown through content, message delivery strategy, visual design, target and benchmarks, how to solve problems encountered, final filtering of content to technical matters such as setting titles, tags, descriptions of video content, upload frequency and time, embedding in the comment column, and multi-platform utilization on Instagram social media accounts. Similarities: In this study, the author and previous authors both used the analysis in previous studies. The previous authors also used social media. The difference between this researcher is about content in achieving engagement on YouTube social media and the author makes social media a medium for education and promotion of Betta Fish during the pandemic.

Go-Pay Marketing Communication Analysis Through Cashback Promotion Edwin Notowijoyo (Thesis) Department of Study, Faculty of Communication, Tarumanagara University [6] The results of this study were promotion as the application of marketing communication produced very good results in marketing gopay. In marketing something, when the brand has been recognized by many audiences, promotion is one way to maintain customer loyalty. In addition, researchers have learned many lessons about implementing a good promotion system, because in its application, making a good promotion is not that easy to do. Similarities: This study both discusses marketing communication in previous studies Differences: This research is about marketing communication through cash back promotions and the author discusses social media as a suggestion to promote Betta fish during a pandemic.

In the research on the analysis of the use of various social media as a means of disseminating information for the community, Yuni Fitriani (Thesis) Department of Information Management at AMIK BSI Bekasi [7]. It is also regulated in the ITE Law so that the dissemination of information on social media must be done wisely and carefully. Similarities: in this study both discuss social media Differences: This study is about the spread of social media for the community and others and the author discusses social media as a means of educating Betta fish in the community

2. THEORETICAL REVIEW

2.1. Computer-Mediated Communication (CMC)

Computer-Mediated Communication or abbreviated CMC in Indonesian is computer-based communication. This CMC research belongs to Baru and has been in development since 1987. In the context of this computer CMC, it does not refer to personal computer devices, but also includes all computer-based devices such as PDAs, smartphones, tablets, and so on. This is what is called a new media

communication method. Computer-mediated communication can be defined as communication between people using computer media [8] and the technology in CMC promotes the exchange of semantic content on telecommunication networks.

CMC mode allows people to communicate using computer-based communication tools supported by Internet-based equipment and applications, so that we can read the latest news from online newspapers, can play virtual games, and let us pretend to play with someone, not this person not Close to us, we can chat and discuss with them, wherever they are, or even the current business trend is to use online media, with social networking media such as Facebook, Twitter, BBM, Instagram and many other social networks. Other.

Some people argue that CMC says that communicating with CMC is less socio-emotional than face-to-face communication. However, according to [10] all have the opportunity to use communication patterns because each user has different goals. For example, some want to strengthen social relations. However, there are also those who want to minimize contact with other people.

According to Culnan and Markus [9] the ability of communication technology in CMC has led to the shrinkage of the nonverbal symbol system, which leads to a lack of understanding of the parties, a lack of standard behavior, politeness, coordination, empathy and friendliness or a lack of reduction in disagreement skills to be deterministic. This is the condition of cue filtering, which is a kind of communication situation, which reduces the chances of a person picking up the communication signals and non-verbal signals involved in communicating with him [10].

The highly asynchronous nature of CMC provides sufficient time for senders and receivers to edit their communications, more controlled interactions within CMC, and less stress on direct feedback during face-to-face interactions (FTF) [9]. Social information processing theory is known as the Social identity of Deindividuation Effect (SIDE) model. In this theory, it frees individuals from social constraints and norms and destroys social boundaries. SIDE proponents argue that the CMC reinforces existing social boundaries. In this SIDE model, many argue that there is a lack of normative behavior, politeness, coordination, empathy and friendliness in CMC.

2.2. Digital Marketing

According to Digital Marketing, in thinking about the techniques used by an entrepreneur in digital marketing, if you use the internet, it will lead to marketing techniques. However, in order to be right on target, communication techniques are prioritized. [11]. Having a personal relationship with consumers is able to make consumers feel appreciated if their complaints and suggestions are heard and provide additional points for business people, for example brands in the company.

According to Rafi Mohammed [12], the notion of marketing is the process of planning and implementing the concept of forming ideas, products and services provided by the

company, pricing, setting promotion strategies and distribution strategies, so that both parties can have a very satisfying exchange. From customers and companies, to achieve these goals, the target market status analysis process, planning and strategy formulation are carried out, namely pricing, products, promotion methods, results-based planning and strategy formulation. Analyze and implement strategies and controls to achieve set marketing objectives. Meanwhile, according to Dave Chaffey [12] digital marketing, namely digital marketing and electronic marketing have the same meaning, namely electronic marketing both have an overview of the use of electronic media for marketing management and implementation. The definition of digital marketing is a technology that is applied to social media that has online channels (online channels) to (websites, emails, databases, digital TV, and various other innovations through blogs, feeds, podcasts, and social networks) to get investment in activities. marketing for profit and building customer relationships. Develop a highly planned method to increase consumer knowledge about the company, behavior, value and brand loyalty of their products, and then carry out targeted communication with online services according to each person's needs. Digital marketing is through technology and digital media to achieve marketing goals, especially on the Internet.

Digital marketing is through digital media, especially through the internet, namely applications that use social media such as Facebook and Instagram in order to carry out the marketing communication process

According to Ridwan Sanjaya and Joshua Tarigan [11] is a marketing activity that includes the use of various network-based media (such as blogs, websites, emails, advertisements, or social networks). As for the theory of digital marketing:

Content Marketing is a way to build relationships and retain customers through content based on customer interests

Search engine marketing is a way to find product information through search engines or search engines by entering words or products to be purchased.

Social Media Strategy is a way of marketing products through social media, such as blogs, Facebook, Twitter, etc. This concept explains that consumers are actively looking for information or other things about the product they want to buy.

2.3. Social Media

Definition of Social Media [13] are online media that users can easily use and create content including blogs, social networks, wikis, forums, and cyberspace. Blogs and social networking wikis are forms of social media that are widely used by people all over the world.

According to Andreas Kaplan and Michael Haenlein [13] social media is a set of Internet-based applications built on the ideology and technology of Web 2.0 for creating and exchanging user-generated content.

When a person is able to use social media pages personally and have relationships with others to share information and communicate it is called a social media network.

Conventional media uses broadcasting and print media systems, but social media uses internet channels that are able to give someone the opportunity to participate in making a contribution effectively and efficiently

There are many forms of social media technology, namely magazines, internet forums, web blogs, social blogs, microblogs, wikis, podcasts, photos, and videos. According to Kaplan and Haenlein, classification schemes are made for various types of social media in business vision articles. According to Kaplan and Haenlein, there are four types of social media, namely:

The function of social media can be identified with the mobile framework. According to Kietzmann, etl [14] described the cellular relationship framework as using seven functional building blocks (i.e., identity, dialogue, sharing, presence, relationship, reputation, and group) to define the social media framework. Identity description Specify username, age, gender, occupation, location and photo identity on social media.

The conversation describes an arrangement for users to communicate with other users on social media. Sharing refers to the form of exchange carried out, namely in the form of writing to audio-visual. Presence describes whether a user is able to access other users or not. Then the user drawings that are connected to each other are called relations. The existence of identity settings in social media is called identity which explains in depth about oneself such as biodata.

3. RESEARCH METHOD

A qualitative approach based on the phenomenological paradigm, which says that the essence of meaning or truth can be obtained through human interaction [15].

The author uses the case study method to conduct this research. As a research method, the key to case studies is to investigate certain events, situations, or social conditions, and understand the process of explaining how certain events or situations occur [16].

The subject of this research is to use a breeder from betta fish. In this study, the object of research is social media as a means of promotion and educational media for Betta fish during the Covid-19 pandemic.

The research subject is Mr. Fajri as breeder and seller of Pancoran Betta Fish, Mr. Dedi Yusolianto as Content Creator, breeder and seller. Mr. mysteriousbettafish as breeder and seller.

4. FINDINGS AND DISCUSSION

Researchers have conducted interviews to obtain data that can be used to answer various questions in this study. The data collection methods include observation, interviews, research documentation. Sources interviewed by researchers must meet the standards set by researchers. In this section, the researcher will provide a comprehensive explanation of some of the questions posed by the

researcher and the research results obtained from the various answers given by the information provider. Of course, these questions are based on various theories that researchers have studied previously. These findings include:

4.1. The Trend of Keeping Betta Fish During a Pandemic

During the Covid-19 pandemic, the activities and space for the Indonesian people to move were limited, due to an appeal to stay at home or not to do activities outside the home. Starting from here, a new trend emerged, namely, the trend of keeping Betta Fish. During this pandemic, keeping Betta Fish is an interesting recreational activity because during this pandemic, keeping Betta Fish is an interesting recreational activity because it can earn income by raising Betta Fish.

From the research data that has been obtained through interviews between researchers and resource persons, the answers from sources and researchers are:

"Because we can't go anywhere just at home, keeping Betta Fish is one of the trends that are in great demand by the people in Indonesia"

From the analysis of research that has been obtained through interviews between researchers and resource persons, Computer Mediated Communication (CMC) data is obtained which strongly supports researchers to obtain data during the covid-19 pandemic.

Computer-mediated communication can be interpreted as communication between people using computer media [8] and the technology in CMC promotes the exchange of semantic content on telecommunications networks.

The purpose of this communication pattern can be described as follows, if the user has only communicated with a person or group in the past Relying on face-to-face communication, and must be physically close, So if the user wants to communicate or discuss with someone A group of people, then they must meet that person face-to-face However, along with technological developments, the emergence of a CMC pattern that supports the emergence of communication tools that can make it easier for users to communicate with each other No need to face each other or face to face, or lean close to each other physically.

CMC mode allows people to communicate using computer-based communication tools supported by Internet-based equipment and applications, so that we can read the latest news from online newspapers, can play virtual games, and let us pretend to play with someone, not this person not Close to us, we can chat and discuss with them, wherever they are, or even the current business trend is to use online media, with social networking media such as Facebook, Twitter, BBM, Instagram and many other social networks. other.

There are some people who argue that CMC, say that communicating with CMC is less socio-emotional than face to face communication, but according to [10] all have the opportunity to use communication patterns, because each user has different goals, for example, there are those who

want to strengthen social relations but there are also who want to minimize contact with other people.

4.2. Social Media as a Promotion Tool

In the Betta Fish trend on social media, many people use social media to conduct fish auctions, promote Betta Fish through Instagram feeds, sell Betta fish equipment and Betta fish feed. Therefore, this trend will not disappear in the community. Apart from promotions on social media, many Betta Fish contests are also being held so that they become a means of communication and education not only for fish lovers but also for the wider community.

From the research data that has been obtained through interviews between researchers and resource persons, the answers from sources and researchers are:

"For now, Instagram because Betta Fish is too widespread on Instagram, it's also not less crowded on Facebook, so there are 2, namely Instagram and Facebook because if we study people open Instagram and Facebook people only see Betta Fish, but we can take turns seeing things. the others so it's less boring."

From the analysis of research that has been obtained through interviews between researchers and resource persons, digital printing data is obtained which greatly supports researchers to obtain data during the covid-19 pandemic.

According to Digital Marketing, in thinking about the techniques used by an entrepreneur in digital marketing, if you use the internet, it will lead to marketing techniques. However, in order to be on target, communication techniques are prioritized [11]. Having a personal relationship with consumers is able to make consumers feel appreciated if their complaints and suggestions are heard and provide additional points for business people, for example brands in the company.

Meanwhile, according to Dave Chaffey [12] digital marketing, namely digital marketing and electronic marketing have the same meaning, namely electronic marketing both have an overview of the use of electronic media for marketing management and implementation. The definition of digital marketing is a technology that is applied to social media that has online channels (online channels) to (websites, emails, databases, digital TV, and various other innovations through blogs, feeds, podcasts, and social networks) to get investment in activities. marketing for profit and building customer relationships. Develop a highly planned method to increase consumer knowledge about the company, behavior, value and brand loyalty of their products, and then carry out targeted communication with online services according to each person's needs. Digital marketing is through technology and digital media to achieve marketing goals, especially on the Internet.

Digital marketing is through digital media, especially through the internet, namely applications that use social media such as Facebook and Instagram to carry out the marketing communication process.

"Everything we do is online media, in this case Instagram, until it is rarely offline, almost all online use social media, both Facebook and Instagram, especially Instagram. In this case, from the author's observations during interviews that a lot of Digital Marketing, namely Instagram and Facebook, is carried out by informants.

4.3 Social Media as a Means of Education

Betta fish is one of the ornamental fish that is easy to maintain and cultivate. Betta fish don't need a big place, big capital can start a business at home, one of the features of Douyu is its durability, he can live in a place or environment with little water and minimal oxygen can be stored in a small tank without aerator, this ability is obtained because the hickey has a cavity. Human lungs are like a labyrinth, this labyrinth will allow him to anoxic environment. From the research data that has been obtained through interviews between researchers and resource persons, the answers from sources and researchers are:

"If on YouTube, the completion of Betta Fish education also introduces Betta fish dealers throughout Indonesia, I go everywhere to Sulawesi, Sumatra, so I introduce Betta fish dealers, Betta fish breeders throughout Indonesia and there are also other Betta fish sellers on the roadside. sidewalk."

From the analysis of research that has been obtained through interviews between researchers and resource persons, it is found that social media data is very supportive of researchers to obtain data during the covid-19 pandemic. According to Andreas Kaplan and Michael Haenlein [13] social media is a set of Internet-based applications built on the ideology and technology of Web 2.0 for creating and exchanging user-generated content.

When a person is able to use social media pages personally and have relationships with others to share information and communicate it is called a social media network. Conventional media uses broadcasting and print media systems, but social media uses internet channels that are able to give someone the opportunity to participate in making a contribution effectively and efficiently.

The function of social media can be identified through a honeycomb framework. According to Kietzmann, etl [14] described the mobile relationship framework as using the seven functional building boxes (i.e., identity, dialogue, sharing, existence, relationship, reputation, and group) to define the social media framework.

In this case, from the author's observations during interviews that many social media, namely Instagram, are carried out by informants to educate Betta Fish.

5. CONCLUSION

The conclusion of the thesis that the researcher has made with the topic raised is Analysis of Social Media and Betta

Fish during the Covid-19 Pandemic. Researchers draw several conclusions as follows.

First, according to promotion informants through social media that are often used, namely Instagram, Facebook, and other e-commerce applications. Because social media is an application that informants widely use to sell Betta Fish through feeds, live through social media applications by selling at auction and selling food needs, medicine, fish salt, and ketapang leaves.

Second, according to the informant, because social media is a medium that provides education to everyone because social media is easy to access wherever and whenever you are.

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