

# The Use of Social Media for the Covid 19 Prevention Campaign

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**Abstract**—A massive use of the internet shows that the internet is able to fulfill people's needs for various information. Social media on the internet shows a fairly high number of users in Indonesia currently. Instagram and Facebook are social media that have many users. The uniqueness on social media to differentiate from others is the inclusion of local cultural content. Sending messages through campaign activities carried out by the government as a form of communication with the community is very important, in terms of message effectiveness especially. Messages must be well managed to grab people's attention and engage them. One way is to insert elements of local culture into the campaign so as people feel close to the information conveyed. Promoting local culture in campaign messages will attract people because it is in line with values in everyday life. The objectives of this research are; analyze campaign messages containing local cultural content; analyze the social media used in a campaign. This study uses an ethnographic communication approach to obtain cultural values that exist in a condition through a communication process. A case studied was the Covid-19 campaign delivered by the Ministry of Health in Indonesia. Data collection techniques implemented through observation, in-depth interviews, and literature studies. This research is expected to contribute to health campaign delivered by the government.

**Keywords**—campaign, local cultural message, social media

## I. INTRODUCTION

Expeditious development of communication technology makes the internet an important part of Indonesian people's lives. By early 2021, internet users in Indonesia had reached 202.6 million people. This number increased by 15.5% or 27 million compared to January 2020. With Indonesia's current population of 274.9 million, it means that internet penetration in early 2021 has reached 73.7 percent [1].

Social media as an internet-based communication tool currently shows a fairly high number of users both in Indonesia and Malaysia. According to research data from the website and marketing agency HootSuite We Are Social entitled "Digital 2021: Global Overview Reports", Indonesia ranks eighth out of 47 countries that spend the most time on the internet. The average Indonesian spends 8 hours 52 minutes surfing the

internet. A number is slightly lower than people in Malaysia who spend 9 hours 17 minutes on the internet [2].

High number of internet users, especially social media, encourages its use in various fields including health. Many institutions and organizations take advantage of this opportunity to convey various information on the internet. A government has interest conveying information to public used social media as well. However, using social media must be accompanied by careful planning regarding a goals and strategies to be developed.

A new strategy implementation is optimizing digital media channels (social media such as Instagram, Twitter, Facebook, etc.) to convey information and as a media campaign for various program activities. Communication campaign through social media was chosen because it "can" eliminate human boundaries to socialize where space and time are no longer a problem. As stated by Sawhney in Kao, Yang, Wu and Cheng [1], Media social has all the features of Internet-based platform. Their key features include multiple directions of communication, more intense and richer interactions and larger audience size and coverage [3]. Social media relies on users to create shared content [4] and allows companies to monitor consumer feedback and inform consumers about the opinions of others [5]. Group-based hospitality is also an important feature of social media. Users can build interpersonal relationships online by expressing their concern for social activities, joining communities they care about, and initiating a series of social actions [6].

In Indonesia, using social media in the health sector is very massive, especially after the government declared that Indonesia was having a corona virus pandemic since early 2020. Various social media were used by the public, government and institutions competent in handling the corona virus, continuously campaigning to overcome the corona virus pandemic, because the corona virus is still a serious problem in many parts of the world, as Yen research reports, despite its impact on the world, we still know relatively little about COVID-19. The world was learning whether and how the virus is transmitted from human to human and the complete range of symptoms. Six months after the outbreak, it is still not entirely

clear how contagious a symptomatic cases occurred [2]. The WHO also changed its policy from discouraging masks on healthy individuals to encouraging wide-spread mask use in June 2020. It's still unclear when vaccine become available. COVID-19 is an epidemiological crisis with high levels of ongoing uncertainty [7].

Efforts to overcome epidemic problem can be done among others through Instagram and Facebook, which are social media with many active users. However, it is not easy to attract the attention of users, so there must be something different, one of which is distinctiveness content. Distinctiveness can be created by inserting local cultural content on social media, for example uniqueness of Bandung which lies in the Sundanese language, Sundanese idioms, or Sundanese greetings. In addition to Sundanese, there is also Javanese or Minang language used in the "Jangn Mudik" campaign (going back to hometown during the holiday season) to prevent the spread of the Covid-19 virus. In Malaysia, several health campaigns about Covid-19 also use a distinctive Malay language. By doing so, it is hoped that a campaign can be more attractive, targeted and involve a community.

According to Van Dijck and Poell [8], the rapid rise of social media platforms in the first decades of this century is part of a more general network culture, where information and communication are increasingly defined by the capabilities of web technologies such as browsers and search engines. Furthermore, they state that social networking sites such as Facebook, Twitter, and LinkedIn as well as user-generated content sites, including YouTube and Flickr, are at the core of a number of web-based applications that together form a broad ecosystem of media interfaces [8].

A campaign activities carried out by the government cannot be separated from the use of social media which is very familiar and widely consumed by public. A campaign is a planned activity to convey information to general public through media. Because a goal is to reach a wider community, it is necessary to make a plan that considers various components both in terms of messages, use of media, and accuracy in building a context of communication.

Campaign can also be interpreted as a series of planned communication actions with the aim of causing a certain effect on a large number of audiences which is carried out continuously within a certain period of time. Based on above phenomenon, a researcher formulates research problem on how to "Use Social Media for the Covid 19 Campaign" by using an ethnographic communication approach regarding the government's Covid-19 communication campaign on social media. These are the research objectives; Delivering messages through campaigns as a form of government communication to public is very important, especially in terms of message effectiveness. A message conveyed must be able to attract attention of community so as they want to be involved in the campaign activities. One way is to incorporate elements of local culture into the campaign so that a community feels close to information conveyed in accordance with a values in

everyday life; Social media that cannot be separated from people's lives is main consideration for government in choosing it as a campaign medium. A various positive and negative sides of using social media are an important part of the decision to choose social media as a promotional medium. This is a basis of the importance of learning about a government's campaign about Covid-19 by using messages containing local culture through social media.

A government has an interest in communicating with a community by adjusting its communication strategy in campaign activities form so that the message conveyed can be understood by the wider community, which is adjusting to audience as recipients of information/messages. In addition, a government must wisely manage important communication messages to bridge community interest. To respond current media developments, a government must also adapt to actual events in society.

Government used social media for its campaign in order to spread various programs and activities to broad public. According to Rogers and Storey in Venus [9], a campaign is "a series of planned communication actions with aim of creating a certain effect on a large number of audiences implemented continuously over a certain period of time" [9]. Meanwhile, defines campaign as "a series of interrelated events covering a period of time, each of which builds strength of organization and brings it closer to victory (campaign objectives)" [10]. Campaign implemented must be planned properly and appropriately, starting from the issues to be raised, message conveyed, media used, audience target of the campaign, executed campaign, objectives, expected impact/changes, campaign program and duration. The audience is not only a matter of large numbers, but must appropriate target. This means that audience for the campaign must match to criteria and an issues/problems/ideas of campaigned.

A concept of interest, message effectiveness and active participation of digital media is base for the government to optimize the use of digital media, especially for various programs to community. A concept of social media is clearly explained, Cangara state that "social media" generally raises social issues (social interactions) mediated by the media [11]. For this reason, social issues become main point delivered through social media. The emergence of various social media certainly cannot be separated from development of technology and the internet. A combination of written text, audio-visual content, and photography in digital realm is caused by media convergence. In this millennial era, society is growing rapidly in various fields supported by access to digital media which become part of daily life [11]. There are several reasons internet users visit social media, it is asserted that people visit social media for 3 major reasons. The first reason is because of a brand or promotional campaign product conducted by a company. The second reason is because a brand has relevant content with the social media. A content considered to be relevant when delivered message has a meaning, or in the other words, delivered message creates a social connection [12]. Because if there is a discrepancy interaction, it is possible that

there are weaknesses in interaction process, so as it is necessary to plan right campaign strategy. As Ather stated, if the exchange of information through social media does not impact organization to get closer to each other and to their goals, denial, distortion and miss interpretation of messages can be considered as possible drawbacks in exchange process [13].

Government organizations should be able to design communication strategies to media development. In general, relations between government organizations and mass media have not changed. Physical closeness for example, the people around us whether we interact in the environment or work environment, or friends who are emotionally close because of being together on a memorable occasion. This closeness is very important for someone in building interactions with other parties [14].

The use of the internet as a source of health information in US and Europe is also quite large, internet is rapidly becoming the first source of general and specific information on illnesses and treatments for a large number of people worldwide. Surveys have reported that between 70% and 75% of online users in United States and Europe search for health care information [15]. Social media according Kaplan and Haenlein as "a group of Internet-based applications that build on ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content". They suggested that social media can be classified as two components: media-related and social dimension. The media-related component [16] involves how close to synchronous face-to-face communication different types of social media come and how well they reduce ambiguity and uncertainty. The social [16]

Social media affordances a hypothesized idea that social media applications, such as Facebook or Instagram, can develop a sense of self-efficacy and empowerment is not unheard of, given the characteristics of the resource itself. First and foremost, social media allows for participation. There are always positives and negatives in advancement of information technology, government organizations must be able to implement strategies that can be understood by a wider community. One of them is to adjust a strategy in accordance with audience as a recipient of information. The government must also wisely manage communication messages so that it can bridge interests of organizations and community.

Fast development of media today requires a government to adapt currently trending in society. Instagram and Facebook as popular social media today can be used as effective campaign media without removing real identity of the community. A media has a meaning to build a dominant culture and ideology for interests of dominant class, and at the same time, media can be a tool for the struggle of the oppressed to build a counter culture and a counter ideology. Under such conditions, it is impossible for mass media to stand static in the middle; t a dynamic mass media will move in the midst of a vortex of interest. This reality makes news bias inevitable (4/242) [17].

Developed roadmap by the researchers supports achievement of specific topics for research activities at the Islamic University of Bandung, especially those related to improving human resources from an Islamic perspective as an effort to create civil society. A special research topic on messages that contain local culture, including values that grow in society about public health campaigns through social media.

## II. RESEARCH METHODS

This study uses an ethnographic communication approach. Ethnography is basically a research activity to understand how people interact and work together through phenomena that can be observed in everyday life [18]. This method can describe, explain, and build relationships from categories and data found. The purpose of ethnographic study of communication is to describe, analyze, and explain communication behavior of a social group [19]. Through this approach, researchers can explore communication patterns that arise from the interactions of actors in a community group. Communication ethnography is also defined as an approach taken to obtain cultural values that exist in a condition through communication process.

To map local culture in campaign content submitted by government, this study traces cultural background in a community so as it can be taken as a campaign message where people can have a sense of belonging.

This study will develop communication patterns in health campaigns, especially regarding Covid-19 in communities with local cultural backgrounds. The research case selected was a health campaign carried out by the government through social media and research method used was communication ethnography to explore local culture that emerged in the campaign.

The stages carried out in this research are as follows:

- Mapping of local cultural content in campaign activities of Indonesian and Malaysian governments regarding Covid-19 through social media
- Analyzing campaign messages with local cultural content and ways of conveying information about ideas and building community involvement by government.
- Analyze media used in the campaign
- Creating a pattern of communication between government and community through campaigns that contain local culture

A research stage maps local cultural content in the Covid-19 campaign delivered by the government. Messages are analyzed, including media chosen and how to convey them to audience by observing a daily values raised in campaign. This study also analyzes a local culture that appears in communication process between government and community through campaigns. The last stage is to build a pattern of

communication between government and community through campaigns that contain local cultural content. This research is expected to contribute building effective communication between community and government through campaigns that present local culture.

Data collection techniques were implemented through observation and interviews with parties directly related to campaign manager and a community who became a target of the campaign. This research also uses data collection techniques of literature study and document review and then concepts related to research data.

Health campaign being studied is the Covid-19 campaign delivered on social media that contains local cultural content with government sources, namely Indonesian Ministry of Health and Malaysian Ministry of Health.

### III. RESULTS AND DISCUSSION

Various efforts have been made by Indonesian government to contain the spread of corona virus. Among other things, the use of the internet, especially social media as a media for covid 19 prevention campaign. This research selects campaign activities that have following categories: campaigns carried out by government agencies ; corona pandemic campaign on vigilance, prevention, and handling; campaigns that contain a local cultural values of community; and campaigns conducted through social media. From these categories , campaign activities through social media were selected as follows:

#### A. *The Health Protocol Campaign of Sunda Version*

This campaign illustrates weak implementation of health protocols in community. Greeted with typical Sundanese/West Javanese greeting "Sampurasun Warga Jabar" (hello West Java people), this official campaign from the West Java Provincial Government through 'Pikobar Jabar' account tries to build closeness with community in conveying messages. A campaign content emphasizes that a corona virus is still around us, therefore health protocols must always be applied everywhere and we must also remind others around us to do the same.

#### B. *Health Protocol Campaign Through Children's Daily Activities*

This campaign illustrates a weak implementation of health protocols in community. The context that is built here is delivery of effective messages to children conveyed by Al-Qur'an teachers to their students using Sundanese language and various "Sundanese language" idioms which are expected to make children understand and obey. Children will be at the front in conveying health protocol messages to their respective families. There are still families who do not believe in a danger of Corona virus and this wrong perception can be refuted by children to conveying messages in a language they understand, through Sundanese idioms.

#### C. *New Habit Adaptation Campaign*

A new habit adaptation campaign is to public remind to stay productive and always comply with the applicable health protocols. A public must always remember and apply 3 rules, namely wearing masks, washing hands and keeping a distance.

#### D. *Kampanye "Ojo Homecoming" (Campaign Prohibition Homecoming Lebaran)*

A campaign is sung in the language Java comes ahead of Eid. A homecoming culture is very strong in Indonesian society. A campaign for the prohibition of going home is quite intense considering that a homecoming culture has taken root in Indonesian society and will be very difficult to lost. Seeing dangers of massive and dynamic community movements, a government issued a ban on going home through the support of various campaigns.

#### E. *Homecoming Ban / Postpone Campaign*

A campaign to postpone going home is still related to the ban on going home before Eid. The campaign is intensified to encourage people to stay at home and stay safe. Changing behavior has become a culture requires effort, including through various campaigns more frequently.

#### F. *Local Message in Covid 19 Campaign*

A culture is a system that includes and cannot be separated from people's lives. Furthermore, the concept of culture can be explained as follows:

Culture is something we learn. From the moment we are born, we are conditioned to act, react, and learn about how people do things based on what they see, what they talk about, and the interactions they have. In short, culture consists of patterns of group communication: how a group solves problems, and how a group perceives and transmits shared values, beliefs, attitudes, and behaviors, including its perceptions of self, group, environment, authority, and power [20].

Communication messages produced by people -people who support a particular culture and form a pattern of communication for culture. Government program campaigns related to corona virus delivered through public service advertising messages aimed at certain communities ideally consider aspects of a values, beliefs, beliefs, and habits of the people who are the advertisement target. Furthermore, interculturalism will describe behavior as the tip of the iceberg, where easiest thing we can see is through nonverbal gestures, language, how to dress, what food they eat, and what habits they practice. However, something that really exists but we can't see creates a real challenge. Understanding other people's cultures—attitudes, beliefs, and behaviors—that underpin what people actually do [20].

A message conveyed in A Coboy or Corona Boy advertisement has local cultural values from the

way and style of an ustadz in conveying messages to his students, Ogi's etiquette to his mother, relatives, neighbors and friends. Using Javanese language and the greeting "lur" in the Ojo Mudik advertisement as well use of part of the Sundanese language along with a mother figure at the beginning of the scene in the 3 M advertisement shows a local cultural values to be displayed through verbal and nonverbal messages expression. The goal is that messages in public service advertisements can be received and can change people's behavior to comply with government regulations to avoid a corona virus.

A value system in a society becomes the basis for conveying messages for any purpose because as stated by Hofstede [21] that a value system underlies the characteristics of a particular group or society that shape development of certain personality traits and motivates individuals in society to engage in behaviors that may not be visible in other community/communities [22]. Furthermore, the importance of cultural aspects of community is considered in formulating a message strategy as conveyed by Nakhaie and Zadeh [23] who argue that culture is a complex of awareness, belief, art, craft, technique, ethics, law, tradition. A habits, behaviors, and rules that an individual acquires as a member of society determine responsibilities assigned. This definition gives impression that certain observable tendencies of people who come from same background or environment can be referred to as socio-cultural influences. Such as research conducted in Bhutan on the use of local traditions in informing about health and vaccines used. Bhutan did not only utilize its existing public health strategies Incorporating traditions and beliefs in public health approaches can greatly influence the public, especially when a people are deeply rooted in folk beliefs. Bhutan's exceptional efforts are very commendable not only because the country became fastest in the world to vaccinate nearly all of its adult population in just a short period of time, but also utilized a very unique approach to promote vaccine acceptance where in cultural traditions were integrated in their scientific-based public health strategies. This unique strategy can be emulated by many localities with strong influence of cultural traditions and folk beliefs [24].

Delivering information necessary culture and intercultural communication competence approach so they can understood and received. Intercultural communication competence, as Chen and Starosta [25] note, is imperative for human progress, and it is by studying communication styles and understanding how to use them that we may be able to communicated more clearly, and promote dialogue between "us" and "them." The interactive and global nature of internet has fostered many visions of mutual understanding among cultures, although means for achieving this are still at a very early, exploratory stage. In this article, findings of anthropologists Edward Hall and Geert Hofstede . on cultures provide a basis for analysis of Web sites. Their findings include a set of categories into which we can systemize cultures—for example, preferred message speed [26] and collectivism/individualism [21], both of which will be outlined below, a number of studies on the relationship

between Web site design and cultural dimensions have been conducted [27].

The strength of local culture is seen in analysis of nonverbal expressions between actors in public service advertisements. Percentage of nonverbal message effectiveness compared to verbal messages according to Mehrabian is 93 percent. The peculiarities of local culture in public service advertisements can be seen from the typical Sundanese dialect and the use of Sundanese in the two advertisements analyzed. Other advertisements contain messages of local culture which can be seen from the use of the term 'Lur' as a greeting and the intense use of the Javanese language. The use of the mother figure and Sundanese language shows government's efforts to bring this advertisement closer to public. Culture according to Koentjaraningrat can be identified in three forms, namely culture as a whole system of ideas, actions and human works in people's lives that are owned as a result of learning [28].

However, there has been no convincing demonstration that relative differences with regard to prevailing norms in cultures do not exist in practice, and on basis of this that Hall and Hofstede's cultural parameters should be discarded completely. On contrary, the qualitative study of local(ized) Web sites around the world presented in this article shows that in spite of these important criticisms, communication patterns today still resonate with cultural dimensions proposed decades ago.

Public service advertisements values regarding the corona virus prevention campaign include a value of a mother's love for her child which is shown by an attitude of always advising and paying attention to it; leadership values shown by an ustadz who is considered an opinion leader in various regions in Indonesia, including West Java, to protect students and community; a value of compassion in interacting with family, friends, and neighbors is common in Indonesia as a strong eastern culture through mutual care and advice. Public service advertisements display activities in a form of mother and child interactions discussing a dangers of the corona virus and need to comply with health protocols, brother-sister interactions, interactions between neighbors, and interactions between friends that show the existence of collectivity which is a nation's cultural value. Cultural products displayed in a public service advertisements are using of Sundanese and Javanese language, as well as the attributes of Sundanese clothing.

### *G. Social Media for Covid 19 Campaign*

Social media used in this research is Instagram. Currently, Instagram is a social media that can be used to disseminate information, education, entertainment, for communication as well. Choosing Instagram is good decision because it has many users in Indonesia. According to databoks.katadata.co.id, Instagram users in Indonesia as of July 2021 were 91.77 million people. The largest users are 18-24 age group, which is 36.4%. Instagram is the third most used social media platform after YouTube and WhatsApp.

In addition to relational and situational factors, a response type and use of the platform were also sources of variation in anticipated interaction. People were more likely to expect their post will receive like than a comment. People were more like to imagine a specific audience when thinking about who would respond with a like than with a comment. Although likes by themselves are not substantive, one-click responses act as an important form of social support [29] and are important to users' satisfaction with sharing [30,31]. Instagram is unique compared to other social media, Instagram, it seems genuinely happy and satisfying, with lively people engaged in activities together, going to cafes, art exhibitions or the beach, or eating strawberry cake to 'celebrate everyday life' [32].

Using Instagram for various purposes is very dependent on its users so that it can be used optimally. This is in accordance with a statement which states that Instagram is a platform that provides opportunities for its users, but access and use of the platform does not mean that someone has been empowered [33]. In the absence of other aspects, such as self-determination and rewarded achievement, resources are only a measure of potential rather than actualized empowerment [34]. A potential of the community can be empowered through social media by conveying messages that are designed in such a way as to suit the situation and conditions of the community. A community will be more empowered to support various government programs.

Research on a potential of Instagram is, Instagram facilitates active participation in a virtual community through a user's posts and allows women to express themselves, sometimes even challenging their cultural constraints. In this sense, the use of Instagram helps develop self-efficacy, which occurs particularly well in a cultural context where women are restricted in their roles because of their gender. Furthermore, our results show significant indirect effects of the use of Instagram on psychological empowerment. This suggests that Instagram posts can have influences beyond individuals' perceptions of their capability to execute (self-efficacy) and impact others through the medium [34].

A benefits are also wider in the use of health communication such as the following research, numerous benefits of using social media for health communication were reported for the general public, patients, and health professionals. A major benefit of social media for health communication is accessibility and widening access of health information to various population groups, regardless of age, education, race or ethnicity, and locality, compared to traditional communication methods [16].

Using social media as a source of health information in COVID-19 campaign requires the right design to be accepted and understood by the campaign targets, in this case the uniqueness of messages on social media with a local approach is a strategy to convey institutions closer to the community in providing understanding about preventing covid 19.

#### IV. CONCLUSION

- Campaigns that carry local culture make the message conveyed close to the community. The closeness aspect makes the message conveyed familiar and becomes a part of people's daily activities that the urge to be involved becomes higher. The corona virus prevention campaign through daily behavior makes it easier for people to do it. A prohibition campaign (such as the ban on going home) delivered in a local language by a role model provides convenience and community's willingness to do so.
- Social media is increasingly popular because it is easy to use and can be a means of communication and campaign media. A government chose this media to be used in the campaign because of its high effectiveness. Various campaigns to respond emergence of the danger of corona virus are carried out through social media. Besides being more attractive and up-to-date, social media is also easily accessible and can reach various target audiences.

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