



The Role of Mass Media Amid the Covid-19 Pandemic

The Role Of Mass Media In The Midst Of The Covid-19 Pandemic

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ABSTRACT

Mass media is a means of disseminating information to the public, mass media is defined as a medium of communication and information that disseminates information en masse and can be accessed by the public at large, in terms of meaning, mass media is a tool or means to disseminate news content, opinions, comments, entertainment, and so on. The effect of communication on the role of mass media in the midst of the COVID-19 pandemic was identified in the six questions contained in the questionnaire. This study focuses more on the Communication Effects felt by the community, especially on people who have seen health service advertisements about the 5M health protocol. In the health service advertisement, the 5M protocol reminds us that to break the Covid-19 chain, we must wear masks, wash our hands, keep our distance, limiting mobility and avoiding crowds. The results of the study show that the influence of mass media with the presence of 5M health service advertisements affects the behavior and daily activities of the community.

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1. INTRODUCTION

The world is currently wary of the spread of a virus known as the corona virus. Coronavirus itself is a group of viruses originating from the Orthocoronavirinae subfamily in the Coronaviridae family and the Nidovirales order, initially suspected of being a pneumonia disease, with symptoms similar to flu in general. These symptoms include cough, fever, fatigue, shortness of breath and decreased appetite. However, unlike influenza, the corona virus can develop quickly to cause more severe infections and organ failure (Wahidah., et al 2019: 180) This virus can attack animals and humans and human symptoms in the form of infection similar to SARS, only Covid-19 19 which is more strongly developed.

According to Azanella Ayu L (2021), Indonesia has now crossed the 2 million mark for the number of confirmed cases of Covid-19 infection. Based on data from the Covid-19 task force, Monday (1/25/2021), the number of infection cases already stands at 2,004,445 cases, with the addition of 14,536 cases a day. With regard to cases of death on the same day, it reached 54,956 cases. In recent times, daily cases have been increasing in Indonesia. The government is also trying to tighten the implementation of micro PPKM, strengthen health services, and accelerate the implementation of vaccinations.

In tackling the problem of Covid-19, the government uses mass media as a means of conveying information about what people should do to maintain health, obey the 5M health protocol

and to stay at home. In the sense that mass media is a means of disseminating information to the public, according to Habibie (2018: 80) mass media is defined as a media tool or means used to convey messages from communicators to audiences, although the definition of mass media itself is a tool used in providing messages from sources to the public using communication tools such as newspapers, films, radio and television.

The mass media, apart from being a means of entertainment, is also a place where people get various information, including about Covid-19 cases and counseling on Covid-19 handlers through advertisements. Advertising is one of the interesting ways to be presented in the mass media (Nurwati and Hamdan 2007: 34). The various impacts of mass media advertisements on people's consumption patterns, especially regarding Covid-19, which are most often seen and heard by the public are television and radio advertisements.

In the midst of the Covid-19 pandemic, communication is an important step to convey the information that a person or society needs. Furthermore, communication is important in dealing with Covid-19. With the policy of social restrictions, mass communication becomes an option for delivering information to the public. Responding to various problems that have arisen due to the Covid-19 pandemic, public communication is the best choice in the process of social interaction that must continue in the midst of a pandemic (syaipudin 2020: 15). This study examines the importance of the role of simple communication that can be done with a short tempo but makes the communication effective for the wider community.

Effects are changes that occur in society due to exposure to messages. Changes in behavior are generally preceded by changes in attitudes and changes in attitudes are generally preceded by changes in knowledge. The effect is known through the public response (audience response) is used as feedback. Thus, feedback is the way to find the effect. There are three dimensions of the effect of mass communication, namely cognitive, affective (emotional) and cognitive (behavioral or conative). Cognitive effects include increased awareness, learning, and additional knowledge. Affective (emotional) effects are related to emotions, feelings and attitudes. while behavioral effects (behavioral or conative) are related to behavior and intentions to do something in a certain way. (Wiryanto, 2000: 39).

Mass media has a positive thing if the information disseminated is used as it should be. For example, information on the dangers of being exposed to Covid-19, how to identify symptoms of Covid-19, how to avoid being exposed to Covid-19 with PHBS (Clean and Healthy Lifestyle), and being able to find out how many people have been affected by Covid-19 in their respective areas. The information provided can help the public find out earlier about this Covid-19 epidemic.

Corona viruses are part of a family of viruses that cause disease in animals or humans. In Indonesia, still fighting the Corona virus so far, as well as in other countries. The number of coronavirus cases continues to rise with some reports of cures, but many also cannot be saved. Handling and prevention efforts continue to be carried out by fighting COVID-19 with flu-like symptoms.

The case began with pneumonia or mysterious pneumonia in December 2019. Cases of this mysterious pneumonia infection were indeed found in many of these animal markets. The Corona virus or COVID-19 is thought to be carried by bats and other animals that are eaten by humans until transmission occurs. Coronaviruses are no stranger to the animal health world, but there are only a few strains capable of infecting humans to become pneumonia.

This case is suspected to be related to the Huanan animal market in Wuhan, which sells various types of animal meat, including those that are not commonly consumed such as snakes, bats, and various types of rats. With this context, the corona virus is not only currently making the world panic. Having symptoms that are both similar to the flu, the Corona Virus is growing rapidly to cause a more severe infection and organ failure (Archika Dwi Nazwa, 2019:4).

Coronaviruses are a group of orthocoronavirinae of the orders Nidovirales and Coronaviridae. This group of viruses can cause disease in birds and mammals, including humans. In humans, coronaviruses cause mild respiratory infections, such as the common cold, although some form of the disease; SARS, MERS and COVID-19 are the more lethal traits. Under current conditions, the coronavirus is not an epidemic that can be ignored. When considered a symptom, laypeople expect that it is limited to the common cold, but for medical analysis the virus is quite dangerous and

deadly. In 2020, the development of this virus transmission is quite important because it is global and all countries feel the impact, including Indonesia. (Yunus Rohim Nur, Rezki Annissa, 2020:228).

Mass media is a means of disseminating information to the public, mass media is defined as a medium of communication and information that disseminates information en masse and can be accessed by the public at large, in terms of meaning, mass media is a tool or means to disseminate news content, opinions, comments, entertainment, and so on (Habibie, 2018: 80). The function of mass media can be divided into five, a) Surveillance, b) Interpretation, c) Linkage, d) Dissemination of Values (Transmission of Value), e) Entertainment (Entertainment).

Mass media is one of the means of cultural development, not only culture in the sense of art and symbols, but also in terms of developing procedures, modes, lifestyles and norms (Mc Quail, 1987:1). The mass media plays a role in the development or even changes in the scheme of people's behavior, because of that the position of mass media in society is very important. With the mass media, people who are said to be uncivilized can become a civilized society. Indeed, because the mass media has a wide and mass network, so that people who read are not only individuals but have tens, hundreds, or even thousands of readers, the influence of mass media will be very visible on the surface of the audience.

According to Likitaningsih (2013:117) advertising is a form of product and service information from producers to consumers as well as delivery of messages from sponsors through a media. "Advertising is a continuous communication process that transports the public to the most important information they really need to know" with advertising, the audience should get as much information as possible from the announced products and services. Basically, the purpose of advertising is to change or influence public attitudes.

2. RESEARCH METHOD

The approach used in this study is a qualitative approach, qualitative research is data collection in a scientific setting with the intention of interpreting the phenomena that occur where the researcher is the key instrument (Anggito Albi, Setiawan Johan. 2018:8). The types and sources of data used in this study are primary and secondary data. Primary data, the results of interviews with people who watched the 5M Health protocol advertisement, secondary data, results from journals and pre-existing documents. The data collection technique used in this research is triangulation technique. Triangulation is a multi-method approach, carried out by researchers when collecting and analyzing data. The basic idea is that the phenomenon under study can be well understood so that a high level of truth can be obtained when viewed from various points of view. Pulling one phenomenon from different points of view allows a high degree of truth. Therefore, triangulation is an attempt to check the truth of data or information obtained by researchers from various different perspectives by reducing as much as possible the bias that occurs during data collection and analysis (Mudjia Rahardjo, 2010:1).

3. RESULTS AND DISCUSSIONS

The effect of communication on the role of mass media in the midst of the COVID-19 pandemic was identified in the six questions contained in the interview. This study focuses more on the Communication Effects felt by the community, especially on people who have seen health service advertisements about the 5M health protocol. we managed to collect eighteen respondents who are residents from around the house and students' friends. We asked them a number of things related to the healthcare advertisement and a few things about themselves after seeing the advertisement.

The percentage of respondents regarding whether they have seen the 5M protocol health service advertisement in Tv mass media. There are 100% of respondents who have seen the advertisement on TV, this proves that according to Abdullah and Lilis (2018:101) television as a mass media is the most popular media as a medium of entertainment and information. Due to its audio-visual nature, television can present music programs, films, soap operas, variety shows, reality shows, as well as broadcast information that was previously categorized as unattractive

events, through television shows Good information about news and other information has its own charm.

Resti Purnama Sari thought about the health service advertisements that she had seen, she said that: "I think it is good because the advertisement not only conveys about the current situation but also reminds us of the importance of 5M". According to Adona (2006), advertisements serve to remind consumers that products may be needed in the near future, indicate where to buy products, tell when the market is low, and maintain high awareness of consumers about these products. Reminder advertising is very important for consumers to always remember the product. In the health service advertisement, the 5M protocol reminds us that to break the Covid-19 chain, we must wear masks, wash our hands, keep our distance, limit mobility and avoid crowds.

The next question refers more to what actions are taken after seeing the 5M protocol health service advertisement. As many as 16.66% still rarely apply the 5M protocol and as many as 83.33% apply the 5M protocol after seeing the 5M protocol health service advertisement. According to Habibie (2018: 80) the mass media and various forms of media used will affect the behavior or culture of a society. Over time, the culture that initially did not wear a mask when leaving the house or traveling has now changed to wearing a mask when leaving the house and traveling.

The next question refers more to the cognitive effect or to the knowledge of information that respondents get about the 5M protocol health service advertisement, Adillah Siti Sayyidah said: "With this advertisement, I know the dangers out there if we don't implement 5M". Based on Subyabrata (2019:2). Mass media information is considered as additional knowledge for the public. Knowledge held by the public can increase his personal awareness and broaden the horizons of thought. Someone who consumes mass media, especially in the form of informative message content, will be able to help increase information and knowledge.

The next question refers to the affective effects or feelings that respondents feel after seeing the 5M protocol health service advertisement. Risna said: "Basically, I'm very paranoid with covid-19, so I feel more calm because there is new knowledge from TV. As a result, my emotions, which are very paranoid, have become calmer" while Tedi Kurniadi said: "After knowing this, I became more careful in my life especially in maintaining health". The influence of mass media in presenting advertisements has an effect on the feelings and emotions of the people who see and watch this. This is the same as what Subyabrata (2019:2) means. Media messages consumed by the public produce certain attitudes, feelings or emotional orientations.

The last question refers to what habits the respondent does after seeing the 5M protocol health service (behavioral effect). Respondent Nyimas Purnama Qomariah said: "If you go out of the house often wear a mask, don't crowd around at home so you don't get close or interact with people outside the house etc." this is the same as what was stated by Heri and Namora (2010: 50) The effect of mass communication on the behavior, actions and movements of audiences that appear in everyday life.

From all the data obtained, it shows that the mass media has an important role where the mass media can control the behavior of the audience by providing a communication effect. The mass media accelerates information where there is an emergency situation such as covid-19, the mass media also makes it easier for the government in a pandemic mass to convey their anticipation of disseminating information services such as maintaining body immunity and staying safe. Mass media broadcasts are not only on advertisements, but also on ongoing programs starting with the mandate to keep your distance, always wear masks and stay with home, program hosts, as it is an obligation for them to convey the 5M mandate at the beginning and at the end of the program.

People's habits have changed drastically where before Covid-19 people when leaving the house or traveling did not need to wear masks but now with Covid-19 when leaving the house or traveling they must wear masks, the mass media plays an important role in this, the mass media channel all information from small things to big things like the current covid news.

4. CONCLUSION

The world is currently wary of the spread of a virus known as the Corona Virus. Coronavirus itself is a group of viruses originating from the Orthocoronavirinae subfamily in the Coronaviridae family and

the Nidovirales order, initially suspected of being a pneumonia disease, with symptoms similar to flu in general. In tackling the problem of Covid-19, the government uses mass media as a means of conveying information about what people should do to maintain health, obey the 5M health protocol and to stay at home.

The mass media, apart from being a means of entertainment, is also a place where people get various information, including about Covid-19 cases and counseling on Covid-19 handlers through advertisements. Mass media has positive things if information broadcasts are used properly. For example, information about the dangers of being exposed to Covid-19, how to identify the symptoms of Covid-19, how to avoid Covid-19 with PHBS (clean and healthy lifestyle), and maybe knowing how many people are affected by Covid-19 in their respective environments. The information provided can help the public find out earlier about this Covid-19 epidemic. With this news it will cause a communication effect for the public.

Effects are changes that occur in society due to exposure to messages. Changes in behavior are generally preceded by changes in attitudes and changes in attitudes are generally preceded by changes in knowledge. There are three dimensions of the effect of mass communication, namely cognitive, affective (emotional) and cognitive (behavioral or conative). Cognitive effects include increased awareness, learning, and additional knowledge. Affective (emotional) effects are related to emotions, feelings and attitudes. while behavioral effects (behavioral or conative) are related to behavior and intentions to do something in a certain way.

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