

UTILIZATION OF SOCIAL MEDIA INSTAGRAM @satgascovid19.id IN FULFILLING THE NEED FOR INFORMATION ABOUT COVID-19 (Survey on the People of DKI Jakarta)

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ABSTRACT

At the end of 2019 the world was shocked by the presence of a new virus, namely the corona virus disease or better known as Covid-19. To deal with the Covid-19 case in Indonesia, the government formed a Covid-19 Response Task Force (Satgas). The socialization program carried out by the Covid 19 Task Force is the establishment of social media Instagram with the @ satgascovid19.id account as a medium to convey information. The formulation of the problem in this research is how the use of social media Instagram @ satgascovid19.id in meeting the information needs about covid-19 for the people of DKI Jakarta ?. The purpose of this study is to describe the use of social media Instagram @ satgascovid19.id in fulfilling the information needs about covid-19 for the people of DKI Jakarta. This study uses a quantitative approach with survey methods on the people of DKI Jakarta, amounting to 400 people. The results showed that the use of social media instagram @ satgascovid19.id was effective in meeting the information needs about covid-19 based on the interval value of the Likert Summated Rating , it was known where the respondent's score was against each statement submitted. The total score is 27828 in the range > Q2 to Q3 = effective. The level of effectiveness of the use of social media is measured through several measurement dimensions including: context, communication, collaboration, and connection. In addition, people have a preference for finding information about Covid-19 on social media Instagram compared to other media.

Keywords: Covid-19, socialization, instagram, social, media

INTRODUCTION

At the end of 2019 the world was shocked by the news about the presence of a new virus named *corona virus disease* or better known as Covid-19. The news began with the discovery of one of the residents living in the Hubei area, China. The 55-year-old person is thought to be the first victim to be exposed to the corona virus disease. The incident occurred precisely in November 2019.

In Indonesia, Covid-19 cases began to appear at the end of February. The first case was experienced by a Japanese foreign national who lives in Indonesia. The chronology of the case began when the foreigner from Japan experienced a cough that was followed by shortness of breath and did not go away when he was treated. Then, a few days after being treated, the victim received news that his colleague, who is a Malaysian citizen and had direct contact with him, was infected with Covid-19. After the first case of Covid-19 was announced, Indonesia experienced a significant increase in positive corona patients. At the beginning of April 2020, the number of Covid-19 cases in Indonesia was 1,677 with the number of patients who were declared cured as many as 103 people and an increase of 157 people.

To handle the Covid-19 case, the government formed a Covid-19 Task Force (Satgas) led by the Head of the National Disaster Management Agency (PNPB), Lt. Gen. Doni Monardi. Initially, the government appointed Ahmad Yuriyanto, who has a background as a military doctor, to be the spokesman for the handling of Covid-19.

The steps taken by the Government of the Republic of Indonesia of course require personnel who are experts in their fields. For steps related to health, the Government of Indonesia has collaborated with several leading drug companies and is collaborating with the Indonesian Doctors Association. Likewise with the efforts to socialize the dangers of Covid-19 carried out by the Government of Indonesia. The socialization was carried out by the Covid-19 Cluster Public Relations.

One of the socialization programs carried out by the Covid 19 Task Force is the establishment of Instagram social media with the @satgascovid19.id account as a medium to convey information related to Covid 19. The media contains some information consisting of news, data, regulations, education, questions and answers, agenda, and other information. On Instagram social media, the public can find out information about Covid-19. This is one of the programs carried out by the Covid 19 Task Force.

Instagram is a relatively new digital communication medium where users can easily share information in the form of photo or video content. The easy way to use the Instagram application makes users make Instagram a medium to meet their information needs. The use of Instagram as a medium of information is a phenomenon that exists in the use of social media in today's society.

Social media, especially Instagram, has an important role in giving birth to a new style in disseminating information and publishing activities. The new media is in the form of an Instagram account that contains information dissemination, whether it is information from itself (admin) or the results of dissemination from its followers. The emergence of one new media, will trigger the emergence of other new media. The number of new media emerging cannot be separated from the shift in the phenomenon of advertising, promotion and publication from using conventional media which is now turning to social media.

The large number of social media users in Indonesia, of course, creates an opportunity to optimize the presence of social media as a communication medium, so that then raises the question, how to use social media to make communication effective in society, both in the field of marketing, politics and in the field of learning.

With the growing use of the internet that is increasingly rapidly, the flow of information exchange is getting faster. This is what makes humans more likely to communicate via the internet because it makes it easier for users to interact and communicate with each other without any limitations, with this convenience, millions of people in the world interact using the internet so that social media sites are formed. Research conducted by a social marketing agency We Are Social in collaboration with online media site Hootsuite revealed that in January 2021, it was recorded that there were more than two hundred million active internet users and one hundred and seventy million active social media users and a total of one hundred and seventy million active social media users. it will continue to grow

LITERATURE REVIEW

The definition of "government communication" in the sense of combining the two meanings, namely "communication" and "government", then the notion of government communication is the delivery of ideas, programs, and government ideas to the community in order to achieve

state goals (Hasan, 2005). This states that in this case the government can be assumed to be a communicator and the public is considered a communicant. However, in some cases, this can be reversed. If this condition occurs, the government has the authority as well as the responsibility to consider, even to respond to these wishes in accordance with the prevailing rules and regulations (Erlina, 2015).

According to Hasan, the essence of government communication is ensuring the functioning of the function governance through communication skills, related to the interests of the community to achieve the best level of welfare without causing harm any party. In such conditions, government communication becomes something it is inevitable for the flow of information, communication media, and social changes that occur can provide beneficial value and have a significant correlation in operation government (Erlina, 2015).

In the realm of government communication, the factors that influence the communication behavior of a leader in the bureaucracy are determined from the type of vertical communication and horizontal communication in formal and informal situations, even though government communication is faced with a hierarchical organizational structure (Widhiastuti, 2012). The application of these two communication patterns can create a conducive organizational climate. In government communication, the role of communication for regional heads determines the performance of the State Civil Apparatus (ASN). In addition, the level of success or performance of a leader gets public acceptance if it is well communicated (Mau 2015).

New media provides facilities to every audience or citizen to exercise social control, use media as a public space, to similarity awareness. This is very different from the first era media, where media was an instrument, even an apparatus for perpetuating social strata and social class inequality (Mulyana et al., 2020). The development of communication technology is increasing rapidly, in line with the shifting of conventional media. One of the growing media is new media, this new media combines text, images, sound and video using computer technology to create a product that is similar but different from traditional media. According to Flew, new media is a terminology to describe the convergence between computerized digital communication technology that is connected to the network. An example of a medium that is highly representative of new media is the internet. Television programs, films, magazines, books, newspapers and other types of print media do not include new media (Flew, 2005).

The emergence of new media has had a major impact on human life. The new media has directly changed the pattern of people's life, culture, way of thinking, and almost all aspects of human life. Furthermore, regarding new media, the term digital media is used to describe all forms of media communication. Digital media, also called new media, combines text, images, sound and video using computer technology to create a product that is similar but different from traditional media *old media* (Biagi, 2005).

Although in the early stages of its development new media was seen primarily as the development of pre-existing audio-visual media, new media remained a challenge for the production of distribution, and the basic form of view-hearing media. The new media has not only bridged the differences in several media, but also the difference between the boundaries of private communication activities and the limitations of public communication activities. The materials and uses of such media can be used interchangeably for private and public purposes. In the future, this fact will have an influence not only on the boundaries of different media, but also on the boundaries of the role of media institutions.

People's behavior is often goal oriented when they choose media and enjoy what the mass media (media content) has to offer. Their choice of media is also very much determined by the information and satisfaction that they have anticipated in advance (Morissan, 2014).

Social media is an online media, where users can easily participate in some of the activities and interactions carried out on these social media. Activities carried out by users on social media do not rule out information exchange activities. This information that is exchanged can even be used by today's marketing to inform about their product or service or brand. Social media as a realization of the concept of web 2.0: Media whose content is created by the general public with the support of technology (websites, or web applications) that adhere to the concept of web 2.0. Physical form of social media: blogs, microblogs, social networking sites, photo sharing, video sharing, and others.

According to Juju and Sulianta, social media is a combination of the scope of elements of the virtual world, inservice products online such as blogs, discussion forums, chat rooms, e-mail, websites, and also the strength of communities built on social networks. What is communicated in it gives its own effect "power" because the builder's access is in the form of technology and also "various media interactions" which are communicated by means of text, images, photos, audio and video (Juju, 2010).

Social media is one of the platforms that appears on cyber media. Therefore, looking at existing social media is not much different from the characteristics possessed by cyber media. Although the characteristics of cyber media can be seen through social media, social media has special characteristics that are not shared by some other types of cyber media. There are certain limitations and special characteristics that only social media has in comparison to other media. One of them is that social media departs from understanding how media is used as a social medium in the virtual world.

Instagram is a photo sharing service application that allows users to take pictures and provide filters and then share them on social media such as Facebook, Twitter, and others. The name Instagram comes from the overall understanding of the functions of this application. Literally, the word "Instagram" comes from two words, namely "Insta" and "Gram". The meaning of the first word is taken from the term "Instant" or fast / easy. However, in the history of using photo cameras, the term "Instant" is another designation for a Polaroid camera. That is a type of camera that can immediately print photos a few moments after aiming at the object. Meanwhile, the word "Gram" is taken from "Telegram" which means it is associated as a medium for sending information very quickly.

From the use of these two words, the real meaning and function of Instagram is as a medium for making photos and sending them in a very fast time. This goal is very much made possible by internet technology, which is the basis for the activities of this social media. Currently, Instagram seems to be increasingly functioning as a strategic place for activists to campaign for their activities.

According to research by Chris Heuer, founder of Social Media Club and a new media innovator, argues in the book *"Engage: The Complete Guide for Brands and Businesses to Build Cultivate and Measure Success on The Web"* that there are four components (4C) in the use of social media. This concept from Chris Heuer explains that 4C is a must-have component in every social media. It aims to make social media meet the goals of the individuals who use it. The four components are (Solis & Brian, 2010):

1. *Context*: "How we frame our stories.", is how to frame a message (information) by paying attention to the use of language and the content of the message to be conveyed.

2. *Communication*: “The practice of sharing our sharing story as well as listening, responding, and growing.”, is how to share messages (information) such as listening, responding and growing in various ways so that users feel comfortable, and the message is conveyed well.
3. *Collaboration*: “Working together to make things better and more efficient and effective. “is how both parties work together to make everything things for the better. By working together between an account or a company with its users on social media to make things both more effective and more efficient.
4. *Connection*: “The relationships we forge and maintain.”, is how to maintain the relationship that has been built. You can do something sustainable so that users feel closer to companies using social media.

RESEARCH METHODOLOGY

The research method in this research uses a quantitative approach with a survey method. Kerlinger argues that the survey research method is a method of research carried out on large and small populations, but the data studied is data from samples taken from that population, so that relative incidents, distributions and relationships between sociological and psychological variables are found. Survey research methods are generally carried out to take a generalization from in-depth observations. Although this survey research method does not require a control group as in the experimental method, the generalization can be more accurate if sample is used representative (Kerlinger, 2006).

The population in this study were the people of DKI Jakarta, amounting to 10,467,600. Based on calculations using the Slovin formula, the sample in this study was 399.98 or 400 respondents. Sampling in this study using nonprobability sampling with purposive sampling method. Where nonprobability sampling is a technique that does not provide equal opportunities opportunities for every element or member of the population to be selected as samples. The sampling technique using purposive sampling is considered the most appropriate to obtain a representative picture of population identification, because purposive sampling is a technique with certain considerations. The sample criteria in this study are the people of DKI Jakarta who access and consume information on social media Instagram @satgascovid19.id.

Data analysis is the process of simplifying data into a form that is easier to read and interpret (Rahmat, 2004). As previously explained, the method used is a descriptive research method with a quantitative approach that aims to assess the effectiveness and success of a program being implemented. The data analysis method used was quantitative data analysis, which in this case was carried out in 4 stages, namely:

- i. Prepare questionnaires, distribute to respondents and collect questionnaires that have been filled in by respondents.
- ii. Processing data through editing, coding and code entry.
- iii. Analyze data from the processed questionnaire.
- iv. Make conclusions and suggestions on the research results.

In this study, researchers used data analysis techniques with a Likert scale. This scale consists of a number of questions, all of which indicate attitudes towards a particular object or indicate certain features to be measured. The research instructions containing this scale are filled in by the respondent by selecting one of the responses that have been provided (Irawan, 2012).

Researchers used a Likert scale to measure respondents' answers who were given a score of 1-5 which had a level from very positive to very negative where positive respondents had the highest weight or score (score of 5) and negative respondents had the lowest score (score of number 1). To determine the location of the respondents' scores obtained, the researcher used the Quartile formula in the Likert Summated Rating (LSR) (Ridan, 2007).

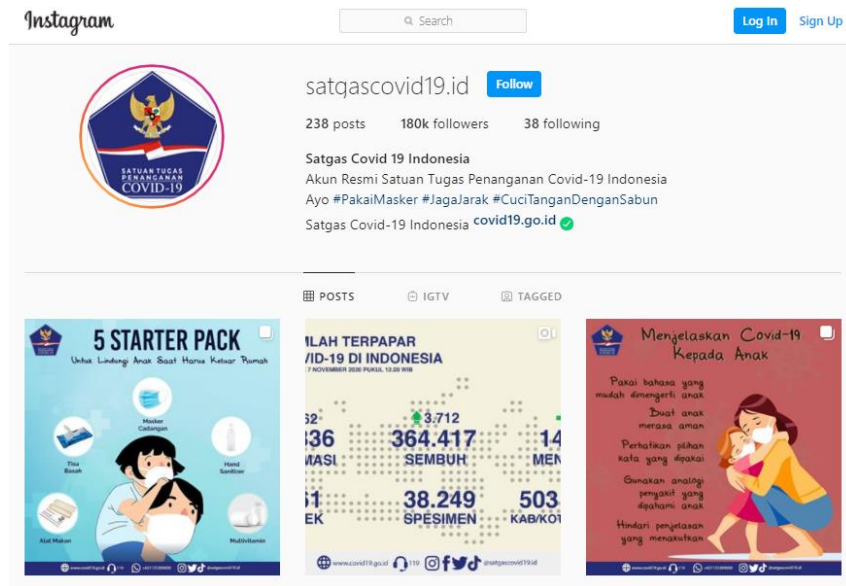
RESEARCH RESULTS AND DISCUSSION

Profile of the COVID-19 Task Force of the Republic of Indonesia

On March 13, 2020, through Presidential Decree Number 7 of 2020 concerning the Task Force for the Acceleration of Handling CoronaVirus Disease 2019, the government established the Covid 19 Task Force. The Covid 19 Task Force was established under the direct responsibility of the president of Indonesia, namely Joko Widodo. the direction of the Covid 19 Task Force will be handled by two Coordinating Ministers, namely the Human Development and Culture sector and the Political, Legal and Security sectors, the Minister of Health, and the Minister of Finance. The Covid 19 Task Force has the main task of establishing an operational plan, controlling the acceleration of the implementation of Covid-19, then reporting directly to the President and Director.

This task force was formed not only at the national level, but also at the provincial and district/city levels. The head of the National Disaster Management Agency, Doni Monardo, was appointed the chief executive of this task force, while the Coordinating Minister for Human Development and Culture Muhadjir Effendy was appointed as head of the steering committee. In carrying out its duties, the Covid 19 Task Force is assisted by the regional government to help collect data in the provinces concerned by paying attention to the direction of the Chief Executive of the Task Force for the Acceleration of Handling COVID 19 and also based on the recommendation of the Chairperson of the Task Force for the Acceleration of Handling COVID 19 and also the Secretariat which is domiciled in the National Agency for the Response. Disaster to provide technical and administrative support to the Covid-19 Handling Task Force.

Objects in this study is Instagram account @satgascovid19.id which is an official account of the Covid Management Task Force-19. Currently the Instagram account @satgascovid19.id has 326 posts with 197 thousand followers. The Covid-19 Task Force uses features on Instagram to share information related to Covid-19 with the public.



Picture 1: Instagram Account of @satgascovid19.id

Likert scale to measure the answers of respondents who are given a score of 1-5 which has a level from very positive to very negative where positive respondents have the highest weight or score (score 5) and negative respondents have the lowest score (score 1).

Tabel 1: Frequency Distribution

No	Answers Categories	Value	F	Amount
1	Strongly Agree	5	1136	5680
2	Agree	4	4372	17488
3	Doubtful	3	1340	4020
4	Disagree	2	288	576
5	Strongly Disagree	1	64	64
Total			7200	27828

To determine the location of the respondents' scores obtained, the researcher used the Quartile formula in the Likert Summated Rating (LSR), and the following results were obtained :

B=8000	Q1=16000	Q2=24000 27828	Q3=32000 A=40000

The total score is in the range > Q2 to Q3 = effective use of social media Instagram @satgascovid19.id.

There are four components (4C) in the use of social media. This concept from Chris Heuer explains that 4C is a must-have component in every social media. This aims to make social media meet the goals of its users.

Context is how to frame a message (information) by paying attention to the use of language and the content of the message to be conveyed. The Instagram social media account @satgascovid19.id provides various information about covid-19 to the public, starting from

daily information on the number of cases, disseminating the spread of the virus, to information on government policies. The contents of the message in each @satgascovid19.id Instagram post also have a positive impact on their followers to find information about covid-19. In addition, the Instagram account @satgascovid19.id also uses language that is easily understood by the public. Information messages are framed in an attractive appearance, with designs and infographics that catch the attention of followers.

Communication is how to share messages (information) such as listening and responding in various ways so that users feel comfortable, and the message is conveyed well. The information submitted on the Instagram account @satgascovid19.id is complete and up-to-date information, with the delivery of information regularly, and is informative and educational. The Instagram account @satgascovid19.id also uses various Instagram features to convey information about Covid-19, such as featured posts, Instagram stories, and Instagram highlights.

Collaboration is how both parties work together to make things better. By working together between an account and its users on social media to make good things more effective and more efficient. The Instagram account @satgascovid19.id responds to followers appropriately and quickly so as to establish effective interactions on Instagram social media related to meeting the information needs of the community. You can also see the involvement of followers, starting from giving likes/comments/shares, to inviting followers to get involved in spreading information about Covid-19. The information provided on the Instagram account @satgascovid19.id also forms social correlations for its followers, in this case people who are currently in need of information related to covid-19.

Connection is how to maintain the relationship that has been built. You can do something sustainable so that users feel closer to their audience on social media. In this dimension, the Instagram account @satgascovid19.id has not maximally maintained relationships with followers, so people are hesitant to always monitor every latest information, or to always like or comment on every post. However, the Instagram account @satgascovid19.id can still meet the needs for information about covid-19. Social media has special characteristics that other media don't have. There are certain limitations and special characteristics that only social media has in comparison to other media. One of them is that social media departs from understanding how media is used as a social medium in the digital world.

Network. The character of social media is to form a network among its users. The presence of social media provides a medium for users to connect digitally. The network that is formed between these users ultimately forms a community or society as is the characteristic of society in social theories. Instagram account @satgascovid19.id using network code (network) of social media to network and connect digitally with other instagram users in an effort to meet the information needs of society.

Information. On social media, information becomes a commodity that is consumed by users. These commodities are basically commodities that are produced and distributed among the users themselves. The Covid-19 Task Force uses the characteristics of information from social media by producing and distributing information related to Covid-19 through content posted on Instagram social media.

Archive. As part of the new media, which not only works based on networks and information alone, but also has archives. The social media presence provides tremendous access to storage. Users no longer stop at producing and consuming information, but also that information has become part of a stored document. The Covid-19 Task Force uses archive

characteristics from social media to store content containing information related to Covid-19 on Instagram, so that followers can access the stored information without knowing a time limit.

Interactivity. Interaction in media studies is one of the differences between old media and new media. In this context, on social media users can interact, both among the users themselves and with media content producers. The Covid-19 Task Force uses interaction characteristics (interactivity) from social media by using features on Instagram to interact with other users to meet the information needs of the community.

Simulation of society. Social media has a character as a medium for society in the digital world. Social media has uniqueness and patterns that in many cases can be different and cannot be found in a real society. The Covid-19 Task Force uses the characteristics of a simulation of society) from social media by being part of the community on social media.

User-generated content. On social media, the content is entirely owned by and based on the contribution of the user or account owner. UGC is a symbiotic relationship in a new media culture that provides opportunities and flexibility for users to participate. The Covid-19 Task Force uses user-generated content from social media by producing and distributing content by themselves to meet the information needs of the community.

Sharing. Social media not only produces content that is built from and consumed by its users, but is also distributed and developed by its users. The Covid-19 Task Force uses the distribution characteristics (sharing) of social media by sharing, spreading covid-19 related content by using the features available on Instagram.

CONCLUSION

Based on the results of the study, it can be concluded that the use of social media Instagram @satgascovid19.id is effective in meeting the information needs about covid-19 based on the interval value of the Likert Summated Rating, it is known where the respondent's score is against each statement submitted. The total score is 27828 in the range > Q2 to Q3 = effective. The level of effectiveness of the use of social media is measured through several measurement dimensions including: context, communication, collaboration, and connection. In addition, people have a preference for finding information about Covid-19 on social media Instagram compared to other media.

The Instagram social media account @satgascovid19.id provides various information about covid-19 to the public, starting from daily information on the number of cases, disseminating the spread of the virus, to information on government policies. The contents of the message in each @satgascovid19.id Instagram post also have a positive impact on their followers to find information about covid-19.

In this dimension, the Instagram account @satgascovid19.id has not maximally maintained relationships with followers, so people are hesitant to always monitor every latest information, or to always like or comment on every post. However, the Instagram account @satgascovid19.id can still meet the needs for information about covid-19. Social media has special characteristics that other media don't have.

Researchers suggest for further research to focus more research on analyzing the content of social media content on Instagram @satgascovid-19.id so that studies on the use of social media can be more varied and in-depth. In addition, the Covid-19 Task Force is expected to pay more attention to the dimension connection, namely maintaining relationships with followers, so that the delivery of information messages can be more effectively and efficiently delivered.

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