

Health Communication Campaign Through Social Media (Descriptive Study of Social Media Network Users at Pasundan University in Dealing with the Covid-19 Pandemic)

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Abstract

The fact that the importance of maintaining health and complying with health protocols during the Covid-19 pandemic has been continuously echoed by the University of Pasundan, including via Instagram *univ_pasundan*, this is one form of the Health Communication campaign, where the University of Pasundan cares about and cares about the pandemic situation Covid-19 is happening in this country. The purpose of this study was to determine the form, content and targets and objectives of the health communication campaign, using a qualitative descriptive study method using the *univ_pasundan* Instagram social media network. The data collection techniques in this study were observation, in-depth interviews and documentation studies. This research data analysis technique uses the Miles and Huberman model. The results of this study indicate that respondents from *univ_pasundan*'s Instagram social media gave a positive response to the Health Communication Campaign regarding the Covid-19 pandemic. At the end of the research, the researcher provides input to further enrich the forms and content that are in great demand by followers or viewers, by making more varied video forms and more flexible content and reaching layers of society including the millennial generation

Keywords: Health Communication, Social Media, Pasundan University, Covid-19

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INTRODUCTION

Corona virus or severe acute respiratory syndrome coronavirus 2 is a virus that attacks the respiratory system. Disease caused by this viral infection is called COVID-19. Corona virus can cause mild disturbances to the respiratory system, severe lung infection, until death. Severe acute respiratory syndrome coronavirus 2, better known as the Corona virus, is a new type of coronavirus that is transmitted to humans. This virus can attack anyone, like elderly adults, children, and babies, including pregnant women and mothers who are breastfeeding, the virus is transmitted through sputum splashes from the respiratory tract, for example when in a crowded closed room with poor air circulation or direct contact with droplets. Apart from the SARS-CoV-2 virus or the Corona virus, Viruses that are also included in this group are viruses that cause Severe Acute Respiratory Syndrome and viruses that cause Middle-East Respiratory-Syndrome..

Although caused by a virus from the same group, namely coronaviruses, COVID-19 has several differences from SARS and MERS, among others in terms of speed of spread and severity of symptoms. Infection with the 1

COVID-19 virus was first discovered in the city of Wuhan, China in late December 2019. This virus spreads very quickly and has spread to almost all countries, including Indonesia, in just a few months. In Indonesia itself, the government implements a Policy for Restricting Community Activities to suppress the spread of this virus. Coronavirus is a collection of viruses that can infect the respiratory system. In most cases, this virus only causes mild respiratory infections, like a cold. However, this virus can also cause severe respiratory infections, such as a lung infection.

Health communication has a role to educate certain communities or communities to create awareness of certain health information. Health communication through health campaigns can change the social climate to encourage people to live a healthy life or healthy behavior, create public awareness, change attitudes and motivate individuals to adopt recommended behaviors.

Health communication is generally carried out in the form of: social marketing which aims to introduce or change positive behavior, dissemination of information through the media, and advocacy, namely community assistance, group, or the mass media with the aim of introducing policies, regulation, and programs to reform health. Health communication is very important to educate people or certain communities so that they are aware of the importance of such health information. Health communication through health campaigns seeks to change the social climate to encourage people to live a healthy life or healthy behavior, create public awareness, change attitudes and motivate individuals to adopt recommended behaviors. In order to educate the public about the dangers of Covid-19, Pasundan University is making efforts to build public awareness about the dangers of Covid-19 through health communication campaigns on social media. The target of the health campaign carried out by Pasundan University is the Academic Community of Pasundan University and all levels of society. The following is some of Pasundan University's social media content that provides information and education about Covid-19.



Picture. 1. Covid-19 Health Communication Campaign on the Pasundan University OFFICIAL Instagram account



Source :@univ_pasundan , 4 June 2021

Social media is an educational medium that contains various information that is really needed by the community during a pandemic with all the limitations that exist. Pasundan University's social media delivers information on how to prevent and educate about COVID-19. This education is very much needed by the Academic Community and the community. This campaign aims to help accelerate the dissemination of health message information as an effort to prevent the development and spread of COVID-19, Minimize HOAKS information (fake news) related to COVID-19 circulating through social media, and increase community participation and empowerment. Also in accordance with the contents of the Health Communication Campaign message on the Pasundan University Bandung Instagram, namely: #UnpasWarOnCovid19.

RESEARCH METHOD

In this study the research subjects were informants involved in policy makers in the Covid 19 health communication campaign at Pasundan University.

The determination of the informants for the researchers was based on the following criteria: Informants whom the researchers considered knew in depth about the focus being studied using the objective approach of key informants, meaning that informants were sought and obtained in line with research needs, and to obtain complete data, informants who supported the data were also sought. and information obtained from the first informant.

The research location is the place where the study process used to obtain research problem solving takes place. Researchers determined research at Pasundan University, Bandung City. The data source in this study was direct data collected by researchers from all stakeholders involved in the Covid-19 Health Communication Campaign activities through social media conducted by Pasundan University. This research was conducted within six months.

In this study, researchers used role observation, in which researchers made observations while participating in the activities observed. Researchers saw and observed the publication of the Covid-19 health communication campaign through social media. This method is carried out by studying books, literature, and official documents as well as other sources that support research problems. This

documentation study was conducted to obtain secondary data and the variables studied.

As it is known that qualitative data analysis is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, looking for and finding patterns, finding what is important and what is learned and deciding what can be conveyed to the public. Readers, data analysis for this qualitative research was carried out in two stages, namely first, single data analysis and second, cross-site data analysis. The data that the researchers found, both from observations, interviews and documentation, were then analyzed starting from the data being reviewed, reduced, explained and concluded inductively through the stages of single data analysis and cross-site analysis. (Rossman and Rallis, 2018:171).

RESEARCH RESULTS AND DISCUSSION

In this section the researcher will explain the answers to the questions the researcher asked, then the answers will be explained in several points which become an overview of the research results.

The purpose of this study is to describe the Health Communication Campaign on Pasundan University's Instagram social media conducted by Pasundan University higher education institutions, a descriptive-qualitative study of the use of Instagram Social Media Networks in the face of the Covid-19 Pandemic, so the research results presented include:

1. Overview and History of Pasundan University.
2. The Form of a Health Communication Campaign on univ_pasundan's Instagram.
3. Content from the Health Communication Campaign on univ_pasundan's Instagram.

Targets and Goals of Health Communication on Instagram univ_pasundan. This research is entitled "Health Communication Campaign Through Social Media". The discussion of this research focuses on the form, content and objectives of the Health Communication campaign through social media, especially Instagram univ_pasundan persuasion efforts, a health communication campaign that is continuously campaigned by the University of Pasundan to the UNPAS Academic Community and the general public. The discussion of the research is the result of data collection by means of participant observation, interviews and documentation, which are described in a qualitative descriptive manner. What will be discussed in this study is campaigns and communication, through social media and communication here the researcher wants to discuss health communication.

Campaigns according to (Venus, 2012: 7) "Campaigns generally exemplify persuasion in action" campaigns are in principle examples of real action. The health communication component is no different from the communication component in general. Communication is not only limited to sending messages, feedback or responses from the recipient of the message indicate that communication can occur if certain components are met.

The Instagram social media at Pasundan University was created in 2016 which was initially managed by students who were formerly called UNPAS BANDUNG, then taken over by the UNPAS Branding Team and managed

professionally in March 2021 and changed their name to Univ - Pasundan. Univ-Pasundan's Instagram reports almost everything activities of the academic community starting from the achievements of the leadership starting from the rectorate to the faculties and activities and achievements of students, also reporting on all existing policies at Pasundan University, especially from the rectorate because the univ-pasundan instagram network is managed under the leadership of the Chancellor and Deputy Rector III . Every time it contains news (posts) the branding team managed by the Coordinator (Eli Siti Wasliah, S.Sos., MIKOM) will consult Mr Warek III (Dr. H. Deden Ramdan, MSi, CICP, DBA) to verify the data/news about posts that will be published on Instagram, after going through new data verification the posts are loaded on Instagram which has a posting schedule of posts approximately in the morning at 10:00 p.m.; 10.00 WIB, noon at around 14.00.

The Instagram media chosen by the author is chosen for further research because it turns out that people are looking for access to information, one of which is information health through online media, this is reinforced by statements from research conducted by Ramanadhan and Vismawath (2006), stating that disbursement of information is strongly correlated with health knowledge and a healthy lifestyle. In addition, disbursement of information can also provide social support; seekers may encounter other patients and learn from their experiences as they step in the search for information together (Meyer, 2007). Johnson (1997) argues about the importance of seeking information as a "survival tool" for decision making in care and in helping individuals seek health services. Information can reduce uncertainty and increase a sense of control, can increase knowledge and compliance, and may cause a change in attitude (in Loo, 2007:9).

CONCLUSION

The research conducted by this researcher is research on health communication campaigns. The researcher determines the title "Health Communication Campaign Through Social Media", a descriptive study of the use of the Instagram social media network in dealing with the Covid-19 pandemic.

The results of the research presented are the results of qualitative descriptive research methods. With data collection techniques through participant observation, interviews and documentation. As well as using Miles and Huberman's technical data analysis. Researchers examined social media Instagram univ_pasundan as the object of this study, Instagram social media was managed by the UNPAS branding team under the Rector, while the subject of this research was the branding team manager, the person in charge of social media, namely as an academic informant and expert informant, namely the Unpas Covid task force team.

The theory that the researcher took was the theory about the campaign from Venus which explained and the theory of communication taken from Laswell, which explained about the media in health communication as a means or channel that supports the process of conveying messages, which consists of communication components, namely; Communicators, Communicators, Messages, Media and Effects. There are two media in health communication, namely interpersonal and group media (channels). Media can be in the form of print or electronic media, such as social media which is usually done with counseling activities. The researchers focused on the social media being studied, namely Instagram.

Researchers focus on the Pasundan University Instagram social media campaign, this research aims to continue the Covid-19 Health Campaign during the pandemic so that it can have a positive effect on students and the wider community in tackling covid 19 in the city of Bandung, Pasundan University in dealing with the Covid-19 pandemic This has done various ways, one of which is conducting health communication campaigns that are continuously echoed on Instagram social media:

This research answers research questions about how the campaign works

1. The University of Pasundan Bandung Bandung Instagram social media health communication campaign has fulfilled the applicable norms.
2. Pasundan University's Instagram social media content, before posting, first re-verifies according to relevant sources. pasundan. After carrying out the new verification, upload (content) on social media Instagram. Unversitan Pasundan.
3. In its broad target or target for the people of Bandung City and the main thing is for Students and Lecturers, Employees (Academicians) to continue to maintain health protocols during the Covid 19 pandemic.

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