

The Use of Social Media in Pandemic Times

Tony Tedjo¹, Cindy Clarrisa Gabriela Febrian², Solihin bin Nidin³, Tirza Raidishya Fairha Ayumi Handi⁴

^{1,2,3,4}STT Kharisma Bandung, Indonesia

tonytedjo@gmail.com, cincgf@gmail.com, yosephwisdom@yahoo.co.id, raidishyaaaja23@gmail.com

Abstract

This research was conducted in which during the COVID -19 pandemic, there were a lot of people, including teenagers, early childhood, even parents, could misuse social media in their personal lives. Moreover, social media is a means where we can easily communicate with each other from a distance or a short distance. Moreover, from the various definitions of social media, it is also emphasized that social media is indeed very influential for us users and plays a perfect role. It also discusses how the right way to use social media during this pandemic is what we have to do during a pandemic like this.

Keywords

social media; pandemic;
covid-19



I. Introduction

In this modern era, technology has grown and is very advanced. The *cellphones* that we usually use as communication tools have overgrown and are not used for telephone calls and sending messages only. *However*, we can do anything with cell phones, whether making calls using video, recording the atmosphere, playing games, or even looking for a partner through our cellphones. Moreover, at this time, in the eyes of the world being hit by the coronavirus pandemic 19, and all work, schools, and others are all done from their respective homes, or in other words, we do work by working *from home* (WFH), with a pandemic such as In this case, like it or not, we use the technology we have, such as laptops, computers, cellphones, tablets, and other things. Thus, at a time like this, the role of parents is needed for children, especially children at an early age. Because if parents do not supervise the child, they could misuse their phones. In other words, they can fall into the problems of mental, emotional, and communication between the families could be reduced. Apart from communication, the treatment of children to parents can be very disrespectful, where the child can take actions such as disobeying parents, cannot be regulated, his life is only playing online games, and children can often say rude, angry. Because they lost playing Online games, they can even do things that are not appropriate for children to do, such as stealing, slamming their cellphones, and even running away from home because they are not given money to top up the game. In addition to children, cases often occur when they use cellphones too often, namely opening sites that should not be opened by both young children and adults, misusing social media, commenting on people's posts with swear words that end in violence. Illegal online buying and selling, fraud, and many other things that make all communication in society can be destroyed, and it can even make the victim stressed and take actions such as suicide.

Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020). Social media is an example of a relatively recent development of information technology (Marbun *et al*, 2020). Communication through social media promises a comfortable state of communication, where someone who cannot compose words can be someone who is very poetic, with a very relaxed appearance and state,

someone can carry out communication activities with others, lecturers, or someone when we communicate with it must take care of all things, appearance and style of language, but communicating through social media do not have to pay attention to it, sit back with a cup of coffee and use casual clothes a person can carry out communication activities (Marlina, 2020).

II. Review of Literature

2.1 Use of Social Media based on Theory

Before discussing more deeply about social media, we need to know what social media is. Social media is a medium to socialize with each other and is done online, allowing humans to interact without being limited by space and time. When we miss someone, we can interact with relatives, friends, and relatives very far from where we live. Moreover, besides that, because of increasingly sophisticated technology, we can also interact by voice and by using *video calls*.

During this pandemic, social media is the only way to communicate. Even with this social media or technology, we can learn, work and do other things through existing social media. This social media network also has an influential power in disseminating information. Moreover, this pandemic, people are spending much more time at home, and because it needs this information will never stop, so that when we are at home too, this information must still be believed. Moreover, therefore the use of social media during this pandemic is increasing rapidly.

2.2 Definition of Social Media

Van Dijk in Nasrullah (2015) states that social media is a media platform that focuses on users who facilitate them in their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users and a social bond.

Meike and Young in Nasrullah (2015) define the word social media as a convergence between personal communication in the sense of sharing between individuals (to be shared one-to-one) and public media to share with anyone without any individual specificity. Boyd in Nasrullah (2015) defines social media as a collection of software that allows individuals and communities to gather, share, communicate, and in some instances collaborate or play with each other. Social media has the power of user-generated content (UGC), where content is generated by users, not by editors, as in mass media agencies.

In essence, with social media, various two-way activities can be carried out in various forms of exchange, collaboration, and getting to know each other in written, visual and audiovisual forms. Social media starts from three things, namely Sharing, Collaborating, and Connecting (Puntoadi, 2011).

2.3 Benefits of Social Media in Effectiveness Learning Communication

Changes in learning patterns are needed to make reforms in a conventional learning system that is considered obsolete and irrelevant to the dynamics of the times that are developing more rapidly and intensely triggered by the development of science and technology. Information and communication technology in learning acts as a liaison in implementing knowledge transfer without eliminating the initial model of learning that takes place face-to-face in the classroom. Utilization of information and communication technology in learning is carried out in order to increase the effectiveness in the implementation of the learning process, which is ultimately expected to improve student

learning outcomes and the individual quality of students in terms of using technology more precisely and usefully (Husain, 2014).

III. Results and Discussion

3.1 The Role of Social Media in the Time Pandemic

a. Helping the Learning Process

In this pandemic period, the learning process takes place online, where the use of social media is essential at this time. Because the process of learning is quite complicated, there are still very many people who are less able to use technology. Nevertheless, on the other hand, this rapidly growing technology helps remote learning. The applications can help the learning process. One example is the application Zoom, Google Classroom, Google Meet, and many other applications that can be used to learn during this pandemic. The division of tasks also becomes very diverse, making children more creative and sharpening children's brains to be able to think critically. Moreover, the usual assignments will be sent using applications, and not ordinary teachers suggest uploading assignments on social media such as Instagram, Youtube, Facebook, and others.

b. Obtaining Sources of Information Related to the Pandemic

The existence of social media can make it easy to find out how the conditions are during this pandemic. Moreover, how do we get that info? We can get news sources from anywhere, from Websites, Instagram, Youtube, and many more, therefore if we are wise in using social media, we can use it as well as possible and have a good impact on us. Apart from that, we also have to be wise in receiving the information. Do not let us fall into the wrong information or, in other words, information HOAX. We can conclude that information when we can sort out any news or information.

c. Helping the Communication Process Easily

Indeed WL used to assist the process of long-distance communication, but in the past, the communication tools that we use could only send long-distance messages and communicate via the telephone. Moreover, over time, this communication tool is increasingly sophisticated and overgrowing. Where is it currently known as social media? Social media, which we often refer to as social media, is capable of long-distance communication in various ways, one of which is that we can communicate by video calling. This video call is carried out just like making voice calls and talking voice; it is just that we can see the video of the person we are to telephone and vice versa.

Moreover, this is very influential during a pandemic like this. With the limitation of in-person meetings, we can use this to communicate. Besides video calls, there are many more applications that we can use to communicate using video or not and to communicate during this pandemic. Very necessary because if there is no communication between each other, our lives can be destroyed, we can become introverted humans. Moreover, it is miserable if children at the age of teenagers have experienced this.

3.2 Abuse of Social Media

Social media that we often use every day if we do not use it wisely we can fall into big problems. Moreover, here are some cases of social media abuse.

a. Uploading Obscene Photos

Indeed social media users often see the behaviour of some social media users who like to share indecent photos. Whether it is private property or photos, he took from the internet. Moreover, in cases like this, we often encounter everywhere people who carelessly upload photos and do not think about what the impact will be in the future.

b. Sharing Photos of Accident Victims

Sharing photos of accident victims in a very pathetic condition is disrespectful. What if the victim's family sees it? Social media users should be wiser in sharing these kinds of things. Because when we share something compassionate like this, it also violates the privacy of the injured person, and we should help them instead of just watching and recording.

c. Swearing with Harsh Words to Express Anger

This kind of thing is also often seen everywhere, and usually, the people who upload it use inappropriate words, ridicule people, say inappropriate words, and other things. We should pay attention to things like this because not everyone can say what they want. Everyone has feelings that must be guarded because if we do something good, rebuking it well can be more accepted by those who read it.

d. Gambling on Social Media

According to the Big Indonesian Dictionary, gambling means “a game using money or valuables as a bet”. Gatot said betting on a football match published on social media was against the law. Things like this are often done by unemployed people who do not know how to use the money.

e. Bullying on Social Media

This bullying case is not in schools or specific places. However, many people can see the incident and then comment, some are in the form of criticism, and some are in the form of support to continue bullying and many other things. This can also take place on social media by uploading bullying videos, bullying words, and it can cause the victim to be shocked and mentally affected because it is not just the bullying person and his gang who witnessed the bullying process.

Therefore we must be wise in using social media and be even more careful in carrying out activities through social media.

3.3 The Right Way to Use Social Media in Pandemic Times

Because technology has developed rapidly, and we as good citizens must be able to take care of what we have because if we take the wrong steps, it will be fatal. Therefore, a good way for us to have an impact only with social media during this pandemic is that we must be able to have a positive impact by spreading the news that builds, motivates us so that we can become a good influence. In addition, we can try to establish good communication with friends, friends, relatives, or extended family. Because we can maintain communication with each other, we can also have a good relationship with our relatives, support each other, and encourage each other during this pandemic.

There are also things we can do to become a tool for work. If we have a unique talent, we can use this social media as our tool to share our work. Moreover, we can also practice developing the talents we have. Apart from that, we can also use it to study online. Applications for online tutoring had existed since this pandemic did not exist. When we

had the intention to be able to go to school and be the best, we could do online tutoring without spending any money expensive.

Then we can also make a short video to motivate people around us. With good motivation, we can build relationships with our neighbours even more, because, in times like this, we need to get much support, especially from so many people. Who died in a market like this, and our motivations can strengthen one another with support.

Early. In addition, we must also be able to recognize the various applications that exist. In cases like this, we can describe that we can and must be willing to learn to use applications on social media that we have, one of which we can use YouTube where we can use YouTube as a means to optimize cognitive development in young children. Moreover, the influence of YouTube's social media, namely on their intellectual, emotional, spiritual intelligence, and the socialization of children, can be pretty good. Moreover, YouTube's social media is just a tool for us to have a different impact on each user. Also, it all depends on how we use it and make the best possible use of it according to our abilities. YouTube is usually used for various things, and it can be for learning, it can be for Vlogs, it can be for gaming videos, and so on. Here we, as children who have sound intelligence or extraordinary creativity, can use applications like this for constructive things for the people who watch it.

Moreover, we create video content not only to make it but also have to be able to sort out which ones we should make and which ones we should keep. This can build our intelligence to be honed again and can also positively impact future growth. Besides that, we can also entertain our colleagues who watch our videos, which contain exciting videos and videos that have meaning and learning good for the audience.

So those are some things we can do during a pandemic like this, and we also have to be wise in using existing applications.

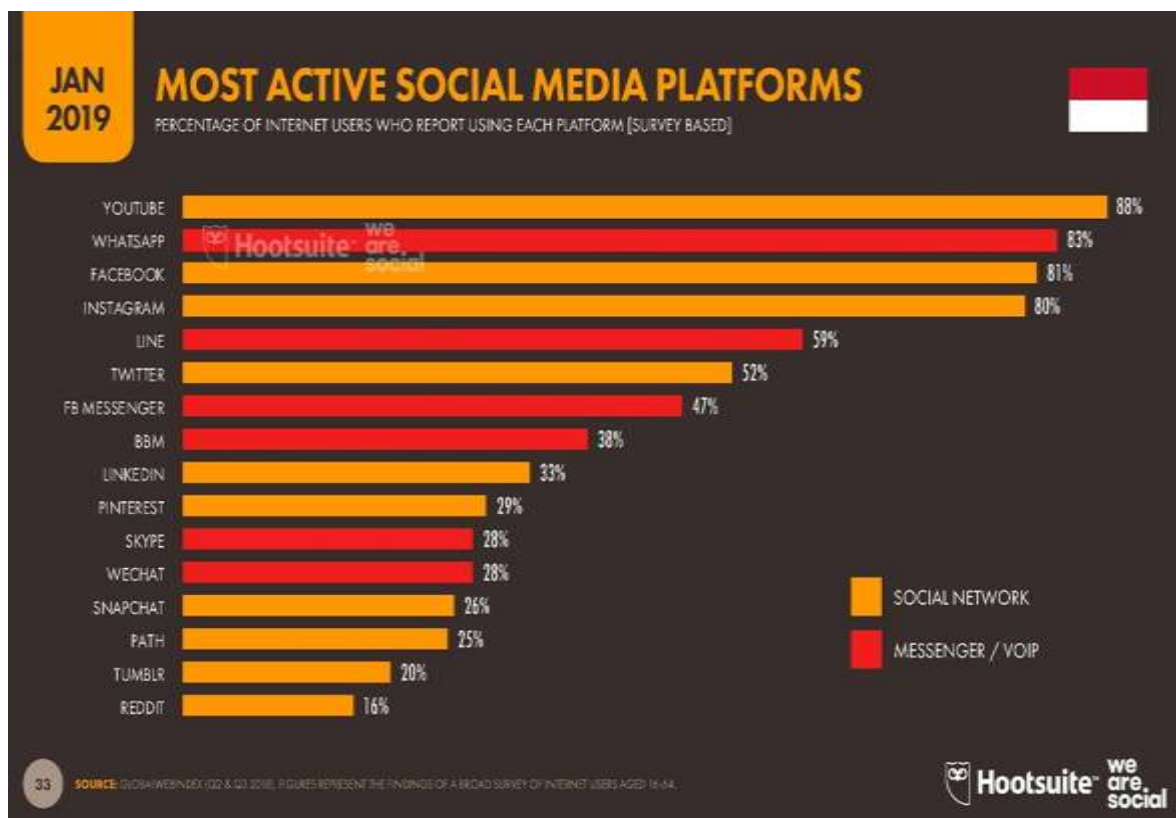


Figure 1. Most Active Social Media Platforms

From the graph above, we can see that in 2019 the data recorded that the most widely used social media usage was YouTube social media and the second position was WhatsApp, these two applications are indeed very often used by Indonesian citizens, where YouTube is one of the social media how we can use this social media to share our talents, our talents or constructive videos that provide motivation or entertainment only. Moreover, in the second position, WhatsApp WhatsApp is often used to communicate from a distance or a short distance, whereas WhatsApp is usually used to send messages or communicate with video calls or telephones with a normal voice. Other social media are also very influential for their users, and there are Facebook, Instagram, Twitter, and so on. Moreover, the applications in our social media or cell phones can have a perfect effect if we can use them wisely, or we can fall into very, very fatal things if we irritate these applications. There are so many fraud cases where the suspect perpetrators intentionally frustrate the victim by hacking the victim's social media account and manipulating the social media account that the victim has, and many of these fraudsters have succeeded in this fraudulent way. Therefore, we must be careful in using social media and not be too reckless and spit out our privacy.

IV. Conclusion

So in the end, the conclusion from the use of social media during this pandemic is that we must be able to be wise citizens in using social media, this point is because not everyone can accept what we post, what we upload, or what we send on in this social media both in words, deeds, behaviour, and other things. The learning process is the same where we must be able to be students with integrity and be obedient students to what is ordered by the point teacher. During this covid 19 pandemic, all Indonesian citizens and the whole world were shocked by such cases. As good citizens who are obedient and obedient, we must listen to and understand cases like this, and we use social media correctly. We must not just accept the news that is not certain to be accurate and news circulated without evidence.

Therefore, we must step on the foot to sort out the true and false news. Apart from that, when we have extraordinary talents, we must preserve them. We must be proud of what we have, And we can use the applications that are on our cellphones as well as possible and, of course, build people watching to be motivated and can do something exciting and also extraordinary even unique, and from there, our brain can also feel very good, and we also do not be the people who use this application wrong or use this social media wrong.

Moreover, the last thing is that we have to keep our words reasonable on video calls, whether through videos, posting photos, and so on. We have to keep our fingers from posting bad things, not cursing, not hurting others. Do not destroy the family's good name or make our email terrible in front of people, and as children of God as good citizens, we must be able to maintain our ethics maintain our behaviour correctly and must be something extraordinary and considered highly significant by people. However, right now, we are going to be arrogant people. Because if we are arrogant, we will not have a good impact on society.

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