

GERAKAN SOSIAL BARU MELAWAN COVID-19 DI INDONESIA (Kajian SosioHistoris Media Sosial Twiterr Di Masa Pandemi)

A Zahid

*UIN Sayyid Ali Rahmatullah Tulungagung
azahid@gmail.com*

Faisol Afa

*IAIN Kediri
faisolaufa@gmail.com*

Abstract: *Social media twitter is seen as a form of transformation of the social movement strategy undertaken by the community to fight and prevent the corona virus that has now entered Indonesian territory. In this case the public through social media twitter spread about health issues and how to prevent the corona virus in Indonesia. Public efforts to carry out social movements are jointly conducting education through the hashtag on Twitter, because as there are many consumptive behaviors in the use of social media, Twitter is one of the ways that is considered fast in conveying a condition or event related to the current corona outbreak has spread to various countries. In this study using descriptive qualitative methods and analyzed using the theory of social movements from Anthony Giddens. It can be concluded that the use of social media Twitter is a form of community efforts to fight against the corona virus through the use of hashtag (#) on Twitter, which has succeeded in moving the community towards efforts to prevent corona virus outbreaks in a short time.*

Keywords: *Social Movement, Twitter Social Media, Corona Virus*

INTRODUCTION

Time has progressed, slowly more and more changes are happening. The field of technology has a very large influence on change, one of which is social media twitter, along with its development, social media twitter has become one of the technologies that are most enjoyed by the Indonesian people. The power of social media brings enormous influence as a critic and supervisor of the world of information and communication of ongoing activities in a short and fast time. The consumer's taste for social media has an impact on the behavior of Indonesian people who are increasingly changing, by using social media everything can be done using only hands. One of the current uses of social media is as a social movement, one of which is using social media Twitter which is considered as an effective way of forming social movements, which can be proven by the establishment of a support for social actions in a fast and short time.

Antony Giddens defines a social movement as a group of people who are involved in finding solutions or to hinder a process of social change. Social movements usually appear shortly after social unrest occurs. Currently the issue that is always displayed on social media pages is the data on the development of Covid-19, if we look back at how this virus invaded the world regardless of social status, politics, race and religion, making Covid-19 something scary for various countries, without exception, Indonesia.

Indonesia has initial data on the entry of Coronavirus COVID-19 Global Cases by Johns Hopkins CSSE¹, On March 3, 2020, recorded cases of the corona virus outbreak reached 89,254 cases and those who were declared dead were 3,048 cases, as well as 45,393 cases, and 45,393 recoverable cases spread across the world.² The emergence of a phenomenon related to the outbreak of the corona virus has made the people of Indonesia feel worried until now. This concern makes netizens in social media twitter as a strategy for the community to carry out social movements. In this case, the public through Twitter social media is trying to spread the word about health issues and how to prevent the corona virus in Indonesia.

The results of data from the Indonesian Communications and Information Technology ranks fifth in the number of world twitter users, so Twitter has a very large influence in the news media in Indonesia. Whereas the use of the hashtag (#) on Twitter is an effort by the Indonesian people to carry out social movements, the hashtag (#) system makes it easier for someone to find information or topics. In this case, more and more people are using the hashtag (#) on certain topics, making the hashtag (#) trending, the term trending or popular is what makes the hashtag movement about (#corona) a movement that can be easily seen by Indonesian people.

In line with this paper, there are several other writings that can be used as comparisons to strengthen the discourse regarding this paper. As a comparison, I Gusti Agung Ayu Kade Galuh's journal article entitled "Social Media as a Strategy for the Bali Movement to Reject Reclamation". Although they differ in the ultimate goal of the basis of social movements and the social media used, these social media are both capable of being the basis of social movements. In this case, the position of social media as a social movement is able to move people to problems that occur with a short grace period. Based on the above reality, it is interesting to study again about why Twitter social media is used as a social movement strategy to fight the corona virus which is currently taking place in Indonesia and how the resulting social movements are.

LITERATURE REVIEW

The social dynamics that occur in society give rise to various social groups as a response to the social changes that occur. Social change is a logical consequence of social movements that are the background of a change.³ There are so many studies on social movements that have given birth to various paradigms in observing social problems, various theoretical variants and approaches that trigger the emergence of consequences for these responses. The dynamics that

¹ COVID, C. (19). global cases by Johns Hopkins CSSE.

² <https://kolom.tempo.co/read/1314927/wabah-virus-corona-dan-masalah-sosiologis>

³ Thomas, P. N. , *Communication for social change: context, social movements and the digital*. SAGE Publications India, 2018.

differ from the paradigm determine the model of the social movement that characterizes the identity of a society.

Sociologically, social movements are quite rigid because they are fluctuating in the direction of change, regardless of other conditions. This means that social movements have multiple colors in their changes, this can be seen in the form that at each stage it has a distinctive theme so that it becomes the key to the style of social movements, research objects and methodologies also affect the results to be achieved.⁴ So that at this time changes in the movement of social movements are built on a conception called a "new social movement" or a new social movement. New social movements cannot be separated from historical facts, the emergence of social movements has been intensively occurring in Europe and America since the 1960s until the early 1970s.⁵

The typology of this movement is inseparable from the early social movements which are still dominated by classical psychology, until the second period the study of integrative social movements was born, known as the new social movement. In the midst of contemporary society which is anti-establishment and easy to change, new social movements have characteristics in forming models of social movements. The new social movement has a rational action paradigm in its implementation which is structural, in this case the nature of the new social movement is influenced by the structural context that developed at that time, so that the model and form of its crust can be identified into macro social movements and micro social movements.⁶

Robert Mirel, social movements have two major paradigms. First, the structural strain paradigm and the second is the resource mobilization paradigm. These two paradigms serve as the mecca of social movements, but the new social movement paradigm is more oriented towards the identity of the image of European sociologists. In addition to complementing Mirel's thoughts, Rajendra Singh⁷ underlines that the new social movement has a main stream, namely the resource mobilization theory that emerged in America which was influenced by several thinkers such as Mancur Olson (1965), Oberschall (1973), McCarthy and Zald (1977), Gamson (1975)., Charles Tilly (1975) and Tarrow (1982).

Various social movement paradigms have consequences for a shift in the focus of analysis in each object of research, but this is considered a natural thing because the pace of history with existing theoretical conditions will always change. Call it the activists who

⁴ Travaglino, G. A. Social sciences and social movements: the theoretical context. *Contemporary Social Science*, 9(1), 2014, p. 1-14.

⁵ Buechler, S. M. New social movement theories. *Sociological Quarterly*, 36(3), 1995, p. 441-464.

⁶ Weber, K., & King, B. Social movement theory and organization studies. *Oxford handbook of sociology, social theory and organization studies*, (2014), p. 487, 509.

⁷ Thakur, M. Sociology of Social Movements. *Sociological bulletin*, 60(2), 2011, p. 346-355.

determine the role of the state in the interests of the people that occur in Europe and also the great society movement, and the war on poverty also creates a climate of change in social movements. on the reform agenda that has begun to be put into practice, has implications for the birth of radical social movements and the emergence of new schools that question structures such as Marxist theorists and also the new left.

As a result, this new movement uses the terms "capitalism" and power structure" to strengthen the definition of social problems that occur. It was this response that gave birth to young western thinkers who tended to think of Maxism, besides that, schools such as socialism also took part in giving new colors to social movements. Socialist thinkers use social media such as popular journals such as the New Left Review and the Monthly Review as an ideological dialectic tool for new social movements.

Likewise, change propagates quite large from a sociological perspective so that the themes considered are about the social structure of the social structure. This study becomes a social process that is raised at the macro level, so that it begins to use a grand theory related to the thoughts of Marx, Weber and Dukrheim. It is these three theories that inspire new social movements that focus on structural issues to be key concepts in the new social movement paradigm. The structure that is meant is the beginning of the polarization of actions and their relationships, abstracted independently. Structure can be thought of as a set of conditions for individual actions that are limited in nature. Thus, for the new wave of structural theorists, structure is seen as a phenomenon that exists objectively and can also be studied objectively, as happened in the study of new social movements on social media.

METHOD

This study uses descriptive qualitative research, namely by means of research analysis that produces descriptive analysis data, followed by trying to interpret the data in the form of written data or the like with the reality that occurs, then analyzed and studied as a unified whole. The primary data in the study was obtained from some literature that talks about social movements as well as several topics regarding hashtags about the corona virus on Twitter social media. Secondary data were obtained from several sources, namely journals and books that were in line with this research. Of the several reasons why this research is needed is the transformation of the digital world that is currently underway. As on Twitter social media, Twitter social media is seen as an effort to mobilize social movements, as described above, Twitter is used to gather or seek information regarding issues of the corona virus outbreak, people use hashtag symbols on Twitter media to voice their voices. opinion about the corona

virus. Hashtags that become trending topics will result in the formation of a mass to follow social movements against the corona virus.

RESULTS AND DISCUSSION

When the first time Covid-19 was a virus that turned off the information media, there was so much information about Covid-19, one of which on Twitter became a trending topic with the hashtags #CoronaVirusUpdate, #MelawanVirusCorona, #IndonesiaLawanCorona which is currently still ongoing, where people do various things. a way to spread information about health related to the current corona outbreak which is very troubling to many people. The results of the twitter hashtag #AksiNyataLawanCorona which led to real actions, namely fundraising aimed at donating to corona patients and medical teams, solidarity that started from social media was able to have a real significant impact, this happened when Indonesia was first hit by Covid-19 19.

Corona virus or covid-19 is a virus that originated from the city of Wuhan in China, this virus quickly spread to other areas in China and various other countries, including Indonesia. The cause of the virus is due to an unnatural pattern of meat consumption. The lifestyle that is believed to be eating meat has implications for the emergence of the corona virus. Changes in healthy lifestyle by choosing the consumption pattern of animal meat that is not natural. Bats are believed to be the main cause of the spread of this virus, the large consumption of bat meat in the city of Wuhan causes this virus to spread quickly. This rapid spread also has an impact on the State of Indonesia, the emergence of the virus victims who continue to increase in Indonesia makes people feel worried and restless, one of which is social media which frequently provides information about the development of Covid-19.

As explained by Van Dijk, social media is a media platform that focuses on the existence of users who facilitate them in their activities and collaboration.⁸ Social media is said to be an online facilitator that can strengthen relationships between users as well as form a social bond. Twitter in this case is a form of social media support that is used as a community effort in forming social movements to fight the spread of the corona virus in Indonesia. This social movement - as explained by Giddens - emphasizes that a social movement is a collective effort or effort from parties who have the same interests to achieve common goals through collective action outside the scope of established institutions.⁹

Community action in an effort to fight the corona virus shows collective action where action against the corona virus is carried out through social media for the sake of mutual health

⁸ Van Deursen, A. J., & Van Dijk, J. A. *Digital skills: Unlocking the information society*. Springer., 2014.

⁹ Giddens, A., *Social theory and modern sociology*. Stanford University Press, 1987.
QAULAN, Vol. 3, No. 1, Juni 2022
A. Zahid and Faisol Aufa, Social Movement...

safety interests. The transformation of the twitter hashtag that was able to produce real action, namely in the form of raising funds to ease the burden from the effects of the spread of the corona virus and showing that the fundraising strengthens joint social movements and produces actions that lead to the common interest of health.

Social media is used as an agent of interest or interest that will make someone selective in responding to or living the message. A person will only pay attention to stimulants that have to do with his interests. In accordance with the ongoing situation, namely the outbreak of the corona virus, the public will directly look for topics and information on twitter social media that have to do with the corona virus outbreak. Twitter is a public space media in which users can express their opinions and aspirations. Anxiety related to the corona outbreak, which is increasingly taking its toll, has made Twitter an intermediary for the delivery of opinions and aspirations.

Opinions and aspirations that are getting stronger are very likely to turn into a social movement action. People use twitter because twitter can provide facilities such as the availability of the latest information that is happening or becoming trending, besides that the use of twitter is done by the community because twitter has advantages in the field of features that are different from other social media, such as facebook, instagram, youtube and others. . These distinct advantages make Twitter widely used in efforts to gather social movements online. The first advantage is that Twitter always shows trending topics, the second is getting information in real time, the third is the effectiveness of the hashtag system.

The first advantage is that Twitter always shows trending topics, in this case users will always be updated to find out everything that is currently being discussed. This advantage is used as an action for community social movements in an effort to prevent the transmission of the corona virus. The twitter user community wrote information about how to prevent the transmission of the corona virus, the large number of twitter users who informed the information made the topic trending so that it was useful as a social movement action to minimize the transmission of the corona virus in Indonesia.

The second advantage is getting information in real time, information dissemination on Twitter is very fast. The retweet or repost system provides its own convenience for users. This is what makes people use Twitter as a strategy in social movements against the corona virus. The public takes advantage of the retweet facility to disseminate information on current conditions quickly and in real time about what is happening in Indonesia related to the current corona outbreak. As with the fundraising movement that will be used for the needs of the medical team, the public utilizes twitter by utilizing the ease of this retweet system so that other twitter users can find out and add to the accelerated process of fundraising.

The third advantage is the hashtag system (#), the hashtag system on Twitter is the most influential advantage in terms of community social movement actions to fight the corona virus in Indonesia. This digital symbol, called a hashtag, has the advantage that it makes it easier for Twitter users to find or follow a conversation on a particular topic. By involving hashtag digital symbols, topics or information will quickly emerge, people use symbols on hashtags such as #CoronaVirusUpdate, #MelawanVirusCorona, #IndonesiaLawanCorona #AksiNyataLawanCorona. The topic trending system is also very influential on this hashtag, the more people who use the hashtag, the faster the topic becomes a trending topic.

MARINA MOVEMENT

Based on the reality that is currently happening, namely the increasing number of victims infected with the corona virus and on the basis of a sense of humanity, the Jogja student association formed a community that cares about the corona virus, the community is called Marina (let's fight corona), this sense of humanity arises when many volunteers, doctors, and nurses who participated directly helped treat patients who were positive for the corona virus and were also infected. According to the World Health Organization (WHO) the corona virus or Covid-19 can be transmitted through small water droplets that come out through the mouth or nose when someone infected with the virus sneezes or coughs.¹⁰ This mode of transmission through water droplets has made the government obligate everyone to wear a face mask as an effort to suppress the transmission of the Covid-19 or corona virus.

The obligation to wear face masks creates a new problem, namely the scarcity of masks everywhere. Not only the scarcity but the spike in the price of masks which is getting higher and higher. This problem arose because of the imbalance between production and consumption of the masks, the surge in demand for masks that occurred but was not matched by the increase in production. When the problem of scarcity occurs, irresponsible people hoard masks, they make them and then resell them at high prices. This problem clearly has an impact on the volunteers, the medical team, and doctors. Those who should have been prioritized to get personal protective equipment, however, they instead use makeshift tools such as raincoats and masks that should be used once and have to be worn twice or even three times.

By utilizing the twitter of marina volunteers using the hashtag #MARINA (Mari Fight Corona), the purpose of the hashtag is to invite the wider community to fight the corona virus. As the number of victims affected by the corona virus increases, medical personnel are increasingly overwhelmed, not to mention the problems related to PPE (Personal Protective

¹⁰ Mian, A., & Khan, S. Coronavirus: the spread of misinformation. *BMC medicine*, 18(1), 2020, p. 1-2.

Equipment) which are increasingly expensive and limited in availability, this problem will clearly have an impact on medical personnel who are the front line as health heroes for the victims. corona virus. The #MARINA action aims to make disposable PPE jumpsuits which will then be distributed free of charge at hospitals in the special area of Yogyakarta and its surroundings.

The mechanism of the #MARINA movement is by making open donations that will be intended to make disposable PPE, they use twitter as a means of fundraising information. The proceeds from the open donation will also be spent on hand sanitizers, masks, and other PPE equipment for production purposes. The production of PPE clothes is carried out after the results are finished and then it will be distributed to every hospital in DIY that needs this PPE jumpsuit.

This movement is a collective movement for anyone who wants to join. As well as transparency in terms of updating data on donations and budget allocations. The openness and use of twitter media is expected to accelerate the process of this movement. Twitter is used by Marina volunteers as a strategy in the action of the Indonesian movement against the corona virus, where Twitter social media is considered as a carrier of aspirations and an expression of the current situation. Through the hashtag #MARINA, it is hoped that Twitter users will see the reality that is currently happening, and be moved by their hearts to help the Marina volunteers a little by donating a little money they have.

There is a sense of solidarity and empathy that has been awakened by this Marina volunteer when she sees the current situation, a situation that leads us all to care for one another, not the time to blame the government as the person in charge of each of its citizens, but it is time for us to work together to reduce the transmission rate of this corona virus. together. A collective movement that is based on a sense of humanity, the more people who are engaged in this action, the more lives that can be saved. The presence of this disaster cannot be avoided but how can we all choose how to respond when there is a disaster, this is what makes Marina volunteers focus their actions by helping the medical team who are the frontline heroes of health. Medical personnel are also human, they can get tired. However, the support from the public, both with words and collective actions, such as what Marina volunteers do is able to make medical personnel able to continue to fight against Covid-19 or corona.



Source: Twitter.com

JOGJA FOOD SOLIDARITY MOVEMENT

Just like the Marina movement, the Jogja Food Solidarity movement emerged, a collective movement that arose when the current corona virus outbreak affected economic income, many daily workers were greatly affected. They lose their income, their daily income which will be allocated for food and clothing needs they can no longer get easily. The government is currently implementing physical distancing rules, which means maintaining physical distance between people. This regulation will clearly affect informal workers such as pedicab drivers, small traders, angkot drivers and others, regulations for maintaining physical relations between humans have an effect on their daily work, which in practice, their work must be close to their service users or their customers.

Not to mention that some regions have implemented regional quarantine regulations, which require the closure of road access. This is also very influential on the daily informal workers, the daily wages they usually get for a while they will not get back because of these regulations. With the reality that is currently happening, the Jogja Food Solidarity Community is moved to carry out a collective movement, a movement based on humanity to help those who have temporarily lost their jobs and cannot get money to meet their daily needs. Their concern is not without reason because currently those who are most affected by the corona virus outbreak are those who work as informal workers.

Food Solidarity Jogja made public kitchens which were established in several places in the Jogjakarta area, the purpose of making the public kitchens was to help informal workers affected by the corona virus with food assistance, food assistance was prioritized because food

is a mandatory requirement, how are they workers affected by the virus Corona gets money to eat if they can't do their job for a while. This collective movement also uses twitter as a means to raise funds, they use the hashtags #DapurUmumLawanCorona, #SolidaritasPanganJogja. The mechanism for this collective movement is to collect funds first, then the funds that have been collected will be spent on food ingredients, the dishes they make will be distributed to informal workers affected by the corona virus.

Utas

imyorkid
@yusrilmkv

disamping itu teman teman yang di jogja, dan memang berkesempatan masih sehat juga masih mampu untuk menyiapkan diri, mari bersolidaritas untuk masyarakat yang tidak punya pilihan lagi. Mari saling membantu.
#DapurUmumLawanCorona
#SolidaritasPanganJogja
#COVID19

Terjemahkan Tweet



Utas

Nduk Ita
@MiftahHerlyana

Sedikit dokumentasi distribusi 12 April
#SolidaritasPanganJogja

Terjemahkan Tweet



16.21 · 13/04/20 · Twitter for Android

Source: Twitter.com

From the Jogja Food Solidarity Movement that has been carried out, they document their activities and share them through social media Twitter, where Twitter is used as a forum for fundraising. knowing that they are informal workers at this time is one of the priorities that must be helped, then they are moved and set aside some of their money to help the food solidarity movement in Jogja. The fundraising through Twitter was considered successful, with more and more good people who donated some of their wealth. This movement influenced many people to help each other, not only money but they were vegetable traders, basic necessities helped donate some of their merchandise.

The Marina Movement and Food Solidarity Jogja are both collective movements that have the same goal, namely movements based on humanity and health. Both of them use hashtags on Twitter as a medium for conveying their aspirations. With the hashtag (#) media symbol, they try to invite all people to care about the problem of the corona virus pandemic that is currently ongoing. The function of using hashtags in this case is very helpful in terms of accelerating the delivery of information, the effectiveness of the power of hashtags is able to produce fast movements. There is a sense of solidarity and empathy that is awakened when seeing neighbors, relatives and other communities who have experienced this disaster, as well as a shared identity that has been successfully built through exposure to content on twitter hashtags such as the Marina movement and the Jogja Food Solidarity. Many people are affected and help others who are currently in need of assistance and this is manifested in the form of money, PPE equipment, basic necessities and others. The large number of people who are influenced to help others proves the success of the movement and it will also be easier to achieve the common goal, namely the goal of health and humanitarian action against the Covid-19 or corona virus.

CONCLUSION

It can be concluded that social media Twitter is able to disseminate information about movements that contain elements of health action and unite the voices and aspirations of the community. This scheme is considered impactful and effective because it is able to convey information and consolidate the community to carry out a movement. The use of Twitter social media is a form of community effort to deal with the corona virus outbreak that is currently taking place in Indonesia. Through the use of the hashtag (#) on Twitter, it has succeeded in moving the community towards efforts to prevent the corona virus outbreak in a short time.

Community action in an effort to fight the corona virus is very serious. where the action against the corona virus through social media is for the common good, the interest in question is the hope of the community in handling health efforts to prevent the corona virus outbreak

which is currently rife in Indonesia. The transformation of the symbols of the twitter hashtag that is able to produce real action, namely in the form of fundraising to ease the burden on victims of the effects of the spread of the corona virus. In this case, it shows that the fundraising strengthens a joint social movement that produces action and leads to common health interests. Twitter is considered a strategy in the action of the Indonesian movement against the corona virus, where social media twitter is considered as a carrier of their aspirations.

REFERENCES

- Ballantine, J. H., & Roberts, K. A. (Eds.). *Our social world: Introduction to sociology*. Pine forge press, 2008.
- Buechler, S. M., New social movement theories. *Sociological Quarterly*, 36(3), 1995, 441-464.
- Burch Jr, J. R., *The Great Society and the War on Poverty: An economic legacy in essays and documents*. ABC-CLIO, 2017.
- Carr, C. T., & Hayes, R. A., Social media: Defining, developing, and divining. *Atlantic journal of communication*, 23(1), 2015, p. 46-65.
- COVID, C. (19). global cases by Johns Hopkins CSSE.
- Fuchs, C., *Social media: A critical introduction*. Sage, 2021
- Galuh, I. G. A. A. K. (2016). Media sosial sebagai strategi gerakan Bali tolak reklamasi.
- Garcia-Gavilanes, R., Quercia, D., & Jaimes, A. (2013, June). Cultural dimensions in twitter: Time, individualism and power. In *Proceedings of the International AAAI Conference on Web and Social Media* (Vol. 7, No. 1).
- Giddens, A. (1987). *Social theory and modern sociology*. Stanford University Press.
- <https://kolom.tempo.co/read/1314927/wabah-virus-corona-dan-masalah-sosiologis>
- https://kominfo.go.id/content/detail/2366/%20indonesia-peringkat-lima-penggunatwitter/0/sorotan_media
- Kizgin, H., Dey, B. L., Dwivedi, Y. K., Hughes, L., Jamal, A., Jones, P., ... & Williams, M. D. The impact of social media on consumer acculturation: Current challenges, opportunities, and an agenda for research and practice. *International Journal of Information Management*, 51, 2020.
- Mian, A., & Khan, S. (2020). Coronavirus: the spread of misinformation. *BMC medicine*, 18(1), 1-2.
- Phelan, A. L., Katz, R., & Gostin, L. O., The novel coronavirus originating in Wuhan, China: challenges for global health governance. *Jama*, 323(8), 2020.
- Platto, S., Zhou, J., Wang, Y., Wang, H., & Carafoli, E. (2021). Biodiversity loss and COVID-19 pandemic: The role of bats in the origin and the spreading of the disease. *Biochemical and Biophysical Research Communications*, 538, 2021.
- Silverman, D. (Ed.). (2020). *Qualitative research*. sage.
- Thakur, M. (2011). Sociology of Social Movements. *Sociological bulletin*, 60(2), 2011.
- Thomas, P. N., *Communication for social change: context, social movements and the digital*. SAGE Publications India, 2018.
- Travaglino, G. A., Social sciences and social movements: the theoretical context. *Contemporary Social Science*, 9(1), 2014.
- Van Deursen, A. J., & Van Dijk, J. A., *Digital skills: Unlocking the information society*. Springer, 2014.
- Weber, K., & King, B., Social movement theory and organization studies. *Oxford handbook of sociology, social theory and organization studies*, 2014,