

## INSTAGRAM AS A CYCLISTS' EXISTENCY MEDIA DURING COVID-19 PANDEMIC

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### Abstract

Cycling in recent months has become a new trend, interestingly this trend occurs when the corona virus outbreak or what is often referred to as Covid-19 is hitting this country. At first people cycled on the grounds of increasing immunity or immunity, because during the Covid-19 pandemic the body had to be strong to fight the virus. To fight the virus, people are advised to stay at home and if they have to go outside, they must comply with health protocols, namely: wear a mask and keep your distance. During the Covid-19 pandemic cycling was the sport of choice for the people. Cycling is an activity that makes the body healthy, but during this period, it is very vulnerable to transmission of the corona virus when cycling and hanging out together. According to several reports, there are several new clusters of activities for cyclists. This cycling activity is very interesting and has a lot of followers, this can be seen from the many people who make statuses or post photos while cycling on their social media. The most widely used social media is Instagram, they post as status or as Instagram Stories. Many people post photos on Instagram as their existence to fill activities during the Covid-19 epidemic. Collecting data in this study by means of observation and in-depth interviews. The results of this research are, posting cycling photos is a form of existence during a pandemic, cyclists upload photos on Instagram as a form of education to the public about alternative sports during the pandemic.

**Keywords:** Instagram, Existence, Cyclist, Covid-19

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## 1. INTRODUCTION

At the beginning of 2020, the Covid 19 pandemic began to enter Indonesia, namely in March. This virus originated in China, which is thought to be in the city of Wuhan. Starting from the first Covid case to the passing of the month the increasing number of positive patients made all activities ranging from education, economics and others which were initially carried out face-to-face or offline to digital or online. The first case of a patient affected by the corona virus occurred on March 2, and continues to grow rapidly, namely at the end of March the number of positive patients with the corona virus was 1,528 patients (Nugroho, 2020). The government has also decided to impose WFH (Work From Home) and PSBB (Large-Scale Social Restrictions) which aim to prevent the number of positive patients from increasing in Indonesia. All levels of education, entertainment and economy, to workers running their activities from home only and utilizing online media to carry out activities. A number of provinces such as Central Java, West Java, DKI Jakarta, due to the Covid-19 pandemic have decided not to hold teaching and learning activities (Septianto, 2020). This makes many people of all ages stay at home. After nearly seven months, the government restricted activities in early November 2020, namely November 1, when there were an additional 2,696 new cases, so that the Covid-19 cases in Indonesia reached 412,784 cases (Farisa, 2020).

Several months of doing activities at home, namely work, school and even worship at home, some people feel bored, especially at home there are no activities and interactions with other people. This condition is also influenced by doing the same or repetitive activities every day. Many people feel unproductive when limiting activities to reduce the spread of the Covid-19 virus. Unproductive or loss of motivation can be due to loneliness (Bryan Lufkin, 2020). To get rid of boredom, many people do several activities, one of which is by exercising. In addition to relieving boredom, exercising is also useful for increasing endurance.

This was also expressed by Prof.dr. Madarina Julia, Sp.A (K), MPH., Ph.D. Professor of the Faculty of Medicine, Public Health and Nursing (FKKMK) UGM, sunlight can help increase the production of vitamin D that the human body needs. Calcium and phosphorus levels in the human body, muscle and nerve function and body resistance to fight infection can be increased by the presence of Vitamin D. The process of basking in the sun is a process of producing vitamin D in the body (Olfah, 2020).

To increase endurance as a way to avoid the Covid-19 virus in March 2020 the emergence of a new phenomenon from the community, namely cycling. The phenomenon or trend of cycling can be seen from the increasing number of requests for bicycle purchases in

online sales applications (Krisdamarjati, 2020). The trend of cycling when the covid pandemic hit has made several experts respond, such as Jusri Pulubuhu, the founder of the JDCC (Kristian, 2020) cycling during a pandemic is an activity that is very beneficial for body health, and it can be done. However, cyclists also have to obey the rules on the road and must not be careless, for example not using devices when cycling. In addition to maintaining order when walking, you must also pay attention to health protocols.

The health protocol starts at the time of preparation, when cycling, when resting, and when returning home (Nursaniyah, 2020). The health protocol carried out by cyclists begins with paying attention to the appeal of local governments that are safe from Covid-19. Cyclists keep their bicycles clean, clean them with a disinfectant solution, especially the parts that come in contact with the hands. Clean yourself and never forget to wash your hands first using soap and running water before cycling. Using closed clothing to protect from droplets, namely using long sleeves and long pants. It is advisable to use a bicycle helmet, and use a mask, gloves, goggles. Bring personal cleaning equipment such as small towels and hand sanitizers, don't forget to bring personal drinking utensils and utensils.

Health protocols that are carried out when cycling to avoid Covid-19, namely: prioritizing cycling alone and when in groups, the number is only two to 5 people or small groups. Avoid lines from crowds and red zone areas. Maintain a distance from other cyclists, a minimum distance of two meters, while the front and rear distance of at least four meters. And obey the rules of traffic signs when cycling. When resting, you must also pay attention to health protocols such as: washing hands or using cleaners and cleaning your face with a tissue or small towel, prioritizing maintaining distance, not sharing supplies with other people, and doing enough rest, not hanging out for long. Arriving at home, they also apply health protocols, namely: removing all equipment used before entering the house, washing personal equipment with detergent, immediately showering and shampooing or cleaning yourself, cleaning helmets, shoes, glasses with disinfectant liquid, and recovering lost body fluids.

Wawan, (2020) wrote tips on cycling during a pandemic, according to Rustamadji, a lecturer at the Faculty of Public Health and Nursing (FKKMK) UGM, namely that when cycling, you still use a mask, do not exercise too much intensity when cycling, wear closed clothes and helmets, still apply safe precautions, only make a line, bring a handsanitizer, bring your own drink, and choose a quiet lane. Adhering to health protocols is very important, this is evident in the presence of clusters or the addition of positive patients infected with Covid-19 from cycling events. Oktaviani, (2020) there are 21 health workers from Ngudi Waluyo Hospital, Wlingi Blitar infected with Covid-19, it is suspected that they contracted it from the

cycling community. On the same day, a positive patient, namely the cycling cluster in Blitar, also toured together with the Phantom moge club to the Sky Peak in Resampombo, Doko District, infecting 9 people in the MOGE cluster (Yunis & Wahyono, 2020). dr. Risayogi Sitorus regretted that many cyclists still did not care about health protocols. Indifferent behavior when cycling, namely when cycling in crowds and doing activities together after cycling, these activities are exhibited on social media and seen by others (DW.Com, 2020).

Many cyclists use their olargic activities as a means of existence during this pandemic. They use their devices to capture their cycling activities and upload them on their social media. Haryanto, (2020) There is a cultural change using the media to change the way people communicate, many people use a variety of sophisticated devices in the current convergence era. In 2020, according to We are social, the use of mobile phones (96%) and smartphones (96%) are devices that are widely used by internet users in Indonesia in the age range of 16-64 years. Basarah, (2017) there is a desire for recognition of social media users from other users related to themselves and their existence. Using social media as a place to show identity and recognition regarding what is done. The number of followers is a self-existence where many know and acknowledge its existence.

Bagus, (2005) self-existence is an individual effort to achieve recognition from others about himself. Existence comes from English, namely excitence from Latin. Eksisere means to appear, exist, arise, choose actual existence. From the word ex means to come out and sistere which means to arise or arise. From pengeruan in terminology, the first is there. The second is what has actuality (being), and the third is everything (anything) which insists that something exists. The social media that is widely used to upload cycling activities is Instagram, where this social media is interesting with a feature for uploading photos. Instagram is widely used as an application for sharing photos or images of itself as an application for one's existence to be seen, recognized, and recognized for its existence. Mahendra, (2017) Instagram is a photo sharing application and allows users to take photos, use digital filters, and can share to other social networking services including Instagram itself. This research wants to see how cyclists during the Covid-19 pandemic use instruments as a medium for self-existence.

## 2. METHODS

At the time of the Covid-19 epidemic to reduce interactions with other people, research was conducted online. Fielding et al., (2008) online research uses online data and technology that allows researchers to work independently without requiring the presence of humans or large research teams. Participants in this study are people who exist using social media

Instagram to share photos of their activities while exercising cycling. Participant interviews were conducted in two ways, namely directly by implementing health protocols and written interviews using online chat applications. Direct interviews with health protocols were carried out to obtain in-depth information for cycling sports activists. Written interviews use online chat to get information and if there are answers that are not clear, the researcher reconfirms by calling to get clarity of answers. In this study, researchers obtained information from 20 participants who existed on bicycles and used social media Instagram to upload their activities.

### 3. RESULTS AND DISCUSSION

Exercising during a pandemic is very important, because it can maintain the immune system so as not to be infected by the Covid-19 virus. Doing measurable and programmed exercise and consuming balanced nutritional intake are important factors for maintaining body immunity during the Covid-19 pandemic (Kompas.com, 2020). Exercise can increase the ability of the lungs, heart and blood vessels to prevent heart disease, high blood pressure and stroke. However, cycling activities change goals not only as a way to keep the body healthy but also as a means of being recognized by others by uploading them on social media, especially Instagram.

#### 3.1 The existence of cyclists on Instagram social media

Uploading photos on Instagram is a means of one's own existence, so that other people notice. Instagram users use this application in accordance with the general purpose of the institution, namely as a means to publish activities, goods, places in the form of photos. Many people use the Instagram application as a medium of existence or show off to other users. Nasrulloh, (2016) social media users, using media to get attention and foster an image are categorized as self-existence. From several informants answered that cycling has been a hobby since ancient times, some even started a hobby of cycling before the Covid-19 pandemic:

Before the pandemic, I really liked cycling, although I rarely ehe(Informant 1)

"Before the pandemic also cycling"(Informant18)

"Because filling empty time and hobbies from the first"(Informant 20)

There were even informants who had a hobby of cycling since they were in junior high school:

"Actually, it's not just during a pandemic I've been cycling since junior high school"  
(Informant 2)

Several informants answered that cycling during this pandemic was a way to increase immunity or body immunity:

"Other sports alternatives during a pandemic"(Informant 8)

"Because cycling is a sport that you can do yourself so you can stay healthy, safe and fun because you can go around the city" (Informant 10)

"To fill activities and to exercise"(Informant 12)

Because it can increase body immunity and maintain body fitness(Informant 14)

"Want to keep in shape"(Informant 16)

"Improve fitness and relieve stress after undergoing online activities"

(Informant 19)

Various factors encourage people to exercise cycling, a common reason that many informants say is to maintain the body's immunity, preventing exposure to the Covid-19 virus. Hartono, (2020) the driving factor for the number of cyclists is the presence of the corona outbreak, making people more aware of exercising to increase endurance, and still paying attention to the covid-19 virus prevention protocol. The informants cycling with different durations, some do it every day, twice a week, three to four times a week, and five to six times a week. They do sports in addition to health as well as looking for photos of themselves, places and objects to upload to their social media on Instagram, as a form of their existence during the pandemic. The existences they wish to present are as diverse as the following.

"So that people catch the meaning I share about sports health"(Informant 5)

"In accordance with my idealism"(Informant 6)

"I just want to update, after all, it's rarely the same as far away. So sometimes I tell a story "

(Informant 7)

"Just sharing activities to social media networks"(Informant 10)

"Mm, I don't think so to exist. But more to want to be share my activities which I feel again happy so "

(Informant 11)"Just for fun" (Informant 12)

"Besides I like to exercise bicycles, I like to share photos while cycling, photos of" buildings, old buildings, cycling activities, bicycles "

(Informant 15)

The existence that they build is an overflow of feelings for each other where for several months they carry out activities only at home. they upload photos of activities to attract attention from other Instagram users. Even during this pandemic, they still want to build relationships with other people both online and offline. The following is the statement of the informants who answered that the purpose of their existence was to find a network of friends:

"Adding a network of friends"(Informant 16)

"Add insight and friendship relations"(Informant 20)

Mahendra, (2017) self-persistence in adolescents on social media is indeed good, but at the moment it only exists on social media not in real life, this will clearly affect teenagers' interactions. The presence of new media is in accordance with the predictions of McLuhan in (Pamungkas, 2017), namely that the world will become a global village where all products will become the taste of everyone. There are no clear time and place limits, information can move quickly. Informants share photos and images on institutions with various purposes. Some informants answered their goal of uploading their photos and pictures on Instagram, because Instagram is the right social media application.

"I'm sharing a photo sis, Instagram is the platform"(Informant 4)

"The thing is ig is used the most to share photos / videos"(Informant 7)

Another reason informants upload photos and images on social media is to show, and want to attract the attention of others. These social media users want to communicate to other users that during this pandemic they can still be productive and can still be active.

"Yes, I want to invite followers to participate and listen to social media"

(Informant 5)

"Because in my opinion, the media is most commonly used for sharing dailyactivities"

(Informant 8)

Instagram was used as a medium of existence during the Covid-19 pandemic due to several things, such as easy use, many people use it, so that it becomes an image archive on the internet, because the application makes photos look nicer, and simple.

### 3.2 Cycling Health Relations and Protocols During the Covid-19 Pandemic

The development of the number of people affected by the Covid-19 virus makes it necessary to be careful and implement the correct health protocols to reduce the spread of the virus. Twelve informants answered in unison with the answer "yes" to carry out health protocols when they cycled, and one person answered no, the rest did not answer. One informant revealed that he is not afraid of new clusters of cycling activities. When they had implemented the health protocol, and there was news regarding the existence of a new cluster of cyclists, sixteen informants gave the same answer, namely not being afraid. Several reasons cyclists relate to information on cyclist clusters, namely:

"I'm not worried because exercise keeps my immune system strong."(Informant 6)

"Not too worried because I only bike and rarely make contact and keep my distance"  
(informant 8)

"There is insurance"(informant 18)

The anxiety of cyclists with the reporting of clusters from cyclists was based on several reasons, namely:

"Because the symptoms of Covid are not visible"(Informant 3)

"If there is a new cluster, it is very possible not to be able to cycle again because it avoids the cluster and we also have to follow the appropriate rules from the government so that this pandemic will soon disappear" (Informant 12)

"Fear of bankruptcy, in a final way"(Informant 20)

In delivering information on the existence of a new cluster of cyclists, many informants in this study ignore it. Where is the importance of how to quickly educate the public with mass communication, the effect of mass communication is the center of public attention through the messages conveyed (Nurhalima, 2018). One of the most important ways of information disclosure is that the government must be able to communicate convincingly without overdoing



it (Sandman & Reserved, 2004). Despite the existence of a new cluster of cyclists, some informants continued to carry out activities together with friends or the cycling community. The activities they carry out are various, namely:

"Night ride with the community"(Informant 14)

"Get together, do activities"(Informant 15)

"Sharing work and business"(informant 16)

"Sharing and making new friends"(Informant 17)

"Cycling, social, culinary, explore"(Informant 19)

"Chat and eat together"(Informant 20)

Cyclists join the cycling community because they want to build relationships, find friendship, business, chat friends, look for work, even eat out to find food together. During this pandemic, people still want to build relationships with other people, through cycling together. Of course, tightening and education of health protocols must be done to reduce the spread of the Covid-19 virus

#### **4. CONCLUSION**

Humans need to be noticed by others, so they need to do things that make other people care. Concern for other people today by commenting, or leaving likes on their social media. To attract the attention of others, it is necessary to have interesting things that are expressed through one's own existence. Especially when there was a covid-19 pandemic, the community could not meet directly, making it necessary to use social media to reduce it. One of the existences that most people do during this pandemic is cycling on the grounds of strengthening the body's immunity so that it is not easily infected with the Covid-19 virus. They share their existence on social media Instagram, where this application is perfect for posting photos and images. What is shared by cyclists via Instagram is a way of existence and for establishing relationships with other users during the Covid-19 pandemic.

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