

STUDENT PERCEPTIONS ABOUT THE NEWS OF THE  
DETERMINATION OF CORONAVIRUS (2019-nCoV) PANDEMIC  
INVASION AND THE NEW LIFESTYLE ORDER ON SOCIAL MEDIA  
INSTAGRAM :

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ABSTRAK

Distrik Wuhan di negara China menjadi pusat perhatian dan pemberitaan akhir-akhir ini. Hal ini tidak jauh dari berita-berita yang menjadi konsumsi publik dunia terkait munculnya penyakit baru yang diduga berasal dari daerah tersebut. Kecemasan demi kecemasan dirasakan oleh seluruh lapisan masyarakat, karena penyebaran infeksi penyakit ini sangat cepat. Penyakit ini mulanya dianggap sebagai penyakit pernapasan biasa, akan tetapi ciri dari penyakit ini mulai nampak seperti SARS yang menjadi momok pada pertengahan bulan Desember 2019 silam. Virus ini memiliki wujud baru yaitu SARS-CoV-2 yang menimbulkan pneumonia akut, ketidaknormalan pada sistem pernapasan hingga kematian.

Massifnya berita-berita terkait penularan virus ini yang hampir menjadi *headline news* disemua media pemberitaan, menyebabkan masyarakat Indonesia pada umumnya mengalami kecemasan berlebihan terhadap kematian dapat menimbulkan *disfunctional* emosi pada tubuh, seperti neurotisma, depresi, dan gangguan psikosomatis yang kerap terjadi pada beberapa individu dewasa ini.

Pemerintah tiap bulan telah melakukan pembenahan terhadap regulasi aturan sesuai dengan perkembangan keadaan. Hingga jurnal ini dimuat, pemerintah telah melakukan regulasi terkait penghapusan pembatasan aktivitas atau bisa kita kenal dengan sebutan *New Normal*. Tentu, protokol demi protokol kesehatan telah diedukasikan kepada seluruh rakyat Indonesia. Persepsi yang terbentuk pada mahasiswa terkait berita penetapan invasi pandemik *Novel Coronavirus* (2019-nCoV) dan tatanan hidup baru pada media sosial Instagram ini antara satu dengan lainnya tidak sama karena dipengaruhi oleh beberapa faktor dan menyebabkan beberapa efek persepsi pada komunikan. Diantaranya efek kognisi, efek afeksi dan juga efek behavioral yang tentunya berpengaruh pada *daily activity* mereka.

**Kata Kunci :** Covid-19, Persepsi, Mahasiswa, Komunikan, Efek, New Normal, Instagram

### **ABSTRACT**

*It's been being public consumption globally the news about new disease that came from Wuhan, China. This also caused a lot of anxiety to the several levels of society. Because, the transmission of this disease is very fast. Its called severe acute respiratory syndrom (SARS) that has been appeared in mid-December 2019. This time it appear with a new form called SARS-CoV-2 as the caused of the Corona Virus Disease 2019 (Covid-19) pandemic which causes respiratory system disorder, acute pneumonia, until death.*

*With the information that determines the percentage of virus transmission above make Indonesian people in particular experience excessive anxiety to the death will cause emotional dysfunction such neuroticism, depression, and psycosomatic disorder.*

*With a massive news development of this Covid-19 everyday as the news headline, the government try to enforce the new normal policies that will no border to the public activity of course with the awarness of the health protocol.*

*The perception that formed in to college student about the news of confirmation pandemic invasion of Novel Coronavirus (2019-nCoV) and new normal life on social media instagram between one to another was not the same because affected by several factors and caused some perception effect to the communicant. Such as cognitive effect, affection effect, and behavioral effect that surely affect to the their daily activity.*

**Key Words : Covid-19, Perception, College Student, Communicant, Effect, New Normal, Instagram**

### **1. INTRODUCTION**

There was widespread news that the emergence of a new disease in Wuhan, China became public consumption globally. This creates a lot of anxiety that occurs in various layers of society. Because the spread of this disease is very fast. The cause of this disease is SARS-CoV-2, which is a type of corona virus. Infected sufferers usually experience fever, dry cough, and difficulty breathing. This phenomenon occurred in mid-December 2019. This virus appears in a new form, with the name Covid-19, which causes abnormalities in the human respiratory system, severe pneumonia, up to the most heartbreaking impact, namely death (Allianz, 2020).

The transmission of this virus is very fast and there has been expansion to several other areas in mainland China and to neighboring countries, including Indonesia. This virus can easily infect from one individual to another to anyone, be it children to the elderly. This fast transmission process has made this

virus change its status from being endemic in the Wuhan area, China to becoming a pandemic for the whole world. This has made all people in the world more aware of health problems, and also limited themselves to the surrounding environment which is considered very vulnerable in carrying out activities. With the information that determines the percentage of transmission of the Covid-19 virus above, it makes Indonesian people in general pay more attention to the patterns and lifestyle that they apply every day. And of course, the massive consumption of up-to-date news in print, voice, social and electronic media causes excessive anxiety which also affects the psychological condition of each individual. With the massive development of news regarding Covid-19 which has become the main topic of discussion every day, the government will also implement a new normal policy in which there will no longer be activity restrictions and of course accompanied by self-awareness of existing health protocols. The community must also care about health by preparing adequate personal protective equipment.

The information above is the material that the author is trying to do research on the formation of informant perceptions, especially on social media which is currently booming among young people, namely Instagram. Taking Instagram social media as a tool in research, because Instagram is a daily social media that is also widely used by people in Indonesia, as a means of communication in the form of applications. By accessing Instagram, users can share media files, such as their photos and video circles. Apart from being able to use it for having fun with various forms of photos and videos, through the features available in the Instagram application, users can also use it for various purposes, from access for self-existence, to marketing media for both goods and services.

In Instagram social media there are also audiences who are responsive in providing responses to audio visual objects, which are posted by various accounts, this is what makes the author interested in conducting research on Instagram media. The audience here are students from the communication science study program, Social Sciences, UNISBA Blitar, which does have an Instagram account and knows about the Novel Corona Virus (2019-nCov). With the consideration that students of communication science in their activities the intensity of using mass media and social media is high, so they are up-to-date and also always check and recheck the correctness of information because in the communication study program journalistic material is also obtained which requires students to report information accurate information, as well as communication science students who are used to doing or creating extensive networking, are more open minded in perceiving the information they get, so they are more flexible in accepting different interpretations.

From the explanation above, the researcher wants to find out more about how big the level of perception is formed among the academic community which of course has broad images regarding the massive information from the invasion of Covid-19 and this new way of life that is starting to spread in Indonesia from which social media Instagram for the past few years users of Instagram social media have reached 56 million users or 20.97% of the total population in Indonesia (Mudassir, 2019

## 1. RESEARCH METHOD

This research applies several methods of data collection, with the intention that the data that has been collected by researchers can be relevant to the problems designed and observed in the study. In this study, a qualitative approach was applied based on the phenomenology that occurred in early March in Indonesia, namely the invasion of the Novel Coronavirus (2019-nCoV) pandemic which had many very complex impacts. A qualitative approach based on phenomenology requires a holistic approach, meaning globally, placing a study on a multiple construction or design. Viewing an object in a natural framework is natural, not partial, so it is commonly called a naturalistic approach (Danial, 2009). The data collection techniques in this study are as follows:

### Literature review

Literature study is the entire effort that is carried out to accommodate information that is related or relevant to the problem to be researched. The information to be collected can be obtained through the following materials, namely written sources such as research books, scientific reports both sourced from print and electronic media linked to research titles and materials to answer and respond to the formulation of the problems raised. Library materials can be in the form of primary sources or secondary sources.

### Interview

The interview is a dialogue with the objectives that have been set. The dialogue is carried out by two or more individuals in which the first party has the role of the interviewer, namely the person asking the questions that have been prepared and the interviewee, namely the person providing answers to the questions that will be and have been asked by the interviewer. Esterberg in Sugiono explains that in interviews there is a meeting between two individuals in exchanging messages, information, and experiences through question and answer, so that meaning can be constructed on a particular topic. Next Esterberg explained the types of interviews including:

- a. Structured interview. Namely the data collection technique carried out by the researcher if the data collector, in this case the researcher, already knows absolutely what information will be obtained;
- b. Semi structured interview. In its implementation it is not bound or free when compared to the structured interview;
- c. Unstructured interview. Namely interviews that are very loose because researchers do not apply interview rules that have been systemized and thorough in collecting the necessary data. The interview method used is only the core of the problem that will be explored to find out more information.

The author in this study applied a structured interview technique. The target is to get information from the problems that are stated more carefully, where the informants are asked to convey their ideas and knowledge. Interviews in this study were conducted via Whatsapp social media using the Voice Note feature which was saved to be used as writing material. This method was carried out to comply with existing health protocols

during the Covid-19 pandemic which has limited meetings with resource persons by implementing social distancing.

#### Sampling

The sample method that was applied to this study was to use a purposive sampling method, which was deliberately determined by the researcher. Researchers have the freedom to choose samples according to the criteria that are in accordance with the research to be carried out (Nasution, 1982). Researchers try their best to be able to find samples that do represent all the criteria (Sukandarrumidi, 2002).

#### Research subject

The research subject is where the variable is attached and where the data for the research variable is obtained (Arikunto, 2010). The subjects in this study were communication science students at the Balitar Islamic University consisting of,

Informant 1 - Informant 3

Informant 2 - Informant 4

#### Object of research

While the object of research is the problem raised in the research. The research object is a co-factor of humans as research subjects. Objects or activities that have certain variations are determined by researchers to be understood where conclusions are then made (Sugiyono, 2012). The object of this research is the process of formation and perception effects about the news of the determination of the Novel Coronavirus (2019-nCoV) pandemic invasion and the new order of life in the media Instagram social.

## 1. RESULTS AND DISCUSSION

### Definition of Perception

In communication activities, effective or ineffective communication can occur. Effective here is not only the ability of the communicator to compose the words to be conveyed, but more than that. A fairly good consideration is needed about how a message that we are going to convey can be perceived linearly with what we expect. In a theory of perception, it implies that in the process of interpreting a message, it has various levels of complexity, as well as with various goals, according to what the communicator wants, this also makes communication at risk of being ineffective (Severin et al, 2007). ).

Perception is believed to be the most important part of communication, because if the perception we understand is less accurate, it will be difficult for us to communicate effectively as we expect. With this perception, we can find a way to select a message and can ignore other messages that we feel are unnecessary. Thus the benchmark is that the higher the field of experience will form a common perception that is formed between communicants and communicators. They will more easily and frequently communicate, and of course the effect of this will be the formation of an identity group because the similarities in each individual are high.

Etymologically, the word perception comes from the Latin word perceptio which means taking or receiving (Sobur, 2003). Likewise, what was conveyed by Bimo W (2010), that perception is the process of detection by the human senses which begins with receiving a stimulus by the organism (individual) through sensory or sensing devices. This process is known as the sensory stage. However, this perceptual process is not only a response through the sensory stage, but the stimulus can be continued at the perceptual process stage. Thus, in the process of forming a perception, it cannot be separated from the sensing stage which is the initial stage in forming a perception.

#### Types of Perception

Basically there are two categories of perception, including human experience of an object, event or relationship that arises from the interpretation of messages and to humans as social beings. The perception that occurs between organisms in this case is that individuals tend to be difficult and complex, because basically humans are dynamic, and have differences including:

- a. Perception, which occurs in objects through tangible symbols, while perception occurs in humans through sound symbols and images. Perception that occurs in humans is more complex and effective than objects and more difficult to interpret.
- b. Perceptions that occur towards objects basically respond to external properties, while perceptions that occur towards organisms or humans respond more to external and internal characteristics such as expectations, motives, feelings, and so on).
- c. The perception that occurs to objects does not react, while the perception that occurs to humans reacts. Thus it can be said that the perception of things that are static, while the perception of humans, has a dynamic nature. Therefore, perceptions that occur are always flexible and not monotonous, faster than perceptions that occur to objects.

Mulyana said that the perception of humans as social beings is a process of receiving a meaning or understanding of various social objects and all the events that are experienced. Each individual has a varied visual about looking at the existing reality. There are principles in social perception:

- a. A perception based on experience is a human perception of an object, event, or human and a response to things based on experience (an experience) and past events related to similar objects, events, or people.
- b. Selective nature, social beings often receive sensory stimulation. Individual interest in the stimulus is a precursor factor which determines the selective level of the stimulus in question.
- c. Perception has the nature of conjecture. Data related to objects is always lacking, therefore the process of forming perceptions has a conjectural nature, where individuals are able to provide more detailed descriptions from different angles.
- d. Evaluative nature, in which when we understand something and it is perceived, then based on what we interpret it is correct, even though the human sensory apparatus does not always capture the perception correctly, the sensory apparatus also has a downside. This is what makes the perception does not match

reality.

e. Contextual nature, namely the overall effect on perception, context describes one of the strongest effects. When someone sees another person, an event or an object, the context of the stimulus plays a big role in influencing cognitive structure and expectations.

#### Mass media

Mass media is media that is general. The mass media is owned institutionally, not individually. The reach of mass media tends to be broad compared to personal media. The mass media audience is heterogeneous, which has varied diversity. The mass media can also be seen from an etymological perspective where it is a tool or means of information in the form of news, opinions, works, etc. The following are 5 (five) elements that relatedly describe the function of the application of media by society according to the Functional-approach-to-mass-communication theory: a. Surveillance, b. Correlations (Relationships), c. Transmission, d. Entertainment, e. Mobilization (Mobility). Media Development and changes in the level of life that are increasingly advanced allow the media public to not be the main target or object of a mass media. Communities that continue to play an active role will create a pattern of mass media that is more developed.

#### Instagram

Instagram is a social media that has an image base that provides service facilities for sharing photos and videos online. Instagram begins with an understanding of the completeness of the functionality of social applications. The word Insta in the wording comes from the term "instant". Similar to the term "instant photo". Likewise, Instagram provides a display of several photos that are uploaded instantly, such as the concept of Polaroid photos in each display. Whereas the term "gram" is rooted in the word "telegram" which has a way of working in conveying messages or information to other individuals quickly. So, Instagram is interpreted as a site that can upload photos and videos using an internet network that provides information or messages to be conveyed to recipients in real time.

#### Communication Theories

Of course, in expressing a research idea, information is needed related to ideas, discourse, strategies, steps and theories that become a knife to dissect a research.

#### Hypodermic Needle Theory

Hypodermic Needle Theory means that what is presented by the mass media (television, newspapers and online information) will directly provide a strong stimulus to the connoisseurs of the information. Individuals in large communities are considered to have unique characteristics and have no monitoring. Thus, the messages received by communicants are pure from what they get on social media as a medium for their information consumption. This means that a simple and clear message will be received and responded to simply and clearly by the public. By definition, the message disseminated by the communicator to the



communicant is not through the media and there is no feedback from the communicant, it is taken for granted.

#### S-O-R Theory (Stimulus, Organism, Response)

Around the 1930s, a classic design form of communication was created that had a major influence on psychology. This stimulus, organism and response theory has the same material object from the disciplines of psychology and communication science itself, namely organisms or humans whose core soul includes elements of opinion, behavior, attitude, cognition, effect and conation. Based on this stimulus and response, the effect that occurs is a special reaction to a specific stimulus, so that individuals can desire and predict the synchronization between the message (message) and the reaction of the recipient of the message. The presumptive basis of this design is that the mass media triggers a directed and immediate impact on the recipient of the message. The components in this design include, Messages which are stimuli (S), Message Recipients or organisms (O), Responses or effects after receiving messages (R). Based on this theory, the mass media is very powerful in impacting communicants. The S-R theory visualizes a simple communication method that only involves two elements, namely the mass media and the communicant, in this case the audience. However, actual feedback is also influenced by the individual himself who triggers the stimulus and the recipient of the message in interpreting it by displaying a response. Furthermore, this theory developed into the Stimulus-Organism-Response theory. Based on the conclusions above, this theory in the formation of perceptions in an individual is related to attitude modification, namely in terms of HOW not WHAT and WHY the transition of behavior depends on the processes that occur in each organism or individual.

In accordance with the elaboration of the previous definition of perception that perception begins with a stimulus, both verbal and non-verbal, which is received by the senses, which is then translated by the brain in an interpretation and then becomes a sensation which can be said that perception does not just happen, but go through such a process. This makes perception the result of the final sensation of experience about objects, events or relationships that are obtained by concluding information and interpreting messages, so the perceptions referred to in this study are responses, assessments or student responses to news regarding the determination of the Novel Coronavirus pandemic ( 2019-nCoV) and a new way of life on social media Instagram.

The formation of this perception will occur if the attention and needs are in accordance with the individual himself. However, perceiving the same stimulus will result in different interpretations based on the ability of each individual in his study. Of course, each individual's field of experience will influence the formation of this perception. The crucial stage in perception is interpretation or interpretation related to the information obtained by the senses that we have. But the existing interpretation cannot be done directly. Interpret

An information that is then interpreted according to the condition of the object. A person's



interpretation ability has differences because the ability of human senses is also different. This is influenced by genetic conditions, experience, learning, psychological conditions and also the daily needs of each individual are not the same.

Perceptions About the News of the Determination of the Novel Coronavirus (2019-Ncov) Pandemic Invasion on Social Media Instagram

The results of the following interviews are to find out the perceptions that occur in informants regarding the news of the determination of the Novel Coronavirus (2019-Ncov) pandemic invasion on Instagram Social Media. Informant 3:

"This virus is deadly. I can imagine that if many people become victims of this virus, many will die, of course it's really scary, right? At that time I really panicked, so I didn't want to know what the news was about. about corona which makes me paranoid." (interview 20 June 2020)

Informant 4:

"At first, my reaction was normal, I was a little curious... the problem was, it used to be a habit to just stay at home, so the answer was just normal" (interview 21 June 2020)

Perceptions About New Life Order News on Instagram Social Media

The results of the following interviews are to find out the perceptions that occur in informants regarding the news of a new life order on Instagram social media.

Informant 2:

"I think it's STILL NOT READY. And in my opinion the New Normal policy should be reviewed, because the government is still not 100%" (interview 11 June 2020)

Informant 1:

" Ready or not ready, we should prepare to live a new way of life, moreover, this will lead us to a better direction (interview 10 June 2020)

Accordingly, the results of perception itself are influenced by a number of psychological factors, including assumptions based on past experiences (which often occur at a subconscious level), cultural expectations, motivations (needs), moods. (mood), so that there is often a perception between different individuals. Then, in the process of perception in the discussion with the informants above, which sometimes there are differences between one informant and another is also influenced by the following factors:

a. Cultural Background

That perception is bound by culture. How we interpret a message, object or environment depends on the value system that we adhere to.

b. Past Experience

Audience or audiences, generally have had a certain experience of the object being discussed. The more intensive the relationship between the object and the audience, the more experience the audience

will have. As long as the audience establishes a relationship with the object, he will make an assessment. It's like reading the news about the Covid-19 outbreak, which is still a scourge in the Bamboo Curtain country in December 2019. With so much information consumed at that time, it will become a guide for the communicant in making a response, namely his own perception.

c. Embraced Values

Value is an evaluative component of beliefs that include usefulness, goodness, aesthetics, and satisfaction. Values are normative, informing a member of a culture about what is good and bad, right and wrong, what should be fought for, and so on. Values originate from larger philosophical issues which are part of the cultural environment, therefore values are stable and difficult to change. This is also found in news that raises issues about adherents of a religion who are still visiting places of worship in the midst of a pandemic, where they are still fighting for the values of the religion they profess.

a. Developing News

News that develops is one form of stimulation that attracts the attention of the public. Through news that develops in society, it can influence the formation of perceptions in the minds of audiences. And also sometimes affects the perception of the communicant, such as psychosomatic symptoms for those who receive information continuously and repeatedly about the news of the Covid-19 outbreak which also creates fear.

In essence, perception will form an interpretation/judgment, which refers to efforts to find the meaning of what is happening in a communication. Through the mechanism of perception, information received through the senses is then organized, understood and then interpreted or evaluated (effect). The three dimensions of perceptual effects are: 1) Cognitive effects, where there is a change in one's self-knowledge from the information obtained. In this study, the community has knowledge about what the Covid-19 virus is, and how the level of danger arises. 2) Affective effects, a level that is deeper than just knowledge, but already involves feelings. People will feel various things, including anxiety, fear, worry and others. 3) Conative effect, after a feeling arises then action appears which is influenced by the information received. After knowing and having various feelings about the existence of Covid-19, action will arise, starting to adopt a healthy lifestyle, maintaining distance, seeking treatment etc.

### **CONCLUSION**

Based on the results of the discussion above, the authors conclude that: The process of forming perceptions about the news of the determination of the pandemic invasion of the Novel Coronavirus (2019-nCoV) pandemic and the new order of life on Instagram social media for informants is very linear or the same as what is conveyed by Instagram social media. However, in perceptual processing there are several different interpretations that occur. In terms of motivation, students said they really needed information. One of them is through news information that is broadcast through many accounts on

social media Instagram which is able to convey actual and contemporary problems that occur in society. So there is a cognitive effect at this level. In terms of responses, the tendency to behave in students as informants is carried out consistently in line with beliefs which then shape their attitudes. For this reason, it is natural that the behavior of individuals and a society towards reporting on social media can accept or reject. This is a reflection of the form of behavioral tendencies towards an attitude object. So that the behavioral effect is an effect that influences this process. In terms of opinions and feelings, in general the results of interviews between researchers and students explain that one thing is the same in this case, news of the establishment of a pandemic invasion of the Novel Coronavirus (2019-nCoV) and a new order of life on Instagram social media are perceived differently by two (or more) ) different people including the experiences of daily life that have been, are being and will be happening to the individual in the sense that the communicant has felt them, in this case the affective effect works on the communicant himself.

### **SUGGESTIONS**

For future researchers who will also use it as an object of research, they can provide more detailed information related to the features of the Instagram application. In addition, the Instagram application itself has updated versions from time to time. This also makes the explanation regarding the features necessary to update the information.

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