

ANALISIS PENYEBARAN INFORMASI DI MEDIA SOSIAL INSTAGRAM TENTANG PEMBERITAAN COVID-19

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ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis penyebaran informasi di media sosial khususnya instagram. Metode penelitian yang digunakan adalah metode penelitian deskriptif dengan teknik pengumpulan data observasi terhadap berbagai opini yang muncul di media sosial instagram. Hasil penelitian dapat dilihat bahwa penyebaran informasi di media sosial akan lebih dominan jika semakin banyak media sosial yang memperdebatkan opini dominan di kalangan masyarakat maka memudar atau melemahnya opini di masyarakat yang menentang opini dominan tersebut..

Kata Kunci: media sosial, instagram, penyebaran informasi.

ANALYSIS OF INFORMATION DISSEMINATION ON INSTAGRAM SOCIAL MEDIA ABOUT COVID-19 COVERAGE

ABSTRACT

The purpose of this study is to analyze the dissemination of information on social media, especially instagram. The research method used is descriptive research method with observation data collection techniques on various opinions that appear on social media instagram. The results can be seen that the dissemination of information on social media will be more dominant if more and more social media argue the dominant opinion among the community then the fading or weaker opinions in the community who oppose the dominant opinion.

Keywords: social media, instagram, information dissemination.

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PENDAHULUAN

In the era of the 4.0 revolution, social media played an important role in shaping various perceptions among the public, social media has now become a force that has penetrated people's lives. (Johnston & Davis, 2019) social media as a tool used to interact with other social media users, in addition to interacting, the spread of information is very fast spreading through social media. Information that is spread through social media, especially Instagram, comes from several information dissemination accounts, very fast and information dissemination up-to-date provides its own credibility for these accounts. with followers enough to make these accounts one of the media for disseminating news and information that is trusted and a favorite of the public. starting from local national to international news spread through Instagram accounts (Darwin & Haryanto, 2021).

Almost every day these accounts tell about cases that are currently headlining in Indonesia. ranging from criminal cases, celebrities, politics to health. Since the end of 2019, the widespread news of the pandemic Coronavirus disease (Covid-19) that has spread throughout the world has made information-sharing accounts on Instagram not to be outdone in finding information about the spread of the Covid-19 pandemic which has spread in various parts of the world, including in Indonesia (Harrigan et al., 2021).

Based on data reported from kompas.com, cases of a new type of Corona virus infection that causes COVID-19 from 199 countries around the world have now reached 724,565 cases, 34,017 have died and 152,067 have been declared cured. In Indonesia alone, Covid-19 data as of March 31, 2020, 1,414 cases, 122 died and 75 patients were declared cured. The data and facts above continue to turn into evidence of the enormity of the Covid-19 pandemic and the strong impact of the spread of news on the Covid-19 threat for the survival of human life and civilization (Reuter et al., 2019).

Wherever we are at home, offices, campuses, ports, airports, malls, markets, to other open spaces, information on Covid-19 is always present in the form of stories with people around us, pamphlets, banners, television to social media, especially on Instagram. The spread of covid-19 news is increasingly widespread and unstoppable. therefore information from Covid-19 news occupies a trending topic in various social media. And able to influence attitudes, behavior and other things. Included in this case affects the concern, anxiety, users about the situation. attitude itself consists of affective and conative cognitive while anxiety is part of the affective attitude. The phenomenon of covid-19 news has caused anxiety for social media users, especially for activities that are often carried out every day, such as schools, offices, places of worship, and places where people gather (Helen & Rusdi, 2019).

The effect of the spread of news on the Covid-19 case on the level of public anxiety in carrying out activities as described above. From the incessant dissemination of information about Covid-19, it raises concerns about the formation of strong negative perceptions and attitudes or characters. One of the effects of

receiving messages (information) is a feeling of anxiety related to the affective effect. Anxiety is an individual's subjective response to situations, threats, or external stimuli. Atkinson and Hilgrad define anxiety as an unpleasant emotional state characterized by feelings of fear, insecurity, worry, and confusion (Priastuty et al., 2020).

Reporting from the medical journal *The Lancet* noted that the impact that occurs from the spread of covid-19 news can be very large, starting from reporting on isolation, quarantine, and several case updates to the death of casualties. Experts say it can trigger a variety of mental health problems ranging from anxiety and anger to sleep disturbances and even depression and post traumatic stress syndrome (PTSD). A separate study conducted on SARS Quarantine patients in 2003 showed that someone who was isolated or quarantined caused 10% - 29% of residents to suffer from PTSD. Professor Ian Hickie at the University of Sydney's Brain and Mind Center, said humans are social beings, reporting on quarantine or social isolation carried out for long periods of time (without compensation methods) will exacerbate anxiety, depression and feelings of helplessness (Susan Nolen-Hoeksema, Barbara Fredrickson, Christel Lutz, 2014).

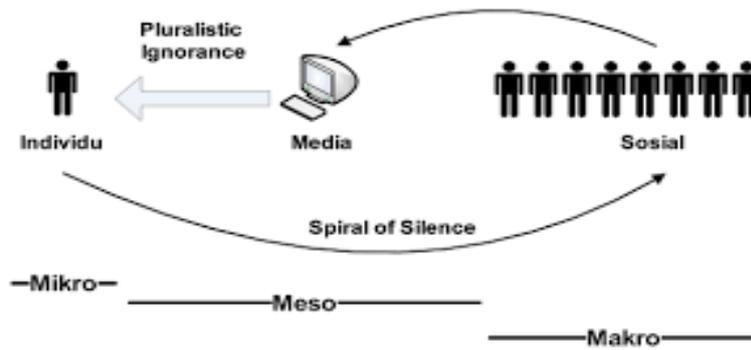
At this time we have looked at the striking behaviors of news dissemination on social media with a lack of media literacy for the public such as: excessive worry, anxiety, suspicion, and anxiety is evidence, information processing has achieved secondary effects (Munawwaroh & Lubis, 2018). This can be seen from the actions of panic buying, social distancing, and even excessive self-protection carried out by some people, it can be seen from the short videos that are spread on Instagram social media from the @lambeturah account uploading something excessive self-protection based on the level of anxiety The 45-second video shows a married couple shopping at a supermarket in Jakarta using complete personal protective equipment (PPE). This incident made all people who shop at the supermarket panic instantly, the excessive anxiety carried out by the married couple is an effect of the information spread on social media and this behavior has an impact on the anxiety of followers of the Lambeturah account, with a lack of media literacy that is owned as a society is easily influenced by us to do things that we shouldn't do.

THEORETICAL FRAMEWORK

A. the spiral of silence

The information dissemination model used is the spiral of silence model proposed by Elisabeth Noelle Neumann (1974). This theory explains the impact of disseminating information through the mass media. According to this model, the size of the influence of mass media depends on the interaction between mass media, interpersonal communication, and a person's perception of his or her opinion is associated with the opinions of others in the surrounding community (Neubaum, 2021).

Gambar 1: The spiral of silence



Sumber: wikipedia.org

The assumptions of this model, as seen in the picture above, it is the more often the mass media expresses the dominant opinion among the people, the fading or weakening of the opinions among the people who oppose the dominant opinion as expressed by the mass media. The number of people who openly oppose the dominant opinion expressed by the mass media will decrease. In other words, the voices of the opposing voices will become quieter. This assumption is based on the consideration that basically, most people in society tend not to want to isolate themselves from the surrounding community. Therefore, even if someone has a different attitude or opinion, he will try not to openly oppose the attitudes and opinions of other people in the environment (Mohd Rameli et al., 2020)

B. Social media

Basically, social media is the latest development of technology - technological development. new internet-based web, which makes it easier for everyone to communicate, participate, share and form an online network, so they can distribute their own content. Posts on blogs, tweets, or youtube videos can be reproduced and can be seen live by millions of people for free (Niknam et al., 2021).

Social networking media is a site where people communicate with their friends, whom they know in the real world and in cyberspace (Zarella, 2010: 51). With the existence of social networking media, it is easier for someone to share information, make friends, send messages or to find out information about tourist attractions in cyberspace. (Oktaresiyanti, 2019)

C. Intagram

Instagram comes from the understanding of the overall functions of this application. The word "insta" comes from the word "instant", like a Polaroid camera which in its time was better known as "instant photo". Instagram can also display photos instantly, like a polaroid in the display. Meanwhile, the word "gram" comes from the word "telegram" which is how it works to send information to other people quickly. Likewise, Instagram can upload photos using the Internet network, so that the information you want to convey can be received quickly. That's why Instagram comes from the words instant and telegram. (Harrigan et al., 2021)

D. Anxiety

Anxiety is showing a reaction to a danger that alerts people from within instinctively that there is danger and the person concerned may lose control in the situation. Anxiety is also called a mental condition which is full of worry and fear of what might happen, either related to limited problems or strange things.

The definition of anxiety from the large Indonesian dictionary comes from the word "anxious" which means worried because of worry or fear, while "anxiety" means about anxiety that is expressed without reason. Anxiety is one of the effects of the recipient of messages or information related to feelings of anxiety or affective effects. Anxiety is an individual subjective response to situations, threats or external stimuli (Pokhrel et al., 2018).

RESEARCH METHODS

The analytical method used to achieve the objectives of this study is to determine social media analysis in disseminating information on social media which results in anxiety towards users. social media, especially Instagram, using descriptive analysis based on observations and literature review(Romero-Rodríguez et al., 2020).

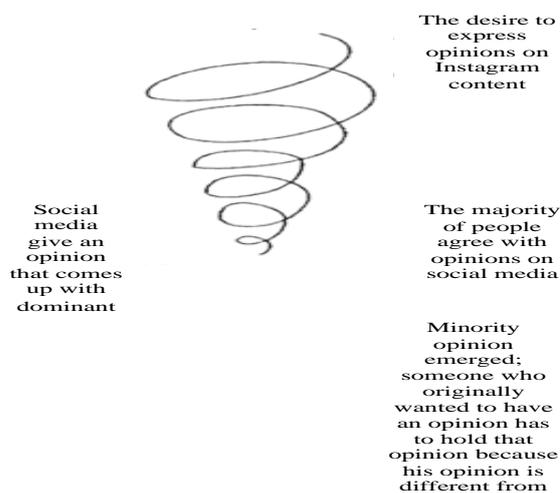
DISCUSSION AND CONCLUSION

A. Analysis of the theory of silence

Globalization seems to be swiftly hitting Indonesian society with the presence of social media. The media opens up opportunities for its users to be able to share whatever users think. This openness has been treated immaturely by some people, they deliberately or unintentionally share all the information they have, from personal, religious, social, political, ethnic information and the ongoing covid-19 problem. The dissemination of this information led to various attitudes from the community. Some of this information creates a caring attitude that does not care about the news and creates anxiety friction that is felt by the community (Rohmiyati, 2018).

ARISING OUT OF OPINION OR ISSUES THAT SPREAD THE SOCIAL MEDIA

Gambar 2: Analysis of the theory of silence



MINORITY OPINION: FEAR WILL BE ISSOLATED

The dissemination of information can be analyzed using the Spiral of Silence Theory. The assumption of this model is that the more often social media expresses the dominant opinion among the public, the fading or weakening of opinions among people who oppose the dominant opinion as expressed by the media. The number of people who openly oppose the dominant opinion expressed by social media will decrease (Laksono & Wulandari, 2011). In other words, the opposing voices will become quieter. This assumption is based on the consideration that basically, most people in society tend not to want to isolate themselves from the surrounding community. Therefore, even if a person has an attitude or different opinions, he will try to not oppose openly attitudes and opinions of others in the surrounding environment (Nurudin, 2012)

Based on the above analysis, if we apply in the present context, we can see how the spread of the speech of hatred or lies about covid-19 can be dominant and beat various other opinion depends a lot or not the individual opinions are supporting the dominant thing. So that as individuals who adhere to the value of truth or national values, they must continue to express their opinions on social media so that the dissemination of information can be balanced or even minimize negative opinions.

Social media platforms like Instagram provide instant access to an unprecedented amount of content and can amplify rumors and dubious information. Taking into account the preferences and attitudes of users, algorithms mediate and facilitate the promotion of content and thus disseminate information. The shift from the traditional news paradigm has had a major impact on the construction of social perceptions and the framing of narratives; it influences the opinion developed by the majority when the issues are controversial. Online users tend to acquire information that follows a world view, to ignore disparate information and to form groups around them. In addition, misinformation can easily multiply. Several studies have shown that fake news and inaccurate information can spread faster and more widely than fact-based news. However, this may be a platform specific effect.

Although the information about the spread of Covid-19 news is adequate, the results of this study also reveal that 5 of the informants felt a high and low level of anxiety. This is due to the large amount of information they receive. Moreover, most of them receive at least one Covid-19 news a day. In addition, the public panic about the Corona virus, so that various information continues to be disseminated in the hope that this information can be useful for preventing or treating. Like the results of research (Rahadi, 2017) which suggests that one of the main reasons users share information is to influence the opinions / attitudes of others, especially the anxious behavior they feel, influenced by several factors, including the following:

1. Level of media consumption (exposure media)
 2. The experience of individuals who have been victims or witnesses will experience a different attitude of anxiety by simply obtaining information.
 3. Individual interactions, both with family, friends and neighbors, affect the level of anxiety attitudes.
- uncontrolled communication technology and the freer society has a variety of communication media. It is

undeniable that these things make the opinion of the majority well accepted and affect the attitudes of individual message recipients.

CONCLUSION

The dissemination of information on social media will be more dominant if the more often social media expresses dominant opinions in society, the more the opinions of people who oppose the dominant opinion will fade or weaken. The number of photo and video uploads of an object and the speed with which information is disseminated. supported by the need for Instagram social media users to find information on an object by looking at visual images, therefore exposure to visual information is considered a medium that has the potential to cause excessive levels of anxiety to the Indonesian people.

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