COVID-19 OUTBREAK IN SOCIAL MEDIA: SEMIOTICS ANALYSIS

Deden Novan Setiawan Nugraha¹, Mochamad Adhes Rizqiana Ramadhan², Theresia Binarputri Mahanani², Sylfiana Yolanda², Mochamad Yordan²

¹Faculty of Economics and Business, Widyatama University, Indonesia
²English Department, Widyatama University, Indonesia

¹Corresponding Email: deden.novan@widyatama.ac.id

ABSTRACT

Social interactions that occur in the middle The Covid-19 outbreak has to do with the media. The position of the media in the midst of the pandemic is as current information to the public. Media is seen as an important actor at the same time public discourse forums, hence the media social must perform a function as existence of the media. Media, in the middle of the situation Covid-19 is crucial and important for always running as, a channel of information, educate and also as well as social control elites and society. The COVID-19 outbreak which has hit various parts of the world, including in Indonesia has become the object of many research, especially semiotics. That matter is a medium of public expression in responding to the COVID-19 outbreak which is channeled on the internet both on various social media such as Instagram, Facebook, Twitter, TikTok, vlog, etc., as well as on personal blogs that can be accessed from Google. The sign can contain only pictures or images accompanied by speech in the form of text related to the COVID-19 outbreak.

Keywords: Covid-19 Outbreak, Social Media, Sign, Semiotics

I. INTRODUCTION

Language, semiotics and thought are interrelated affect (reciprocal). In linguistic discourse, language is given understanding as a meaningful and articulated system of sound symbols, which used as a communication tool by a group of people to give birth feelings and thoughts. Meanwhile, in a metaphorical sense, the term language refers to various means of communication or contact (signs or symbols) other). Meanwhile, semiotics studies the systems, rules, which allow these signs to have meaning. In other words, semiotics studies the relationship between the components of the sign, as well as the between these components and the user community (Nugraha, 2019:306).

According to Nugraha et al. (2021:105), the basis of marketing is communication and marketing can be so powerful if combined with effective communication and efficient. How to attract consumers or the public becomes aware, knows and wants to buy a product or service through a communication channel is not something that is easy. Furthermore, Nugraha (2019:782) stated that language is the most effective communication tool to convey ideas, thoughts, intentions and goals to others. Apart from being a language communication tool too is a channel for the formulation of intentions, ideas, opinions, giving birth to feelings and makes it possible to create cooperation with fellow citizens. According to Nugraha (2019:105), language functions as a tool communication makes language an important influence in human life. Communication it will not be perfect if the language expressed is not accepted or understood by people other.

Public information is an inseparable thing with the life of a nation. It is like oxygen with it, the quality of life of a nation can continue and growing. As well as public information in dealing with The Covid-19 outbreak requires a distinctive approach known as information, education and communication approach-IEC (Sarvae, 2008). Thus, ensuring the right to information and response to The Covid-19 outbreak is a necessity. Now the government around the world faced a difficult choice of decisions, how face the Covid-19 outbreak and the strategy for handling it appropriately. At the same time openness of information helps ensure public trust and accountability for government actions. It is hoped that the public will be more aware of the situation and act according to the prevailing laws and regulations. Other than that, allows the general public to understand decisions government in
an information perspective, with various expectations circles follow the policies and actions taken by the government as a reliable source of official information.

However, since the Covid-19 pandemic began, many anomalies have occurred. provide in gap of public knowledge and this is allegedly caused by insufficient information (inequality of public information) which could be due to the process transmission of incorrect and appropriate information. Handling the pandemic as a government responsibility is a public domain that undeniable. Meanwhile, as a public domain, it hasn't accurately informed the public about the situation comprehensively. As there is still a lot of misinformation even disinformation about handling the covid-19 outbreak. And still many sights that undermine health protocols disproportionate use of digital access, even some lot anomalies about exposure to the virus, poor planning, and lack of adequate equipment and protection. Within other words, information asymmetry is often a source of problems as well exacerbates the handling of a disaster.

Observing the above conditions, it is necessary to disclose information coordinated and sustainable public relations that emphasize key messages to shape public behavior in preventing the spread of the Covid-19 virus. Such activities like it or not need to use a variety of social media, while still making use of it proportional traditional communication model (Berger et al., 2010). By considering the right to information which is very important to build trust between the government and the public. The result is when the public finds out what the government is doing in dealing with and overcoming the pandemic, it will wake up trust, bring more awareness, and open up dialogue by making a better deal. Reviewing the background that has been described, this research will focus on one question: how the sign system on Covid-19 outbreak in social media based on semiotics analysis?

II. LITERATURE REVIEW

Semiotics

According to Eagleton (1996: 87) in Nugraha (2017:46), semiotics is from Greek “semelon” that refers to sign. The shortest definition of semiotic, in simple way, is a systematic study of sign. On the other hand, semiotics, on one of the broadest definitions based on Eco’s (1976: 7) perception, is deal with everything that can be taken as a sign. Meanwhile, Barthes (1972) states that semiotics is often also called the science of sign. Semiotics also developed into the study of visual meaning based on previous phenomena or events brings out meaning.

As a philosopher, literary critic, and French semiologist, Roland Barthes develop semiology into a method in analyzing culture. Barthes prioritizing three things as the inner core analysis, namely denotative, connotative, and myths. In the Barthes concept, sign connotative is not just meaning addition, but also contains both part of the underlying denotative sign its existence. Barthes uses theory significant-signifie, developed become a theory about metalanguage and connotation. The term significant becomes an expression (E) and the signified becomes content (C), however Barthes says that between E and C there must be a certain relation (R), so that form a sign. The concept of this relation making the theory about the sign is easy develops, because the relation is defined by sign wearer (Danesi, 2010).

Barthes is also known as wrong a frequent structuralism thinker practicing linguistic models and semiology Ferdinand Saussure. Semiotic theory Barthes is derived from the theory of language according to Saussure. He argues that language is a sign system that reflects the assumptions of the origin of a particular society in time certain (Sobur, 2013). However, Saussure only emphasizes the inner marking denotative level. So that, Roland Barthes perfecting the semiology of Saussure with develop a marking system on connotative level, where other aspects of tagging in the form of "myths", or something that mark a society.

According to Abdullah (2021:43), there are 3 components from Barthes (2017) including the denotation component, connotations, and myths. Denotation is a fact what the eye can see objectively. According to Barthes (2017), the connotation is interpretive derivatives of what arises from denotation. Connotation even though it has original nature sign, but to interpret it researchers requires insight according to experience someone. According to the connotation, the sign will raise new assumptions and interpretations which is then called a myth. Barthes too create a map of how to sign work and relate to each other (Cobley & Jansz, 2010).

Based on Barthes' semiotic approach (2017), semiotics was originally only used to dissect language in its narrow sense become a language in a broad sense, including language visual. This views there is another meaning in
behind a certain visualization or image that is, connotation. Barthes (2017) also stated that behind the meaning of denotation there is meaning hidden connotations and of two meanings it can even give rise to myths ideology.

Hence, Barthes's semiotics is often this is known as connotative semiotics. This matter emphasized to distinguish semiotics linguistics that was first developed his seniors, namely Saussure. Concept semiotic according to Barthes (2017) is meaning denotation and connotation distinguished in a visual appearance of the same. Connotative sign does not stand alone but is a part of the denotation sign itself. While Saussure is limited to denotation marks course. So the Barthes concept is more complementary and perfecting the view of semiotics Saussure (Sobur, 2017).

Social Media

The term social media is composed of two words, there are "media" and "social". "Media" is defined as a means of communication (Laughey, 2007; McQuail, 2003). Meanwhile, "Social" is defined as social reality that each individual performs that stunt contribute to society. This statement confirms that the fact, media and all devices soft is "social" or in the sense that both are products of the social process (Fuchs, 2014).

The emergence of virtual reality, virtual community virtual identity is a phenomenon of many appears along with the presence of new media. This phenomenon arises because new media makes it possible its users to use the widest possible space in new media, expand the widest possible network, and show another identity with those of the user in real life (Fuchs, 2008). The term new media this is the term for describes the characteristics of the media different from it has been around for this. Media such as television, radio, magazines, newspapers are classified into old media and internet media that contain content interactive is classified as new media. So that this term is meaningless then the old media is lost replaced by new media, however this is the term for describe its characteristics just appeared.

From the meaning of each word this, it can be concluded that social media is a communication tool used by users in the process social. However, according to Nasrullah (2015), to compile a definition of social media, we are need to see the development of the relationship individuals with media devices. The working characteristics of computers in Web 1.0 based on an individual's introduction to other individuals (human cognition) who are in a network system, meanwhile Web 2.0 is based on the individual communicate (human communication) in networks between individuals. Lastly, in Web 3.0 the characteristics of technology and the relationship that occurs can be seen from how humans (users) work together (human cooperation) (Fuchs, 2008).

Van Dijk in Nasrullah (2015) states that social media is media platform to focus on existence of users who facilitate them in activities and collaborations. Therefore, social media can be seen as an empowering online medium (facilitator) the relationship between users at once a social tie. Hidayah et al. (2015) defines the word social media as convergence between deep personal communication the meaning of sharing among individuals (to be share one-to-one) and public media for share with anyone without being individual specificity. According to Boyd in Nasrullah (2015) social media as a collection of devices software that allows individuals as well community to gather, share, communicate, and in certain cases mutually collaborate or play. Social media has the power to be user-generated content (UGC) where content is generated by users, not by editors as in mass media agencies. In essence, with social media you can carried out a variety of two-way activities in various forms of exchange, collaboration, and get acquainted with each other in written, visual form and audiovisual. Social media begins with three things, namely Sharing, Collaborating and Connecting (Puntoadi, 2011).

Communication Strategy

The study of communication science has undergone various evolutions on the basis of the study. Previously, this study looked at the direct interaction between two individuals or group directly, then an "indirect" study emerged through the research in the mass media, which at that time was still focused on print media. Along the discovery of radio wave technology which is also the starting point of development communication technology which is currently known as the Internet. Internet is changing conventional communication styles are becoming more modern. Individuals or groups can communicate flexibly with other individuals or groups. Evolution This communication technology is part of a modern communication strategy with specific purpose. Communication strategy is a way or a combination of models communication in a series of communication actions with a specific purpose (Vardhani et al., 2003). In addition, the communication strategy is also a design to change human behavior on a larger scale by transfer new ideas (Wijaya, 2015). In terms of changing behavior, in this COVID-
In the midst of limited stock and allocation of vaccine procurement in the world, Indonesia again received 8 million doses of COVID-19 vaccine produced by Sinovac Biotech Ltd in the form of raw materials (bulk) on Monday, May 31, 2021. These raw materials will be processed into finished vaccines and distributed by PT Bio Farma. With the arrival of the 14th stage, the total vaccine that has been received by Indonesia is 91,910,500 doses, both in the form of ready-made and bulk vaccines (raw materials). Support the national COVID-19 vaccination program by inviting the elderly, parents, or people around us who are currently in the priority stage to be vaccinated.
Data 2

3M - Wearing a Mask, Keeping Your Distance & Avoiding Crowds, as well wash hands with soap

The “fastest” vaccination is completed by 2022. In fact, they Even those who have been vaccinated can, to some degree, be exposed again. Including survivors who have been exposed to COVID-19. So what which must be done? First, stick to health protocols 3M. Second, continue to support the government in implementing 3T. Third, follow the national vaccination program.

Wearing a mask can protect ourselves from possible exposure to the virus. Face mask prevent the entry of splashes of saliva (droplets) and phlegm from people others when coughing/sneezing/talking, so we don’t get infected. Even so On the other hand, by wearing a mask, we also protect others. This is because the masks we use also hold droplets that comes out when we cough/sneeze/talk so it doesn't transmit viruses to other people. Wearing a mask is a non-pharmaceutical intervention that can implemented at minimum cost without changing activities extreme social. Use masks effectively and Effective distance maintenance can reduce epidemic curve, which is a graph that describes the frequency of cases based on the onset of illness during the outbreak period (Li et al., 2020).

Different types of masks can be used as protection by people healthy people to prevent contracting the disease (WHO, 2020). Masks are effective in reducing the risk of exposure/contagion. without wearing masks, the risk of transmission of COVID-19 in the form of aerosols (particles) very small particles that can float in air) is 40% and the form droplets as much as 30%. However, the risk of transmission of COVID-19 is either droplet and aerosols to 0% by wearing a mask (WHO, 2020). The use of masks slows the spread of COVID-19 cases by 0.9% after 5 days, and slowing down by 2% after 3 weeks. Countries that implement mandatory use of masks have lower mortality rate (WHO, 2020).

What types of masks are recommended? First, the N95 mask. This mask is capable of filtering at least 95% particles float in the air, filtering viruses, bacteria, fungi, dust and removes liquid non-oily particles such as anti-insects or perfume (WHO, 2020). Second, medical/surgical masks. This mask is made of 3 layers of materials synthetic non-woven, available in several thicknesses, has degree of filtration and water resistance. Capable of filtering about 80-85% inhaled particles. Protects nose and mouth from come into contact with droplets that can carry germs. This mask only one time use, with a maximum duration of 4 hours and the mask must be replaced if it is damp and/or wet. After that must disposed of in accordance with medical waste disposal procedures. (WHO, 2020). Third, cloth masks. A good cloth mask is one that has at least 3 layers (front-rear: waterproof non-woven
layer, microfiber melt-blown non-woven fabric, ordinary non-woven fabric). Cloth mask has 50-70% effectiveness. It can be washed then reused. Maximum use is 4 hours, so it is recommended to bring a mask backup. This mask cannot be used by health workers as PPE. Masks that are not recommended are outside the three types of masks that, plus a valve mask, because the virus can still get out from the inside, so there is still a risk of infecting others.

Data 3

Why should we keep our distance? The purpose of social distancing is to slow the spread of COVID-19 by breaking the chain of transmission and preventing the emergence of chains new transmission (WHO, 2020). Droplets that come out when we cough, if without a mask can slide up to 2 meters. When speaking without a mask, aerosols (very large particles) small that can float in the air) can glide as far as 2 meters. When sneezing without a mask, droplets can glide as far as 6 meters. With keep a safe distance of 2 meters, then we can reduce the risk infected and transmit up to 85%. We can't know who has COVID-19, so it's important for us to stay at home and apply physical distancing. When traveling outside such as shopping or necessities medical, we must maintain a safe distance of 2 meters from each other.

There are several factors to consider before exiting home to minimize the possibility of transmission COVID-19, such as:

1. Who; The more people we meet, the greater our risk infected.
2. Where; A closed public place is a place that most at risk for transmission.
3. How; The smaller the space to keep the distance, the more the risk of the room being a place of transmission.
4. Duration; The longer the meeting, the greater the risk, especially when having a conversation.

Data 4

Why should you wash your hands? Hands play an important role in the transmission of microorganisms or microorganisms and easy to happen when we don't keep clean hands well. Washing hands is one of the steps the most important thing we can do to avoid getting sick and spread the virus to others. WHO has established
frequent hand washing with soap and water as a precaution to reduce the possibility spread of the virus. The mechanism of soap in killing germs and eliminate viruses based on membrane rupture mechanism virus, simple elution, and viral entrapment (Caundhary et al., 2020).

People often touch their eyes, nose and mouth without realizing it. The virus can enter the body through the eyes, nose and mouth. Virus from Dirty hands can spread to food or drink on during the manufacturing process and when eaten. Viruses from dirty hands can spread to items, such as handrails, tables, toys then spread to the hands of others who touch it. Hand washing is a preventive or preventative activity which everyone can do easily and independently. Wash hands with soap and running water for at least 20 seconds can reduce the risk of contracting up to 35% or by Use a hand sanitizer with a minimum alcohol content of 70%. Based on research, by washing hands for 20 seconds, harmful viruses that stick to the hands can die. When done under 20 seconds, the possibility of the virus dying will be less. Also make sure all areas of the hands are cleaned, including the palms hands, backs of hands, between fingers and under nails. After hand washing, hands should be dried using a tissue, clean towels, or hand dryers because bacteria are easier spreads on wet skin than on dry skin (CDC, 2020).

V. CONCLUSION

Semiotics is not only important as an explanation and companion of linguistics. In designing symbols and other elements in semiotic branding, including by scribbling signets, making signs then the existence of symbols makes knowledge that needs to be known and studied continuously, also by academics and practitioners of visual communication and advertising as well as everything that intersects. by visualizing, drawing or creating symbols, including those who study marketing. Social media is one of the media that is very popular in the mass of the Covid-19 outbreak. Various institutions that provide data on the progress of each case day, choose to use social media in conveying the message. Communication in this pandemic mass, of course, must be conveyed very carefully, considering that it is always embedded in the form of education, invitations, and even socialization policies from authorities with the aim of break the chain of the spread of this virus.

REFERENCES

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