Perception of Communication Student State Islamic University of North Sumatera on COVID-19 News on the Ministry of Health of Republic of Indonesia's Facebook Accounts

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Abstract

The purpose of this study is to discover how students perceive COVID-19 news on the Ministry of Health of the Republic of Indonesia's Facebook page (Kemenkes RI). The type of phenomenological theory is used as the theoretical basis in analyzing the problems in this qualitative research, namely researchers are required to obtain data and information through in-depth interviews and observations. The descriptive qualitative approach is used in this study. Informants in the study included two outstanding students who had sported the Department of Communication Science and the University's names, as well as three Communication Science students who led an organization on and off campus. Interviews, observation, and documentation were used to collect data from student informants at the State Islamic University of North Sumatra (UINSU) using a phenomenological study approach, in which the researcher attempted to find the meaning of the perception phenomenon experienced by the informant. The data analysis is descriptive, which means it summarizes all of the information gathered from the interviews. According to the findings of this study, many students value the Ministry of Health of the Republic of Indonesia's Facebook page (Kemenkes RI). Because having the news on the account will, of course, reduce the spread of fake news about COVID-19 on Facebook social media.

Keywords: perception, COVID-19, news, social media.

1. Introduction

Diseases caused by new viruses cause panic and disturb the public, as the entire world was shocked in December 2019 by the attack of diseases caused by a new virus species, namely the corona virus. The Corona virus has spread throughout the world. According to Kompas media, the Indonesian government officially announced the first cases of COVID-19, totaling two people, on March 2, 2020, approximately two years ago, and on March 12, 2020, it was confirmed that there were fatalities caused by contracting COVID-19 caused panic among Indonesians, so the Indonesian government implemented health protocol regulations to prevent the spread of this dangerous virus. The data that researchers discovered on the Indonesian Ministry of Health's official Facebook account confirmed that, as of May 29, 2022, the number of Indonesians who had tested positive for COVID-19 was 6,054,415, with a total recovery of 5,894,889, and a total of 5,894,889. There were 156,574 people killed.

SARS-CoV-2, also known as COVID-19, first appeared and spread in the Chinese city of Wuhan. Harvard University discovered that the corona virus can spread by jumping from animals to humans. Most people who have been infected will have respiratory issues. Individuals who are elderly and have a history of respiratory disease will have more serious health problems, and the corona virus will be very easily transmitted if the individual is unaware that he has been infected and is still interacting directly with the people around him.

As a result, the government always encourages the public to follow health protocols to prevent transmission. Furthermore, vaccination is a highly effective method of preventing the spread of the COVID-19 virus. President Joko Widodo was the first person to receive the COVID-19 vaccine, which has been approved by the Food and Drug Administration (BPOM). Of course, as the number one person in Indonesia, this is a very appropriate action to persuade the public that the vaccine provided is safe to use. There was a schism in student perception during this vaccine injection. Perception is a process that begins with using the five senses to obtain a stimulus, which is then

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organized and interpreted so that it can be understood. Perception can also be defined as the process of delivering messages or information to the human brain (Saefuddin, 2018).

News about COVID-19 is widely disseminated in various media, including the social media platform Facebook. The blue tick Indonesian Ministry of Health Facebook account, which was followed by 5.2 million Facebook users, is one example of a Facebook account that students highly trust for COVID-19 information. Humans require technological advancements in this day and age. The Facebook post contains a lot of information about COVID-19 and the COVID-19 vaccine, and it can lead to both positive and negative student perceptions and responses. Researchers use this as a problem formulation: how do students perceive COVID-19 news on the Indonesian Ministry of Health's Facebook page?

2. Literature Review

2.1. The Process of Perception

Devinto defines perception as the process by which a person becomes aware of the various stimuli that affect his senses (Susanto: 1989). This is what causes human differences and eventually leads to them choosing one message over the other. Thus, perception is the interpretation, evaluation, and stimulus that influences a person's perception of an object (Mulyana, 2008b).

As a result, perception can be described as a response stimulation theory, with perception being a response after the message or information has entered the human brain. The stimulus process for the senses, the stimulus received by the senses will be transmitted directly to the brain by the sensory nerves. This is referred to as a physiological process. Following that, the process takes place in the brain as the center of consciousness, so that individuals are aware of what they see, hear, or feel (Lipmann, 1994).

The process that occurs in the brain at the center of consciousness is referred to as a psychological process, so it can be concluded that the final stage of the perception process is that an individual is aware of what he sees, hears, or feels, which is the stimulus captured through the senses. This is the final and actual perception process, and various responses will be obtained from perceptions that can be taken by individuals in various forms, such as in responding to news (Mulyana, 2008a).

2.2. News on Mass Media

Soehoet, a journalist who has worked in the press since 1948, defines news as "information about events or the contents of human statements" (Semi, 1995). Yosef also defines news as a recent report on important or interesting facts for the general public that is disseminated through the mass media. According to Djuraid, news is a report or notification regarding the occurrence of a general event or condition that has just occurred and is conveyed by mass media journalists (Junaedhi, 1991).

It is possible to conclude that news is a journalistic product that contains information about true and actual events or events that have occurred or are currently occurring via various mass media, such as online, print, and television. There is news that is presented in news magazines but is not found in newspapers, news that is presented through online media but is not presented through television media, news that is heard through radio broadcasts but is not presented through online media, and of course, sometimes all media can present the same news (Nasrullah, 2014).

This is due to differences in the media and different Editors' perceptions of which news is interesting and uninteresting, and which ones are considered news and which are not, or if it is indeed recognized as news and includes news that is newsworthy. Interesting, perhaps there are still concerns about the availability of space to load the news, which necessitates the need to make a decision about how to load the news to the media. Essentially, there is no absolute understanding of what the news community considers to be news and what is not (Mc Quail, 1987).

For example, news about poverty or muddy roads is no longer considered news by villagers. Because people in rural areas are accustomed to such situations. It is also distinct from people who live in urban areas, particularly in large cities such as Jakarta. They believe that traffic congestion is a very common problem, so urban people will dismiss it as news that does not need to be reported or communicated to urban communities. Another example, such as a malnourished child of a poor worker, is, of course, natural and will be less interesting to be used as news. However, if the son of a well-known businessman is rich and full of wealth, but lacks nutrition and lives in poverty, this is of

course very interesting to be made and presented as news (Eriyanto, 2018). Of course, the media will prefer to report on malnourished children from wealthy families rather than malnourished children from poor families.

Simply put, news is information that is disseminated to others via the media. When a fact or incident is directly communicated to other people, it is not news, but rather information. Even so, not all facts are considered newsworthy, and many facts are considered to have no news value because the event or fact is considered to be something that happens on a regular basis. Humans are usually the focus of news, whether it is about their successes, failures, stupidity, greatness, or interesting things like humans being exposed to diseases caused by new and rapidly contagious viruses, as is the case today. However, because it is commonplace in the community, not all events that should still be very important to be reported can become a source of news that attracts the public's attention.

2.3. Social Media As New Media

Many types of communication media have been studied by communication experts, including films, radio, newspapers, television, and magazines. They have conducted numerous studies that have provided a great deal of insight into the field of mass media communication, particularly how mass media works and how to fulfill the news values in it, and recently, what media experts have frequently discussed is social media. Media experts investigate how social media platforms such as Facebook, Instagram, and others influence how people think, work, and interact. Do they improve social interactions and productivity? (Wood, 2013) Whether the vast amount of information now available causes confusion due to information overload, as experts have suggested (Severin, 2001).

As a new media, social media has its own distinct characteristics. For example, the strength of social media lies in its global reach and spread, as access to social media requires an internet connection. Furthermore, unlike in traditional media, the content or news produced will be disseminated by users of the social media account itself, rather than by editors. This is what makes social media more accessible and appealing to people all over the world (Nadhya Abrar, 1993). Behind these benefits, social media has some flaws that are harmful to its users, such as cases of cybercrime that directly attack the victim's personal data or information by breaking into or hacking the victim's social media accounts and devices. Furthermore, because it is so easy to spread information via social media, fake news is commonly encountered or referred to as hoax news. Of course, this is extremely harmful to social media users.

3. Methodology

This study employs qualitative research methods. In this study, data was collected through interviews, observations, and documentation on informants or students of Communication Studies at the State Islamic University of North Sumatra (UINSU), using a phenomenological study approach, in which researchers attempted to discover the meaning of perceptual phenomena experienced by informants. Its purpose is to obtain complete results and data in order to improve the quality of research. In general, the goal of qualitative research is to understand what phenomena occur in humans as social beings with their environment, as well as to obtain complex and complete research results that can be presented using words obtained from informants, also known as sources.

UINSU students will conduct interviews, observations, and documentation with several Communication Studies (Faculty of Social Sciences) researchers who will serve as informants in order to collect data, and then descriptive data analysis will take place. The primary function of data analysis is to condense the very diverse data obtained from informants into empirical and concise data that readers can easily understand. The researcher has both primary and secondary data in this study. The primary data are all of the informants that the researcher interviewed, namely two outstanding students who already boast the name of the Department of Communication Science and the University, and three Communication Science students who lead one of the organizations on and off campus. Secondary data sources include research-related books and journals. As a result, the author will employ a technique to ensure the validity of triangulation data, namely checking data obtained from various informants in various ways, as well as three types of triangulation examination, namely source triangulation, triangulation of data collection techniques, and time triangulation (Sugiyono, 2013).

4. Result and Discussion

4.1. Result

According to the researcher's information from the official website of Communication Science UINSU (komunikasi.uinsu.a.c.id), the Department of Communication Science, State Islamic University of North Sumatra was established in 2015, and the current number of Communication Science students at UINSU is 450+ students, 13+ educators, and 8 education staff. For the time being, the UINSU Communication Studies program has the following organizational structure: Dr. Muhammad Alfikri Matondang, M.si is the Director of the UINSU Communication Studies Program. Dr. Solihah Titin Sumanti, M.Ag., is the Study Program Secretary. Dr. Abdul Rashid, MA, is the study program's public relations officer.

The researchers discovered that the Indonesian Ministry of Health's account on Facebook received a lot of positive responses from students, but there were also students who criticized and sent messages to the account. The following are the findings of the author's research on students' perceptions of COVID-19 news on the Indonesian Ministry of Health's Facebook page.

Radja Juan Poda Pasaribu, a 21-year-old Communication Science student at UINSU and the General Chair of the IMM Organization (Muhammadiyah Student Association) FIS UINSU, was the first informant. The resource person explained that it is critical to examine one's perception of social media, particularly news that is spread on social media, because social media is now widely used as a medium to spread false news. The informant also provided information about the Indonesian Ministry of Health's Facebook page. Typically, informants are very lazy to see Facebook news, particularly COVID-19 news, because informants frequently see fake news or hoaxes on Facebook social media, so informants do not believe in the news, but once the informant discovers that there is an account, The official statement on Facebook social media by the Indonesian Ministry of Health, which is the source of information about the development of COVID-19, convinced the informant that the news is indeed true, and there is no doubt about the data contained in the news .

Muhammad Nur Fadli Nst, a 22-year-old UINSU Communication Science student who is now the General Chair of the SEMA (Student Senate) FIS UINSU, is the second informant. The researcher concluded that the second informant provided positive feedback, some criticism, and input on the account. The resource person stated that he felt very helpful with the Indonesian Ministry of Health's Facebook account, because the news that was spread was indeed data directly recorded by the Indonesian Ministry of Health, but there were also criticisms of the account, according to the account informant , who did not pay attention to the public in panic and concern. Should be an influential agency, the account also encourages the public not to panic and worry, because the Ministry of Health will solve the problems caused by Covid, don't just inform the development of COVID-19, because this can increase panic, for example, informants said "I used to panic so much because of the COVID-19 news, so I was afraid to move outside the house for fear of being exposed." Such was the second informant's response; the informant also hoped that the account would be aware of its shortcomings in managing news on the account."

Ahmad Wahyu Ali, a 22-year-old Communication Studies student at UINSU who is now the General Chair of the DEMAF (Student Executive Council) FIS UINSU, is the third informant. The resource person hopes that the Indonesian Ministry of Health's Facebook account can serve as an example to all ministers in Indonesia, because the account has made Facebook a medium for public health information sources. This is undoubtedly beneficial to the community in terms of locating accurate information. The informant also hopes that other ministers will set up their own social media accounts and use them to disseminate information to the public.

The fourth source is Nazil Mumtaz al-Mujtahid, a student who has made the State Islamic University of Sumatra proud by winning the MTQ (Musabaqah Tilawatil Qur'an). The informant really appreciates the Indonesian Ministry of Health's Facebook account because it is always up to date on the development of COVID-19 in Indonesia, which has indirectly helped the community in the field of education and to always be careful and alert to COVID-19 , even though, thank God, Indonesia has begun transitioning towards being free of COVID-19, but the government and society must not be careless, and all must remain vigilant.

The fifth informant is Nur Cahaya, a student who has represented the State Islamic University of Sumatra by studying in Turkey. She is a 22-year-old Communication Studies student at UINSU and the only female informant in this study. According to the informant, the news on the Indonesian Ministry of Health's Facebook account is very helpful for all Indonesians who use Facebook and are concerned about the development of COVID-19. The informant also

praised the account for following the correct policy in disseminating information about the development of COVID-19. This is also a very convincing solution for all Indonesians who use Facebook, because they only need to access and view the information on the Indonesian Ministry of Health's Facebook account to learn about the development of COVID-19. All five informants interviewed by the researchers gave their respective perceptions of the COVID-19 news on the RI Ministry of Health account; there were differences and similarities in the five informants' perceptions.

4.2. Discussion

All students play an important role as change agents, which means they must be able to move the community or people around them to make changes so that the quality of life in the community and surrounding environment improves, for example, by socializing the use and use of social media to the public. As a result, it is critical to conduct research on student perceptions of news on the Facebook page of a state agency, such as the Indonesian Ministry of Health (Rolnicki, 2008).

As a new media, social media is being used directly by the global community. This is due to the benefits of social media over other forms of media, such as its ease of use. Unlike in most mass media, where the news sent must first be approved by the editor. Account owners on social media have the freedom to spread their own news (Nasrullah, 2014). The news that you wish to publish is the sole property of the account owner. According to informants' responses to the study's findings, the ease of disseminating information can also be a disadvantage of social media, because many irresponsible people use social media as a medium for spreading false news, which can cause conflict and split perceptions in society, particularly among students who use social media. As a result, government agencies are well-suited to establish their own social media accounts in order to reduce the spread of fake news and avoid conflicts of opinion among social media users, particularly students (Nuruddin, 2005).

5. Conclusion

According to the research, the writer concludes that students' perceptions of news on the Indonesian Ministry of Health's Facebook account received a lot of positive responses. Many students applaud the Indonesian Ministry of Health's policy of disseminating information on the development of COVID-19 on the account. Based on the use of the Indonesian Ministry of Health's Facebook account, the author concludes that social media now has advantages when used properly. So it is not surprising that social media has now become a very effective new media for the global community because it has advantages over other media, such as being easy to use and giving the account owner complete control over his account.

Based on this conclusion, we recommended: behind the ease of use of social media Facebook, it is unfortunate that many people abuse it; for example, many fake accounts are used to spread fake news and e-mail. As a result, the authors hope that students will participate in mobilizing the community, for example, by conducting socialization so that people are cautious about internet crimes. In addition to being cautious, students must also disseminate information about the use of social media in people's lives.

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