

Use of Social Media at Universitas Swadaya Gunung Jati (Ugj) And Universitas Padjajaran (Unpad) During The Covid 19 Pandemic

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ABSTRACT

The corona virus is a new type of virus that can attack anyone, including students, especially after the covid 19 pandemic. The research objectives are as follows: 1. To find out context, communications, connection, and collaboration using social media by students at Universitas Swadaya Gunung Jati and Padjajaran University during the Covid 19 Pandemic. This study used a descriptive research methodology, with a qualitative research type with purposive techniques as many as 7 students. The results showed that; 1. Context in the use of social media, the language used is varied, with message content, graphics, colors, attractive designs. 2. Communications using social media, efforts made by someone to hear or access posts made, share, follow accounts. 3. Connection using social media is an effort to be able to respond, an effort to be comfortable in spreading messages to the public. 4. Collaboration with mutual respect, which is annoying if negative comments appear, which can interfere with the relationship with God, if you are too focused and comfortable with social media, while the benefits of using social media are various. Self-image displayed in using social media in the form of a good display. Self-image according to Followers is good and friendly.

Keywords: Social Media, Covid 19

INTRADUCTION

BACKGROUNDERS

Corona virus is a new type of virus that can attack anyone, whether it is an elderly group, someone who is an adult, or even children. The corona virus, which was first discovered in humans since it occurred in Wuhan, China in December 2019, also spread to various countries, one of which occurred in Indonesia. The social reality of the Covid-19 pandemic must be faced by the whole community, because it is undeniable that the spread of the Covid virus has had an impact on people's attitudes to become more curious about the environment they live in. Then the Government issued a policy to stay at home or at home with the aim of

stopping the spread of the Covid 19 virus. This can limit the space for activities outside the home by applying social distancing, quarantine, PSBB, to locking in certain areas so that communication restrictions occur. Human face-to-face and physical touch are reduced, which in turn leads to communication activities using social media. <https://www.kompasiana.com/nilarilubis/5f3ab7ead541df61132bac54/process-interaksi-social-di-masa-pandemi-covid-19> Heuer, Chris as the founder of the Social Media Club as well as a new media innovator in Solis (2010: 263) explain the 4C concept in relation to the use of Social Media, including: (1) Context, namely how someone frames a story using language and message content, can be in the form of graphics, colors or attractive designs as well; (2) Communication can be in the form of a way of delivering and sharing that makes someone hear, respond, and feel comfortable to spread the message to the public; (3) Collaboration, namely in the form of cooperation between the giver and recipient of account messages with followers, so that messages can be conveyed effectively and efficiently; (4) Connectio, which is a way of establishing a sustainable relationship. Based on Solis's explanation, the relation with the use of social media is the context in the message content and the language used, such as the photo posts they upload. On Valentine's Day, for example, the message and language used must have something to do with the affection that is celebrated on Valentine's Day, as well as the communication that occurs on social media, such as reading messages, responding by commenting and reposting to other users. On social media there is also cooperation such as in the form of hashtags to promote one

product, so there is a connection followed by a private chat. The digital era has indeed changed the behavior of human life, as well as students, especially after the covid 19 pandemic. Social media users are growing, starting from adults, teenagers, children, as well as parents. Based on the survey results, social media users are teenagers (APJII, 2017). This happens because Indonesian teenagers tend to follow the latest lifestyle (Rabaty, 2018). The Association of Indonesian Internet Service Providers (APJII) reports that internet users in Indonesia in 2020 will reach 197 million people or 74% of Indonesia's population. This number has increased by 8.9% compared to 2019 because online learning must be carried out as well as students in remote areas. APJII also explained that in the second quarter of 2019, internet users in Indonesia were 171.2 million or around 64.8% of Indonesia's 267 million population based on a survey from June 2 to June 25 to 7,000 respondents, which was conducted randomly. <https://ayobandung.com/read/2020/11/11/151542/survei-apjii-tahun-2020-user-internet-di-indonesia-197-juta> APJII (2016) also explained that internet users have a motive to update information (25.3%), while other reasons are for work purposes, socialization, filling spare time, educational needs, entertainment, and even buying and selling online. In addition to this, Kominfo (2014) also found various motivations of respondents, namely to seek information (80%), establish social interactions and friendships (79%), and as entertainment (73%). Based on this motivation, the highest type of online behavior activity is using social media applications (77%), then information seeking behavior for educational and academic purposes (65%), playing online games (63%), and watching online videos (49%). The highest motive for using the internet in Indonesia based on data is to seek information. Internet use, lifestyle shows that 87.13% of active users use social media (APJII, 2017). APJII research data (2016) explains that internet user penetration is 89.70%, namely students who can easily bring cyberspace to their bedroom, study, dining table, to when on the road or in a vehicle. Social media networks have a powerful power in disseminating information. Especially during a pandemic, people have more time to stay at home, so the need for information will never stop, even from home, information needs can still be met, one of which is through social media. Therefore, it is not wrong if the use of social media during the pandemic has increased. Many countries have implemented lockdowns to suppress the spread of the corona virus. Social media such as whatsapp, instagram are widely used to communicate. The use of social media such as whatsapp and instagram has increased by up to 40% during the corona virus pandemic, due to the increasing use of social media to communicate in the midst of regional quarantine or lockdown. The survey of the Kantar consulting firm also found that WhatsApp users continue to grow day by day. At the start of the pandemic, global use of the app jumped to 27%, then jumped to 40%, as did social media Facebook and Instagram. In the same demographic, Instagram usage jumped by more than 40%. Based on Facebook's data, the total messages on platforms including Messenger, Instagram, and WhatsApp experienced an increase of more than 50% in March 2020. <https://katadata.co.id/febrinaiskana/digital/5e9a41f84eb85/gunakan-whatsapp-dan-instagram-melonjak-40-selama-pandemi-corona> Thus, it is very important to conduct research that can explain the patterns that occur in students in using social media for the development of communication science by utilizing technology so that they can find new theories and concepts in the form of models of student patterns in using social media. The criteria for obtaining information for research problems are students who are still active in college aged 18-25 years. Kandell argues that, students aged 18-25 years are a group that looks more vulnerable to dependence on the internet, are in transition from late adolescence to young adulthood and are experiencing psychological dynamics (Kandell in Azka, 2018). Based on some of these things, the author is interested in conducting research with the title:

The Use of Social Media by Students at Swadaya Gunung Jati University (UGJ) and Pajajaran University (UNPAD) During the Covid 19 Pandemic ", so that problems can be found on students in two campus which has a reputation and is included in the independent category research ranking. Based on the results of previous studies that the use of social media has an influence on student satisfaction, while learning motivation does not have much effect on student satisfaction. The purpose of using social media is very significant with the satisfaction obtained, such as satisfaction to avoid silence, seek entertainment and information, strengthen relationships and online games. There are also positive implications for their communication in realizing easy interaction skills. In addition, most communication students trust the mass media to get information because the information studied in the mass media is more accurate. However, they use social media to build closer friendships, and make social media such as whatsapp a discussion group for lectures, organizations, school alumni groups, business building groups and others. However, the tendency of communication students to get more information through social media than mass media, they even read information through social media more often than mass media which is rare for them. Teenagers who become hyperactive on social media often post their daily activities, they seem to describe their lifestyle, trying to keep up with the times, They are considered more popular in their environment, but what they post on social media does not always describe their current state of social life. in fact. Teenagers post their side of life full of fun, but not infrequently in reality, they feel lonely. Humans as

creative actors are able to create various things, one of which is the virtual world interaction space. Some of these things serve as references for the research conducted and that distinguishes them from previous research, because no one has researched the use of social media by students either at the Swadaya University of Gunung Jati Cirebon or at Padjadjaran University (Unpad) during the Covid 19 Pandemic. which is the reason why this research was conducted.

RESEARCH METHODS

This research uses descriptive research methodology, with the type of qualitative research. According to Arikunto (2014: 3), that the descriptive term comes from the English term to describe which means describing or describing something, for example, circumstances, situations, conditions, events, activities, and others. Descriptive research is research that aims to investigate circumstances, conditions or other matters related to research and describe the actual state of the problem based on the data obtained. The use of social media by students at the Gunung Jati Swadaya University (UGJ) and Pajajaran University during the Covid 19 Pandemic, can be mapped in a procedural framework through how the intensity, media content and self-image of the students of the Gunung Jati Swadaya University and Pajajaran University on social media during the covid pandemic 19. Through this qualitative approach, it opens up opportunities to better understand the phenomenon being studied with the consideration that life is always changing and human behavior is dynamic. Samples in qualitative research are called informants or research subjects, namely people who are selected to be interviewed or observed according to the research objectives. Called the research subject because the informant is considered active in constructing reality, not just an object that only fills out a questionnaire. (Kriyanto, 2008: 44). Research subjects from research informants were determined based on purposive techniques, due to the absence of a sampling frame of all the elements contained in the informants. Informants as data are determined based on the assumptions or opinions of the researchers themselves, namely as many as 12 students spread across UGJ and UNPAD. Focus group research usually uses a sample of between 6-12 people whose results are not generalizable. (Bungin, 2006: 159).

RUSALT AND DISCUSSION

3.1. Contact the use of social media by students at Gunung Jati Swadaya University and Pajajaran University during the Covid 19 Pandemic. In relation to context, the languages used by the informants in social media are popular languages, English, millennial languages and regional languages, with the contents of the messages conveyed by the informants in the form of outpouring of hearts and opinions, posting updates and emoticons by both Ugj students and Unpad students. Relation to graphics in social media Most students do not write them on social media because they are not in the application. The colors they like vary from black, blue, white, orange, and some say there is no dominant color. An attractive design for simple informants, preferring doreaemon caricatures and whatever students find interesting.

3.2. Communications the use of social media by students at the University Self-help Universitas Gunung Jati and Pajajaran University during the Covid 19 Pandemic. Thus the efforts made by Ugj and Unpad students so that someone can hear or access their posts are following accounts that often share posts, creating interesting and unique content, following accounts that often share posts, sharing links, following each other. related, some even do nothing. Thus, students share on social media through Instagram, through accounts that have many followers, some directly share with friends and post anything that is deemed necessary to be shared. Thus the efforts made by Ugj and Unpad students so that someone can hear or access their posts are following accounts that often share posts, creating interesting and unique content, following accounts that often share posts, sharing links, following each other. related, some even do nothing.

3.3. Connection to the use of social media by students at Universitas Gunung Jati and Pajajaran University during the Covid 19 Pandemic. Thus, the connection (connection) in using social media by students at the Gunung Jati Swadaya University and Pajajaran University during the Covid 19 Pandemic, an effort so that someone can respond using interesting words, get used to so that you can respond to other people's posts, make messages unique and also suitable, get used to being able to respond to other people's posts, interesting posts, reply to messages politely. Thus, the effort to be comfortable in spreading the message to the public is by sharing what is necessary, by not containing SARA, sharing positive messages, adapting to the audience and sharing news to audiences who understand the message, while doing what we want. do, without being racially or discriminatory or provocative as well.

3.4. Collaboration on the use of social media by students at Universitas Swadaya Gunung Jati and Universitas Pajajaran during the Covid 19 Pandemic, a form of collaboration carried out with fellow Followers in Social Media carried out by Ugj and Unpad students with mutual respect, both follow both accounts, "repost posts, comments, likes", interest-

ing pictures, support each other or like each other's posts too. Thus, the Account message to followers, so that the message can be conveyed effectively and efficiently, i.e. Students create sufficient messages, "positive ones, convey meaningful news", according to language and discussion so that they can be effective and efficient, made in captions or captions. if that's the case, the video must use words and sentences that are understood by the audience in a positive manner, politely, messages that are short and clear, with no sara or discriminatory or provocative elements. Thus, the way to establish a sustainable relationship with fellow UGJ and Unpad Student Followers is to interact moderately, remain responsive, share the same likes and comments between posts, usually by communicating a lot and understanding each other's tastes, "like each other's photos, comments, or provide feedback." various interactions such as using the story feature, namely question boxes, polls, etc.", making good friends, continuing to have relationships like in the real world, continuing to build relationships like in the real world. Mutual support or follow each other, like and give pleasant comments. Situations of Using Social Media That Disturb Relationships with People Around Thus the situation of using social media that interferes with relationships with people around them, students express various ranging from none, usually if negative comments appear it is quite disturbing communication and too focused on social media, usually so ignoring communication with people around, dependence on social media, so focus on the cellphone instead of socializing, what is annoying is sometimes always noisy and unclear. As for the situation of using social media that can interfere with the relationship with God. Thus the situation of using social media that can interfere with the relationship with God, Ugj and Unpad students revealed that 3 students stated that there were no obstacles, others said they were too focused and comfortable with social media that made worship, so to be hampered for the road right. Meanwhile, the advantages of using social media The advantages of using social media, according to UGJ and Unpad students are "connections, entertainment, educational facilities", "getting the latest news, there is fun when updating snapgrams, postings", "Communication and increasing knowledge", "Knowing things that are trending and being discussed. Accessing for academic purposes", being able to communicate, messages or information that you want to get or convey quickly and actually, "Insights can be broader. If books are the windows to the world then social media is the door to the world." It's different with those who rely heavily on social media, Ugj and Unpad students, namely because of need, social media has become a habit, so it can be said that if we don't open social media, we will miss the news. In addition, because the majority of people use it, if you don't use social media, communication will be hampered, interesting content, fear of missing, and social media has become a habit, so it can be said that if you don't open social media, you will miss the news, because you can helps communicate with distant people quickly and much can be learned in utilizing social media such as studying business etc. The choices of social media content that are commonly accessed are entertainment and education, Instagram, Twitter, unique facts, history, culture, and games, line, wa, tiktok, linkedin, youtube to make it easier to find information or find out what is happening right now. What kind of self-image is displayed in using social media in the form of an adequate appearance, kind, friendly, not arrogant, diligent in giving likes, responses, comments, daily life and what you like, if you are on IG, authoritative, polite and courteous, if Twitter and TikTok are different, they are more entertainment in nature, who actually is the Informant, posting photos that are produced from the Informant's photography activities. Self-image according to followers displayed in using social media Self-image according to followers displayed in using social media some say they don't know, are kind, friendly, diligent in giving likes and comments on every post, quite good, almost the same as what is displayed on various social media, they don't know because the informants feel that ordinary people are generally not important people so that followers' attention is not felt to him.

CONCLUSION

1. Context in the use of social media, the languages used are various, such as Indonesian slang and regional languages with interesting message content, graphics, preferred colors such as black, white, orange and yellow, and even attractive designs are made.
2. Communications on the use of social media, the efforts made by someone to hear or access posts, share using existing facilities, and follow interesting accounts and have many followers.
3. Connection using social media, there are efforts to be able to respond to each other, efforts to be comfortable in spreading messages to the public by spreading positive messages,.
4. Collaboration with mutual respect, which is annoying if negative comments appear, and which can interfere with the

relationship with God, if you are too focused and comfortable with social media, while the benefits of using social media are various. Self-image displayed in using social media in the form of a good display. Self-image according to Followers is good and friendly.

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Citation: Sri Wulandari, Nurudin, Farida Nurfalalah, Aceng Abdullah. *Use of Social Media at Universitas Swadaya Gunung Jati (Ugj) And Universitas Padjajaran (Unpad) During The Covid 19 Pandemic*. *Int J Innov Stud Sociol Humanities*. 2021; 6(1): 51-55 DOI: <https://doi.org/10.20431/2456-4931.0601006>.

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