



Socialization and Community Awareness in Preventing COVID-19 Through Social Media by Implementing Faith, Immunization, and Safety in the Community of Sukmajaya Subdistrict, Cilegon City

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Abstrak

Menerapkan perilaku hidup bersih dan sehat (PHBS) merupakan hal penting untuk diterapkan dalam kehidupan, terutama dalam keadaan pandemi seperti yang sedang dialami oleh seluruh masyarakat dunia saat ini. Pentingnya menjaga hal tersebut tidak lepas juga dari menjaga iman dan imun yang harus kita jaga setiap waktu. Tujuan dari kegiatan ini ialah mengedukasi dan memanfaatkan waktu yang ada untuk menambah keilmuan dan keimanan warga sekitaran Kelurahan Sukmajaya. Dengan menggunakan metode sosialisai via daring dengan melakukan pembuatan beberapa konten vidio berupa vidio edukasi pencegahan penularan covid-19, pembagian HandSanitizer, Masker medis, Pamflet, Leaflet, dan beberapa Webinar yaitu keagamaan, kesehatan dan kewirausahaan. Seperti bagaimana perilaku kita untuk mencegah tersebar luasnya virus COVID-19 di lingkungan masyarakat, bagaimana cara mengisi waktu senggang dengan terus mendekatkan diri kepada tuhan yang maha esa, serta cara kita bertahan di masa pandemi dengan segala usaha hususnya berwirausaha, dengan menyelenggarakan kegiatan yang lebih membuka jalan untuk pelaku usaha UMKM bagi warga Kelurahan Sukmajaya Kecamatan Jombang, Kota Cilegon.

Kata kunci: Perilaku bersih dan sehat, Menjaga keimanan dan imun, Sosialisasi

Abstract

Applying clean and healthy behavior (PHBS) is important to implement in life, especially during a pandemic like what the whole world is currently experiencing. The importance of maintaining this is also inseparable from maintaining faith and immunity that we must always keep. The purpose of this activity is to educate and utilize the available time to increase the knowledge and faith of residents around Sukmajaya Subdistrict. By using online socialization methods through the creation of several video content such as educational videos on the prevention of COVID-



19 transmission, distribution of hand sanitizers, medical masks, pamphlets, leaflets, and several webinars including religious, health, and entrepreneurship topics. Such as how our behavior can prevent the spread of the COVID-19 virus in the community, how to use leisure time to continue to get closer to the Almighty, and how we can survive during the pandemic with all efforts, especially entrepreneurship, by holding activities that open up more opportunities for MSME entrepreneurs for residents of Sukmajaya Subdistrict, Jombang District, Cilegon City.

Keywords : Clean and Healthy Behavior, Maintaining Faith and Immunity, Socialization.

Introduction

As of 28 July 2020, a total of 104,432 people in Indonesia had tested positive for COVID-19 since the beginning of March (Committee for Handling COVID-19 and National Economic Recovery update on 28 July 2020). The COVID-19 pandemic has greatly impacted the lives of Indonesians, with government policies such as physical distancing limiting activities and lifestyles. This has affected various sectors, including education (Damayanthi, 2020).

Due to the sudden emergency situation, various levels of schooling had to stop face-to-face learning activities, prompting the government to take action for the continuity of education in Indonesia. With the worsening pandemic situation, the government implemented online or remote learning policies (Herliandry et al., 2020; Irhandayaningsih, 2020; Mustakim, 2020). The government considered remote learning to be the appropriate solution in this situation (Arizona et al., 2020; Kusnayati et al., 2020). The Guidelines for Conducting Learning Activities in the Academic Year 2020/2021 & Academic Year 2020/2021 during the COVID-19 Pandemic, which must be followed by all educational institutions from primary to tertiary level, state that universities should still conduct remote learning in the academic year 2020/2021 (Damayanthi, 2020).

In the midst of the pandemic, UNTIRTA held its regular thematic community service program (KKM), as stated in the Higher Education Law (Indonesia, 2012), which is one of the activities aimed at carrying out the Tridharma of Higher Education. The program is carried out in various forms, such as community education and training, community service, and research-based technology and science. (Noor, 2010).

KKM is a teaching and fieldwork activity that integrates education, teaching, and community service by students in a pragmatic, comprehensive, and cross-sectoral approach. The essence of this course is learning and service to the community. Therefore, all activities that contain values of learning and service to the community can be recognized as KKM. (Sisca et al., 2020).

Due to the unfavorable condition of face-to-face meetings, UNTIRTA held its regular thematic community service program online. The management of the Online Regular Thematic Student Work Lecture (KKM) guarantees the "connection" between the academic world and community life. With this program, UNTIRTA aims to build students' sensitivity to the issues occurring in the community. The KKM activity is based on several principles, including co-creation, co-funding, sustainability, flexibility, and research-based community services. The KKM thematic program that took place in July-August 2021 was based on a theme that matched the needs of the community, the spirit of working together with the community, community empowerment, and

integrative problem solving (Thematic Regular Student Work Lecture Organizing Team, 2021).

To find a suitable theme for the location given, the KKM 128 Group conducted a survey in the neighborhood by visiting Sukmajaya Sub-district, Jombang District, Bogor City, West Java Province, to identify the problems that existed in the area.

Implementation Method

The activity carried out by the Untirta Thematic KKM in 2021 was community empowerment or service to improve the knowledge and skills of the target group by transferring technology through direct practice and mentoring. This activity was implemented in Sukmajaya Village, Jombang District, Cilegon City, specifically in the Untirta Thematic KKM program in 2021. In conducting research on socialization and awareness-raising in the community for COVID-19 prevention through social media by applying faith, immune, and safe concepts, a step-by-step implementation method was used in the Sukmajaya community of Cilegon City. The method involved identifying potential and analyzing problems within the community, designing a work program, conducting literature studies as a reference for the materials used during the service, and conducting field observations to identify the location and target areas. The group also visited the community directly to implement the program activities of Sukmajaya Village, including the distribution of social assistance, along with the group's program, which included socialization and distribution of double masks. This method was chosen because it can facilitate the description of the results of socialization and awareness-raising in the community for COVID-19 prevention through social media by applying faith, immune, and safe concepts in the Sukmajaya community of Cilegon City, which is generally familiar with current technology such as smartphones.

In the implementation process of this KKM activity, the group was assisted by speakers, including Sukmajaya Village staff, the neighborhood chief (RW), and several neighborhood heads (RT) who provided information, advice, and full support for each group program. The group, as a key instrument, always tried to communicate closely with the speakers, showing empathy and building a deep understanding of the situation, to obtain wider, accurate, and objective data. The researched activities consisted of health programs, such as emphasizing the importance of using double masks, hand sanitizers, and liquid disinfectants, as well as environmental programs, such as planting vegetable seeds, and daily activities through social media, disseminating useful content to the Sukmajaya community and the general public.

In theory, the data collection technique used primarily involved in-depth interviews. The purpose of conducting interviews, as emphasized by Moleong (2012), was to construct information about people, events, activities, feelings, motivations, demands, concerns, and consensus; reconstruct the expected state of affairs in the future; and verify, check, and develop information (construction, reconstruction, and projection) that had been obtained previously. To obtain more information, observations were also conducted. The main reason for conducting observations was to present a realistic picture of behavior or events. Therefore, by conducting observations, the information obtained was expected to be more comprehensive. To support and complement the data obtained through observation and interviews, documentation was used as evidence that the activities had been carried out, which was recorded in daily reports with the inclusion of the documentation results.

Result and Discussion

Based on the dedication done by the thematic KKM 128 group in Sukmajaya, Cilegon City, there are several problems encountered such as the lack of local community awareness of the importance of preventing the Covid-19 virus, underdeveloped micro, small, and medium-sized enterprises (MSMEs), and awareness in maintaining environmental cleanliness. The problems faced are the low community awareness of the Covid-19 virus and low socialization of community health protocols in Sukmajaya, the lack of reminders such as posters, banners, or others, which is concerning because it may lead to a lack of community alertness towards the virus. The lack of proper understanding of Covid-19 transmission causes the community to be undisciplined in implementing health protocols. To address these issues, the group conducted a webinar as a form of socialization to the community and distributed medical and cloth masks as well as disinfectants, which are expected to help prevent the Covid-19 virus.

Regarding the second problem, which is the underdeveloped MSMEs in the area, the group visited the MSME locations to gather more information. After visiting the existing MSME in Sukmajaya, it was found that the MSME being operated was the processing of bananas into salty or savory banana chips. The MSME has not developed and has not applied existing technology and innovation. The marketing done by the MSME is still simple, by selling at the production site and not doing promotions. The MSME actors in the area are parents, so there needs to be education regarding technology and innovation related to product marketing. When visiting the production site, education is carried out on how to sell online through e-commerce platforms and existing social media. In addition, to further help MSMEs, an Entrepreneurship Webinar was held with experienced speakers in the field, which is expected to raise awareness and help MSMEs on how to sell products on a larger scale that can be reached from several regions.

Related to social networking sites and blogs that are included in social media, Philip Kotler said at the inauguration of the Hyundai workshop in Denpasar Bali as follows: "New marketing is social media." Furthermore, he said, "marketing patterns through social media allow interaction between producers and consumers of their products. Something that cannot be found when using old marketing methods. Satisfied customers will spread that satisfaction to their friends. This cannot be done through advertising." (Wijoseno, 2011).

Near Sukmajaya Village, there is a traditional market known as Kranggot Market. Kranggot Market sells various household needs such as clothing, foodstuffs, and other equipment. However, the condition of Kranggot Market is not good, as in some places, there is a lot of scattered trash of various types, causing an unpleasant aroma when passing through the market. There needs to be a reminder for the Sukmajaya community regarding this matter. Banners or posters are one of the media that can be used. Posters regarding awareness of the environment that can affect health are posted in the Sukmajaya Village Office, which is expected to remind and raise awareness of the surrounding community. In addition, the dissemination of posters through social media can also help increase community awareness.

The presence of the internet is certainly felt in its benefits and usefulness as long as it is used for positive purposes. As time progresses, the use of internet facilities is used for various needs fulfillment. Thanks to technology and supported by internet access, almost all human needs can be fulfilled, ranging from daily needs, socializing, seeking information, to entertainment. Therefore, this internet media will be very effective if used as a medium to provide education and information about the Covid-19 mitigation program.

Internet is also used as a medium for distance learning programs organized by universities that provide such education. Some universities abroad often offer such programs on the Internet and there may be many interested individuals because anyone who meets the requirements can take the program from anywhere in the world. Prospective students should be careful in choosing the university to attend by considering the reputation of the distance learning program provider (Situmorang, 2012).

Riaz (2010:3) stated, "Today, we are living in a digital world where new media technology has changed the world. We all have been heavily influenced by new media technology. We all use the internet for information and connection purposes. The advent of the internet has drastically changed our lifestyles." Internet as a new media with various applications has transformed the world. The lifestyle and behavior of society are heavily influenced by the Internet.

The impact of the Internet is strongly felt in the social and cultural aspects of daily life. Some popular Internet applications among users are online newspapers, social networking sites, video sharing sites, and blogs. The influence of new media often also reaches people who do not access the internet (Situmorang, 2012).

Conclusion

The community service program with the theme of COVID prevention by applying faith, immunity, and safety in Sukmajaya Subdistrict community has been implemented through online webinars and social media. This program has been successfully carried out according to plan and received enthusiastic responses from the leaders of Sukmajaya Subdistrict and the community, including the general public. This is not only a reminder to the community about the importance of maintaining immunity and adhering to health protocols to reduce the impact of COVID-19, but also an education to encourage patience and preparedness in facing the virus. The KKM128 activities were not only carried out in Sukmajaya, but also widely disseminated through social media to educate more people about COVID-19.

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