

Utilization of Social Media in Overcoming Problems (Education, Economy and Health) During the Covid-19 Pandemic

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ABSTRACT

The Covid-19 epidemic has produced numerous problems in education, economy, and health. The implementation of the WFH (Work From Home) policy forces us to continue being productive even at home, to be able to recover from this, a solution is needed so that educational and economic activities can continue in the midst of the pandemic but without sacrificing health by having to crowd together. The research uses a qualitative approach (Library Research). All primary data sources come from journals with an interpretive approach, namely providing opinions on the description of each variable. The results of this research show that social media is one of the solutions to problems (educational, economic and health) during the Covid-19 pandemic, people can still carry out learning, business activities and also prevent the spread of Covid-19 through various social media platforms which are utilized as best as possible. . Proper use of social media will have a positive impact in overcoming problems during the Covid-19 pandemic.

Keywords— Covid-19, WFH, Social Media

INTRODUCTION

The covid-19 pandemic will be new history for life, lots of it impact caused by the event Apart from health, it also has an impact social and economic. Increasingly the number of patients caused by Covid-19 made the Indonesian government issue various policies to be able to complete Covid-19 cases, one of which is with promote the social distancing movement or what people call it #stayathome (SYAHRIAL, 2020).

Study online and work from home (Work From Home/WFH) to mediate the problem for some society, but others may not that lucky (Komalasari, 2020). After the policy is determined to occur that there are still many people who don't obey it and still carry out activities as usual due to economic necessity urgent, so that this policy is felt less effective. Implementation of the PSBB policy over a relatively long period of time offices and most industries prohibited to operate and the impact of such policies can cause economic losses and supply chains will be affected too, incl disruption of production of goods and services (Yamali & Putri, 2020).

Apart from the Covid-19 economy too impact on education in Indonesia (Sumarwan et al., 2023). This matter online learning for schools and also universities in the region exposed to the Covid-19 virus. Teachers and students alike must be able to adapt to the system this online learning, where is it originally Learning is now done face to face distance learning must be carried out. Online learning must of course be supported by social media. Social media is Of course it will make the process easier learning, business and health, because if you can take advantage of social media they can adapt well with the current limiting circumstances many activities such as education and work. So social media is not only just a place for entertainment but also provide other greater benefits.

The use of social media can support content, relationships and conversations (Raharja & Natari, 2021). This will certainly facilitate the learning process, business and health, because if they can use social media properly they can adapt to the current situation which limits many activities such as education and work. So that social media is not just a place for entertainment but can also provide other greater benefits.

The purpose of this research is to obtain information on how to utilize social media during the Covid-19 era in

the world of education, economy and health today in overcoming problems caused by the pandemic.

This study used the Literature Study or Literature Review method. This method is used to identify theories related to the problems raised as reference material for discussing the research results (Fadhilah et al., 2021, Sumarwan et al., 2024). Carrying out a literature review is similar to carrying out activities (Cahyono et al., 2019): 1) collecting data / information, in this study it was carried out using the Publish or Perish application with the Google Scholar database, 200 article titles were obtained related to the keyword "Utilization of Social Media in Overcoming Social Problems during the Covid 19 Pandemic", 2) carrying out data and theory evaluations or research results, from the evaluation results, 56 selected titles were obtained based on abstracts, 3) analyzing the results of book publications, research articles/related to previous research statements, based on the results of the analysis (Sumarwan, Kartika, & Avitasari, 2024), 10 articles were found to be considered worthy and in accordance with the content to be further studied in this research.

CONCLUSIONS

Social media has become one of the entertainments during the Covid-19 pandemic because, in addition to relieving fatigue, social media can also be applied for commercial activities with promotions or known as endorsements (Linzonja & Supriyono, 2021). So that people can still be productive when the pandemic hits. Through social media, we will get many conveniences in the fields of education, business and also health. The following is a search for articles that have been screened by the author according to the focus and limitations of the research. Among them are:

Title: "Implementation of Google Classroom, Google Form, and Quizizz Applications in Chemistry Learning During the Covid-19 Pandemic". Author and year: (Mulatsih, 2020). Research Results: Online chemistry learning in class XI MIPA SMA N 1 Banguntapan was carried out by implementing the Google Classroom application assisted by Whats App as a means of making announcements, providing information, delivering assignments, collecting student assignment results, and summarizing student grades. Learning activities took place effectively with a percentage of students participating in online activities of 98.04%.

Title: "Utilization of Tiktok Social Media as a Promotion Media for the Culinary Industry in Yogyakarta During the Covid-19 Pandemic (Case Study of the Javafoodie TikTok Account)". Author and year: (Dewa & Safitri, 2021). Research Results: Javafoodie promotes the culinary industry using the story telling method so that the message content is conveyed well to viewers of the videos uploaded by the Javafoodie account. One of the video content entitled "tips to make your stall crowded" builds a promotion of culinary products dimsum mentai from a food stall /se-ling-an/ with an interesting story mixed with comedy followed by writing that provides information and also has a background music that is trending on Tiktok, where this video has been viewed by 74,200 users, liked by 10,300 users, and shared 138 times.

Title: "Analysis of the Role of Media in Efforts to Prevent the Spread of the Corona Virus (Covid-19) in Indonesia". Author and year: (Dwi Putri Robiatul Adawiyah & Nurhaya Kadir, 2020). Research Results: Based on the research that has been conducted, the analysis of the role of the media in efforts to prevent the spread of the corona virus (covid-19) in Indonesia showed that out of a total of 563 participants, 397 participants were in the high category with a presentation of 70.5%, 166 participants were in the medium category with a presentation of 29.4%, and there were no participants in the low category. The results of the presentation show that the media plays a very important role in the implementation of physical distancing as seen from the category that is in the high category.

Title: "The Role of Health Promotion Media in Efforts to Prevent Covid-19 in Nursing Students". Author and year: (Wahyudi, 2021). Research results: The results of the analysis show that the role of the media in efforts to prevent Covid-19 in nursing students has a relationship with a p value of $000 > 0.05$. The effect of health promotion media, especially social media, has a role in sustainable prevention.

Title: "Utilization of Learning Media Technology during the Pandemic". Author and year: (Salsabila et al., 2020). Research results: Technology has many roles and benefits in the world of education, especially during distance learning in the midst of the Covid-19 pandemic. By conducting interviews with teachers and students,

it can be concluded that the learning media technology that is widely used by Elementary Schools is WAG and also Google Classroom.

Title: "Utilization of the Instagram Social Media Platform as a Promotional Media for the Culinary Industry During the Covid-19 Pandemic (Case Study on the @kolakcampurkolaku Account)". Author and year: (Veranita et al., 2021). Research results: The @kolakcampurkolaku account has utilized the Digital Marketing Strategy by utilizing Instagram social media as a promotional media quite well and effectively. It is recommended to increase relationship building so that followers increase, use influencer services for endorsements and paid promotions, and maximize the use of InstagramAds.

Title: "The existence of social media during the Covid-19 pandemic". Author and year: (Frederick & Maharani, 2021). Research results: There needs to be media literacy that sets limits on freedom in using social media. This is intended so that there are no more violations of ethics, morals, spiritual values, and obligations in the use of information in the future. Positive use of social media also builds positive information transmission around current issues, especially COVID-19.

Title: "Social Media and E-commerce as a Solution to Marketing Challenges During the Covid-19 Pandemic (Case Study: Warung Salapan UMKM)". Author and year: (Sumarni et al., 2020). Research results: Creation of logos, stickers, Google accounts, WhatsApp Business accounts, Instagram and Gofood accounts. The hope is that Warung Salapan business owners can increase their sales during the Covid-19 pandemic.

Title: "Social Media as an Alternative Media for the Benefits and Satisfaction of Information Needs During the Covid-19 Global Pandemic (A Study of the Uses and Gratification Theory Analysis)". Author and year: (Rohmah, 2020). Research results: 80% of people agree that social media is useful as social information, 93% of people agree that social media is a medium for Covid-19 information, 83% of people agree that information on social media can help others, 80% of people agree that social media can be satisfying as an escape from routine and personal problems during Covid-19, 85% agree that social media can be satisfying in searching for Covid-19 information and 92% agree that information on social media is satisfying for doing something.

Title: "Socialization of Social Media and Making Hand Sanitizers, Hand Soap in Order to Participate in Overcoming COVID-19". Author and year: (Adhani et al., 2020). Research results: Education using pamphlet media containing the role of social media in providing information about the COVID-19 outbreak, prevention and how to overcome it and the wise use of social media. It is hoped that through this activity, the people of Sukaraja Village, Tambelang can be smarter in utilizing existing social media and understand about the COVID-19 outbreak, how to prevent and overcome it.

The results of the 10 articles above show that the use of social media in overcoming problems (education, economy and health) during the Covid-19 pandemic is as follows:

The use of the Google Classroom application assisted by Whats App as a means of making announcements, providing information, delivering assignments, collecting student assignments, and summarizing student grades in online chemistry learning in class XI MIPA SMA N 1 Banguntapan has proven effective.

The use of TikTok social media by the Javafoodie account in promoting the culinary industry using an interesting story telling method mixed with comedy followed by writing that provides information and also has a background music that is trending on TikTok, which has proven effective in being applied during the Covid-19 pandemic.

The use of social media in overcoming health problems during the Covid-19 pandemic in people living in 6 provinces in Indonesia shows that the media plays a very important role in implementing physical distancing as seen from the category that is in the high category.

The role of social media in health promotion towards Covid-19 prevention efforts in nursing students at Borneo Tarakan University is related. The effect of social media has a role in sustainable prevention

The use of social media in the world of education is very necessary, especially during distance learning in the

midst of the Covid-19 pandemic. Learning media that are widely used by Elementary Schools are WAG and also Google Classroom.

The @kolakcampurkolaku account has utilized the Digital Marketing Strategy by utilizing Instagram social media as a promotional media quite well and effectively during the Covid-19 pandemic.

Positive use of social media also builds positive information transmission around current issues, especially COVID-19.

The owner of the Warung Salapan business uses social media to create logos, stickers, Google accounts, WhatsApp Business accounts, Instagram and Gofood accounts. The hope is that the owner of the Warung Salapan business can increase his sales during the Covid-19 pandemic.

80% of people agree that social media is useful as social information, 93% of people agree that social media is a medium for Covid 19 information, 83% of people agree that information on social media can help others, 80% of people agree that social media can be satisfying as an escape from routine and personal problems during Covid-19, 85% agree that social media can be satisfying in searching for Covid-19 information and 92% agree that information on social media is satisfying for doing something.

Education by using pamphlet media containing the role of social media in providing information about the COVID-19 outbreak, prevention and how to overcome it and the wise use of social media. It is hoped that through this activity, the people of Sukaraja Village, Tambelang can be smarter in utilizing existing social media and understand about the COVID-19 outbreak, how to prevent and overcome it.

The problems of distance learning due to Covid-19 can all be minimized by using social media. All media that is created is certainly based on a problem, and through that media it is hoped that existing learning problems can be overcome even though its existence cannot beat face-to-face learning.

Various features provided by social media are very helpful for business people to be able to introduce and market their products to overcome economic problems during the Covid-19 era. Marketing, social media is form, introduction of various, content, business, in, various ways, to, users, social media. This is done in order to obtain the appropriate formulation to provide information as well as provide direction regarding business goals and increase consumers (Rachmawaty, 2021). It is undeniable that social media is an effective medium for the continuation of a business today. Social media is used as a popular promotional tool that is more valuable than other forms of advertising (Sumarni et al., 2020).

The role of social media is very important in efforts to prevent Covid-19, through social media looking for information related to the corona virus, handling for those exposed and prevention is also easy to do. In addition, social media also has an educational function, some people do not understand about maintaining distance, so social media plays a very important role in educating about physical distancing (Dwi Putri Robiatul Adawiyah & Nurhaya Kadir, 2020).

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In summary, during the Covid-19 pandemic, all levels of society must be able to make peace and coexist with the virus. Creativity is very much needed to survive in this present era. This pandemic has caused many problems besides health, it has also caused quite significant problems in the world of economy and education. Everyone must be able to adapt to the situation because the process must continue even though the pandemic has hit.

Surviving the Covid-19 pandemic Of course, it's not as easy as the palm of your hand, people have to think about the process education and the economy continue with a body condition that must be healthy and free from viruses. Every effort was made as such utilization of various social media platforms, which Originally it only functioned as a medium of entertainment now during the Covid-19 pandemic it has changed to needs and solutions.

Correct use of social media in the Covid-19 pandemic will help to survive. Utilization of social media in education can be done to remain can carry out the learning process effectively long distance, so social media becomes liaison between teachers and students in the process learning interactions. Apart from that in the field The social media economy also plays a big role in the process of product promotion and marketing- business products that must undergo policy WFH (Work From Home) so you don't work have to come to the office but wherever you can done. Through social media as well as the community can see various videos and posters of the movement prevention and handling of Covid-19 by creative medical personnel posted information about Covid-19. This social media be a solution to various problems of the times Covid-19 pandemic, even though everyone is at home but can be productive in all things.

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