

MEDIA AND FACE-TO-FACE COMMUNICATION BEHAVIOR SERANG DISTRICT COMMUNITIES IN CONDITIONS REDUCING CASES OF COVID-19

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ABSTRACT

Media communication behavior is a habit that is carried out by individuals or groups in consuming information through the media. With the Covid-19 case, which was experienced by the entire world's population, it resulted in the emergence of new communication patterns, especially to avoid face-to-face communication processes so as to reduce the spread of the virus that was feared by almost the entire world's population, especially the people in Serang Regency. The purpose of this study was to look at communication behavior and face-to-face communication processes in the condition of the Covid-19 virus in people in Serang Regency. From the results of the research it was revealed that there are people who are still afraid of the virus so that activities in carrying out communication processes such as lectures are carried out online, but there are also people in Serang Regency who are ignorant of health protocols and think that the Covid-19 virus is part of human destiny. must be lived and should not be avoided.

Keywords: *Media Communication, Face to Face, Covid-19*

Introduction

The variety of communication behaviors is an interesting thing that has no end to study. This is because humans are basically always changing and adapting to their surroundings. Especially at the time of the Covid-19 pandemic which not only had an impact on health, the economy, but also all aspects of life towards a new normal. The reality shows that until 2021, the global community is facing a problem that occurs in almost all countries in the world, namely the 2019 Coronavirus disease (Covid-19). The disease, which was first identified in

Wuhan, the capital of Hubei Province, China in December 2019, resulted in the 2019-20 coronavirus pandemic. Data from the Covid-19 Task Force (<https://www.covid19.go.id/>) recorded that on April 26 2020 there were 213 countries infected with this virus. With a total of 2,810,325 confirmed cases and 193,825 deaths worldwide.

The Covid-19 Task Force at the same time recorded 8,882 cases of people infected with the virus, 1,107 of whom recovered and 743 people died. Since the Covid-19 case in Indonesia was first confirmed on March 2 2020, the

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curve for the number of infected people has continued to grow and has not decreased. This condition of course also has an impact on many things, be it the economy, security, education and so on. Figure 1.1 below is a screenshot from the official website of the Covid-19 task force formed by the Indonesian government, <http://covid19.bnpb.go.id/> which shows the

number of confirmed cases, people who recovered and people who died related to Covid-19 in Indonesia accumulatively March-April 2020. From this figure it can be seen that the number of confirmed cases, people who recovered and people who died related to Covid-19 in Indonesia is increasing days are increasing, indicated by a steeper curve.

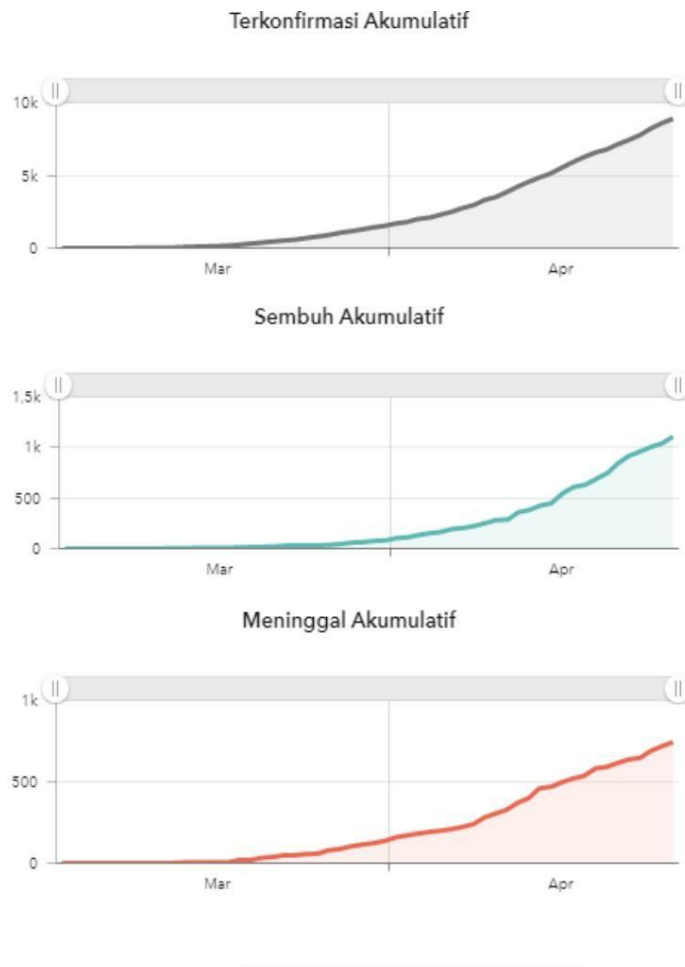


Figure 1.1. Curve of the number of Covid-19 cases in Indonesia accumulatively March-April 2020
Source: <http://covid19.bnpb.go.id/>

Reporting about the Covid-19 problem is the main focus of the community. Communities with various sources of information that they have continue to try to access the latest information about this virus problem. The mass media certainly provides a large portion of conveying information about Covid-19. With various news perspectives, the mass media

presents it to the public. Be it the point of view of the government, medical personnel, health experts, the economy, education and so on. Figure 1.2 is a screenshot of the online news portal, Kompas.com on April 27, 2020 at 1:24 pm with the keyword "covid" which shows the various viewpoints of the news related to Covid-19.

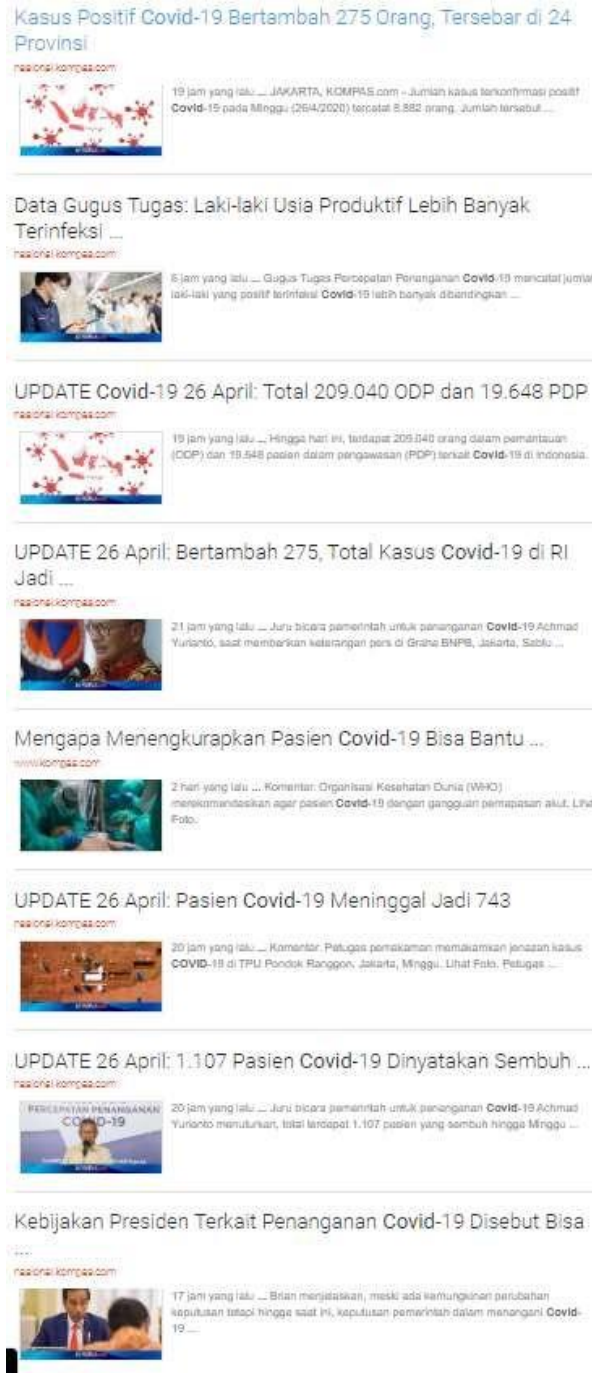


Figure 2.1. Reporting Perspective
Source: Kompas.com

Society and information related to Covid-19 interact every day, even every hour to minute. This is very possible with various media channels, both conventional media and online-based media. The public is very thirsty for developments in information related to the Covid-19 case. The dynamics of handling this virus is one of the attractions in reporting, to what are

the pros and cons that might occur in society. There was so much information related to Covid-19 that WHO then stated that there had been an information pandemic on the issue of Covid-19 and coined the term "infodemic" (Thomas, 2020)

LPPM London School of Public Relations (LSPR) in March 2020 released the results of a

study entitled Discussion on the Issue of Corona COVID-19 in Online Media and Social Media in Indonesia (Big Data Analysis). Quoted from the results of this study, that: Data on conversations about Corona in Indonesia on online.

Media (websites) and social media (Youtube and Facebook) contained 821 conversations in the first two weeks (March 2–March 14) after the announcement of the presence of COVID sufferers in Indonesia by the President of the Republic of Indonesia on March 2, 2020. At that time, the total impressions (total broadcast content displayed to the public) on online media and social media in the first two weeks were recorded at 37,600,765. (LSPR, 2020)

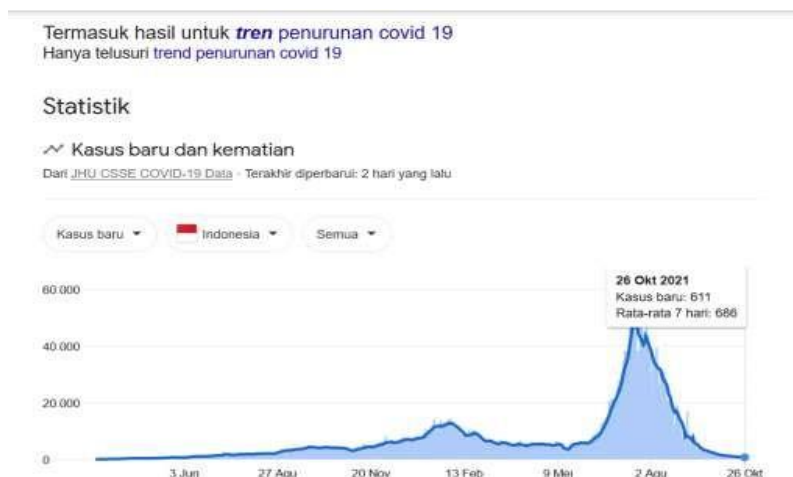
This shows that the public interest in this issue is very high. The public consumes information about Covid-19 with enthusiasm, it's just that the effects of this information are not all positive. Fear and panic resulting from information that is considered too heavy can also have negative consequences for health. As reviewed by the Study Program Lecturer (Prodi) Psychology Faculty of Medicine (FK) Sebelas Maret University (UNS) Surakarta, Rini Setyowati as follows:

"In this condition, the patient's reaction could be in the form of being dishonest with his previous travel history and having contact with other Covid-19 sufferers to medical personnel. Another reaction can

be in the form of sufferers feeling anxious or worried about the slow results after medical treatment. For the wider community, it can cause feelings of pressure, stress and anxiety with the news about the increasing number of Covid-19 sufferers," said Rini to uns.ac.id, Thursday (19/3/2020).

Rini added, confusing or inaccurate reporting can trigger stress in society which affects stress hormones, unstable moods, and depression. Furthermore, limitations and spikes in prices for household necessities appear which result in panic buying, especially staple food, which is currently This becomes a burden, causing the immune system to decrease and make it vulnerable to contracting Covid-19.

It is important for the public to properly literate information related to Covid-19, this does not lead the public to ignore the development of this information. But more to how people consume information proportionally. Excessive or too frequent information. Many can have an effect on anxiety. However, being too indifferent to information developments also has an unwary effect on society. Policies in seeking and obtaining information will keep the public alert, without causing too much worry or excessive panic. However, in recent months, cases of Covid 19 have experienced a downward trend for at least the last 13 weeks (August-October 2021). We can observe this in the following data:



Source: <https://github.com/CSSEGISandData/COVID-19>
accessed on October 28, 2021, at 09.30 WIB

During a pandemic, even though there are restrictions on face-to-face interactions, the human desire to exist and be recognized is still necessary by using digital technology and mass media. With pandemic conditions that tend to be sloping, it is possible for life to move towards endemic co-19, so that communication behavior will adjust to technological developments. From this data, we get an idea that there is a possibility that people's behavior will no longer be the same in responding to the Covid-19 case. This is very possible because it is in line with the reopening of face-to-face schools even with a concept that adapts to the Covid-19 situation. The assumption that people will return to communication activities in general to be direct (face to face) and reduce media activities is very reasonable.

This research plan will take a perspective, how is it assumed that the community will return to the dominance of direct (face-to-face) communication and reduce media communication activities. As a research subject, it will be limited to one area, namely Serang Regency. Serang District was chosen by the research team by taking into account the fact that this area has an interesting demographic distribution due to the mix of various community groups from educational, economic and socio-cultural levels.

Theoretical Framework

Communication Behavior

In understanding that each individual gets one result from an event when carrying out an act of communication. This is because through these events a learning process occurs from each individual. Communication behavior was described by Rogers in the communication journal for female convicts in 2014, revealing that communication behavior is part of the habits of an individual or a group in capturing information and seeking various information in creating social relations, cosmopolitanism, as well as being an agent of change, related to the media, activeness in seeking information through media channels, as well as exploring knowledge related to new things that are developing in the community (Muharman Nadia, 2018).

Therefore, communication behavior is defined as an act of communicating. Where the actions in this communication generally include verbal actions and nonverbal actions, or better known as verbal communication behavior. Understanding verbal communication itself is communication that uses words, both orally and in writing. Through words can be expressed through feelings, thoughts, emotions, there is an exchange of feelings and thoughts. Meanwhile, non-verbal communication according to Deddy Mulyana (2010) is a form of communication in the form of cues, but in the form of stimuli in communication settings produced by individuals when the communication process occurs. (Corytawaty & Lobodally, 2017).

In the context of this research plan, we will try to explain how the behavior of the people of Serang Regency communicates both verbally and in writing. In a verbal context, it will be linked to face-to-face and media communication processes, whereas non-verbally it will only be linked to media communication processes.

Media and Face-to-Face Communication Process

As mentioned in the review sub-chapter above, this research plan will target communication processes that occur in media and face-to-face. Then the communication process itself will be quoted from expert opinion, where according to Effendy (2002: 7) there are several processes in communicating, namely:

- 1) The process of face-to-face communication because we communicate takes place, the communicator and communicant face each other while looking at each other. In a communication situation like this the communicator can see and study directly from the communicant, therefore face-to-face communication is also called direct communication.
- 2) The process of media communication is communication that uses channels or means to forward a message to communicants who are far away, and/ or many in number. Media communication is also called indirect communication, therefore in launching communication using the media, the communicator must be more

mature in planning and preparation so that he feels certain that the communication will be successful. (Deni P, 2018)

Media communication is divided into:

- a. Mass media communication. Mass media is used in communication when the communicants are large in number and live far away. The mass media that are used daily in general are newspapers, radio, TV, online-based mass media and others.
- b. Mass media communication. Non-mass media is generally used in communication for certain people or certain groups. Letters, telephones, telegrams and more. Even though the intensity of mass media is less when compared to mass media, for certain purposes, mass media is still effective because it is widely used. Communicating by telephone will also be effective in convincing someone who lives. (Sikumbang, 2014)

In addition to the media communication process above, researchers will also cite literature on media communication in networks (online). This is because the development of mass communication is influenced by the development of communication and information technology. One example of a new paradigm is the internet. The internet is a connection with various world networks and operational systems and applications in different ways by utilizing advances in communication media, both telephone and satellite, using standard protocols in communication (Gani, 2014).

What makes the forms of communication different from one another is not their actual application, but changes in the forms of communication such as the speed of communication, the price of communication, the perception of the parties to the communication, the facilities of accessing the communication, the density (sensitivity and density) and the richness of information flows. The unique point of the internet itself lies in its essence as a medium. Therefore, this research will also examine how the communication process occurs using various online-based social media applications.

Material and Method

The study of "Media and Face-to-Face Communication Behavior of Serang Regency Communities in the Condition of Decreasing Covid-19 Cases", uses a qualitative approach. According to Bungin (2001) a qualitative approach is an approach that arises from data that ends with conclusions (Mulyasih, 2016). As for the research method used in this study using a case study.

Where according to Robert K Yin, this method is to design strategies in exploring various research questions starting from "how" and "why". From this it opens opportunities for researchers to be able to control various opportunities in various events experienced in conducting research. (Winangsih Rahmi, Rahmi Mulyasih, 2021).

To get a deeper understanding of this matter, researchers need data that is not just numbers, but the depth of data that can be obtained through interviews, observations and Focus Group Discussions. Focus Group Discussion is a method for collecting data, which is usually often used in qualitative research in the social field (Afiyanti, 2008). Usually it consists of 6-12 people who are simultaneously gathered, interviewed, guided by a moderator.

Results and Discussion

Community Media Communication Behavior in Serang Regency During the Case Covid-19 Decreasing

The people of Serang Regency when the Covid-19 case decreased, the community still used the media as a means of communication during a pandemic situation. In fact, every activity carried out daily cannot be separated from the media. At a time when the Covid-19 situation was declining, the use of media as a communication tool was indeed slightly reduced, because people were bored with communicating through the media for 2 years without interacting directly with other people. When faced with the declining condition of Covid-19 cases, people feel worried that Covid-19 has started to be under control and safe. Therefore, people take advantage of direct communication without using the media as

their main communication tool, but still comply with health protocols.

When the Covid-19 situation decreased, learning was used to be carried out directly. From the lecturer's reasons above, it can be illustrated that in fact the use of media does not always facilitate the learning process. Society does not prefer the media as the main communication, because communication through the media is not fully effective to be carried out continuously. Not all people get adequate facilities to use the media. Starting from the lecturers, they don't want continuous online lectures, because learning feels ineffective. Students often behave non-interactive during the lecture process, in contrast to when lectures are held in person.

Teachers also feel the same way, not all students are able to use media as learning, because many students in the Serang Regency area have difficulty reaching internet signals. MSME actors also find it difficult to use the media as a communication tool in producing materials to be sold, because it is recommended to do it directly.

In the declining Covid-19 situation, people have started to feel normal life again, because almost all activities can be carried out directly. Starting from schools that have reopened, then events that contain crowds have also been opened, work that is recommended from home or WFH (work from home) is now allowed to work in an office or WFO (work from office) with a capacity of 50%. Gradually, when the situation with the Covid-19 case decreased, people's lives were no longer filled with high anxiety and the possibility of experiencing a normal life again.

Apart from that, among school students, civil servants, religious leaders, and parents, they also prefer not to use the media when the Covid-19 situation decreases, because effective communication is assessed when it is done in person. The researcher draws the conclusion that from the results of the FGDs conducted by various groups, there are various reasons and in fact each group of people has different abilities and limitations in using the media.

Face-to-Face Communication Behavior of Serang Regency Communities When Covid-19

Cases Decreased Based on the results of the FGDs that

The researchers had conducted with informants, it was found that when the Covid-19 cases decreased last August to December, the people of Serang Regency began to communicate face to face again. This was confirmed by one of the research informants representing educators in Serang Regency, namely Ari Pandu Witantra, who is a lecturer in Communication Studies at Sultan Ageng Tirtayasa University.

The same thing was said by the Islamic religious leader of the people of Serang Regency, namely Ima Maesaroh. He said that the people of Serang Regency continued to use face-to-face communication, even from the start when Covid-19 appeared in Indonesia. According to him, the people of Serang Regency think that Covid-19 is a made-up virus.

The community has more faith in community leaders, especially the ulemas, who do share the view that disease is destiny that comes from Allah SWT. In line with what was conveyed by Ima Maesaroh, an UMKM actor Nuridah Fidiawati, who comes from Ciruas, Serang Regency also feels the same way, even people have started to ignore Covid-19. Another response was also conveyed by Feby Widayawati, a Communication Science student at Sultan Ageng Tirtayasa University who represented other students in Serang Regency. He said that when Covid-19 decreased from August to last December, he preferred to use it face-to-face communication again. This is because at the time of the surge in the Covid-19 case, he was unable to interact with many people. Therefore, with the decline in Covid-19 cases, it provides an opportunity to interact with people face to face again.

He also thinks that effective communication is face-to-face communication, but even so he still maintains health protocols. Besides Feby, Siti Anisa as a student representing students in Serang Regency also said the same thing. He feels enthusiasm in learning if school is conducted face to face. From this explanation it can be seen that behavior which includes response is caused by stimulation from the Covid-19 case which has decreased and then increased again. From this stimulus, a response emerged in the form of a change in communication behavior

from media to face-to-face for the people of Serang Regency.

In addition, the theory coined by Gage and Berliner, and developed by Jhon B. Watson is also better known as learning theory, because all human behavior except instinct is the result of learning. It's the same with the face-to-face communication behavior of the community resulting from the learning outcomes of the environment. When the Covid-19 condition declined, many people returned to using face-to-face communication because before. When Covid-19 experienced a surge, people were forced to reduce interactions outside the home and many activities were restricted by the government. So that when Covid-19 has decreased, many people have switched back to using face-to-face communication.

When Covid-19 rose again from January to February, many people returned to communicating through the media, but some still chose face-to-face communication. This is because the learning process of each individual is different. As conveyed by an informant who is a lecturer in Communication Studies who acts as a parent, namely Naniek Afrilla Framanik. He said that when Covid-19 increased he used media communication more. He is more selective in communicating because he knows very well the impact of Covid-19. Previously, Naniek ignored the presence of Covid-19, but since he tested positive for Covid-19, he has been even more selective. This is what Naniek learned in accordance with the theory of communication behavior, where before she was affected she ignored Covid-19, but after she was affected and she felt the impact of Covid-19, she learned from this experience that made her very selective for herself. nor to his family members so they don't share what he felt before.

In addition to the theory of communication behavior, researchers also use the theory of perception. According to Gibson (1989) perception is a cognitive process that is interpreted by each individual in understanding the world around him, so that in this process there is a giving meaning to each stimulus that is responded to by each individual (Akbar, 2015). On the other hand Sugihartono, put forward understanding perception as an ability origi-

nating from the human brain, which is translated through stimuli captured by the five senses (Meliza et al., 2020). Responses resulting from perception can take various forms.

Whatever stimulus is generated, depending on the attention of the person concerned. The results of one's perception may be different from each other, because in perceiving a stimulus one's feelings, thinking abilities, and experiences are also different. In this study, the community received a stimulus from the Covid 19 case which had decreased. This stimulus produces a different response from each community because it is based on their feelings, thinking abilities, and experiences. Like the response from a person Apart from getting a stimulus from the decline in Covid-19, the community also received a stimulus when Covid-19 rose again from January to February. The community also gave different responses related to these stimuli based on their feelings, thinking abilities, and experiences.

Like an MSME actor Nuridah Fidiawati, she still prefers face-to-face communication so that the results are maximized, because the business she runs is a group production. Meanwhile, Veronica Dian Faradisa, an educator who also serves as Cooperation and Public Relations Coordinator at Sultan Ageng Tirtayasa University, who represents Civil Servants in Serang Regency, said that when Covid-19 experienced another increase, she preferred not to communicate face to face, because to reduce existing risks. Therefore, the feelings, thinking abilities, and experiences of each that make their communication behavior can be different.

Perception is categorized by Alo Liliweri into five main stages (Rhafidilla, 2015). In the first stage, a person receives a stimulus (stimulation from outside). At this time the senses will catch the meaning of the stimulus. In this first stage, the people of Serang Regency received a stimulus in the form of the condition of Covid-19 which experienced a decline and then rose again, then each of the people caught the meaning behind the condition of Covid-19 which experienced a decline and then rose again through their senses.

In the second stage, the stimulus was organized or processed based on certain categories.

At this stage, people who have received stimulus from the declining condition of Covid-19 and then rising again, are then processed based on the understandings that are owned by the community. This understanding can be in the form of worrying about Covid-19, or ignoring Covid-19.

Then in the third stage, a person makes an interpretation or opinion and evaluates the stimulus based on his past experience or knowledge of what he received. It is from this stage that people give different interpretations based on their respective experiences or knowledge. There are those who think that Covid-19 does not exist because it is based on their experience and knowledge so far. As stated by a community leader, Ima Maesaroh. He said that people think that Covid-19 is a made-up virus. They have more faith in community leaders, especially clerics who do share the view that disease is destiny that comes from Allah SWT. Differences in interpretation were also conveyed by Naniek Afrilla Framanik. He is more selective in face-to-face communication because he knows very well the impact of Covid-19 because based on his experience having felt the impact of Covid-19.

The fourth stage is that the stimulus that has been categorized is recorded in memory. After people make interpretations based on their respective experiences and knowledge, then these interpretations are clearly recorded in their memory. Then in the final stage, all the recordings are removed and that is what is called perception. This last stage is the community that has recorded the memory, then issued it.

Like people who think that Covid-19 doesn't exist, they carry out face-to-face communication as usual without any problems. However, people who have different experience and knowledge prefer to be selective in conducting face-to-face communication both when Covid-19 is decreasing or increasing again.

Furthermore, researchers also use the concepts in this study, namely the concept of communication behavior and face-to-face communication behavior. Communication comes from the Latin word *communicatio*, which means "same". The same word is intended to give the

same meaning to the meaning received by the communicators involved in the communication process. (Nurhadi & Kurniawan, 2017)

We understand that each individual gets one result from an event when carrying out an act of communication. This is because through these events a learning process occurs from each individual. Therefore, communication behavior is defined as an act of communicating. Where the actions in this communication generally include verbal actions and non-verbal actions, but of the two that are widely known, namely verbal communication. According to Paulette J Thomas, verbal communication is the process of sending and receiving messages orally and in writing through verbal symbols that aim to explain the message to be conveyed (Mustofa et al., 2021).

In this study, community face-to-face communication behavior is part of communication behavior, because through events, namely when the Covid-19 case decreases and increases again, there is a learning process from each community. The results of this study are included in verbal communication because in the interaction they use words to express feelings, thoughts, information or exchange ideas. Such as the communication behavior that occurs among MSMEs, where when they are doing production, they interact with each other by meeting face to face in order to get maximum production results.

Effendy (2020) said that there is a process in communicating, which is wrong one of which is the face-to-face communication process (Deni P, 2018). The process of face-to-face communication is direct communication, communicators and communicants face each other and see each other. In a communication situation like this, the communicator can see and examine a communicant directly, therefore face-to-face communication is also called direct communication. Face-to-face communication, also known as interpersonal communication, is communication that is done face-to-face. With face-to-face communication, you can catch other people's reactions directly, both verbal and non-verbal. In his book "communication science: an introduction", Deddy Mulyana (2000) said that interpersonal communication is communication between people face to face,

so that between communicators can capture direct feedback, both verbally and non-verbally (AL Fazri et al., 2021).

In this study, the communication behavior carried out by the people of Serang Regency when Covid-19 decreased occurred using face-to-face communication. Where they also revealed that face-to-face communication is the most effective communication. As stated by Ari Pandu Witantira, who is a lecturer in Communication Studies at Sultan Ageng Tirtayasa University. He said that when Covid-19 fell, he used face-to-face communication more because he felt it was more dynamic, compared to communication through the media. In addition, Ima Maesaroh, as a religious leader also said that the people of Serang Regency conducted face-to-face recitation, because communication was carried out using face-to-face communication, it was easier for the community to believe in what was conveyed by community leaders, especially the ulemas who gave the view that Disease is a destiny that comes from Allah SWT.

Then after Covid-19 rose again, there were still some people who continued to use face-to-face communication, because if it was done without face-to-face then the results would not be as expected. Like MSME actors, where when they do production, they interact with each other by meeting face to face in order to get maximum production results. This is what proves that face-to-face communication is indeed effective communication. But even so, because currently we are still in the condition of Covid-19, when conducting face-to-face communication, we must continue to apply health protocols.

Conclusion

Covid 19 is a virus that is capable of shocking the world's population, because how come with the spread of this virus life that is usually carried out normally has changed, especially in carrying out the communication process which ultimately requires communication technology so that humans can carry out the communication process and carry out their daily activities without fear infected with this deadly virus. However, changing the pattern of communication does not change the order of human life as

a whole. Because after all interpersonal communication is still very much needed in warming the relationship between humans.

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[COVID-19-PADA-MEDIA-DARING-DAN-MEDIA-SO-](COVID-19-PADA-MEDIA-DARING-DAN-MEDIA-SO-SIAL-DI-INDONESIA.pdf)

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