

CHAPTER I

INTRODUCTION

1.1 Background

Coronavirus disease 2019 (COVID-19) is an infectious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The disease was first identified in 2019 in Wuhan, the capital of China's Hubei province, and has since spread globally, resulting in the ongoing coronavirus pandemic. The virus is spread mainly through close contact and via respiratory droplets produced when people cough or sneeze. People may also contract COVID-19 by touching a contaminated surface and then their face. As of 15 October 2020, there are more than 38 million cases in the world, with more than 1,09 million deaths, bringing the mortality rate of around 2,8% worldwide. In Indonesia itself, there are more than 344 thousand cases of COVID-19 and more than 12 thousand death, bringing the mortality rate around 3,8%, higher than global average.



Figure 1.1 Indonesia COVID Cases
Source: World Health Organization, 2020

The virus itself has brought the world's economy to a grinding halt. In Indonesia, the government officially announced the first two confirmed COVID-19 cases at the beginning of March. Currently, by the end of March, almost all business sector has felt the impact from the virus. The most hard hit industry, the travel industry, has been experiencing almost 90 percent drop in sales due to cancellations as of March 12, as stated by The Indonesian Travel Agents Association (Astindo):

Potential losses for travel industry in February alone could reach Rp 4 trillion (US\$244.96 million) among its members (Jakarta Post, 2020)

Food and Beverage and Retail industry is also taking a severe hit, as stated by Indonesian Shopping Center Tenant Association (Hippindo) chairman Budihardjo Iduansjah:

In March, the number of mall visitors had dropped by up to 50 percent following the first announcement of positive COVID-19 cases. That number fell further after the government urged people to stay home in mid-March (Jakarta Post, 2020).

The massive spread of the virus forced government, especially in big cities like Jakarta, to urge its citizen to reduce their activity outside home and switch it to work from home (WFH) for most of white collar jobs and do social distancing measures like have 2 meters distance and wearing a mask (detik.com, 2020). There have been many effort from government, ranging from formal communication through television and forums, regulation to encourage social distancing, and messaging through social media. One of the social media used by the government to spread the message is social media Instagram.

To spread this message, the government try to utilize Instagram or Social Media Influencer to spread the awareness of wearing mask and do social distancing. Instagram influencers are those who have a lot of number of followers with a lot of

exposure to the people. It is known that by promoting or spreading issues using these influencers, government could spread the message faster to a lot of people. Thus, on 14 July 2020, Jokowi invited many artist-influencers to the State Palace. At least 23 people were invited by Jokowi to the Palace. The purpose of this government according to the Minister of Tourism and Creative Economy Wishnutama is as follows:

The purpose of this meeting is to educate the public about the awareness of COVID-19 and the new suggestions and regulations the government issued directly towards Indonesian people (tirto.id, 2020).



Figure 1.2 Social Media Influencer invited to Presidential Palace
Source: Detik.com, 2020

Special Staff of President Joko Widodo (Jokowi) Adamas Belva Syah Devara also make claims as follows:

The dozens of influencers who were invited by the Task Force for the Acceleration of Handling Corona were not paid in order to disseminate the handling of the Corona Virus (COVID-19) outbreak. He stated that the influencers had the status of volunteers in carrying out these tasks. (detik.com, 2020).

Multiple measures by the government have yielded positive result at the start, especially in major city like Jakarta, as Jakarta's governor Anies Baswedan implement the Wide Area Social Distancing policy or PSBB starting from 10 April 2020 by Governor Regulation 33 / 2020. The limitation (PSBB) rule stated Anies Baswedan are as follows:

Some public facilities were closed, school and office activities were carried out from home, limited transportation, and only allowed 11 sectors, which are health, foodstuffs, energy, communication and information technology, finance, logistics, hospitality, construction, industry related to public welfare and industry which are designated as national vital object to operate during the PSBB (CNN Indonesia, 2020).

The implementation of the first PSBB ended on 23 April 2020. Anies then extended the implementation of the PSBB twice, namely on 24 April-22 May 2020 and 24 May-4 June 2020. After the PSBB extension ended, the policy changed to a transitional PSBB beginning on 5 June 2020. Anies began to loosen up activities and opened a number of public facilities. Several public facilities such as tourist attractions, shopping centers and houses of worship are allowed to open, offices can also operate but with a capacity of 50 percent. PSBB Transition then ended on September 10 after being extended 5 times

However, amidst the implementation of the transitional PSBB, positive cases of COVID-19 in the capital city have continued to increase. The increase in cases per day even reaches more than 1,000 case, with active cases reached 11.245 and threaten the hospital capacity in Jakarta. Anies then take 180 degree turn and implement the original PSBB starting 11 September.



Figure 1.3 COVID Cases in Jakarta during PSBB
Source: Instagram, 2020

Because this continuing increase of COVID-19 cases during PSBB, then researcher wants to find out how effective communication using Instagram Influencers which urges their followers to do social distancing and wearing mask.



Figure 1.4 Instagram Influencers Promotes Wearing Mask
Source: Instagram.com, 2020

There are several Instagram Influencer that helped the government to spread awareness about COVID-19, such as @duniamanji, a famous singer named Erdian

Aji Prihartanto or is widely known as Anji, which has 2,2 million followers on Instagram. The other influencer is @yunishara36, also a famous singer named Yuni Shara, which has 4,5 million followers on Instagram. The last one is @dr.tirta, a famous doctor/entrepreneur that become volunteer for COVID-19 special task force and has gathered a huge following in these several last months.

For this research, researcher choose to focus on @dr.tirta as the research subject for an Instagram Influencer that promotes awareness about COVID-19 and social distancing measures like wearing mask. Also, @dr.tirta also joins as a volunteer to government program that aims to promote further COVID-19 awareness by going directly to public, and he also appears in many TV and online videos to give his opinion regarding government handling of COVID-19, making him the most active and credible Instagram Influencer around COVID-19 awareness.

1.2 Problem Identification

COVID-19 is a virus that has been causing a global pandemic and have been taking lives across the globe. What's worse, even when someone do not get sick from the virus, they are feeling the impact of it. COVID-19 infection begin in Jakarta, and it has been spreading ever since. In March 16, Anies Baswedan as the governor of Jakarta to appeal to the business community to prioritize the management of the work of employees remotely. Working from home is chosen and it is continuing to be intensified. This decision is also supported by the president decision to implement social distancing measures (Kompas.com, 2020).

Social distancing, or physical distancing, is a set of non-pharmaceutical interventions or measures taken to prevent the spread of a contagious disease by maintaining a physical distance between people and reducing the number of times people come into close contact with each other. People can implement these measures by staying at home and working remotely when possible. To be able to communicate and implement this huge and disrupting change in behavior, government has used many channels, which include social media channels. In this case, the social media used to spread the message about COVID-19 by the government is Instagram, and they are using social media influencer.

To understand social media influencer, we need to first understand influence. As stated in an earlier research, the definition of influence is as follows:

Influence is the ability to influence, change a person's opinion and behavior (Evelina and Fitrie, 2018)

Because of the rapid development of technology, it has made it very easy for someone to influence many people on various media and platforms as well as through social networking. In the current era of the industrial revolution anyone can influence many people, they can even become a trendsetter, which means that everyone has the possibility to be the center of people's attention. This is often referred to as the influencer, which is a new concept of a person or group that have increasing popularity through social networking sites (Senft, 2008).

According to Shimp (2017), the effectiveness of using Instagram influencer endorsers or social media influencer in terms of spreading its influence can be measured using five attributes called TEARS Model, in which Shimp explained as follows:

Trustworthiness is related to whether the Instagram influencer can be seen as a trusted and reliable figure, Expertise refers to the knowledge, experience, or skills possessed by a supporter related to the topic, Attractiveness refers to physical attractiveness, Respect is related to how the audience admires and respects the Instagram influencer, and Similarity is related to how a Instagram influencer endorser can match the audience both in terms of age, gender, social class, or ethnicity.

As how to calculate the reaction of followers towards the Instagram Influencer we will use AISAS marketing communication model. According to Sugiyama and Andree (2011), AISAS is a model for an effective approach to target audiences who are close to advances in internet technology. As they explained, the definition of AISAS are as follows:

AISAS stands for Attention, Interest, Search, Action and Share. Before the target audience makes a decision, they will first look at the advertisement (attention) and generate interest for consumers (interest) so that consumers want to find more in-depth information (Search). In the search process, consumers weigh and make decisions (Action). After making decision, consumers provide information back in the form of comments, testimonials or reviews (Sharing) (Sugiyama and Andree, 2011).

The problem that is being discussed in this thesis is that after the communication effort by the government using these Instagram Influencer, COVID-19 still spread fast between Jakarta population during PSBB period (April – August 2020). Thus, researcher wants to analyze the follower's response to Instagram Influencer, in which researcher choose @dr.tirta in this research as the research subject, and this research aim to determine whether @dr.tirta Instagram follower responded positively and comply to his messages regarding COVID-19, or disregard it altogether.

1.3 Statement of problem

As stated in the background as well as the identification of problem that have been written by the researcher, the statement of problem of this research would be:

What is the impact of Instagram influencers towards their followers action to do social distancing and wearing mask among Jakarta population during PSBB period?

In which those statement can be broken down into hypothesis in this study is as follows:

H_0 : There is no significant impact between Instagram Influencer and their followers action to do social distancing and wearing mask

H_1 : There is significant impact between Instagram Influencer and their followers action to do social distancing and wearing mask

1.4 Purpose of Study

The purpose of this study is to analyze the impact of Instagram influencers towards their followers action to do social distancing and wearing mask among Jakarta population during PSBB period

1.5 Significance of the Study

1.5.1 Academic

With this research, the researchers hope that this thesis paper can be used as reference material for future research for students related to the impact of a government communication strategy using Instagram Influencers when facing the risk of pandemic like COVID-19.

1.5.2 Practical

This research is expected to provide an illustration how strong is the influence of Instagram Influencer towards their followers to do social distancing measures when facing a serious problem like COVID-19 Pandemic. The results of this study is expected to be useful for government to measure its success in their strategy to use Instagram Influencers

1.6 Study Limitation

In this study, researchers limited the scope as follows:

- The population that is being observed is Instagram follower of @dr.tirta Instagram account.
- Research population must follow @dr.tirta Instagram account and must have seen at least one of their post regarding wearing mask or doing social distancing.
- Followers of those influencers must live in Jakarta area.
- The duration of research is from April to August 2020 when PSBB is implemented

1.7 Thesis Structure

This thesis will be divided into six chapters, that will end in a conclusion and followed by references and appendices. Each chapter is related to one another. This paper has been properly structured according to the method and systematics of thesis research so that the reader of this paper is able to understand the purpose and

purpose of this paper. The following is a systematic arrangement of research in this paper:

CHAPTER I: INTRODUCTION

In this chapter the researcher will discuss the underlying conditions for making this research along with the formulation of the problem which is the main subject of this paper. In addition, this chapter will discuss the limitation of the problem, the purpose of the study, the benefits of research academically and practically, and the systematic research of this paper.

CHAPTER II: RESEARCH OBJECT

In this chapter the author will discuss the current conditions related to the object of research, namely COVID-19 and government response to it

CHAPTER III: LITERATURE REVIEW

This chapter contains the theoretical foundation that will be used in research, which will discuss the variables included in the formulation of research problems. The concepts discussed in this chapter come from books, journals, and other literature.

CHAPTER IV: RESEARCH METHODOLOGY

This chapter will describe the general description of the company to be studied, along with a description of the project objects in this study, in addition to this section we will also discuss the types of data used, data collection methods, and analysis techniques that will be used to answer the problem statement.

CHAPTER V: RESULTS AND DISCUSSION

This chapter will explain the data regarding the related project and the analysis of the data. In this chapter, a discussion will be made of these results. The results of

the study consist of a specific description of the stages in the project which will be discussed in this paper.

CHAPTER VI: CONCLUSIONS AND SUGGESTIONS

In this last chapter, the researcher will present conclusions and suggestions regarding the research that has been carried out based on the data analysis discussed in the previous chapter.

REFERENCES: This section concerns the references used to conduct this paper.

APPENDICES: This section contain any necessary data that is supporting the thesis that cannot be included in the main body.

