



The Influence Of Social Media On The Resilience Of Rural Communities During The Covid-19 Pandemic

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Abstract

Indonesia face the new wave of COVID-19 transmissions that increase dramatically. One of the most significant factors in the spread of the Covid-19 rate is community compliance. Intensive warning efforts, including social media campaigns, are required. The widespread use of devices at all levels of society, including rural communities, is an unavoidable truth; even the internet contributes to people' and rural communities' resilience (Fiona, 2015). This study aims to determine the effect of social media on the level of resilience in rural communities during the covid-19 pandemic. The finding showed that p value was $0.001 < 0.05 < 0.05$, meaning that social media has a significant influence on community resilience level dealing with the covid-19 epidemic. While, the result of R^2 value was 0.421, meaning that social media has an influence on the community's resilience level of 42.1%, and the rest are other influences not examined in this study. Based on the results of the t test, it was found that the p value = $0.467 > 0.05$, so it can be said that there is no significant difference between the level of resilience in the community in the two villages, even though the average value of Wonocoyo village is 77,393 better than Sambong Dukuh village of 77.00 , but the difference was not statistically significant. The researcher recommends the importance of further research on resilience based on regional characteristics.

Keywords: social media, resilience, rural communities, covid-19

Paper type: Research paper

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INTRODUCTION

Like many other countries, Indonesia faces a new wave of Covid-19 transmission, which is worsened by the emergence of the more infectious Delta type. The number of people were exposed to 27.913 new cases of Covid-19 transmission on Saturday, July 3, 2021 (CNN Indonesia 2021), and it was the first day of Community Activity Restrictions (PPKM). This new wave of illness has also increased the hospital occupancy rate (BOR) above 90% in a several of places, adding to the overburdened health-care workforce. Community activities are also limited, including a100% full work from home (WFH), the closing of shopping centers, closing of worship places, online schools, and limiting wedding activities to a maximum of 30 people. Because community compliance in maintaining health protocols is still poor, this condition must be carried out. The government has made significant efforts to increase awareness and educate people. However, this is still not working optimally so that the community must be forced to restrict activities that are emergency in nature. Indeed, The effect of the covid-19 epidemic is seen in many parts of people's life around the world (Arthur 2021).

The media play an important role in this situation. You must be able to deliver balanced news about COVID-19 pandemic. Similarly, social media used to have a role in disseminating information during the covid-19 pandemic, and some individuals relied entirely on social media for information. Budd et al. (2020) discuss how digital technology is being utilized to improve global public health responses to Covid-19. However, it is also a growing environment for cybercrime (Linda 2021). Social media is raising concerns about its use to spread hate crimes, extremism and disinformation, as well as abusive, threatening and offensive content. Even prior to the pandemic, police officers worldwide were devoting considerable effort to monitor and control social media (Williams, Butler, Jurek-Loughrey, and Sezer 2021). In recent years, the Indonesian government has been adamant about prosecuting parties that have misappropriated information and disseminated it via social media, in accordance with Law No. 19 of 2016 on Electronic Information and Transactions. Many criminals have been punished for a variety of crimes. According to Allington et al. (2020), social media has also been used effectively during the current pandemic to abuse

information and create uncertainty with disinformation so people lose faith in official recommendations and medical standards. According to the World Health Organization (WHO), the world is now fighting not just the Covid-19 pandemic, but also a 'infodemic,' or a spread of disinformation and obscuration of suggested recommendations. According to a Nielsen, et al. (2020) study done in six countries, one-third of social media users discovered inaccurate or misleading material regarding the corona virus. If we consider the Indonesian people's condition, with an average duration of education of roughly 8.48 years (BPS, 2021) or comparable to class VIII SMP, reacting to information from social media would undoubtedly be a challenge. It is also necessary to follow the appropriate standards and ethics while using social media (Jennifer 2021), since the internet now pervades practically every part of life (Stefan et.al 2021). Indeed, mobile phones have a detrimental effect on children's academic progress (Tom 2016).

Another factor to consider is the geographic difference between urban and rural areas. In the context of metropolitan societies accustomed to technological adaptation, the capacity to filter out false information through social media is unquestionably better than rural areas. However, social media has become an integral element of the process of accelerating access to information, responding to catastrophes, and even searching for missing people (Vania 2021; Solymosi, Petcu, and Wilkinson 2020). Social media is a term that refers to how individuals organize themselves to assist others, or what is referred to as "digital volunteerism" (Whittaker, McLennan, and Handmer 2015). On the other hand, we observe how social media has evolved into something frightening as a result of the frightening content presented, particularly during the covid-19 pandemic, which causes individuals to feel stressed, unhappy, and terrified. Even in pandemic, individuals should be able to survive this extremely deadly disease. Community resilience, or what is often referred to as resilience, is critical for the future sustainability of life. Resilience is a process of learning, organizing, and adapting on a large scale that allows individuals to react to and deal with stress on both an internal and external level in order to establish and sustain healthy, happy, and meaningful lives and livelihoods (Walsh, 2013 & 2015). Resilience is a term that refers to the process and outcomes of successfully adjusting to adverse circumstances or life experiences, particularly those that include high levels of stress or traumatic events. Resilience may be used to determine the viability of a

person's life when they are confronted with adversity. The amount of disruption that a system can tolerate or the pace at which it recovers to its predicted equilibrium point is referred to as resilience (David 2016).

Fighting the effect of COVID-19 pandemic, particularly financial difficulties causing individuals to commit suicide, must be treated seriously (James, 2021), as well as in rural areas that rely heavily on agriculture for economic support (James 2021). (Alisher 2018). The information regarding COVID-19 that spreads on social media must be able to educate the community, mainly in rural areas. Due to the fact that many people continue to ignore health guidelines (using masks, keeping distance, washing hands, and avoiding crowds). The What's Theworse is that some people continue to deny the existence of COVID-19. This is obviously harmful, because rural people often have less access to health care than urban areas. This may be worsened in remote regions by lower access to care, inconsistent internet capabilities, and limited transportation alternatives (Long, Hanlon, and Pellegrin 2018), and isolation can make it more difficult to acquire correct information, particularly when communication barriers exist (Macias Gil et al 2020). Sally's (2021) research examines Latinos' opinions of the COVID-19 pandemic in rural areas and explains how this minority community approaches health management. Although these results are not generalizable to the entire Latino community, they emphasize the need of targeted communication to groups with limited English abilities, particularly in rural areas. Utilizing people's feeling of community and religion has the ability to alleviate fear and anxiety. Thus, a plan is needed to encourage rural people to communicate and utilize technology properly, particularly social media. Social media is critical, whether for media purposes or for the substance of the message delivered (Judy 2016). On the other hand, community resilience must be maximized through social media platforms such as WhatsApp, Twitter, and Facebook. According to Brian (2016), the notion of resilience has prompted scholars to investigate the life of rural communities that face ecological vulnerability. This paper aims to describe the resilience of rural communities in managing social media to take strategic actions to deal with the COVID-19 pandemic in order to maintain life in the future.

METHOD

This study used quantitative approach with a survey method conducted 4 months in the community in Sambong Dukuh Village, Jombang Regency, and Wonocoyo Village, Panggul District, Trenggalek Regency. The sample in this study was determined purposively based on the considerations: 1) people who have cellular phone and are accustomed to using them at least 4 hours / day, 2) people who access information through social media, and 3) the maximum education level is high school. The number of samples in this study were 213 people consisting of 123 women and 90 men with an age range between 25-50 years. The social characteristics of the respondents mostly work as farmers, and the others are traders, entrepreneurs, factory workers, and housewives. The data were collected using a CD-RISC (Connor and Davidson Resilience Scale) questionnaire developed by Connor and Davidson in 2003 totaling 24 items, and modified by researchers who included social media elements in the instrument. Here is CD-RISC instrument modified by the researcher.

**Table 1.
Rural Community Resilience Level in Facing Covid-19**

No	Indicator	Score				
		1	2	3	4	5
1.	Social media is able to encourage me to adapt to changes due to covid-19					
2.	I have a close kinship and make it safe					
3.	Social media helps me in dealing with everything that comes					
4.	Regarding the current covid-19 pandemic, I surrender myself to fate					
5.	I have had past successes and gave confidence to the challenges of covid-19.					
6.	Social media can help me see covid-19 in terms of humor and calm					
7.	Social media helps me to deal with strong pressure/stress due to covid-19					
8.	Social media helps me to rise from the covid-19 pandemic					
9.	Something happens for a reason					
10.	I'm doing my best for everything					
11.	When things seem hopeless, I don't give up					
12.	Social media helps me where to go if I want to find help about covid-19					
13.	Even though I am under the pressure, I focus on thinking clearly					
14.	I prefer to be a leader in solving the covid-19 problem					
15.	Social media helps me not to give up on failure					
16.	Think of yourself as a strong person in the face of covid-19					
17.	Social media helps me deal with the unpleasant Covid-19 problem					
18.	Social media helps me overcome difficult decisions during this covid-19 pandemic					
19.	I have to act on a hunch					
20.	I have a strong feeling for a goal					
21.	Social media helps me in controlling my life					
22.	I love this covid-19 challenge					
23.	I work to achieve your goals					
24.	I am proud of your achievements					

Source: Connor and David (modification), 2021.

The measurement scale uses a Linkert and analyzed by quantitative descriptive. Meanwhile, the t-test was used to determine the difference in the degree of resilience between the two study participants (both villages) (independent t-test). Furthermore, regression analysis was used to examine the effect of social media on community resilience in the face of the COVID-19 pandemic. Resilience is a measure of a person's capacity to continue living in the difficulty. When a person is going through a tough time in his life, he is likely to feel pressure and be in a critical situation. Resilience is required to restore or normalize a person's life after a period of crisis. As a result, adaption is required when dealing with difficult conditions in order for life to continue to exist sustainably. To determine rural communities' attempts to build resilience to face COVID-19 pandemic, they are required to complete some of the tasks outlined in the instrument below.

Table 2.

Efforts to Increase The Resilience of Rural Communities in The Face of Covid-19 Pandemic

No	Indicator	Score		
		1	2	3
1.	Use a mask every time you go out			
2.	Wash your hands often with soap			
3.	Avoid crowds and activities that gather large crowds			
4.	Keep your distance when communicating with others			
5.	Sunbath in the morning regularly			
6.	Eat nutritious food			
7.	Exercise regularly			
8.	Reduce activities outside the house if it is not important			

A score of 3 indicates a very high category, a score of 2 is high and a score of 1 is low. Furthermore, from the data, quantitative descriptive analysis was carried out using percentages.

RESULTS AND DISCUSSION

The COVID-19 pandemic has become a worldwide problem and priority for the Indonesian government. According to the resilience evaluation, around 62% of respondents had a high degree of resilience, whereas 38% had a poor level of resilience. Furthermore, the results of the statistical test below demonstrate the efficiency of social media in fostering community resilience.

Table 3.

The Influence of Social Media on Community Resilience

Model Summary - Resilience

Model	R	R²	Adjusted R²	RMSE
H ₀	0.000	0.000	0.000	3.911
H ₁	0.648	0.421	0.418	2.984

ANOVA

Model		Sum of Squares	df	Mean Square	F	p
H ₁	Regression	1363.328	1	1363.328	153.115	< .001
	Residual	1878.738	211	8.904		
	Total	3242.066	212			

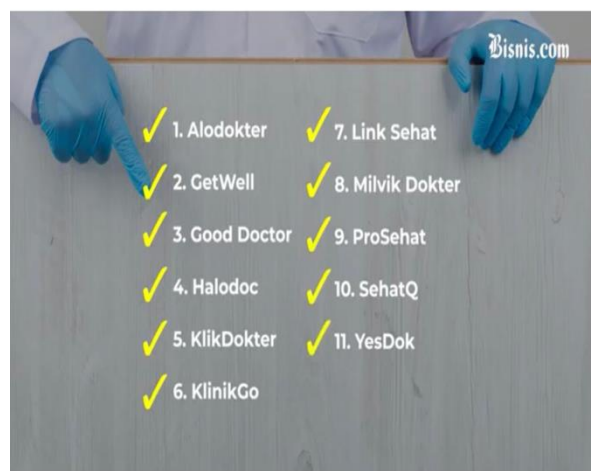
Based on the results of statistical tests, it was obtained that the value of $p = 0.001 < 0.05$, thus it can be said that social media can be a significant predictor of the level of community resilience. In other words, social media has an effect on how resilient a community is in the face of the COVID-19 pandemic. Furthermore, the R² value is 0.421, meaning that social media has a 42.1 percent effect on the community's resilience level, whereas the other factors are not addressed in this research. According to Sheryl (2019), social media has an important role in public practice because it provides a space for communication and information exchange. Social media is also a hybrid medium, consisting of both online and offline elements, and it is still frequently utilized to grow and improve existing social relationships and the public sphere (Boyd, 2014; Boy and Uitermark, 2017). The result of the study are consistent with the importance of social media in establishing connections and enhancing community resilience. Efforts to gather information through social media are one strategy to strengthen community resilience. Resilience is a term that refers to a system's capacity to recover from adversity, including social, political, and cultural systems that are interrelated and reliant (Ross and Berkes, 2014). The capacity to learn, adapt, and manage change is critical for community resilience (Sheryl, 2019).

Social media can be used to help the community determine the truth about information and control that information in order to cope with the current

COVID-19 pandemic in the community. The government, through the Ministry of Health, has also used social media to educate the public. This may serve as an indication of community resilience in the event of a COVID-19 pandemic. The following are some examples of posters used to educate the public.

Figure 1.

Socialization in social media



source: https://promkes.kemkes.go.id/pencarian_media?q=5+m

Media response to the COVID-19 outbreak seems to be contradictory. On the one hand, the media serves as a source of information, providing regular updates on pandemic-related information. However, the information that explodes every day will also cause panic and fatigue for the public, especially information that is hoax. . Social media provides an open platform for all users to access medical information, ranging from evidence-based data supplied by medical experts to personal experience-based information (Michael, 2020). All of them

have been utilized to increase awareness of the Covid-19 pandemic. For instance, positive recommendations encourage individuals to follow the rules. Furthermore, the government advertised something on platforms primarily used by teenagers, such as TikTok, which enables information to be shared with audiences of all ages (Michael, 2020). Hand hygiene is essential to minimise Covid-19 transmission, that is why a YouTube video was made to demonstrate basic hand washing practices to the general population. Another approach to do this is to create films or vlogs outlining self-isolation guidelines for those who are symptom-free or have moderate symptoms. The tutorial explains how to get drugs online and for free through the use of the Ministry of Health's platform, which includes Alodokter, GetWell, Good Doctor, Halodoc, KlikDokter, KlinikGo, Link Sehat, Milvik Dokter, ProSehat, SehatQ, and YesDokter.

Based on the results of the t-test to determine the difference in the level of resilience between Sambong Dukuh and Wonocoyo villages, the following results were obtained.

**Table 4
Results of Independent T- Test**

Independent Samples T-Test

	t	df	p
Resilience	0.729	211	0.467

Note. Student's t-test.

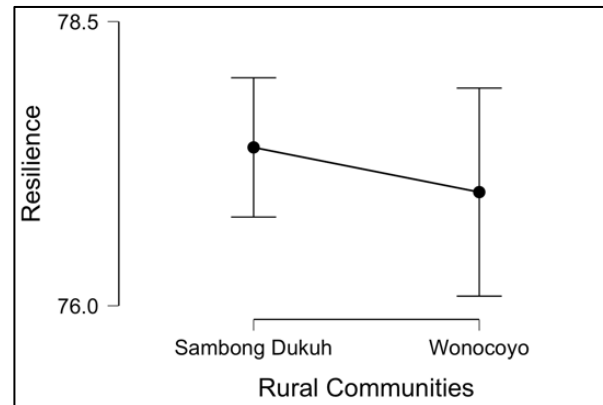
Group Descriptives

	Group	N	Mean	SD	SE
Resilience	Sambong Dukuh	117	77.393	3.345	0.309
	Wonocoyo	96	77.000	4.514	0.461

Based on the results of the t test above, it is known that the p value = 0.467 > 0.05, so it can be said that there is no significant difference between the level of resilience in the community in the two villages, namely between Sambong Dukuh Village and Wonocoyo Village, although from the results of the average value of Wonocoyo Village 77,393 better than the village of Sambong Dukuh 77.00, but

the difference is not statistically significant. Then to see the position of the level of resilience between the two villages can be seen in Figure 2 below.

Figure 2.
Descriptive Plots

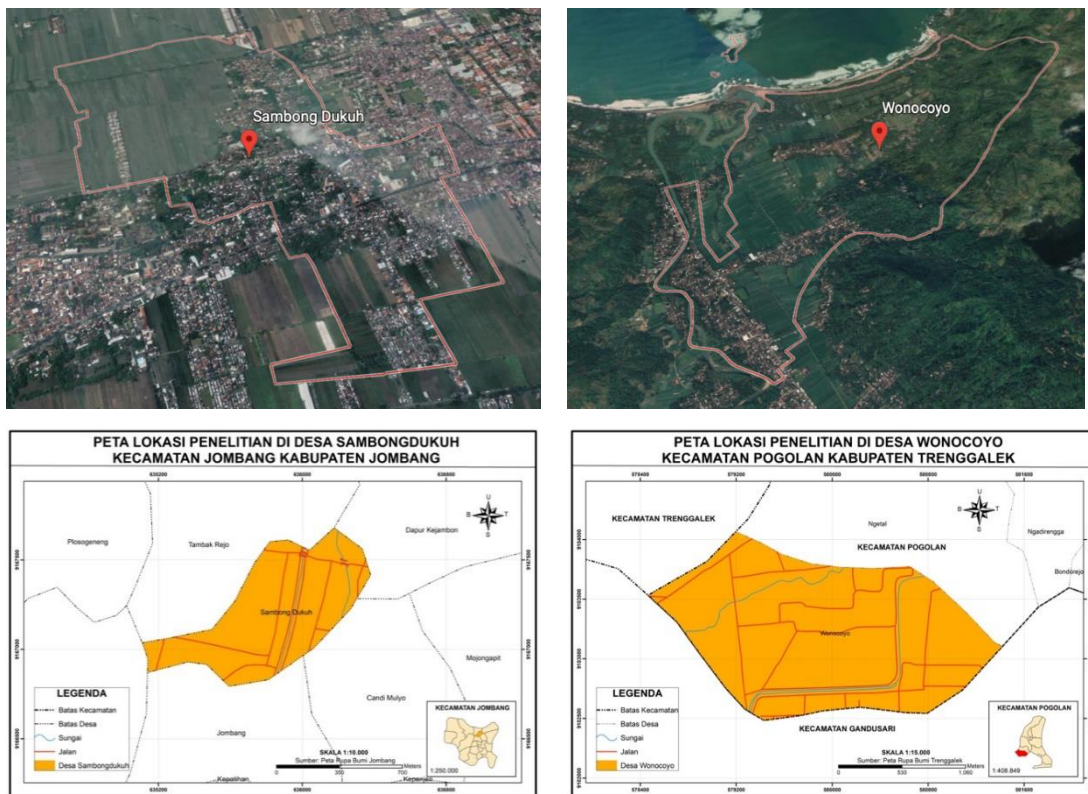


As can be seen from the picture above, the two villages are not too far onto the rating scale; thus, even if their values are not similar, the difference is not significant. When the characteristics of the people of the two villages are compared, the social and economic backgrounds are not dissimilar. Although, They are geographically different. Sambong Dukuh Village is located on the district capital's outskirts, while Wonocoyo Village is located on the southern coast of Trenggalek Regency, but is located outside the district capital's central business area. When dealing with the COVID-19 pandemic, the people of the two villages had similar opinions of social media's influence on their resistance. Moreover, the economic effect of COVID-19 on the two communities was rather stable. The results of the study was different from those conducted Justin (2021), who evaluated the effect of COVID-19 on rural South Africa, demonstrating that different parts of the nation experience challenges on varying sizes. Rural communities, despite government protection via prolonged cash transfers, seem to have taken a disproportionate share of the economic downturn's severity. Similarly, Shifa et al. (2020) predict that rural communities in South Africa would be much more sensitive to COVID-19 infection and less equipped to deal with lockdowns or restrictions than urban communities. In the Indonesian setting, and as shown by the case studies of two villages, economic resilience of rural communities in Sambong Dukuh and Wonocoyo is closely linked to social and natural capital. The solid family and agriculture that sustain the community's

economy enable them to survive throughout this epidemic, yet social aid and monetary assistance from the government continue to be important variables affecting community resilience. According to Bec (2015), an essential factor of resilience theory is the socio-ecological environment, in which human roles and actions have a significant effect on resilience and take into consideration social contexts such as society. The two communities are shown in Figure 3 below on a Google Earth map.

Figure 3.

Location of Sambong Dukuh and Wonocoyo Villages



source: google earth 2021

Rural areas are still often considered as locations that are isolated from urban areas and have close relations to traditional ways of life. There is an order to social life in the village community, which includes economic, religious, political, and legal activities that are compatible with the local environment. According to the area's features, rural areas keep a more natural state, unaffected by contemporary technology and development advances. Apart from residential

real estate, some village areas have agricultural land, plantations, or are covered in natural forest, regardless of whether the community is situated on the coast, in the lowlands, or in the highlands. The majority of the city's land is occupied by residential districts, office buildings, social facilities, industrial zones, and other zones. Rural communities are defined by activities that are mostly agricultural in nature. Their everyday routines are still governed by the natural environment's effect. In other words, the environment or local natural conditions continue to have a significant influence on the villagers' order and lifestyle. The villagers are quite close, getting to know one another and cooperating. In rural communities, a person's sorrow is often shared by all parties. Sociologists refer to this kind of public relations as *gemeinschaft* (community).

Today, the rural community's lifestyle cannot be separated from the effect of technological and information growth. The widespread use of devices at all levels of society, including rural communities, is an unavoidable truth; even the internet contributes to people' and rural communities' resilience (Fiona, 2015). Internet usage also has the potential to strengthen resilience during times of economic uncertainty. The public, on the other hand, must be careful and selective in acquiring information before trusting and sharing it with others. Today, we are seeing a similar transition, notably the proliferation of community activities through the Internet and the advent of social media (Jagdish, 2018). This report demonstrates rural communities' attempts to establish resilience during COVID-19 pandemic. The community's ability to establish resilience in the face of the COVID-19 pandemic had very positive results, with 43 percent of respondents reporting a high level of resilience, 43% reporting a moderate level of resilience, and 9 % reporting a poor level of resilience. This category demonstrates that the people of the two villages, Sambong Dukuh and Wonocoyo, have made excellent efforts to strengthen their resilience in the face of the COVID-19 pandemic. The high-scoring efforts include wearing masks before leaving the home by 97 %, washing hands with soap by 86 %, and avoiding crowds by 81 %. Meanwhile, indicators that decrease community resilience including the components of eating healthy food, which are practiced by just 12% of people in both villages, and regular exercise, which is practiced by 9% of people in both villages. While the remaining indicators place a low premium on resilience effort.

The village community's resilience, which has been shown through implementation of health protocols, is one of the attempts to ensure the survival of life. Adaptation is required to build establish resilience in the new normal, including preparation and awareness of health serving as the greatest forms of resilience (Christopher, 2021). It is difficult for villagers to believe in the covid-19 epidemic; not a few claim that covid-19 never existed and that people who die are victims of destiny, not of covid-19 infection. The last obstacle for a successful vaccination program is persuading the majority of the public to take free vaccinations freely. This is undoubtedly a difficulty in rural areas, whereas individuals in developed countries continue to have a negative attitude about vaccines. According to Helm, Boffey, and colleagues (2020), as many as 35% of respondents in the UK were less likely to obtain the vaccination in early December 2020, either because they believed the first vaccine would be inefficient (e.g., only 60% protection) or would produce negative side effects. Serious (e.g., two early reports of severe anaphylactic responses to Pfizer/BioNTech vaccines in the United Kingdom in patients with a history of allergic reactions.

Thus the results of this study have provided information to us about the significant influence of social media on the level of resilience in rural communities. The life of rural people who still maintain essential values and local wisdom regarding kinship can be the basis for taking care of each other. The development of technology and information has influenced people's behavior patterns to be able to manage information wisely and use it as a medium that can provide a sense of security and comfort for the community in the environment where they live.

CONCLUSION

Social media has been shown to have a significant influence on rural communities' resilience during the COVID-19 pandemic. The characteristics of rural communities make it difficult to receive information disseminated via social media, but the findings of this study demonstrate that positive information about health protocols, hospital referral information, information for self-isolated sufferers with not symptoms or moderate symptoms, and also information on how

to obtain treatment is one of the factors that contribute to rural communities' resilience. The, this encourages people to enhance their chances of survival by obeying to health protocols such as wearing masks, keeping a safe distance, and limiting activities outside the house unless strictly necessary.

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