COMMUNICATION EFFECTIVENESS POST PANDEMI COVID 19

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Abstract: The impact of the Covid 19 pandemic forced changes in the way we communicate. Communication that was previously carried out directly face to face shifted to communication using information technology. Changes in communication are applied to almost all aspects of life such as education, government, trade, and so on. On the other hand, the development of information and communication technology in the global world is happening very fast. The flow of information in particular runs very quickly. Limited interaction that occurred during the Covid 19 pandemic. For some people who are familiar with various information technologies, this is an opportunity where various activities can be carried out more efficiently. However, for ordinary people, most of whom do not really understand information technology, this is a new problem. Where people who do not understand the technology must catch up. Not to mention the provision of facilities that must exist in carrying out virtual communication, of course it can even become a burden. Using the Media System Dependency Model approach, the author conducted a study of the communication phenomenon after the Covid 19 pandemic in Indonesia. The conclusion from this paper is that the government in particular must be able to arrange surveillance and control activities for public safety in communicating using information technology.

Keywords: Communication, Digitalisation, Information Technology

Introduction

At the end of 2019, in China, especially in the city of Wuhan, there has been an increase in sufferers of pneumonia (respiratory disorders). Some sufferers even lose their lives in just a short time. As time goes by, the increase in these symptoms continues to grow not only in China, but almost all over the world in just a few months. On March 11, 2020, the World Health Organization (WHO) announced that Corona Virus Disease 2019 (Covid 19) had officially become a Pandemic.[1] The worldometer in the Kompas online release daily noted that as of January 8, 2021, there were 63.4 million more cases of Covid 19 with more than 1.9 million deaths.[2]

The impact of the Covid 19 pandemic has also been felt in Indonesia. Various policies were taken by the Government of the Republic of Indonesia to control this issue. Starting from carrying out restrictions on large-scale social activities, the obligation to wear masks, to enforcing Work From Home for all life activities. Educational activities, government activities, economic activities are all carried out from home.

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[1] https://www.halodoc.com/artikel/who-resmi-nyatakan-corona-sebagai-pandemi

[2] https://www.kompas.com/tren/read/2021/01/08/070300365/update-covid-19-dunia-8-januari--88-3-juta-kasus-who-desak-eropa-bertindak?page=all

On the other hand, the development of information and communication technology in the global world is happening very fast. The flow of information in particular runs very quickly. We can find out about various things that happen in other parts of the world quickly only through the gadget in our hand. The development of this technology has changed various sectors of the habits of people's lives in Indonesia in particular, all of which depend on information technology. Starting from waking up to going back to sleep, most adult human activities are assisted by various applications. Want to pay electricity bills, want to go on a trip, want to go shopping, even want to find a life partner are all easier with the help of information technology. This slightly changes the habits of society. The society which was previously still very traditional where cultural values and local wisdom still greatly influenced, has now changed to become more individualistic because various life problems they face can be solved by themselves with the help of information technology. In its development, this will of course give rise to new social problems.

Like tit for tat, the two phenomena are like a complementary condition. Limited interactions that occur due to the Covid-19 pandemic require instruments that can be alternative means for the community to be able to communicate in carrying out activities of daily life. It doesn't stop there, it turns out that after the Covid 19 pandemic was declared over as of December 30, 2022, the problem of congestion has returned, especially in big cities such as the capital city of Jakarta and other big cities. Many parties suggest that work from home is applied to certain activities that can be completed effectively using the internet.

Under these conditions, technological advances offer various ways to be able to communicate in these limited interactions. And this also happens, where various interactions in various aspects of life are completed only by the application of communication information. Interactions that have been taking place in real (face to face) have now become virtual. For some people who are familiar with various information technologies, this is an opportunity where various activities can be carried out more efficiently. However, for ordinary people, most of whom do not really understand information technology, this is a new problem. Where people who do not understand the technology must catch up. Not to mention the provision of facilities that must exist in carrying out virtual communication, of course it can even become a burden.

It doesn't stop there, the use of information technology has left other problems. Based on data from the National Cyber and Crypto Agency (BSSN), from January to August 2020, there were nearly 190 million cyber attack attempts in Indonesia, more than four times more than the same period last year which was recorded around 39 million.[3] It can also be seen here that various forms of crime that so far only occurred in the real world are now also penetrating the virtual world. Not to mention the problem of false information (hoax) circulating in society. As of January 30 2021, the Ministry of Communication and Information released data that found 1,396 cases of hoaxes related to Covid-19 and 92 fake news related to vaccine issues.[4] This shows that advances in communication technology raise new problems. The number of hoaxes circulating in the community can cause unrest and if it is not controlled properly it is not impossible that it can cause upheaval that disrupts community social activities.

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[3] https://tekno.kompas.com/read/2020/10/12/07020007/kejahatan-siber-di-indonesia-naik-4-kali-lipat-selama-pandemi

[4] https://tekno.sindonews.com/read/320936/207/hingga-30-januari-2021-kominfo-saring-1396-hoax-covid-19-di-media-sosial-1612170149

From these various phenomena, there has been a shift in approach in conducting communication after the Covid-19 pandemic. Solutions using communication technology have actually raised new problems, not to mention other technical problems. Various things that previously had to be done face-to-face can now be done more effectively and efficiently through the virtual world. However, on the other hand there are still many problems caused by it. For this reason, this paper will discuss how effective communication is after the Covid-19 pandemic, which is very dependent on the development of information and communication technology in Indonesia.
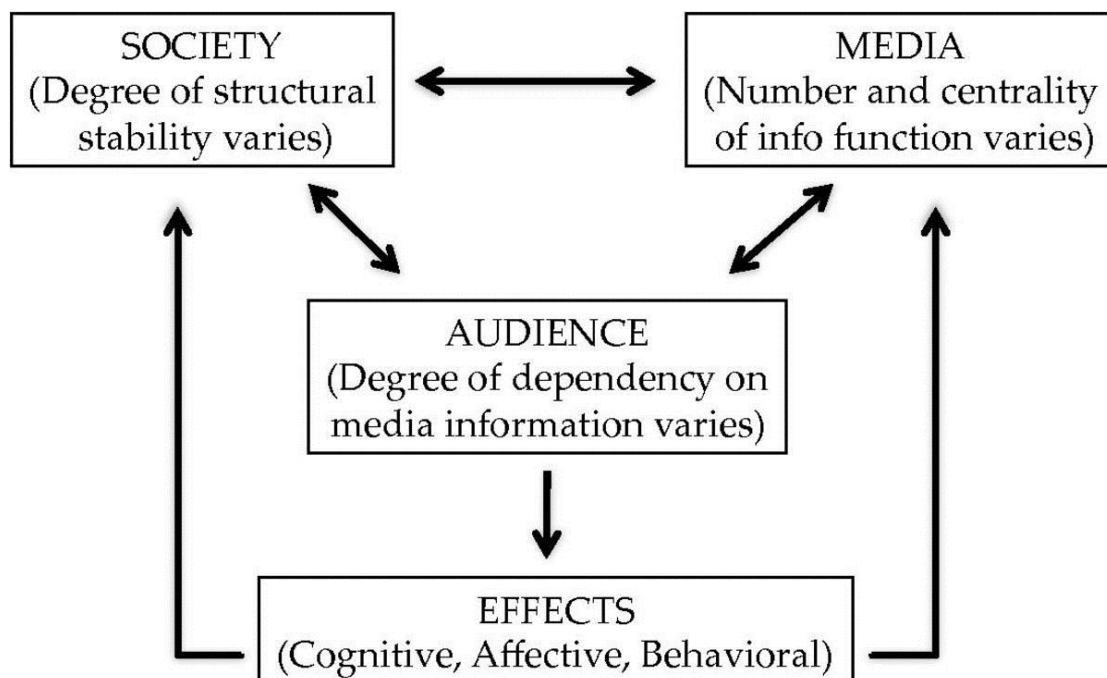
Literature Review
Media System Dependency (MSD)
In Mahmudah (2011: 240) it is explained that Sandra Ball Rokeach and Melvin DeFleur were experts who developed Media System Dependency (Media Dependency Theory) in the mid-1960s. He began his research with the idea that the power of the media lies in its persuasion. From his research, he brought a conclusion that from the beginning the media was a system that influenced the media to become an information system itself.

By accepting the media as a theoretical system, this leads to a relationship between producers and consumers. Where producers control scarce sources of information and consumers use this information to think and act in a personal and social environment. This can also make it possible to examine the potential value of information from media products, both entertainment and news, so that they can view media consumers as active processors of media sources, not passive recipients. This then allows for the possibility that some media effects are intentional and some that are not, and encourages a multilevel analysis of the ecological (reciprocal/interaction) notion of dependency relationships.

People will connect themselves with the media when they want to understand a world full of change, conflict, ambiguity, and threats. The media system is the essential information system for understanding wars, civil society disputes, emerging cultural forms, economic conditions, and anything else an audience is interested in or wants to know. Although the goals and priorities and the form of the Media System Dependency relationship are different for everyone.

Source : *Media System Dependency* (Ball-Rokeach dan DeFleur, 1976)

Determination Technology
McLuhan is the figure who introduced the term Determinism Technology. In Saefuddin (2008: 384) it is explained that Determinism comes from the English word determine which means to decide or determine something. So that we can interpret that determinism technology is technology that influences to determine or decide something.

Krug (2005:17) explains that technological determinism is a concept that makes it easier to understand the relationship between technology (media) and interpersonal communication. Today, the role of the media in communication is getting bigger. The use of these media not only affects the form and process of sending messages, but also shapes the culture and way of thinking of the community in obtaining information and processing this information. Different media means different ways of interpreting the message it conveys. So Gerbner (1988: 575) in Saefuddin (2008:385) explains that The Medium is The Massage.

Indirectly, McLuhan wants to convey that gradually, the communication technology that we have created will gradually shape our culture. There are several frameworks of thought that we can use as a reference in understanding the above phenomenon, namely:
1. The inventions of new things in the field of communication technology cause cultural changes.
2. Changes in human communication shape the existence of human life. We formed the tools we need, and now the tools shape us.

Method
Moleong (2000) explains that the type of research that will be carried out in this study is qualitative research. Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. Qualitative research also tries to explain phenomena in depth through data collection by prioritizing quality not on the amount of data (Kriyantono, 2012). Therefore, this study will describe the conclusions that will answer the formulation of the problem, as well as research objectives based on the quality of the data that has been collected.

The research approach is a case study. Case study research is where the researcher conducts in-depth exploration of programs, events, processes, activities, against one or more people. A case is bound by time and activity and researchers collect data in detail using various data collection procedures and in continuous time (Sugiyono, 2021). In accordance with Sugiyono's explanation, the description of the research results written in the conclusions of this study was produced through an exploration of communication activities using information technology analyzed using the Media System Dependency theory approach.

Result and Discussion
The point of communication effectiveness is how to convey messages or information well, be a good listener, use various audio-visual media. To be able to communicate effectively, skills are needed so that you can share information properly. Steven Covey likens communication to the breath of life in beings. He emphasized the concept of interdependence to explain human relationships. An important factor in communication is not just what someone writes or says, but

more on a person's character and how someone can convey a message to the recipient of the message.

Covey in Nurrohim emphasizes that the main requirement for effective communication is the character and personal integrity of the person conveying the message. Furthermore, according to Covey, to build effective communication five important foundations are needed, namely:
- effort to truly understand others,
- ability to meet commitments,
- ability to explain expectations,
- a willingness to sincerely apologize if you make a mistake, and
- ability to display integrity.

To create effective communication, a communicator must be able to identify targets who are recipients of messages, determine communication objectives, design messages, select media, select message sources, and gather feedback. In determining the purpose of communication several things that must be considered, namely:
- The communicator determines the expected response and effect of the communication delivered,
- Communicators must know and understand whether their audience/consumers are in the buying stage or not. The buying stage starts from awareness, knowledge, likes, preferences, beliefs and purchases, and
- The communicator must be able to move consumers to the buying stage.

Gathering feedback can be done by conducting market research or consumer research. Market research and consumer research in general helps marketers to know exactly who their consumers are, so that they can contribute to further marketing strategies.

Post-Covid 19 Pandemic Communication Effectiveness
From the explanation that has been presented above, it is known that today the role of the internet is increasingly important in social, economic and even political life. Especially in the current era of the Covid 19 pandemic, the internet is increasingly influencing human life. Undeniably, this technology has changed world civilization very quickly. Internet users around the world have increased continuously. In the Internet Survey Report conducted by the Association of Indonesian Internet Service Providers, it was stated that based on a report by the International Telecommunication Union (ITU), the number of world internet users in 2018 was 3.9 billion people, more than half of the world's population.

Without realizing it, the need for the internet to move into a basic need. In Indonesia alone, the number of internet users has also shown an increase. The results of the 2018 Indonesian Internet Service Providers Association (APJII) survey, the number of internet users in Indonesia was 171.1 million, an increase of 27.9 million from last year's 143.2 million. This number is predicted to experience an increasing trend due to the completion of the Palapa RING network project which will increase the reliability of connections throughout Indonesia.

If it is associated with the concepts of Media System Dependency and Determination Theory which were born in the 60's, this old theory has proven to be true today. Especially in the era of the Covid 19 pandemic, it has been proven that information media has become a system that covers all aspects of life that are interrelated with one another. Therefore, if there are sub-systems of the information system that are disrupted, it can affect people's lives. For example,

when the power goes out, or the internet network has problems, or online applications are experiencing problems, then for some people this is a very serious problem, and can cause enormous losses.

Furthermore, it becomes a dependency that can determine the success of human life in the current era. In the field of education, for example, in this pandemic era, the quality of information media greatly determines the quality of education. It is undeniable that with the existence of restrictions on large-scale social activities in most regions in Indonesia, the information media has become the main instrument in carrying out teaching and learning activities. This makes it a basic necessity. The better the quality of the media used, the more optimal the teaching and learning activities will be. The information media in its development determines the success of the teaching and learning activities.
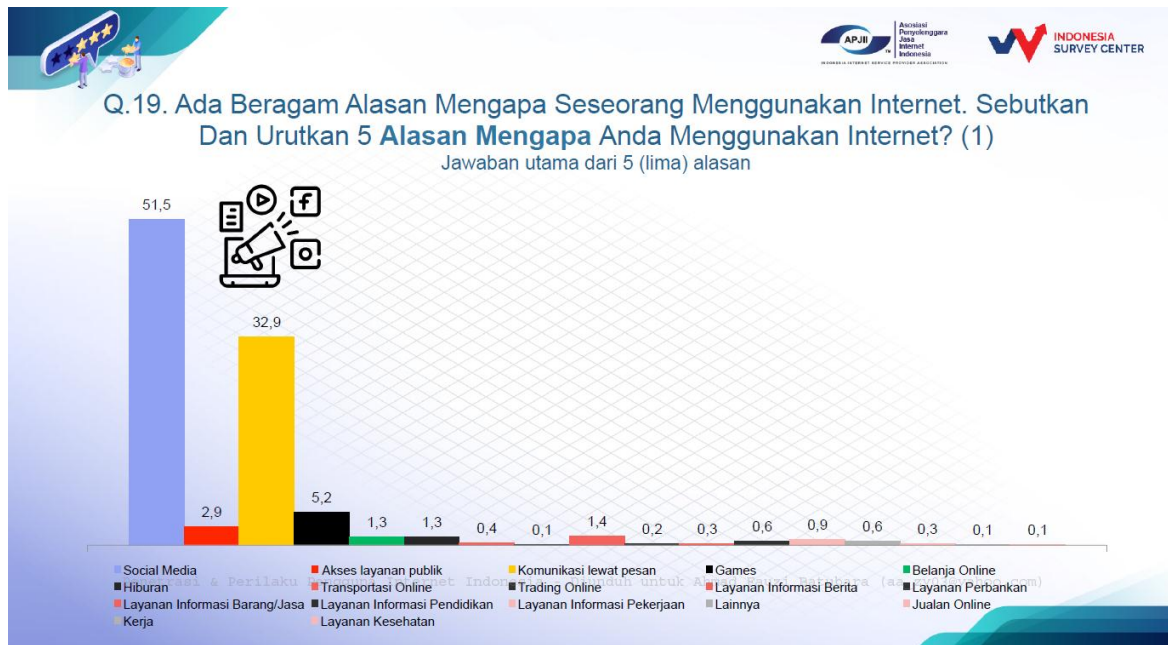
Another example is in the world of politics. Conventional methods, such as giving speeches by gathering a large crowd in one place, are no longer the current trend. Submission of work programs for candidates for political office is more towards the use of social media as a means of campaigning. This is felt to be more effective and efficient. So just like in the world of education, in the world of politics there is also dependence on social media as well as making it a determinant of the success of implementing the campaign.

The same goes for many other aspects of life. But of course this cannot be separated from the use of communication techniques so that communication can run effectively. In accordance with the concept of effective communication as explained above, character and integrity are decisive. Therefore, to see its effectiveness, we must compare the concept and reality.

The government itself responds to the development of information technology through the issuance of the Electronic Information and Transaction Law (ITE). This means that the Command has realized that the use of information technology must be regulated so that all activities using ITE technology can be carried out in accordance with their objectives, and the security of parties conducting transactions or using electronic information media is guaranteed. In addition, all parties have definite guidelines in conducting electronic transactions.
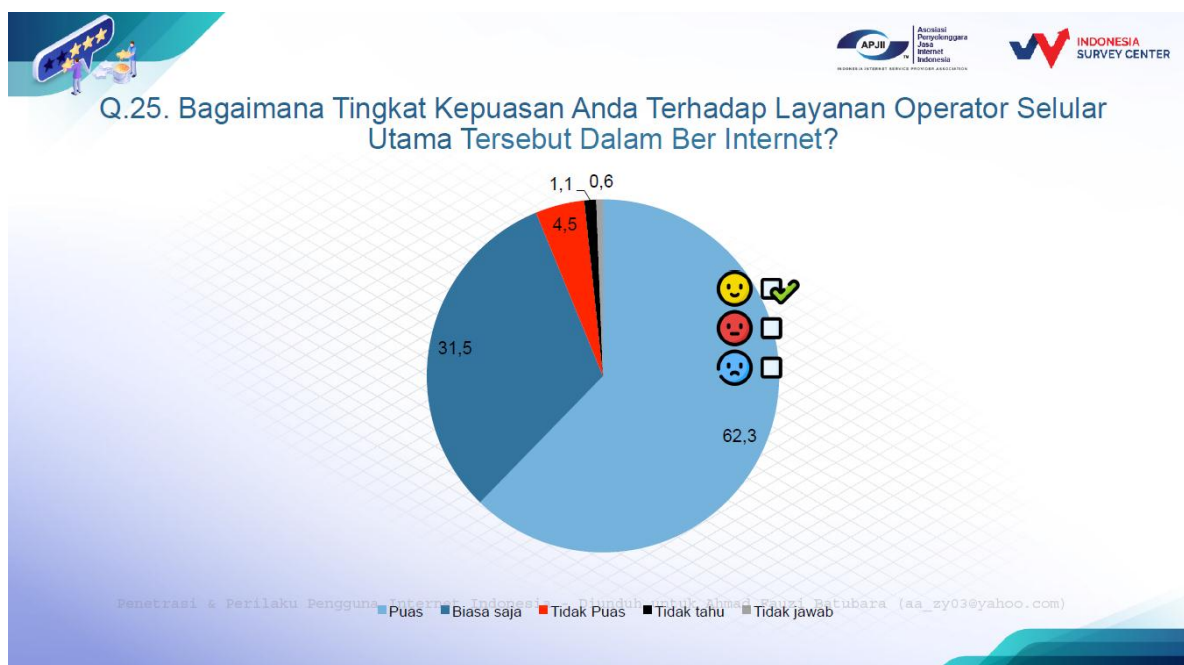
However, cases of ITE violations have increased since the covid 19 pandemic. As quoted from CNNIndonesia online media, the Directorate of Cyber Crime (Dittipidsiber) Bareskrim Polri handled 4,656 cases of cyber crime from January to November 2020. These cases are divided into defamation, fraud, pornography, illegal access, hate speech and SARA, fake news (hoaxes), data manipulation, threats, gambling, data/identity theft, hacking of electronic systems, extortion, illegal interception, changing appearance and system disturbances.

If you look at the trend of increasing internet use, it can be concluded that in Indonesia communication using information media is considered quite effective. However, the increase in internet usage is also accompanied by an increase in the number of electronic crimes. However, if further analyzed, the growth in internet use is much higher than the growth in electronic crime.

Source : *Laporan Survei Internet Asosiasi Penyelenggara Jasa Internet* Indonesia 2019-2020

From a survey conducted by the Association of Indonesian Internet Service Providers 2019 - 2020, it can be seen that the biggest reasons people in Indonesia use the internet are social media (51.5%) and communication via messages (32.9%), while others are under 10%. . If we analyze further, it is likely that the large number of cases of internet abuse from defamation and fraud originate from social media abuse.

Source : *Laporan Survei Internet Asosiasi Penyelenggara Jasa Internet* Indonesia 2019-2020

From the table and diagram above, it can be seen that the majority of people in Indonesia are satisfied with the internet services provided by operators in Indonesia. So that from the data above the effectiveness of communication was disrupted by several persons who abused information and communication technology. Therefore, in this case the focus is to make

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communication more effective on maintaining security and order in the use of internet media. In this case, supervision and control of internet abuse is needed. Therefore, the government is the party that should be able to create innovations so that the security of internet use can be carried out properly.

Conclusion

The use of information and communication media in Indonesia, especially after the Covid-19 pandemic, is an effective way to minimize communication. However, to increase the effectiveness of the use of the internet in communication, the Government of the Republic of Indonesia in particular must be able to develop programs that can improve the security and confidentiality of public communications so that communication can run effectively. The program is not only in the form of supervision and control, but can also be in the form of planning, namely licensing people who want to use the internet, as well as activities in the form of socializing the use of the internet properly to all stakeholders.

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