



## Developing Social Distance Awareness during Pandemic Covid-19 Pandemic Through Interactive Video for Community in DKI Jakarta

Henny Herawaty Br Dalimunthe<sup>1</sup> Puji Hadiyanti<sup>1</sup> Ahmad Tijari<sup>1</sup>

<sup>1</sup> State University of Jakarta, Indonesia

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### ABSTRACT

*The COVID-19 pandemic situation faced by the people of Indonesia an impact in various fields of economy, education, and health. Pandemic conditions require people to stay at home to break the chain of viruses spreading rapidly. Basic education to higher education runs online learning so that learning continues. Through the Real Work Lecture Program (KKN) involving students and community participation to help break the chain of distribution with online fig. Public awareness methods with socialization, counseling, online empowerment using interactive video media that can be accessed on YouTube, WA group, online newspapers, and placing posters and banners in strategic locations so that they can be seen, read, and remembered by the public. The results of this activity can have a good impact on the community to break the chain of the spread of COVID-19 practically, easy to access using communication tools (HP) and socialization which is carried out close to people's lives.*

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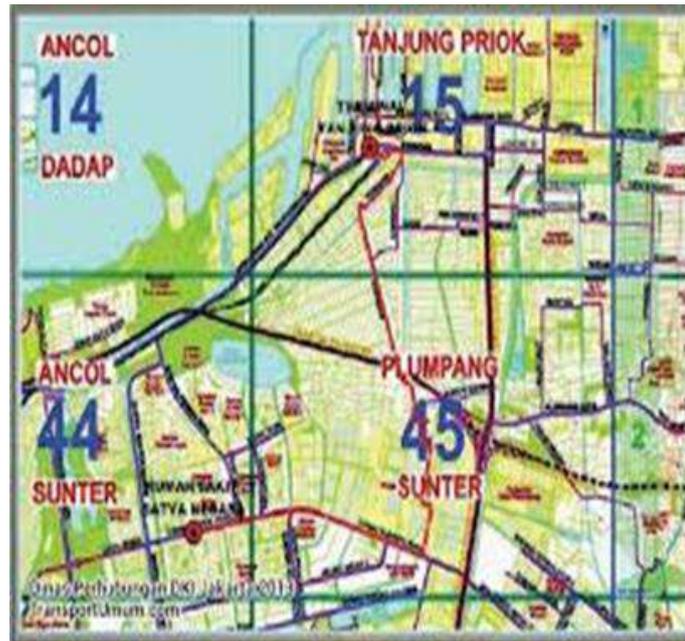
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\* Corresponding Author.  
[henny\\_dalimunthe@unj.ac.id](mailto:henny_dalimunthe@unj.ac.id) (Henny Herawaty Br Dalimunthe)

## INTRODUCTION

The country of Indonesia is one of those affected by the COVID -19 virus which causes the Indonesian people to experience various problems in the economic, educational, social, and various other fields. Based on national data exposure to COVID -19 shows 557,877 positive, 462,553 recovered and 17,355 died (<https://corona.jakarta.go.id/id/data-pemantau>). DKI Province is the province with the highest data cases, namely 140,238 positive, 127136 recovered and 2,734 died. The Covid-19 pandemic disaster faced by Indonesia has a major impact on people's lives, the number of victims who are infected every day is increasing, which causes the government to take various steps in overcoming the conditions of the COVID-19 pandemic. The impact caused in all fields resulted in offices, malls, schools being temporarily closed resulting in all information being carried online. School children to students study online at home, work in offices, use online to carry out work. The COVID-19 pandemic causes people to be at home, not gathering, traveling to tourist attractions, and having to have activities that can please themselves or relieve stress. People are stressed in facing difficult situations, with conditions of fear and anxiety. The current pandemic situation has had many impacts on people's lives, therefore collaboration with various parties is needed to break the chain of spreading the COVID-19 virus and how to control stress. Based on the results of the analysis, there are still many people who gather, not maintaining a distance in their daily activities. Therefore, it is necessary to socialize social distancing and stress management in facing a pandemic. The role of higher education as an academic community, lecturers, and students is involved in helping to overcome this disease outbreak through community dedication programs integrated with real work programs (KKN). Lecturers and students work together to develop caring programs to help overcome the pandemic problem currently faced by Indonesia especially in DKI Jakarta with the COVID-19 Pandemic Education. The form of activity is to socialize Social Distancing using interactive videos, banners, and posters. This program aim of this program is to prepare the community to have the awareness to help the government break the chain of distribution. The use of interactive video media as a strategy that can be used to build public awareness as an empowerment process. The reason for choosing interactive video media is because currently, people have more access to information through online media. Interaction videos can be easily sent and accessed by the public by using daily communication tools (HP) through social media. This program is implemented in one of the Tanjung Priok Sub-District, North Jakarta. The area of Tanjung Priok Village based on the Decree of the Governor of the Special Capital Region of Jakarta Number 1251 of 1986, has a total area of 554 hectares, adjacent to an international port. Consisting of 16 RW (Rukun Warga) divided into 158 RT (Rukun Tetangga). Tanjung Priok urban village map in the Figure 1 below.



**Figure 1.**  
Tanjung Priok urban village map

## LITERATURE REVIEW

Community dedication carried out by lecturers and students aims to help make changes according to the concept of empowerment. The implementation of empowerment for community development is a process towards independence. Empowerment can be mapped into several goals that can and may be achieved by the community with various strategies through awareness, outreach, training, and mentoring (Herawaty Dalimunthe, 2017).

### Community improvement itself

The community is the main actor in empowerment. The main actors are human resources who live in a society with a growing and developing social system. Need improvement in human resources through a perspective on a change. During a pandemic, the community itself must make changes based on their experiences, change the situation from a habit of gathering, cooperating at the office, hygiene attitudes, and health procedures in health experts. Changes and improvements that can be made by doing the habituation recommended by the government, namely the use of Hand Sanitisers and masks (Meri, Khusnul, Suhartati, Mardiana, & Nurpalah, 2020), in everyday life in anticipation of the spread of the virus.

### **Environmental Improvement**

The community environment is one of the social systems that influence the development of human views on a condition, both negative and positive. The way humans perceive the environment will influence society in general. So it is necessary to improve the environmental conditions in which the community is based on the culture of the community itself so that humans can learn from the community where humans live. Changing the habits in the living environment that is usually used to gather during this situation the environment must be supportive to create an environment with appropriate health protocols (Widodo, Hudiah, & Kadir, 2020).

### **A strategy to deal with stress**

The pandemic due to COVID-19 is changing people's lives in working, studying, gathering, and traveling. As a result, it affects individual life or habits that lead to mental health, namely stress due to uncertainty over the end of the current situation. Trauma stress is caused by unpleasant conditions and strategies to be able to overcome mental health related to the COVID-19 virus focus on trauma information, capacity building, sharing experiences (Javakhishvili et al., 2020).

### **Social Media Communication Tools**

Social media has benefits for people's lives during pandemic situations caused by COVID-19. People use internet media as a tool to communicate through WA, Zoom meetings, GoogleMeet, Youtube, and various other communication media that can be easily accessed by the public to learn. Social media is an internet-based online media that can be used as a tool in conveying messages.

One way to get messages is by creating interactive videos that can be accessed and used in learning. Video learning can be used as a form of socialization also to the community (Triatmanto, Sanusi, & Siswati, 2020). Social media tools of communication, information sharing, social relation, and entertainment (Zhang, Zhou, & Lim, 2020). Social media as a means of communication to convey messages, interactive videos can be packed well to attract the public to watch on social media. But some misuse the media to provide misinformation to the public and spread the message to the public that cannot be verified. The results of the paper show the importance of social media outlets so as not to be misused to spread the message and trigger panic (Obi-Ani, Anikwenze, & Isiani, 2020). Interactive video can be interpreted as a learning tool that can be spread through social media that is used to convey messages or content. The purpose of interactive videos is uploaded to various social media so that people can easily access and learn directly during pandemic situations.

## MATERIAL AND METHOD

During the COVID-19 Pandemic, not being able to interact directly with the community and conduct activities to gather large numbers of people to run this program is necessary for an effective way to keep the public aware that social distancing is needed to break the chain of spread. Then it is necessary to prepare and debrief in making interactive videos, posters and making banners, and determining the location. The mechanisms are as follows:

### A. Preparation and Provision

- a. Decide on a virtual routine meeting to create interactive videos of all program team members.
- b. Decide on video content, posters, and banners that can be easily understood by the public.
- c. Make a design of all media that has made following the needs of the community.
- d. All program team members decided on social media to spread interactive videos (youtube, Instagram, and WA).
- e. Coordination with stakeholders to determine the location of the installation of posters and banners (coordination with the District, Village, Health Cente, and police). Done in anticipation of something unwanted happening

### B. Implementation can run well, it is necessary to step activities:

- a. Interactive videos, posters, and banners have been completed so the task of the team to socialize on youtube by uploading all media.
- b. Banners that have been printed and the results of coordination with the village to decide the location where the banners are installed.
- c. Assistance in the use of social media as an effort to monitor how the public comment on existing media.
- d. The team is tasked with monitoring the level of understanding of the community after social media has been spread through youtube accounts.

### C. Evaluation of Activities

This evaluation activity is the most difficult thing to do after the program is run. This form of evaluation can be done by using online media by looking at the growing number of people accessing interactive videos, but for banners and posters, it is difficult to evaluate directly.

## RESULT AND DISCUSSION

Community dedication was implemented to improve public understanding of social distancing and stress management control during the COVID-19 pandemic. The implementation of this program has challenges because the pandemic situation of the community has limitations in interacting, online media is one of the communication tools to realize the need for social distancing and stress management

to face the pandemic.

**Interactive Video as Socialization Media**

Developing community awareness is not an easy thing to do requires various processes to be able to realize that the current situation requires cooperation from various parties to be able to break the chain of spread with various strategies. One of the strategies can be to realize the community by socializing the program using online media, namely interactive video. The impact that can be from socialization through interactive video will be more widespread and easily accessible to every community. Interactive video can be easily accessed by the public because it uses HP as a tool to watch interactive videos. The content of interactive video materials using language that is easy to understand is the following material:

**Table 1.**  
Material for Social Distancing

Material Thema	Content
<p><b>Caring for the Environment with "Social Distancing facing the Covid-19 Pandemic</b></p>	<p><i>Social Distancing is a way that is in a health practice that aims to overcome sick people in contact with healthy people. The impact reduces the disease widely.</i></p> <p><i>The steps:</i></p> <ul style="list-style-type: none"> <li>a. <i>Individual Courage decides to avoid crowds.</i></li> <li>b. <i>Reduce group meetings in residential neighborhoods.</i></li> <li>c. <i>Closing the meeting room/meeting place in the residential environment</i></li> </ul>

**Table 2.**  
Stress Management Material

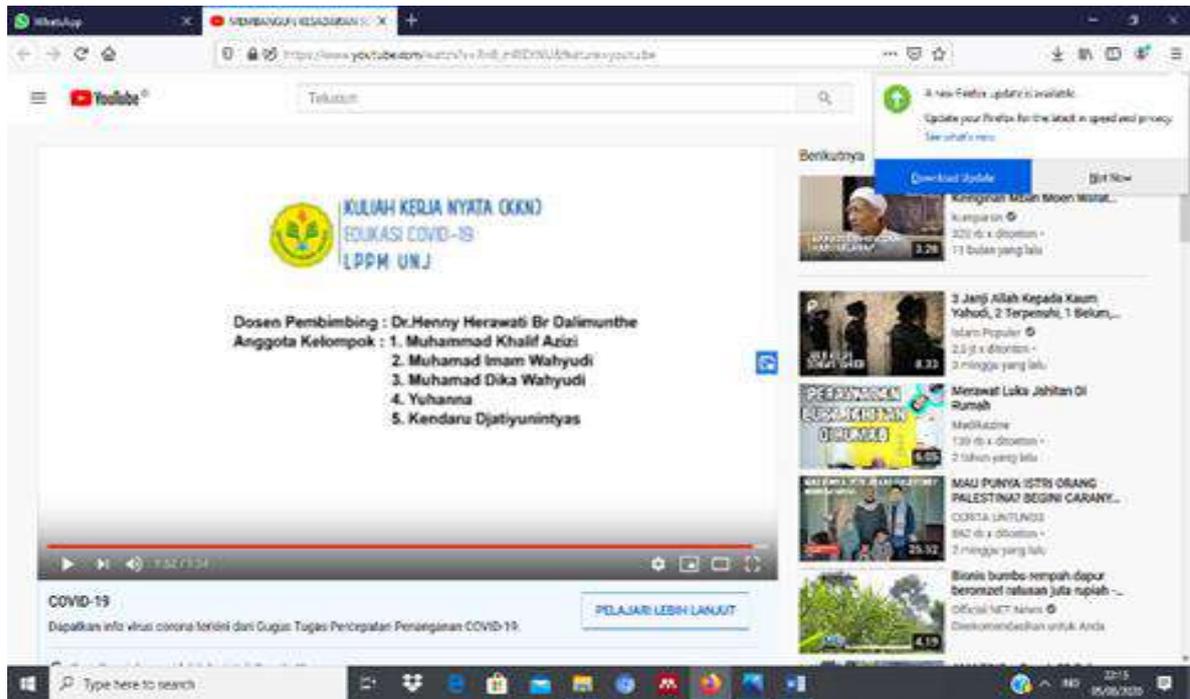
Material Thema	Content
<b>Stress Management Facing the Covid Pandemic - 19</b>	<p>The COVID-19 pandemic attacks the human body and soul which will cause anxiety so that it reaches a stress stage. <u>How to fix this:</u> Maintain Peace of Mind and Bahtin with Positive activities Steps:</p> <ol style="list-style-type: none"> <li>a. Increase your “home only” worship routine</li> <li>b. Gardening at home (can be in the yard, pots, polybags, hydroponics)</li> <li>c. Watching movies, listening to music</li> <li>d. Read</li> <li>e. Playing cards with family</li> <li>f. Gymnastics at "home alone"</li> </ol>
<b>Community Resilience</b>	<p>Integrated policies and the role of society in dealing with the corona pandemic by being ready to face and overcome according to their respective roles:</p> <ol style="list-style-type: none"> <li>a. Encourage Young People to actively socialize the need for Social Distancing through videos.</li> <li>b. Community Participation "by staying at home"</li> <li>c. Do not be practical on government instructions.</li> <li>d. supports the social safety net.</li> </ol>

### Effectiveness of Social Media Use

Social media is used as a tool to introduce interactive videos to social media by uploading videos to social media, namely to youtube, Instagram, and WA groups. The interactive video consists of the first two videos about building social awareness distancing to prevent the spread of COVID-19 and the second interactive video on how to avoid stress during the COVID-19 outbreak as part of stress management during the pandemic. The link address in youtube as follows [https://youtu.be/RnB\\_mRIDtNU](https://youtu.be/RnB_mRIDtNU) and <https://youtu.be/WLCSAxWxMjM> stress management. Socialization is done by spreading youtube link addresses of all relevant parties, namely the village, friends, relatives, and communities in Tanjung Priok Village to access videos on youtube. Can be seen in the Figure 2 and 3 below:



Figure 2.  
Social Distancing Youtube Link



**Figure 3.**  
Link Youtube Stress Management

Using social media in distributing interactive videos, socialization to make people aware of using posters and banners in strategic locations that are easily accessible and easily read by the public. The results of the discussion and related permits were banners and posters at strategic locations, namely in front of the Tanjung Priok Urban Village office and in front of the sports arena. This decision made because it made it possible for the public to see, read, and understand the posters and banners:



Figure 4.  
Banners

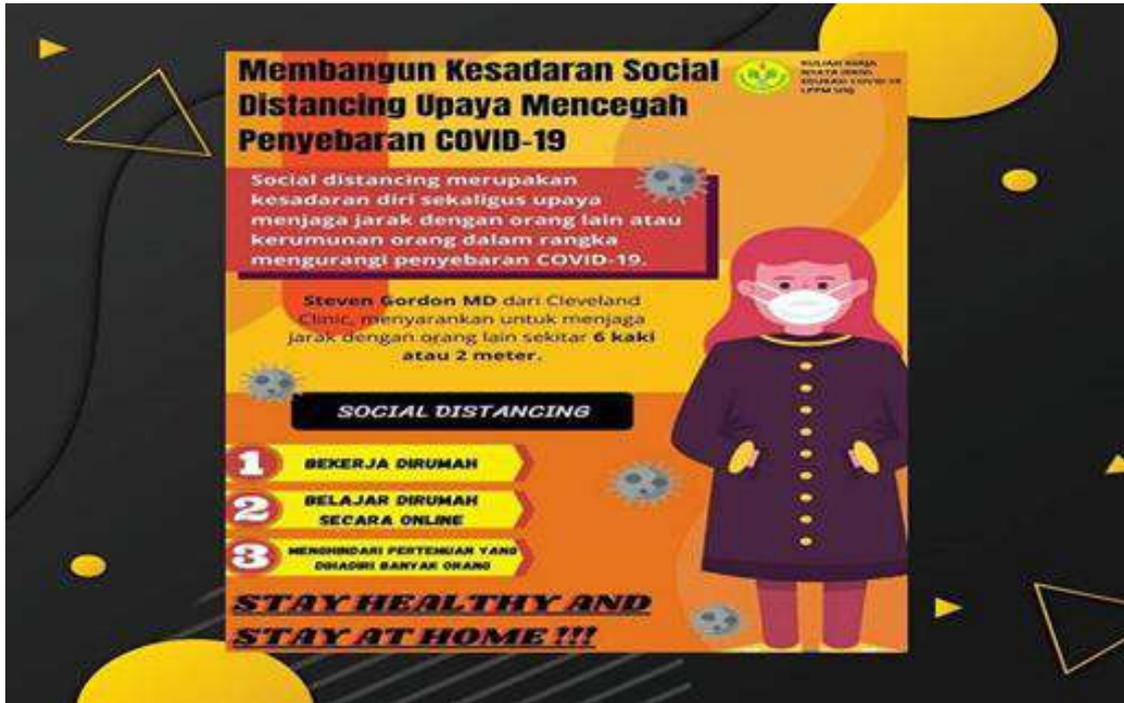


Figure 5.  
Posters

## CONCLUSION AND RECOMMENDATION

The COVID-19 pandemic condition impacts community activities in working, studying, and running a business. the closing of various public facilities, schools, supermarkets, and tourist attractions. This is to stop the spread of viruses that can endanger the community. Not all people can understand the dangers of the virus, it needs the media to build public awareness to help spread the virus. Interactive video media, posters, banners are made and distributed in various strategic locations that are easily accessible by the public. Making interactive videos containing social distancing and stress management materials when COVID-19 is disseminated through social media. The weakness of this activity is not the evaluation of the implementation of interactive video on social media. Interactive videos, posters, and banners are effective media that can help overcome the spread of COVID-19. People currently use social media to obtain various information.

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