

## Community Social Movement Through Digital Media as a Response to the Covid-19 Pandemic in Surabaya, East Java

KAMARUDDIN SALIM  
TIA AZRIANI

### ABSTRACT

Surabaya is one of the cities in Indonesia which is currently facing the Covid-19 pandemic. The number of positive sufferers of Covid 19 in Surabaya is the highest in East Java Province. Efforts to deal with the Covid-19 pandemic The Surabaya City Government has implemented a Large-Scale Social Restriction (PSBB) regulation, on April 28-May 11 2020, and the second stage from May 11-25, 2020, through various types of information media. PSBB regulations have been conveyed to the public. This has reaped various responses from the public regarding efforts to deal with the Covid-19 outbreak, there are people both individually and collectively who accept and obey regulations from the Surabaya City Government, but there is Covid-19 19. The results of the study show that there are active community groups and there are also community groups who are passive in supporting efforts to prevent the Covid-19 pandemic in the City of Surabaya. For community groups who play an active role in responding to the Covid-19 pandemic, there are various types of social movements that are being carried out. This social movement was carried out collectively to help people affected by the Covid-19 pandemic

**Keywords :** *Social movement, digital media, Covid-19 pandemic*

---

*Kamaruddin Salim* is a researcher and lecture in Department of Sociology, Faculty of Social and Political Sciences, Universitas Nasional, Indonesia. Email: [kamaruddinslm@gmail.com](mailto:kamaruddinslm@gmail.com)

*Tia Azriani* is a student in Department of Sociology, Faculty of Social and Political Sciences, Universitas Nasional, Indonesia. Email: [azrianitia@gmail.com](mailto:azrianitia@gmail.com)

©2020 Departement Sociology, Faculty of Social and Political Sciences, Universitas Nasional. Website : <http://sosiologi.fisip.unas.ac.id/>

## INTRODUCTION

Indonesia is one of the countries currently exposed to the Covid-19 pandemic. This information was first conveyed by the Ministry of Health of the Republic of Indonesia in early February 2020. Initially, the State of Indonesia denied the Covid-19 pandemic, but after various investigations were carried out other than the patient who was first suspected of having the disease. After being positive for Covid-19, many people in several parts of Indonesia have experienced Covid-19 symptoms. The data was collected by the mass media from health offices in several regions of Indonesia and supported by its validity by Indonesian health experts.

Surabaya City is one of the cities that currently has a number of positive sufferers of Covid-19 in East Java Province. Data from the East Java Province Kominfo Office on May 22, 2020 at 8:00 p.m. WIB, informed that there were 1,617 positive sufferers of Covid-19, 158 patients recovered, and 165 sufferers died. The number of positive sufferers of Covid 19 in the city of Surabaya is increasing significantly every day. Even the hospital handling the Covid 19 case in the City of Surabaya is reportedly overloaded to accommodate Covid-19 patients.

The increase in the number of positive sufferers of Covid-19 in the City of Surabaya has prompted the Surabaya City Government and it was approved by the Governor of East Java Province to enforce the Large-Scale Social Restrictions (PSBB) regulation. The PSBB regulation has been socialized massively through various social media, mass media, and direct socialization from the East Java Provincial Government, the Surabaya City Government, to the government at the sub-district, sub-district and RT / RW levels.

The existence of the PSBB regulation that has been massively socialized and information about the spread of the Covid-19 pandemic in the City of Surabaya has drawn various responses from the public. There are community groups who are responsive to the information obtained, there are also groups of people who are less responsive and tend to ignore information and government regulations. Ignoring Covid-19 information.

Several community groups who are responsive and responsive to information and regulations socialized by the local government are very enthusiastic about building collective awareness and social movements, as an effort to help overcome the Covid-19 pandemic in the City of Surabaya. This collective awareness is built on the encouragement of several internal and external factors in community groups. The existence of this collective awareness then encourages community initiative to carry out social movements, this social movement takes various forms, both those carried out by groups of social organizations, communities, and the general public who collectively carry out social movements.

Collective awareness and social movements in the community are interesting studies to research, especially in responding to the Covid-19 pandemic in the city of Surabaya. The problem of the Covid-19 pandemic cannot be handled

alone by the government without collective awareness and social movements in responding to the pandemic. This research has the urgency to contribute thoughts and information regarding research data that can be used by the general public, academics, and the government in making new strategies to deal with the massive Covid-19 pandemic.

## METHOD

The research location is in the city of Surabaya, East Java Province, Indonesia. The research was carried out massively for one month by the research team. The sample of research locations were in two sub-districts, namely Gayungan District and Wonokromo District, South Surabaya. The sample selection for this research location was because Surabaya was one of the cities in the red zone category with the highest number of positive Covid-19 sufferers in East Java Province. Then researchers took samples from two districts prone to the Covid-19 pandemic.

The data collection techniques used were interview, observation, and documentation techniques. In the interview technique, researchers conducted interviews with informants who knew in detail the environmental conditions of the research location during the Covid-19 pandemic. Then the observation and documentation techniques are carried out gradually and repeatedly at the research location. The focus is on extracting data and information through interviews, observations, and special documentation regarding collective awareness and social movements in the community as an effort to tackle the Covid-19 pandemic in the City of Surabaya.

The data analysis technique in this study used the analysis technique proposed by Miles and Huberman which included data reduction, data presentation, drawing conclusions: drawing / verifying (Upe Ambo: 2010). Researchers conducted data analysis continuously during the study. The validity of the data can be seen from how saturated the data or information has been collected using triangulation techniques.

## FINDINGS AND DISCUSSION

### **Community Social Movement through Digital Media as a Response to the Covid-19 Pandemic in Surabaya**

The existence of collective awareness of the people of Surabaya has encouraged the emergence of various types of social movements in response to the Covid-19 pandemic. Many social movements the research team encountered emerged in Gayungan District, Surabaya City. This social movement is formed by several groups of people, whether organized in organizations, communities, or groups of the general public.

Some of these social movements were carried out by community organization groups such as the Nadhatul 'Ulama (NU) group movement, the Muhammadiyah group movement, the Family Welfare Development group

(PKK), the Surabaya Indonesian Dentists Association movement, urban village youth organizations, movements, and social movements, conducted by the general public collectively in Gayungan Regency (virtual interview for the people of Gayungan Regency: 18/5/2020). Prof. Bagong Suyanto also gave a similar explanation.

The great thing about our society, including the people of Surabaya, is that in terms of concern for togetherness, it turns out that it has great potential not only in the form of donations but also involvement in giving to others such as providing basic food assistance which is replaced in certain places and people are free to get pregnant, we can see that people don't drink it all but take a portion according to each portion. There is solidarity, the potential is very large, solidarity from the community for Surabaya. Not only that, if you look at Pak Udin, an area where there has never been an ethical conflict is Surabaya, that is how great Surabaya is. We have multicultural social capital, we see socio-religious institutions such as NU, Muhammadiyah has a big role in demonstrating to set an example for other parties (Virtual Interview with Prof. Bagong Suyanto, 19/5/2020).

Social movements carried out by various parties from organizations, communities, and general public groups in the city of Surabaya are carried out voluntarily. In fact, the assistance provided is not only aimed at the group itself, but also across group members. For example, the NU and Muhammadiyah organizations channeled aid during the Covid-19 pandemic to the general public regardless of members or non-members of the organization. Surabaya city representation is a city that is quite peaceful and the solidarity of its citizens is quite high.

Then the movements carried out by the central and regional and city governments have also been carried out, in addition to providing socialization on health protocols, the government itself has also provided material assistance to people affected by Covid-19. However, the budget owned by the Indonesian government compared to other developed countries is still very far behind. This is why the role of community organization (NGO) in overcoming the Covid-19 pandemic is very valuable and helpful. This was also expressed by Prof. Dr. Bagong Suyanto, M.Si.

"This APBN is very inadequate, Indonesia's Covid-19 budget is not only 450 trillion, compared to America, for example America, if I read in the media, has a budget of 30,200 trillion, 70x the Indonesian state budget. I also read that 2 days ago in England, residents affected by lock down in the UK were given monthly assistance of 40 million, compared to Indonesia, which was only 600 thousand which was very inadequate, now because that's the contribution of NGOs and middle class people who really care it is significant, because it is very helpful even though it is a separatist but very helpful "(Virtual Interview with Prof. Bagong Suyanto, 19/5/2020).

In a sociological analysis related to social movements carried out by social organizations themselves, various forms of support are also needed, both internal support from within the organization, and external from outside the organization.

Neil Smelser (1963) in the book Joni Rosmanto (2013) provides an explanation of his popular work, *Theory of Collective Behavior* (1963). In his work, Smelser describes the six-stage theory of added value, in his theory it explains that there are several elements that influence the implementation of social movements in society, namely structural conduciveness, leadership and communication supported by events. or events that trigger (structural conduciveness), the existence of components that are more psychological in nature, ideological and general beliefs, and the existence of tensions that are more structural in nature.

The social movement in the community of Surabaya City will be even more massive if there is support from group members and the local government. Then unite the vision and mission to work together, and there needs to be intense communication in designing all plans that will be carried out in the effort to tackle the Covid-19 pandemic in the City of Surabaya.

The social movements carried out by the community in Gayungan Regency are quite diverse, including socialization or outreach movements about the spread of the Covid 19 pandemic, appeals for health protocols, and various regulations from the Central Government to the Surabaya City Government. , Districts and Villages. The socialization movement is carried out by the Family Welfare Development (PKK) group through social media. Then there are many collective movements of the general public that provide foodstuffs that can be taken by people affected by the Covid-19 pandemic, basic food assistance, and the provision of clean water in front of residents' houses for the public (Virtual interview for residents of Gayungan Regency: 18/5/2020).

The movement of medical personnel from the Indonesian Dentists Association (PDGI), one of its members who is currently carrying out their duties at the Puskesmas in Gayungan Regency, also provided information, PDGI Kota Surabaya also organized social assistance for fellow medical personnel who were less personal. Personal protective equipment (PPE) in carrying out media duties. Assistance is collected and then distributed in the form of PPE which has a certain level of security, for PPE used by medical personnel in the City of Surabaya must now meet the PPE level 3 requirements (Virtual interview with Mrs. Fitri, Surabaya City Medical Person: 19/5/2020).

The movements carried out by the security team both in Gayungan District and Wonokromo District have similarities, namely supervision at the entrance of each village, spraying Covid-19 disinfectants, and measuring body temperature to every community who comes to residential areas. Then, many of the entrances were closed so that the entrances were only a few points away under close supervision. While the form of raids on community activities that create crowds in public places is often carried out during curfew, raids are carried out directly by the Surabaya Satpol PP. For people who violate health protocol rules during the curfew hours in particular, many are brought by raid officers to the community meeting headquarters in violation of the rules.

Social movements carried out by several organizations, communities and community groups generally have a fairly progressive form of social movement, on average the movements carried out are the same, namely providing

socialization about the Covid-19 pandemic and health protocols, providing material assistance. in the form of money and some in the form of groceries. In addition, there is also a movement in the form of services provided to the community, especially those affected by the Covid-19 pandemic.

## CONCLUSION

The existence of PSBB regulations in the City of Surabaya during the COVID-19 pandemic received various responses from the public, both those who supported and did not care about the regulations for the Covid-19 pandemic countermeasures. For people who are responsive to the implementation of these new regulations, they are enthusiastic about carrying out social movements through digital media as a form of support in responding to the Covid-19 pandemic. The people in Gayungan Regency who are the objects of research are very responsive in supporting the enforcement of the PSBB regulations and health protocols from the Surabaya City Government, even the community has high enthusiasm to help deal with the impact of Covid 19 through social movements using digital media.

The suggestions that we convey in this research to the Surabaya City Government are related to the prevention of Covid-19. First, the Surabaya City Government must continue to disseminate information to the public to keep wearing masks, wash their hands and maintain distance. Through the formation of a task force team at the District, Kelurahan, RT and RW levels. Second, to strengthen economic resilience, the government needs to educate the public to be able to survive with a culture of planting economically valuable plants, providing seeds, opening marketing networks for the community at the RW level which then leads to the development of community economic centers. at the RW level. So that people who have the spirit of cooperating in the economic field during a pandemic like this can overcome many things between the government and society in the face of calamities. This is because the government is here not only to distribute social assistance in times of crisis but to prepare long-term programs for the community during a crisis or disaster.

## ACKNOWLEDGEMENTS

We as a research team grateful to the editorial team of the IJDS journal for the support and opportunity that has been given to us to publish our research results, namely about social social movements through digital media in responding to the Covid-19 pandemic in the City of Surabaya in 2020.

## REFERENCES

Alexander, Jeffrey C., Roy Eyerman, Bernhard Giesen, Neil J. Smelser, dan Piotr Sztompka. 2004. *Cultural Trauma and Collective Identity*. California: University of California Press.

- Denzin, Norman K. dan Yvonna S. Lincoln. 2009. *Handbook of Qualitative Research*. Yogyakarta: Pustaka Pelajar.
- Primawati, Anggraeni. 2019. *Sosiologi Perilaku Menyimpang*. Tangerang Selatan: Universitas Terbuka
- Rusmanto, Joni. 2013. *Gerakan Sosial (Sejarah Perkembangan Teori antara Kekuatan dan Kelemahannya)*. Sidoarjo: Zifatama Publishing.
- Rusmanto, Joni. 2017. *Sosiologi Politik Gerakan Sosial & Pengaruhnya terhadap Studi Perlawanan*. Surabaya: Penerbit Pustaka Saga.
- Susan, Novri. 2014. *Pengantar Sosiologi Konflik*. Jakarta: Prenadamedia Group.
- Upe Ambo, Damsid. 2010. *Asas-asas Multiple Researches*. Yogyakarta: Tiara Wacana.