

The Influence of the Role of Social Media and Influencers on Decisions to Comply with Health Protocol During New Normal

Annisa Lisdayanti*, Dicky Dwi Prakoso, Moh. Alfi Fauzilah, Farida Choerun Nisa, Galih Dwi Yuniarsih

Management Departement, Faculty of Economy, Widyatama University, Bandung, Jl. Cikutra No.204A, Sukapada, Kec. Cibeunying Kidul, Kota Bandung, Jawa Barat 40125, Indonesia

*annisa.lisdayanti@widyatama.ac.id

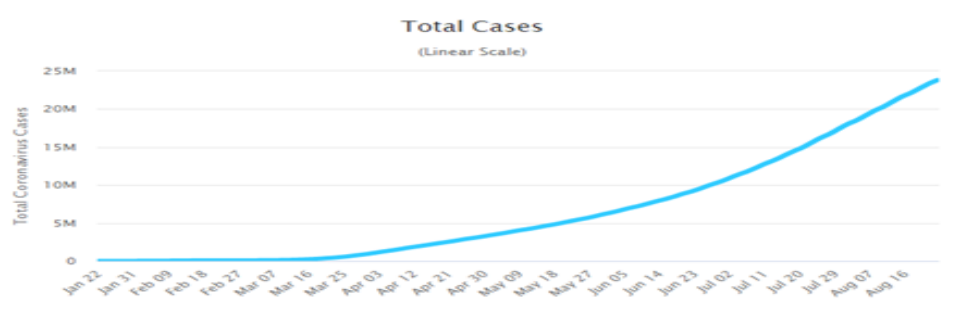
Abstract

In early 2020, almost all over the world were affected by the coronavirus, which was the beginning of the spread in the city of Wuhan, China. Nearly 24 people of the world's population are affected by the virus, including in Indonesia which has reached more than 155 thousand people. Entering June 2020, Indonesia is implementing a new habit adaptation where people can carry out activities outside the home by complying with and following applicable protocols. Applicable protocols such as "social distancing" in public places and the use of masks and always washing hands or using "hand sanitizers". This appeal was carried out using social media and the role of influencers who were able to reach many ages. In this study, the sample used in the study of 116 respondents was obtained using iterations, based on the results of calculations carried out 3 times. The research design used descriptive and verification and the research method used was multiple regression. The results showed that the role of social media had the greatest influence, namely 70.8%.

Keywords: *The role of social media; influencers; decisions to comply with health protocol; new normal period; corona virus.*

I. INTRODUCTION

The year 2020 begins with the spread of the coronavirus, starting with the entire in China until finally almost the whole world. Quoting online news at **Suara.com** which stated that the spread of the coronavirus around the world believed it from a "wet market" in Wuhan, China that selling live and dead animals, including fish and birds. Such a market causing a high risk of the virus passing from animals to humans because hygiene standards were super difficult to maintain if live animals were raised and slaughtered on site. Based on research conducted by Johns Hopkins University, quoted on the **bbc.com** website which states that the virus is spreading rapidly in many countries and the number of deaths is still increasing and currently globally it is approaching 24 million.



Source: www.worldometers.info

Figure 1. The Increased Global Corona's Patients

Until August 24 2020, there are 23,812,569 positive cases of coronavirus (Covid- 19) patients in the world, which are 817,033 people have died and 16,363,910 people have been declared cured by WHO. Meanwhile, there are several virus-positive corona's patients (Covid-19) in Indonesia up to 155,412 people, which are 6,759 patients died and 111,060 people were declared cured, the data based on data from the Government Spokesperson for Handling COVID-19 Achmad Yurianto quoted from CNN Indonesia.

Since the beginning of infection the coronavirus, many countries give encouraged to the community to do all activities from home, even some countries have implemented lockdowns to break the chain of spreading the virus. In Indonesia, the government emphasizes carrying out activities such as working from home, studying from home, and performing worship from home. This is not only reminded by the government but celebrities and influencers to the public. Entering June 2020, Indonesia was implementing a new habit adaptation where people can carry out activities outside the home by complying with and following applicable protocols. Such protocols apply "social distancing" in public places and the use of masks and always wash hands as well as the use of "hand sanitizer"

Currently, people in Indonesia do a lot of activities on social media, this is done as a means of communicating, as well as seeking information. Especially the younger generation who make social media a daily lifestyle and make social media have a very important role. According to Kotler and Keller (2016: 642), social media is a tool or way to share information in the form of text, images, audio, and video with others and companies or vice versa. Social media is one way to provide information about the importance of using masks as a response to the coronavirus in the current pandemic.

With the widespread use of social media in the community, some influencers are in demand and trusted by the public, especially teenagers who are influenced by the influencers' lifestyle. According to Joseph Grenny (2014: 6), the ability to make changes in human behavior is an influence, and people who do it are influencers or influencers. With so many followers on social media and in subscribers on YouTube, influencers can easily share various kinds of content that are shared on various platforms such as Instagram and Youtube. Based on this background, further research problems can be identified, namely the role of social media and influencers in increasing public awareness of the importance of following health protocols during the adaptation period for new habits during a pandemic.

And based on the above background, the research problem is then formulated as follows:

1. How the public responds to campaigns through social media, the role of influencers to people's decisions in following health protocols during the period of adaptation of new habits in the pandemic period.
2. How much influence campaigns through social media have on people's decisions in people's decisions to follow health protocols during the new habit adaptation period in the pandemic period.

3. How much influence influencers have on people's decisions in following health protocols during the period of adaptation of new habits in the pandemic period.
4. How much influence campaigns through social media and influencers have on people's decisions in people's decisions to follow health protocols during the new habit adaptation period in the pandemic period.

II. LITERATUR REVIEW

Social Media

Social Media is an online media that supports social interaction. Social media uses web-based technology that turns communication into interactive dialogue some popular social media sites today include Instagram, Youtube, Facebook, and Twitter. Social Media is an Internet-based media that allows users the opportunity to interact and present themselves, either instantly or delayed, with a wide audience or not that drives the value of user-generated content and perception of interaction with others. Cabel T. Carr and Rebecca A. Hayes (2015). Meanwhile, according to Philip Kotler and Kevin Lane Keller (2016), social media is the media used by consumers to share text, images, audio, and video information with other people and companies and vice versa. The dimensions of Social Media are (1) social presence, namely contacts that occur when the respondent's assessment of the communication process occurs on the social dimension, presence namely social media interactions. (2) Richness media is how to reduce obscurity and inconvenience of information through the communication process. (3) self-disclosure, this defined as developing a close relationship with self-disclosure such as feelings, likes, dislikes, and thoughts. Through social media, consumers can express their disclosures.

Influencer

An influenced is someone who can influence others through his words. An 1nfluencer must not only be an artist or a celebrity, but an ordinary person can also be called an Influencer if the person has a large following and his words can affect others. Influencers attract millions of followers with a wide range of content on platforms such as Instagram and Youtube. Unlike celebrities who have gained public recognition for their professional talents, social media influencers have gained notoriety by successfully recruiting themselves as experts on social media platforms (Thursday, Aug, and Welling 2017).

Influencer dimensions according to Solis (2012) are (1) Reach refers to the nu mber of followers of digital influencers. Howes'er, a large number of followers does not always guarantee success. What's more important is to know which fans fit the target audience of the brand. (2) Resonance, where the level of engagement of followers with influencer-shared content. A resonance that determines whether an audience will actively forward content from an influenced and then share it again. (3) Relevance, this describes the level of conformity and similarity between the values embraced by digital influencers and brand image products. Relevance can be nfluencer-generated content, and whether influencers share the same value, culture, and demographic as the target brand audience.

Purchase Decision Process

Kotler (2016: 185) suggests that the purchase decision process will go through several stages, as in the following figure:



Source: Kotler (2016:185)

Figure 2. Purchase Decision Process

1. Introduction of Needs, the buying process begins when the buyer recognizes a problem or need.
2. Information Search, consumers who are aroused by their needs will be encouraged to seek more information. At this level, people are more sensitive to product information.
3. Evaluation of Alternatives, some basic concepts will help us understand the consumer evaluation process.
4. Purchasing Decisions, according to Kotler (2012: 154), indicators of purchasing decisions are (1) Stability in a product. (2) Customs in buying products. (3) Provide recommendations to others. (4). Make repeat purchases. Based on this, this study uses decision indicators to follow health protocols, namely; (1) persistence in following Health protocols, (2) familiarizing oneself with following Health protocols, (3) following the rules repeatedly. Based on this, this study uses decision indicators that follow the Health protocol, namely; (1) stability of following the health protocol, (2) getting used to following the health protocol, (3) following the rules repeatedly.

Based on the explanation above, it can be seen that the research paradigm is as follows:

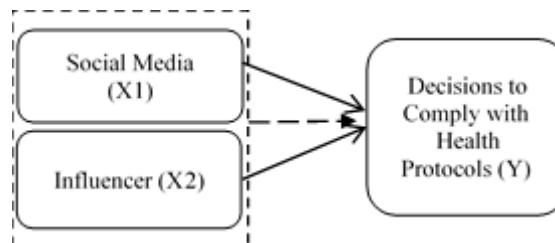


Figure 3. Research Paradigm

Based on the above paradigm, the research hypothesis is as follows:

- H1: Social Media influences decisions following a campaign of decisions to there to health protocols
- H2: Social media and influencers have the influence of decision-making following decisions to there is a simultaneous health protocol.
- H3: Social media and influencers influence the decision to follow the decision to comply with the health protocol simultaneously.

III. METHOD RESEARCH

The method used for this study is descriptive and verification analysis, where the results will be processed and then drawn conclusions. Using research methods, a significant relationship between the variables studied will be known. And produce a conclusion that will clarify the image of the object studied so that it will produce a conclusion that will clarify the visual of the object studied. Descriptive research aims to find out how people respond to the role of

social media and influencers and how people make decisions in following the campaign to use masks during pandemics.

As for verification analysis, it is used to determine the influence of the role of social media and influencers in raising public awareness following the campaign to use masks. To strengthen qualitative analysis, quantitative analysis is required to test hypotheses about the influence social media and the role of influencers on decisions in following mask use campaigns. The research model used is multiple linear regression and testing of the hypothesis to find out if the hypothesis is accepted or rejected. The multiple linear regression equations are as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Information:

Z = Adherence to Health Protocols Decision

a = Constant

X₁ = Media Social

X₂ = Influencer

b₁ - b₂ = Multiple Regression Coefficient

e = Error Term

The sampling in this study uses iteration sampling techniques, where the method must have conformity between the analytical tools used in hypothetical testing. The calculations of iterations were conducted in this study three times and obtained a minimum sample of 116 respondents. With sampling techniques using purpose sampling, which means that the one who will be the sample is someone who has the required information criteria in this study.

IV. RESULTS AND DISCUSSION

Based on the results of data processing, it can be known the results of the research descriptively for each research variable as follows:



Figure 4. Recapitulation of Social Marketing

The results of research on social media marketing variables show that the indicator that has the highest value is self-disclosure, where the indicator is about how to develop a close relationship with someone through self-disclosure such as feelings of like or dislike and thoughts. So with the existence of social media, people can express what they feel about the conditions that are happening to them. Influencers are expected to continue to maintain and improve their self-disclosure behavior so that they can influence the public in complying with health protocols during the COVID-19 pandemic. This can be increased by sharing positive things that influencers have done during the pandemic. However, the indicators of social presence and media richness were still low.

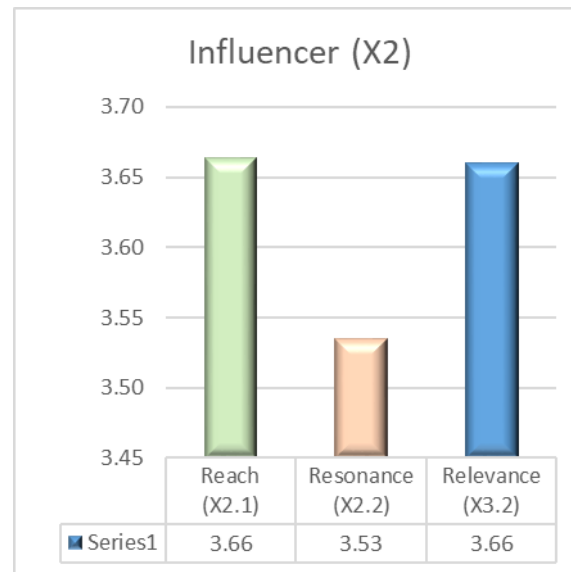


Figure 5. Recapitulation of Influencers

Based on the results of the research conducted, it shows the results regarding the role of influencers where the reach and relevance indicators have the highest and same values. Reach shows how much an influenced has several followings who engage in such as doing like, sharing, retweeting, commenting on posts made by influencers, or clicking on URL links or doing what the influencer posts. Meanwhile, relevance shows the level of similarity between the values held by the influencer and those of the community who become the follower. Influencers are expected to increase their resonance in conx'eying information to the public through their social media. In research, reach and relevance produce high values, but at resonance, they still produce low values.

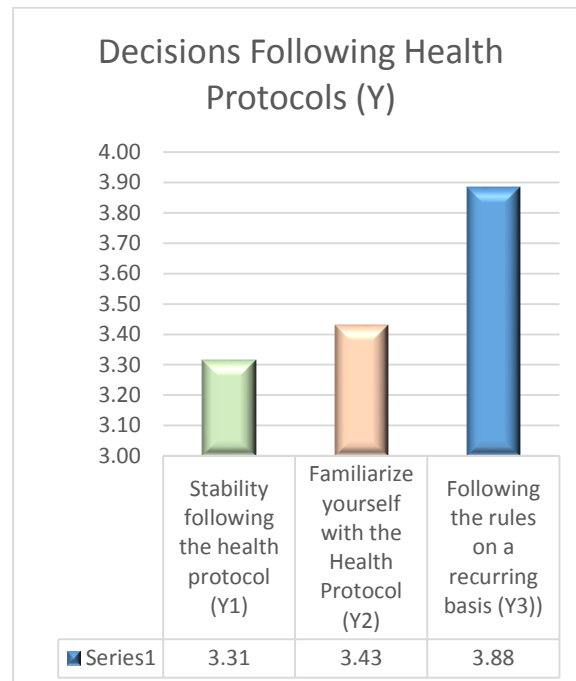


Figure 6. Recapitulation of Decision Following Health Protocol

Based on the results of the research conducted, it shows the results regarding the role of influencers where the reach and relevance indicators have the highest and same values. Reach shows how many influencers have a certain number of followers engaged such as liking, sharing, retweeting, commenting on posts made by influencers, or clicking URL links or doing what the influencer posts. Meanwhile, relevance shows the level of similarity between the values held by the influencer and the community that is his follower.

In fulfilling the purpose of the research was to know how the hypothesis previously received or rejected and to know the effect of free variables on bonded variables, it can be known as follows.

Table 1. Correlation

	Y	X1	X2
Y	1,000	0,842	0,643
X1		1,000	0,572
X2			1,000

To calculate how much influence independent variables, have on dependent variables can be determination through the determination coefficient (Kd), with the formula:

$$Kd = rs^2 \text{ 100\%}$$

Based on the above formula, it can be known that the influence between free variables is as follows:

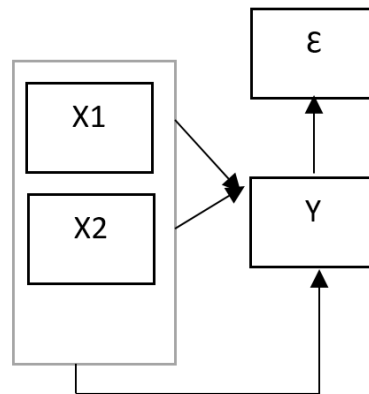


Figure 7. Sub-Structural Research

Based on these sub-structurals, it can be known that of the two free variables that influence people's decision to follow health protocols at the time of the pandemic social media variables have the greatest influence. With efforts to attracting attention and ensuring the jet audience understands the message delivered, organizations and the public must be able to ensure the target audience understands the message delivered. And with the remaining unscrutinized influence of 0.362 can be influenced by other variables such as the role of dial media as well as celebrity endorsements. Based on data processing, it is known that the regression equation is as follows:

$$Y = 0,288 + 0,656X1 + 0,228X2 + \epsilon$$

That is if the entire free variable is considered zero, then the decision to follow the Health protocol during the pandemic period will have a value of 0.288 times. It could be improved if x'ariables are free of social marketing and influencer roles increase.

V. CONCLUSION

Conclusion

Based on the results of previous research regarding the role of social media and influencers in increasing public awareness to follow Health protocols during the adaptation period for new habits, the following conclusions can be drawn:

1. The social media variable shows that the indicator that has the highest value is self-disclosure, where the indicator is about how to develop a close relationship with someone through self-disclosure such as feelings of like or dislike and thoughts. The role of the influencer where the indicators of reach and relevance have the highest value and are equal. The decision variable following the health protocol shows that the indicator of following the rules repeatedly has the highest value in this study.
2. Based on the results of the research partially it can be seen that the influence of the role of social media on the decision to follow health protocols during the adaptation period for new habits is 70.8% and the rest can be influenced by other variables such as the celebrity endorsement variable.
3. As for the influence of influencers on the decision to follow the Health protocol during the adaptation period for new habits is 41.3% and the rest can be influenced by other variables such as marketing campaigns by the government.
4. Based on the research rests, it can be seen that the influence of the role of social media and influencers is 74.8%, while the remaining 25.2% is influenced by other variables that are not studied.

Suggestions

1. In the role of social media, indicators of social presence, and media wealth, these two things may not be able to influence the public to participate in invitations from influencers.
2. Social media variables, resonance indicators still produce low values. So that some additional actions are needed for influencers to convey the information so that it is hoped that there will be interaction feedback from influencers to the public.
3. For future researchers, it is advisable to use similar variables by expanding the research area such as in a country or taking samples from several countries affected by the Covid-19 virus.

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