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## AGAINST COVID-19 WITH CREATIVITY IN SOCIAL MEDIA

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### ABSTRACT

*Health is today's hot issue, especially since the outbreak of the Corona virus (COVID-19) that has claimed thousands of victims over the world. Peoples working together to spread the importance of maintaining personal hygiene and health through various media, including through social media. Social media becomes a place to interact with each other, send photos, even as a place to upload the work of creator. A variety of comic uploaded to social media, some have the theme of humor, horror or education. Social Media is also often used to share actual information, including information about the corona virus. The creators of stickers for social media also appear with various illustrations style, and contain short messages about the corona virus prevention call. These stickers are packaged very interestingly, with a cute illustration style and adapted to the theme of daily activities. In this article the author will explore further the phenomenon of creativity that emerged from local creators, especially in the field of graphic design with the case of COVID-19 in Indonesia. The method used in this research is descriptive qualitative research method with the approach of psychological theory and creativity from Alfred Adler.*

Keywords: Covid-19, Creativity, Creator, Sticker, Social Media

### PRELIMINARY

Since the Corona virus (COVID-19) outbreak which claimed thousands of victims, health has become a major concern. COVID-19 is an infectious disease caused by a type of corona virus, the first case occurred in Wuhan, China. The COVID-19 pandemic has an impact on all aspects of life, affecting productivity, thus affecting the economy. COVID-19 pandemic necessitate people to stay at home to avoid transmission of the deadly virus.

During the pandemic, the government advocates people to working, worshipping and studying from home. This government policy make very influential impact on people, even in several regions in Indonesia, Large Scale Social Restrictions (PSBB) were applied. All offline activities have turned online. People are forced to get used to activities online, one of which is using social media to be able to communicate with each other or stay connected to one another.

The COVID-19 pandemic has paralyzed almost all sectors of public sector, and has made the economy sink. Income decreased, the employee are forced to work from home, some even have to be laid off, students also have to learn from home using online learning. This pandemic has not dampened our enthusiasm to develop creativity and do good things.

A lot of information spreading through online media talking about prevention the transmission of the corona virus, such as infographics, or social media content that's all aims to increase the public awareness of the virus and how to protect themselves from corona virus. Campaign about health and hygiene increasing

through various media, including through social media. It has become commonplace for social media to become a forum for interaction, sending photos, and even as a forum for uploading the work of creative workers. Various comics have been uploaded to social media, some with the theme of humor, horror or education. Social Media is also often used to share actual information, including information about the Corona virus.

People are certainly familiar with social media as a medium for communication without border. Social media is usually equipped with features such as emojis or various stickers to express feelings. The sticker maker for social media has also appeared in various styles of illustration, and contains short messages about coronavirus prevention calls. This sticker is packaged very attractively, with a cute illustration style and adapted to the theme of daily activities. The instant messaging applications that are familiar to the public are LINE and WhatsApp, which are equipped with a sticker feature. During this pandemic, many sticker creators provided education or awareness about the dangers of COVID-19 or preventive methods from being infected with the virus through stickers.

## RESEARCH METHODS

The method used is a qualitative approach, where the analysis is carried out based on the semantic relationship between the variables being studied. The main principle of qualitative analysis techniques is to process and analyze the collected data into systematic, orderly, structured and meaningful data (Sarwono, 2007, 110). Data analysis was carried out, obtained from various sources such as several stickers on instant message applications, articles, the internet and other literature by analyzing the information conveyed and the use of characters. The data collected are stickers on instant message applications with the theme COVID-19, as well as messages conveyed through stickers.

Visual communication design is a field of science that provides solutions in visual form (Masry, 2010, 85). In determining visualization, of course, you must pay attention to visual elements in the form of illustrations, colors and messages. This is also a reference in analyzing stickers on short message applications.

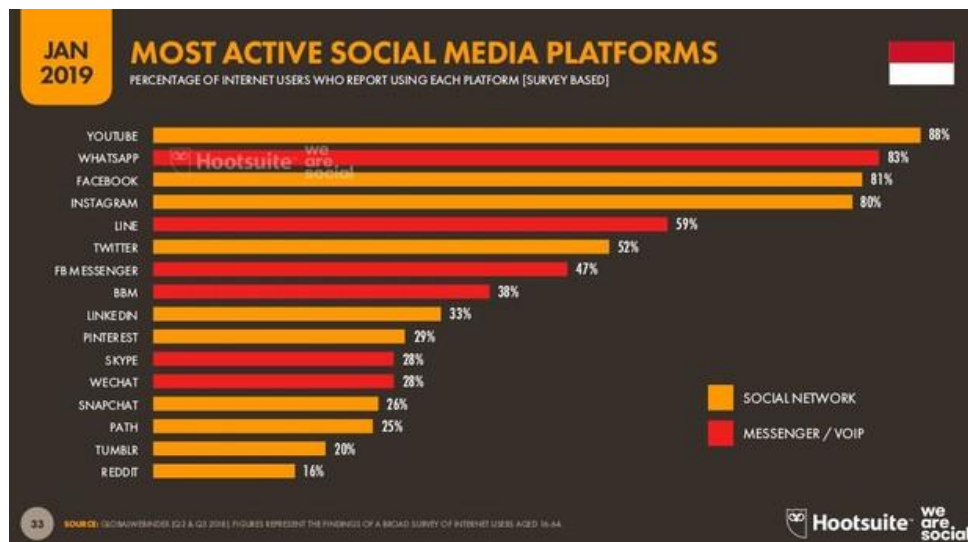
## DISCUSSION

Social Media is a common things nowadays, especially during the pandemic, everything is going online. Likewise with the use of short message applications such as WhatsApp or LINE. It cannot be denied that the short message application is very helpful in communicating.

WhatsApp users are one of the most widely used platforms in Indonesia. According to the 2019 Digital Report data from We Are Social and Hoostsuite, it is recorded that 83% of internet users in Indonesia are WhatsApp users (<https://www.liputan6.com/teknoread/4113678/83-persen-pengguna-internet-indonesia-pakai-whatsapp>).

Line users in Indonesia reach 90 million, which are dominated by young people. Line is considered the closest to young people because it has various features,

such as stickers, themes, group video calls, games, reading services like LINE Today, and so on. The Line sticker feature always follows trends or follows the latest content (<https://kumparan.com/kumparantech/pengguna-line-di-indonesia-capai-90-juta-didomin-anak-muda/full>). Based on Demographics, users LINE in Indonesia is dominated by women, namely 55% and 45% by men. based on age, 41% among young people aged 18-22 years, 23-32 years old as much as 21%. this is because it has unique and interesting features, such as being able to update status, having a large selection of cute and interesting stickers (<https://pakar.co.id/2018/03/02/line-aplikasi-yang-didomin-pengguna-remaja/>).



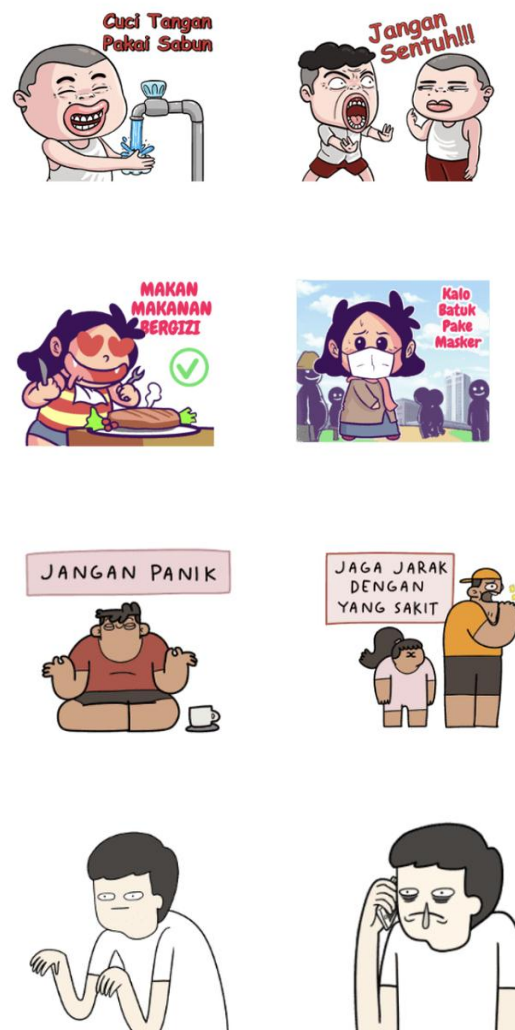
**Gambar 1.** Prosentase Pengguna Sosial Media di Indonesia

(Sumber : <https://inet.detik.com/cyberlife/d-4461246/riset-januari-2019-whatsapp-digilai-netizen-indonesia>)

Image above is say most active social media platform in Indonesia, divided into social networks and messengers. In the top 5, the most popular messenger in Indonesia is the use of WhatsApp and LINE applications. Both of these instant messaging applications have very diverse sticker features and take contemporary themes. During this pandemic, many sticker creators provided awareness about COVID-19 or how to prevent the virus spread, avoid the infected of the virus through LINE stickers.

Through stickers, creators indirectly provide education regarding ways to prevent COVID-19, such as: washing hands with soap and running water, avoiding crowds, keep the distance from others, avoiding direct contact with sick people, consuming healthy food and vitamins to maintain immunity, use a mask when outdoors or in the crowd.

The process of delivering messages on short message application stickers can be viewed as the process of delivering messages from the source to the message recipients. This communication model can be identified as a semantic and effective problem where symbols are transmitted precisely in conveying the expected meaning, and the meaning received can effectively influence behavior in the expected way (Masri, 2010: 175)



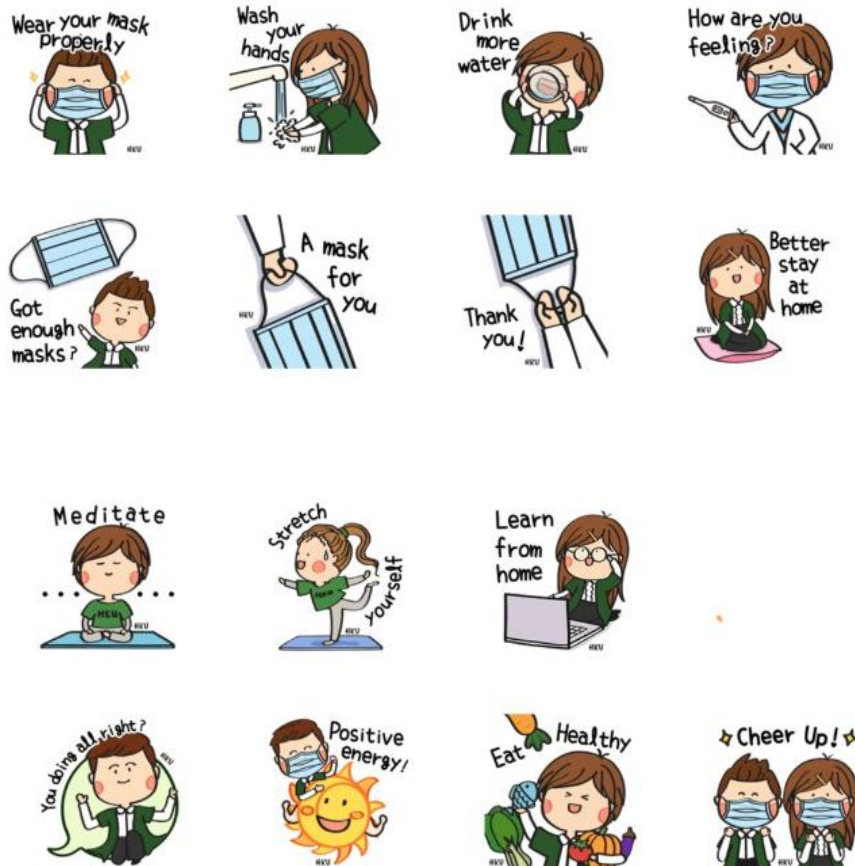
**Gambar 2.** Stiker LINE Edukasi COVID-19

(Sumber : <http://official-blog.line.me/id/archives/Set-Sticker-Siaga-COVID-19.html>)

The sticker above is one of the LINE stickers in collaboration with four Indonesian creators, namely Tahilalats, Animasinopal, Yuliadi and Archyd. From this LINE sticker, it aims to educate and provide information to the public about the COVID-19 pandemic. Education through stickers is expected to be able to make people aware of breaking spreading of COVID-19. From the illustration above, it is clear how healthy life behaviors must be lived during a pandemic. The stickers use attractive and funny cartoon illustrations, according to the characteristics of each creator.

In the first sticker illustration, it informs the public to washing their hands using soap and running water, and not to touch each other. The second sticker, educates the public to eat nutritious food as an effort to increase immunity, and wearing a mask is mandatory. The third sticker remain the public to calm and not panic, and

to keep a safe distance, especially if someone is sick around us. The fourth sticker, although without text, shows more of an expression not to touch objects carelessly, not to touch the eye, nose, mouth area. In addition, there is also an illustration of a sticker that is sick talking on a cell phone, which can mean keeping a distance from other people because they are sick, and even in such conditions, they can still communicate even though they cannot meet in person.



**Gambar 3.** HKU's Let's beat COVID-19 Stiker  
(Sumber : <https://www.stickers.uvision.hku.hk/>)

The sticker from the University of Hong Kong (HKU) above is a sticker from a Hong Kong creator with the theme of protecting yourself in the midst of the COVID-19 pandemic. These stickers can be used on several instant messaging platforms, LINE and WhatsApp. The sticker uses cartoon illustrations and is equipped with text. The sticker also contains a message or educates the public, how to protect yourself during a pandemic, such as using a mask, drinking water diligently, washing hands, staying still at home, learning from home, keeping positive thinking or staying enthusiastic, consuming healthy food to protect yourself. Body health.

## CONCLUSION

In the digital era, it is very easy to share information with each other, especially during the COVID-19 pandemic, which forced some people to get used to being

completely online. It cannot be denied that the COVID-19 pandemic has made people anxious, even afraid to go out of their homes. Information about how to prevent transmission of the virus can be seen in various media, such as on social media and short message applications.

Whatsapp and LINE are the two famous short message application in Indonesia, they have features stickers with attractive illustrations. Creators who are often involved in the creative industry can still express their creativity through sticker work, which aims to educate public in preventing the spread of COVID-19. Through these stickers, it is hoped that the public will remind each other to be able to break the chain of spreading the virus.

## REFERENCE

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