

Digital Socialization Strategy of the Covid-19 Pandemic Era

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Abstract. This research through a digital socialization strategy aims to determine the extent of optimism of health workers in dealing with social isolation with depression during the Covid-19 pandemic. This type of research is qualitatively descriptive by collecting data using interview media and digging into data with several questions. The study was conducted on 10 subjects of medical personnel (in addition to doctors and nurses), doctors and nurses in several Bandung city hospitals online. Researchers selected 10 health workers because they aimed to find out socialization strategies for health workers during the Covid-19 pandemic among health workers. Despite the difficulties, optimists remain convinced that adversity is good for self-development, and behind that there must be an opportunity to achieve hope. The results showed that 4 out of 10 medical personnel experiencing depression problems due to the Covid-19 pandemic had "spread" fear, anxiety and panic quickly during social isolation. While 6 medical personnel are optimistic so that optimism for them is very important and provides positive energy to them during social isolation when working to deal with Covid-19 patients.

Keyword : *Digital Socialization Strategy; Covid-19;*

1. Introduction

A digital approach in service strategies and outreach to the public and medical personnel regarding the issue of the COVID-19 pandemic as an infectious disease caused by the newly discovered SARS-CoV-2 virus as a new strategy during the pandemic. This resulted in all communities in various countries taking action to prevent the transmission of the Covid-19 virus by implementing social isolation. This prolonged pandemic period in Indonesia makes most people experience stress and depression due to social isolation, one of which is health workers who still have to work to help heal the community. Health workers themselves can experience mood changes in pandemic situations like this.

According to Law No. 36 of 2014 on Health Workers, Health Workers are everyone who devotes themselves in the field of health and has knowledge and / or skills through education in the field of health that for certain types require authority to make health efforts. Health workers have an important role to improve the quality of maximum health services to the community so that the community is able to increase awareness, willpower, and the ability to live healthy so that the highest level of health will be realized as an investment for the development of socially and economically productive human resources and as one of the elements of general welfare. Depression is a common

mental disorder that arises with depressed mood, loss of interest or pleasure, decreased energy, feelings of guilt or low self-esteem, sleep or appetite disorders, and poor concentration [1]. In addition, depression is often accompanied by symptoms of anxiety. One of the causes of depression during the Covid-19 pandemic is the exposure of news from the mass media with a frightening narrative that makes the public become worried about the dangers and virulent Covid-19 virus and the adverse consequences it causes. This can interfere with cognitive function because it gives rise to negative thinking. Furthermore, thinking in an event can affect feelings and be the cause of depression [2].

Usually, humans can perform routines freely and perform social interactions in everyday life. But to prevent transmission due to the coronavirus, the Indonesian government prohibits mobility and activity from one region to another called large-scale social restrictions PSBB [3]. This can cause humans to experience mild depression, there is also mild depression or dysthymia, where the condition of a person who for approximately two years almost every day experienced mood disorders when previously never diagnosed major depression, lack of spirit in undergoing activities so that function as a human is not optimal even though the symptoms are not as severe as major depression. Social isolation is the state when a person or group experiences or feels a need or desire to increase engagement with others, but is unable to make such contact. As a result of this social isolation, symptoms of depression appear for people who were previously mentally healthy, especially for people who already have a tendency to depression, social isolation can trigger the emergence of depression quickly and continuously [6]. Therefore, a social strategy is needed, namely a sense of optimism remains within so as not to cause panic in the Covid-19 pandemic.

One of the forces that can be able to fight depression due to social isolation is a sense of optimism. Optimistic individuals will be able to adjust their coping strategies depending on the stressor, so that optimistic individuals are better able to get positive results than pessimistic individuals [7]. Optimism is a tendency of nature to judge the future based on the realization of results as cooled, while pessimism is a tendency of nature that expects something bad to happen in the future [8]. There are two types of optimism in the face of life-threatening situations, namely defensive optimism and constructive optimism. Defensive optimism is the tendency to believe that the situation is not as bad as others think. Constructive optimism refers to the belief that effort is needed to control behavior [9]. Based on the theoretical framework and exposure above, this study aims to find out that there is still a sense of optimism when there is social isolation during the Covid-19 pandemic. The hypothesis proposed by this study is that digital socialization strategies in the pandemic era touched the community and health workers in Indonesia became a basic foundation in this study.

2. Method

The research method used is qualitatively descriptive. The source of data in the study is health workers in several hospitals in Bandung. The data retrieval technique was done by interviewing 10 health workers, 5 women and 5 men in order to know from two points of view between women and men because how to respond to a situation also affects mental health and makes women more easily depressed compared to men. Given the still enactment of PPKM when retrieving data, interviews are conducted using the phone so that they can communicate with each other. The time of the study starts from September 12 to September 25, 2021.

3. Results and Discussion

The results of data analysis and processing show, that health workers can also feel stress due to the Covid-19 pandemic and optimism becomes a link so that socialization becomes a medium in eliminating panic in the Covid-19 pandemic. The interview was conducted using purposive sampling techniques which are sampling techniques from the study population based on certain characteristics and characteristics to achieve the research goals desired by researchers on 10 health workers [10]. The sources who were interviewed intensively by name using initials, namely AM, MR, NN, LP, RA, DF, AS, EN, WW and TP.

The interview with a source with the initials NN, EN and RA was held on Sunday, September 12, 2021; speakers with the initials LP, AM and DF were held on Thursday, September 16, 2021; sources with the initials MR, AS and TP were held on Sunday, September 19, 2021; Speakers with the initials WW were held on Saturday, September 25, 2021. All data from this study are outlined based on the following focus of research questions:

3.1. There are mood changes in social isolation and pressures exerted while working. Referring to the theories of Marcus, Yasamy, Van Ommeren, & Chisholm, the emergence of depressed moods, loss of interest or pleasure, decreased energy, feelings of guilt or low self-esteem, sleep or appetite disorders, and poor concentration.

3.3.1 According to N.N., there is too much pressure without a vacation. N.N. stated:

"I feel that in this pandemic situation there is too much work without rest or vacation because the number of patients who come is not like before the Covid-19, unlike before the pandemic there is usually a vacation or entertainment. Especially now in added workload that accumulates so that the sense of stress is natural. The mood becomes more sensitive to others for fear of contracting Covid-19, it is always prejudiced that everyone may have been infected just yet to get checked or do tests and symptoms that are not visible to some people. When I'm tired I sometimes daydream it just doesn't last long because I have to go back to dealing with patients but after that the stress comes back." (Interview. Sunday, 12 September 2021).

3.3.2 Not much different from the opinion of N.N, E.N. expressed about social isolation. E.N. stated:

"This social isolation makes me take better care of myself, when there are new patients I reflex avoid because it becomes a new habit and becomes sensitive to others even though I should be professional when working with patients, and when I go home becomes a burden of mind for fear of contracting covid-19, when I feel stress sometimes comes to my mind that when this Covid-19 will end." (Interview. Sunday, 12 September 2021).

3.3.3 In contrast to what other sources feel, R.A. feels ordinary and there is still optimism in R.A stating:

"I feel ordinary when dealing with patients affected by Covid-19, there is still a sense of optimism that Covid-19 will end so that it can keep my immunity from declining and staying strong. In times of pandemics like this must always be eager to maintain health especially me as a health worker must show optimism to my patients and make them to keep the spirit so that their endurance remains stable." (Interview. Sunday, 12 September 2021).

3.3.4 The source of the initials L.P. feels did not experience depression and is still optimistic, L.P. stated:

"Every time I go home after I finish work, I feel that the burden of my mind increases but I don't feel depressed. It's just that many things are thought about Covid-19 because it does not rule out the possibility that health workers like me will not be infected with Covid-19. Even when dealing with patients I keep a positive mind and help my patients so as not to have to worry and stay calm." (Interview. Thursday, 16 September 2021).

3.3.5 Sources with the initials A.M. feel social isolation makes the habits change. A.M. stated:

"I have a habit if there is no practice schedule, I will take my family vacation, but since the Covid-19 pandemic, my family and I do not do family time as usual so that makes me a little stressed and the atmosphere at home becomes not good. Every time I finish handling patients and go home, my new habit is to immediately wash my clothes and take a shower immediately. I also applied the habit to my

family to immediately clean themselves to prevent contracting Covid-19. At first I felt stressed but over time I got used to it and I didn't get depressed." (Interview. Thursday, 16 September 2021).

3.3.6 Sources with the initials D.F. feel that the impact of Covid-19 makes health workers like himself ostracized by the community. D.F. stated:

"When there is Covid-19, some people feel afraid when they meet health workers like me. One reason is that they are afraid of being diagnosed with Covid-19 even though I haven't done a checkup. Due to the amount of incorrect information among the public about Covid-19, I as a health worker feel burdened and ostracized, actually not only me but also with colleagues who work with me. But even so I still feel optimistic and help the community by providing information to prevent the transmission of Covid-19. I'm sure we can all get through a time like this." (Interview. Thursday, 16 September 2021).

3.3.7 The source initials M.R. felt that it was not easy to stabilize emotions in a state of social isolation during the Covid-19 pandemic. M.R. stated:

"Social isolation makes me feel not free to socialize, it makes me feel stressed moreover I can't interact directly with my family because to prevent the transmission of Covid-19, I feel worried and anxious if my family is infected when I go home after finishing dealing with patients, so in the end I rarely go home because I spend a lot of time in dealing with the number of patients. Often the occurrence of unstable emotions due to being in a situation where handling patients is not only one or two people who died from Covid-19. There is also a lot of debate between us as health workers when dealing with patients. It's not easy especially for me who is also just a human being." (Interview. Sunday, September 19, 2021).

3.3.8 Meanwhile, A.S. sources feel that support from the community makes optimistic in helping deal with Covid-19. A.S. stated:

"Stress, emotion, worry are natural. At first I also felt stressed but with the health protocol and the community complying with the health protocol it makes me feel we are embracing each other, by complying with health protocols means the community supports us as health workers in dealing with Covid-19. Not only that, seeing the patients I handled to express encouragement to me was encouraging for me and optimistic that Covid-19 will end." (Interview. Sunday, September 19, 2021).

3.3.9 T.P. feel that social isolation makes feel anxious easily. T.P. stated:

"The impact of the Covid-19 pandemic makes me easily anxious, this makes my focus only on Covid-19 and does not see the other positive side, it affects me in working with patients, I have been reprimanded several times when I can't focus while working, the anxiety arises even though I am fully dressed in PPE. I have to cover up my anxiety when working to keep looking professional." (Interview. Sunday, September 19, 2021).

3.3.10 W.W feel that staying in social contact using some social media makes feel optimistic. W.W. stated:

"Stress is definitely there, but I deal with that by staying in touch with my family through social media, encouraging each other. When I finished work dealing with my patients taking breaks by watching entertainment shows on YouTube, at least it reduced the burden on my mind after I finished work. In a pandemic like this I not only take care of my physical health but I also have to take care of my mental health so that the stress does not last long. Staying optimistic is also one way that I don't stress easily." Saturday, September 25, 2021.

Based on the results of the interview above shows that 4 health workers can feel stressed but not until entering the stage of depression due to the Covid-19 pandemic. Social isolation during the Covid-19 pandemic makes everyone experience changes in nature and habits in everyday life. Keeping the mind positive and immune to be strong must be done because then daily activities will become easier and do not feel heavy.

4. Conclusion

In this case, 4 out of 10 health workers experiencing emotional problems and stress due to the Covid-19 pandemic have "spread" fear, anxiety and panic rapidly around the world. Optimism is a potential in the psychological of individuals who are indirectly able to strengthen or weaken depression. To foster optimism, health workers can take a spiritual and religiosity approach to seeing events as bad as anything there must be a silver lining, and be grateful for what they have today. It is necessary to think positively to stay immune so that it is strong and not susceptible to disease.

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