The Important Role of New Media During the COVID-19 Pandemic

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Abstract

March 2020 became the beginning of a global phenomenon for global citizens when the World Health Organization (WHO) designated it as an "extraordinary event" that became known as the COVID-19 pandemic. More media, especially social media, are reporting on issues related to the pandemic. This research aims to analyze the important role of new media as a new tool that is applied during the current pandemic, using qualitative descriptive methods. The research results show that in this pandemic era, the use of new media has become a new "habit". Every day, community activities, starting from work and schooling, have used new media, such as online channels that can support work or school activities as if done face-to-face. Currently, there are a number of activities carried out by the community using new media such as the Zoom Meeting application, Google Meet, IG Live, Youtube, WhatsApp Video, IG Video, and even other applications that may be custom-made by several company agencies to support the continued running of activities, in times of this pandemic. So, it can be concluded that current activities by the community during a pandemic era such as Work from Home (WFH) or School from Home (SFH), has become a pattern of cultural change in the society during a pandemic.

Keywords: adaptation of new habits; corona era; COVID-19 pandemic; cultural change; new media

Abstrak

Maret 2020 menjadi awal fenomena global bagi warga dunia, ketika World Health Organization (WHO) menetapkannya menjadi "kejadian luar biasa" yang kemudian dikenal sebagai pandemi COVID-19. Semakin banyak media, terutama media sosial, yang memberitakan isu-isu terkait pandemi. Penelitian ini bertujuan untuk menganalisis peran penting media baru sebagai hal baru yang diterapkan pada masa pandemi, dengan menggunakan metode deskriptif kualitatif. Hasil penelitian menujukkan bahwa di era pandemi saat ini, penggunaan media baru menjadi "kebiasaan" baru. Setiap hari, aktivitas masyarakat mulai dari sekolah hingga bekerja telah menggunakan media baru, seperti saluran online yang dapat mendukung aktivitas pekerjaan atau sekolah seolah-olah dilakukan secara tatap muka. Saat ini cukup banyak aktivitas yang dilakukan masyarakat dengan menggunakan media baru, seperti aplikasi Zoom Meeting, Google Meet, IG Live, Youtube, Video WhatsApp, IG Video dan bahkan aplikasi lainnya yang mungkin dibuat secara khusus oleh beberapa instansi perusahaan untuk mendukung keberlangsungan kegiatan di masa pandemi ini. Dapat disimpulkan bahwa aktivitas masyarakat di masa pandemi seperti Work from Home (WFH) atau School from Home (SFH) telah menjadi pola perubahan budaya masyarakat di masa pandemi.

Kata kunci: *adaptasi kebiasaan baru; era korona; media baru; pandemi COVID-19; perubahan budaya*

INTRODUCTION

Indonesia is shrouded in a crisis that became a world pandemic, namely with the emergence of the coronavirus that began to surface at the end of February 2020. According to Tamtomo (2020), the emergence of COVID-19 cases in Indonesia is a first and extraordinary experience for most Indonesians. The emergence of COVID-19 cases has a very significant influence on activities that are usually carried out offline when it turns into activities with online schemes.

Some activities that have the ability from offline to online include Work from Home (WFH) and also School from Home (SFH), MSME Business, E-Commerce, and many more. In the current situation, people are also required to be technologically literate and often learn the digital activities needed to continue their survival. Not only this, the important role of digital media, as well as social media at this time is needed by the general public and especially those in urban areas.

Previous research conducted by Adisel and Prananosa (2020) stated that the implementation of SFH during the COVID-19 pandemic is a big task for educators because there is no mature readiness in dealing with online learning patterns from home as it is today. A study obtained the results that with immature circumstances regarding readiness in applying technology to the field of education and consideration of readiness in terms of human resources that support this in the teaching and learning process, resulting in the ineffective application of SFH learning patterns. This study examines the meaning of the side of a role that can be defined as that role is a form of state of behavior that is expected to be formed by an individual in a social situation. The role is something that is expected of an individual.

With the maximum maturity of WFH and SFH preparations, the layers of society involved inevitably must be able to adjust it by using online or digital devices. As said by Nasrullah (2015), that the advancement of technology that is very sophisticated, and also complete with all its devices has now presented a term that is often expressed that is "the world in the grasp". As is said in the theory that "The world is flat", today the layers of society can have access to any type of data that boils down to a variety of sources. The term "world without secrets", can be interpreted that with the emergence of new media, the public can find information easily and transparently (Nasrullah, 2015).

WFH and SFH work activities certainly have some drastic changes that need to be prepared by the relevant parties, and of course, need support from the parties involved. For example, when performing WFH activities, every employee who is in the company inevitably needs to adapt to supporting media that can support the communication process that remains established to support staying productive at work. Likewise, for SFH activities, adjustments and adaptations are needed by both students and teachers and also staff who are certainly involved in teaching and learning activities.

With the current situation, all are required to want to learn about online technology by using digital applications and media that can help smooth the process of working as well as teaching and learning, which of course still has a variety of technical risks and adjustments in terms of providing supporting facilities and infrastructure. For example, internet signal strength, maximum availability of gadgets, and availability of room in performing activities are several important aspects that need to be prepared in advance.

Several digital media platforms and applications are already used by the wider community, such as Zoom Meeting, Google Meet, Google Classroom, Webex, Youtube, social media platforms, Messenger, and others that can be used by the public to manage their current activities. The direction of the government that advocates "social distancing" and also "stay at home" is one of the alternatives that inevitably must be tried to be implemented by the
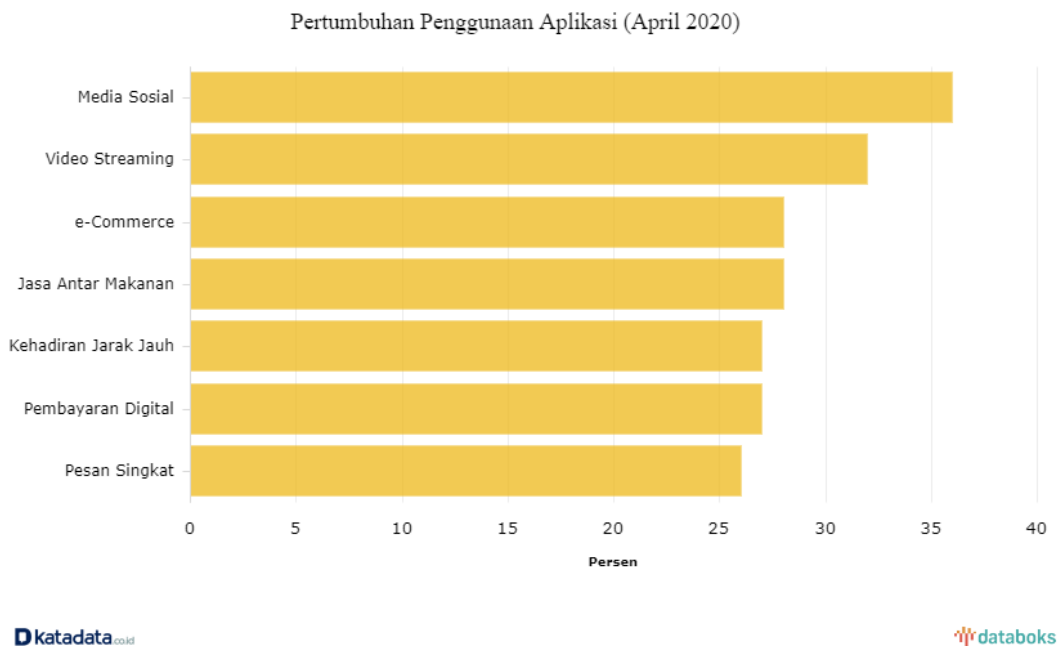
community to continue their lives.

Figure 1 App User Growth
Source: (Pusparisa, 2020)

Based on figure 1, researchers conducted further research on the importance of the role of digital media during the COVID-19 pandemic and whether in the future it will be able to become a sustainable activity and implementation or just an adjustment during this pandemic. This research raises the formulation of research that can be said to be worthy of research, namely new media. In addition, researchers want to determine what new media can support the pattern of WFH or SFH and the role of the community and stakeholders in implementing the use of new media as it is today. Many changes occur in the application of new media used in supporting the human life cycle.

In her book, Vera (2016) said that new media is a medium that can be useful to convey a message to the public with the use of digital technology as a medium of communication and information delivery. Media technology in which the media has categories as new media, including the internet, networking sites or websites, computers, and multimedia. In its function, a new media can be used as a medium in the creation of messages and also for media sharing information to the public by using supporting media that can digitize the internet network.

To understand new media, the underlying things are the development of digital technology. Digitalization is a text that acts as a constructed message, then converted into a text coding that is then conveyed to the receiver or just to be stored. Next is convergence, where convergence is the incorporation of media forms and functions that have different characteristics, ways of delivery, ways of receiving, rules, or other functions (Vera, 2016).

New media has differences from other media, so it can be classified. Characteristics of new media such as limiting the range of space and time, although limited in other technical matters; flexibility: the ability to present diverse and unbound information; ability to provide up-to-date and fast information covering various aspects of the events that occurred; hypertextuality: able to integrate information channels through one network and another; interactivity: having an information network relationship between the user (user) with his technology so that good

interaction is established; multimodality: new media can perform concurrent activities of various social media on a single platform (Vera, 2016). For example, in bringing a blog we can listen again from the blog page. Costs are cheaper: in producing information, new media requires a lower cost than other media, as in disseminating news, new media does not require paper production costs; extended access: new media can be accessed in various places (Vera, 2016).

Online-based media managed to gain the attention of many people, ranging from the use of television as a conventional media, now also switch to Youtube as a digital-based media. Not only that, but users from other online media also continue to increase.

Figure 2 Internet Users Survey Results
Source: (Isparmo SEO, 2018)

Nasrullah (2015) explained that there are three forms of socialization, namely introduction, communication, and cooperation. In computer networks, there is an integrated systematization, thus connecting the user with social reality which is usually called a techno-social system. He further states that social media is a medium that can support the interaction between individuals and organizations to interact and communicate in various activities such as sharing, collaboration, and playing games. Social media is a digital media that can connect, and create a network between one individual and another individual also on public media with the same purpose of sharing and communicating.

The Indonesian Ministry of Trade published a book as a guideline for optimizing the use of social media. There is an article named "User of the world, Unite! The challenges and opportunities of social media." Meanwhile, Kaplan and Michael (2014) classify six types of social media based on their users, namely collaboration projects of websites, blogs and microblogs, content, social networking sites, virtual game world, and virtual social world.

There are several characteristics of social media according to Nasrullah (2015) which is a network formed from a network structure and or the internet that occurs due to the development of information technology. Although there are networks that are built due to the supporting

media of technological development, the internet is not just a tool. "The network is the message, and the internet is the messager"; information. There are five of the most basic characteristics of an information technology that can be found in people's lives, the basic characteristics of information and the presence of information technology that is increasingly encroaching in aspects of people's lives, including information needs in terms of the economy, the influence of information technology to the public or individually; The development of information technology supports the performance of logic in an institution so that it will be integrated to form a unity in an integrated system (Nasrullah, 2015).

Archives in social media books say that the consequences of this can be useful in recording digital traces so that it can become an archive or evidence related to human life either for individual needs or community whether about religious topics, politics, and other events in one's life. Interaction (interactivity), the basic character of social media is the formation of networks between users. This network not only expands the relationship of friends or followers on the internet alone but also must be built with the interaction between these users (Nasrullah, 2015). Nasrullah also said that interaction either individually or in society has no boundaries, and can involve anyone, anywhere, anytime, as long as it is supported by the internet network; social simulation (simulation of society). Based on the work of Baudrillard (2004), it is said that ideas are part of a pseudo-reality; User-generated content is a system that provides flexibility for users to interact. The content becomes "their individualized place" and also the user can be a connoisseur of content from others (Nasrullah, 2015).

Currently, the use of new media is one of the alternative communication media during the pandemic, with the capital of internet access and gadgets, people can still communicate and do their activities during the current pandemic. Adaptation of New Habits (ANH) – or *Adaptasi Kebiasaan Baru* (AKB) – is one of the survival efforts carried out by the community during the current pandemic. The new pattern of life carried out by the public has largely changed in various aspects, both changes from the behavior of the family environment, the surrounding environment, the wider community, and the work environment directed by various new rules of health protocols to support this pandemic to end soon. Some of the points that become ANH are to stay at home better if there is nothing urgent to go out; provide and wear hand sanitizer if you are traveling outside; always use a mask properly; keep a distance if you go out of the house; enterprising in washing hands using soap; if you run out of travel, take a shower before interacting with people at home; do not shake hands by physical touching; you should use electronic payment exchange; toddlers and elderly at home only (Kementerian Kesehatan Republik Indonesia, 2020). Will the implementation of this ANH only be implemented during the pandemic or will it be a pattern of cultural change in society that will be implemented after the pandemic? If viewed from the observations of researchers, it can be seen that the pattern of cultural change which is indeed a change in people's communication patterns that are required to be done digitally began to grow due to the pandemic, but this communication pattern is in line with the development of technology which is currently growing as well.

With the implementation of Distance Education (Pembelajaran Jarak Jauh or PJJ) or what is currently called the online school, then conducting remote meetings (online meetings) and also other activities carried out online such as online seminars (webinars) and others, it seems that these methods can be a change in communication patterns that will still be applied after the pandemic. Why so? Because the pattern of life of people who have adapted it does not seem to be stopped during the post-pandemic, in addition to being "adopted" it is also a new way that is efficient but less effective if online communication patterns are not supported by adequate tools, such as the stability of internet signals, adequate tools, supportive atmosphere,

and others. However, if later after the pandemic this communication pattern will continue to be applied, then hybrid communication will be one of the alternatives to efficient and effective communication patterns because it is integrated between conventional communication patterns (face-to-face communication) and online communication.

RESEARCH METHOD

Research methods are activities regarding steps taken systematically, regularly, and in an orderly manner that aims to solve problems in obtaining truth scientifically and can be accounted for objectively. The method used in this study is a qualitative research method with a descriptive approach, so it can be done by looking for detailed data based on problems in finding out why a research problem can occur. This research aims to construct the realizations contained in the field, so that they can be understood, and do not generalize or think about something.

The research was conducted online in Bandung, starting from October 2020 until February 2021. Research data collection is conducted online by observing literature reviews from several valid sources with relevance to this study. The findings are supported by accurate data in explaining the reality in the field. The results of this study are the result of literature review observations from various journals, digital data, books, scientific article sources, mass media articles, and also webinar material sources that are currently a new need in the search for research data during the COVID-19 pandemic which is then used as a transcript of observation results and data collection and then described by researchers are associated with theories and phenomena that are happening during this research. This research uses the constructivist paradigm by looking at the existence of reality or truth that is not single. Reality is obtained or created by individuals who are in a particular group looking at the assumptions or interpretations of the individual. This paradigm gives the sense that everyone can create and develop something regarding the subjective values of their personal experience.

RESULTS AND DISCUSSION

The results of the research observations carried out by the research team found that, in this pandemic era, the use of new media became a new habit and has developed into a "commonplace". Everyday community activities ranging from work and school have used new media, such as online channels that can support the continuity of work or school activities like being done face-to-face. Currently, quite a lot of activities are carried out by the community by using new media such as zoom meeting applications, Google Meet, IG Live, Youtube, WhatsApp Video, IG Video, and even other applications that may be made custom by several company agencies to support the continued running of activities during this pandemic.

Activities carried out by the community during this pandemic era, one of which is Work from Home (WFH) or School from Home (SFH) which became a pattern of cultural change in the community during the pandemic. To support WFH activities, some of the media mentioned above can be a supporting media to continue to be able to carry out WFH activities. Currently, employees of companies that do WFH can be transferred starting from work operations, meetings, discussions, seminars that become webinars, and other aspects, considering government regulations regarding restrictions on employees entering work offline or Work from Office (WFO). In addition, cultural change activities that can be seen during this pandemic are school activities (SFH) that can be done through Zoom or video call media, where school children are still in the SFH adjustment stage considering the age of school children is very diverse from kindergarten to senior high school. Another case for college-age children

who have been more able to adjust learning patterns like this, considering that there are enough online schools or open universities that are systematic to learning online before this pandemic. This activity becomes a cultural pattern that needs to take time to adapt its application both for affected children by being forced to do online schooling from home, as well as for parents who must accompany their children in doing online schooling, not to mention for working parents who have to manage their time from doing WFO and also accompany their children in doing SFH. Another cultural change that can be seen during this pandemic is the pattern of using increasingly frequent gadgets, either to carry out SFH or WFO activities coupled with the use of gadgets in doing entertainment activities, namely by watching movies or playing games which is one of the needs of the community today. Appeal to the community environment to stay at home in carrying out various activities during the pandemic, so that there are several new habit patterns applied at home and one of them is by using gadgets.

The results of research by Miao, Last, and Litvak (2022) state that social media can be used to monitor public opinion which can affect government intervention measures in making decisions during the COVID-19 pandemic. By searching tweets in New York from January 22 to September 30, 2020, the researchers' results showed a correlation between public opinion with COVID-19 cases and death data, as well as the influence of government responses to shifting opinions. These results demonstrate the ability of the methods presented to effectively and efficiently monitor public opinion during the pandemic.

Mayer and Boston (2022) suggest in their research that the application of WFH causes temporary changes in the way people interact with their social environment. The research conducted in New Zealand revealed that the majority of respondents who are WFH generally have a positive experience at the time of WFH because it can improve welfare and have a high desire for workers to work part-time or full-time in the future. Well-being is felt by employees because of the flexibility of time they get.

Other results obtained by Hadiwinata, Mundzir, and Muslim (2020) said that one of "the impact of the COVID-19 pandemic is the impact on the business sphere that has become sluggish and declining, but business people do not stand still, even they have to find other ways so that the business they have been running can still exist even if they are affected by the impact significant pandemic". One of them is to optimize more features of one of the new media as a promotional medium for doing business (Hadiwinata et al., 2020). In the study, there are business people who make sales by using Instagram to support the success of promotion for their business. It says that "with Instagram, sales are relatively increased than ever before which only uses conventional sales methods".

In a business, using Instagram is indeed a good alternative because the features in Instagram are friendly enough to be used in providing product information features, and also other things about market segmentation in marketing strategies. Social media can easily be accessed by only capitalizing on the internet network and also supporting media such as mobile phones or other gadgets so that the communication process will be able to be done.

This is one of the results of research related to business activities during the COVID-19 pandemic. Another case with other social media roles that we acquired during the observation of this study. During the COVID-19 pandemic, the role of social media can also be seen from the side of public health education, especially related to the COVID-19 virus, there is much news that becomes hoaxes or news that is not based on facts, it can be further examined with "fact-checking" activities.

Based on the observations of researchers at a webinar that raised communication strategies during the pandemic, one of the speakers, Prof. Deddy Mulyana, stated that the

coronavirus countermeasures communication strategy needs to be supported by several factors and several related parties, including the corona mitigation task force in the center and the region, integrated communication strategy, simple language (avoid foreign terms), intensive and extensive campaigns on virus prevention and strict sanctions for rulebreakers. Based on the analysis of the research team with the affirmation at the last point, namely, regarding sanctions, it will at least be a special strategy for individuals who considers it as a "hobby" by spreading hoaxes, but with a record of sanctions that are indeed imposed are applied and implemented, because it is felt that it can be one of the bad influences that will have an impact on society, especially when it is affected by world disasters such as the current pandemic.

Social media has a role in providing health education for the public by monitoring the latest issues regarding the COVID-19 pandemic. The development of technology influences people's cultural patterns, including people easily sharing information, especially related to the COVID-19 pandemic information that is being experienced today through social media. Currently, the importance of the role of an individual in the community to become a "role model" by providing education and stimulators for each other to follow the appeal regarding the implementation of the Health Protocol and Healthy Clean Lifestyle (*Perilaku Hidup Bersih dan Sehat* or PHBS), but it is undeniable that there is only the public who easily flip the facts so that hoaxes can spread quickly. Such situations needs to be handled quickly because the spread of *hoaxes* cannot be contained without the support and awareness of each individual who acts as a public. Educational support that can be provided by every member of the community (public) is such as health education during the pandemic, herding the public/community on the channel regarding the latest and reliable health information (valid), sharing the experiences of individuals who have been COVID-19 survivors, and strengthening each other both individually and in groups in terms of facing the current pandemic.

Based on the presentation of research results from various perspectives, it can be further analyzed by researchers that the role of new media will be a cultural pattern that will be applied by the community in supporting daily life activities, especially in carrying out communication processes. By using a variety of new media, whether on a digital platform such as Zoom, Google Meet, Skype, Video Call, or other digital media that fall into other social media categories, it seems like the future will become an Adaption of New Habit or ANH (*Adaptasi Kebiasaan Baru* or AKB) which will become a standard of daily communication patterns applied to people's lives even though it is not evenly distributed to all levels of society. However, the possibility of the application of this technology over time will be evenly distributed and become a common practice implemented in the community.

In the previous discussion, researchers have mentioned a discussion where it can be said that currently, the role of new media is very important in society, especially now that almost all levels of society on this earth communicate using new media. The COVID-19 pandemic requires all levels of society to inevitably adapt to using new media to connect friendship and communication processes like humans as social creatures. As said in the new media theory, Vera (2016) classifies the characteristics of new media one of which is as a medium that has a cheaper cost. In producing information, new media requires a lower cost than other media. Therefore, nowadays the whole community can immediately easily disseminate news, and also new media can be accessed in various places as long as they are connected to the internet network. Some opinions say that using new media in communication will feel more effective, but according to the analysis of researchers, not all applications of new media communication become effective, because the limitations of space will have the potential to cause *noise* or interference in communication such as signal limitations that will result in disconnected sounds,

unclear, which can make communication ineffective. With the more potential for interference in communication (noise) caused by adapting communication in the AKB era, it can have an impact on the level of effectiveness of the work being done both related to SFH and WFH and even both. The obstacles that occur become a phenomenon during the pandemic because several jobs must be done simultaneously either related to SFH or WFH.

Based on the research from Adawiyah and Kadir (2020), it is said that the influence of media has a significant influence on community life, especially digital media which is currently widely used to find out information about the coronavirus ranging from the type of virus to ways and efforts in avoiding the coronavirus outbreak. From the results of research examined by researchers, it was found that study participants of the male and female sexes spread across their 6 provinces had the same point of view about the importance of conducting health campaigns about this pandemic through digital media.

Researchers obtained data from the results of another study written by Permatasari, Inten, Wiliani, and Widiyanto (2020), where the results of research in the journal said that there were changes in cultural patterns that occurred in the family environment during this pandemic, including more parental time to accompany children in teaching, but there was also more triggering in clashes between parents and children due to changing life patterns, but from the intimacy that is built up can make members of each other understand the role, conveying the message better because it is done directly (face to face).

In addition, this pandemic period can change cultural patterns, especially in communication culture. Sampurno, Kusumandyoko, and Islam (2020) said that the role of digital media today can be said to be a teacher in educating the community, but still with knowledge and intelligence in applying to each individual. Through digital media, the content of directives intended for the community can be easily provided starting from information related to the COVID-19 pandemic, the latest health services, posting cases resulting from the COVID-19 pandemic, how to prevent, healing motivation for COVID-19 survivors, and communication patterns in providing motivational support to the community either individually or institutions in the face of the COVID-19 pandemic. From these results, it can be analyzed that there are several positive aspects related to the use of social media during the COVID-19 pandemic as an effort to convey communication messages that become a culture applied to ANH.

According to the researcher's analysis, with the change in people's culture to "digital native", cultural patterns change by communicating using new media, becoming something that can be categorized as positive but can also be said to be negative. Sometimes the development of this technology can become a "boomerang". On the one hand, with the development of technology, people will easily access information, and it will be more practical and profitable when viewed in terms of cost and time, but on the other hand, society will easily be "distracted" by hoaxes and also news that deviates and can even divide unity between people and even between nations. Cultural changes in society consuming news in application communication media also today need to be an important concern because it can cause the spread of hoaxes.

If we look at the effects of the use of new media, then this researcher can analyze that there needs to be education for the public about how important it is to anticipate being affected by hoaxes. Currently, there are enough communities that are engaged in eradicating hoaxes with fact-checking activities, and with this, efforts to eradicate hoaxes will be facilitated properly. The cultural pattern of trusting hoaxes and easily spreading hoaxes through digital channels owned today becomes a pattern of negative habits, due to the increasing rise of individuals who easily spread the news, especially related to the news during the pandemic where the news is included in the hoax category.

The pandemic that has been running for approximately a year, does not make the spread of hoaxes stop, so it has become commonplace that appear in the circulation of the wider community. It becomes an important role for all levels of society in obtaining information and knowledge about responding to hoaxes, so that life in society will be able to return to peace without disputes that can bring elements of race, religion, and another social status as a result of hoaxes.

Another communication medium that is still used to convey the message process during the COVID-19 pandemic is in the form of posters. Visualization of a poster can be used as another alternative in communicating a message, whereas nowadays posters can be packaged into e-posters that can be infographic content on social media. In the research conducted by Utoyo (2020), it is said that there are quite a lot of poster media created to campaign for content related to the COVID-19 pandemic with information from the beginning of ethics in maintaining health during the COVID-19 pandemic, maintaining distance, how to properly use masks, it is important to wash your hands with soap, the urge to stay at home only.

Social media as a new media is often used as an alternative to communication both carried out before and during the pandemic because its development can make the wider community required to become technologically literate. One of the studies examined the use of Youtube social media in the process of delivering messages during the COVID-19 pandemic which was implemented in the English language teaching process. From the study, it was obtained that utilizing Youtube media can increase the vocabulary and understanding of students in English lessons so that student achievements are also increasing. Lack of optimal supervision of students, lack of good signals or internet networks, and high quotas are the obstacles that exist in the use of Youtube as a learning medium (Handayani, 2020). From the results of the study, it can be seen that noise will occur in the use of new media, including technical matters such as the relationship with the internet network and the cost of internet quotas.

The results of other studies that can be used as an analysis in this study are about social media as an effort to reduce the risk of COVID-19 transmission, where the study is a case study that occurred in the city of Semarang. 94.9% of people often use social media in finding and accessing information about the COVID-19 pandemic, and also 79% of the public considers social media as educational media in conveying the latest information regarding the COVID-19 pandemic (Findayani, 2020). So, we can analyze that during a pandemic like today, the role of social media becomes an important role for the community in communicating as well as communicating the role of all parties who have elements in conducting disaster communication with a good and correct record of social media use, so that it will have an impact on communicating effectively and efficiently.

The important role of new media which is currently not fully used properly needs to be supported equally by all new media users themselves, because smart practice in using new media does need a gradual adaptation accompanied by education for all parties involved.

Researchers can analyze that, the important role of stakeholders, or maybe the important role of an individual who has good "personal branding" such as influencers, can be one of the strategies in inviting the public in educating smart ways to use new media, because the credibility of stakeholders has an important role and will be considered by the public to be a "role model", so that there needs to be a strategy involving an important "role" from all levels of society both from the top layer (stakeholders) to the bottom layer (society). Therefore, efforts in educating all levels of society in dealing with communication flow during this pandemic need to be done often, starting from the skillful layers of society, namely families, home environments, and residents to the highest level, where it is one of the educational

efforts in minimizing the spread of hoaxes, which can disturb the community and cause new problems during the pandemic. The more sophisticated and the development of communication technology, especially in communication media, and also the smarter the public in applying the media, two things can happen, namely used for positive or negative communication flows such as the spread of hoaxes. Therefore, the community needs to support the sustainability of several communities/organizations that move to eradicate hoaxes, at least by supporting not spreading hoax news or with the term "Stop at you only" is enough to help the anti-hoax movement.

CONCLUSION

It can be concluded that the important role of new media is a measure that requires to be a joint "task" for all levels of society, not only from stakeholders who have an important role but from the bottom layer, namely the community also has an important role in educating each other in using new media smartly, wisely, and appropriately. With the integration between all levels of society, the important role of this new media will be a positive factor that will make it easier for the community to communicate, and interact in all fields, especially during a pandemic like now when the community is expected to start learning and understand about new media that will be predicted in the future will be more developed, and become a cultural pattern that needs to be embraced in all levels of society. By supporting each other's programs that can minimize hoaxes and increase public knowledge about the use of new media, media literacy at all levels of society needs to continue to be echoed, by providing knowledge from the bottom to the top with adjustments to each of their needs to prepare for the implementation of ANH by using new media for now and in the future both during the pandemic and when the pandemic has ended.

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