

Analysis of Behavioural of the 5M Messages (Using Masks, Keeping Distance, Washing Hands, Avoiding Crowds and Limiting Mobility) during Covid 19: A Study of the Perspective of Hermeneutics Theory

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Abstract

This study was motivated by problems and unrest against the number of cases of victims exposed to COVID-19 increased during the Covid-19 Pandemic period. In this study, the authors analyzed five banner texts that focused on the appeal on how to minimize the spread of COVID-19. This study aims to determine messages related to how to overcome the application of the application of 5 M application found in banners, benner, and community service advertisements. As well as the meaning contained in the text of the 5 M application message about Covid-19. Data collection techniques with library research or library research with a hermeneutics approach. This thesis uses hermeneutics theory Hans-Georg Gadamer. With this hermenetuika theory, a message of 5 m is found through historical, dialectics and application. The results of this study indicate that in the text found a message related to the application of 5 m, namely the distribution of messages invites the public to comply with the things that have been determined by the government about the dangers of Covid-19, containing relevant sentences that cause close relationships and relationships related to the problem being faced in the middle public. In receiving a message it needs to be considered related to the truth of the message itself. Given that a message that is not clear truth can lead to chaos and the increasing number of Covid-19 cases among the people. Thus, researchers also suggest that people always do a message of application of 5 M that has been implemented by the government

Keywords: Message Analysis; Covid-19; Heneneutics; Order 5M

Introduction

Communication is the most important part of daily activities (Matorevhu, 2019; Netti et al., 2019; Purba, 2019; Siagian, 2021). Experts say that humans allocate more than 80% of their time to communicate (Lusiawati, 2019; Jarmasi et al., 2020; Maulana & Gumelar, 2013). In practice, communication that succeeded in changing the mindset of a person from closed to open, negative to positive, is communication that is built based on interpersonal relationships. The purpose of communication will not be achieved if communication is not effective (Cui, 2021B; Munifa, 2022; Zainal & Sarwoprasodjo, 2018). The effectiveness of interpersonal communication is achieved when the communicant interprets the message received with the same meaning of the communicator (Supractic, 2010). Not only that, the delivery of messages is a method for investigating and researching how the communicator designs and building messages in order to obtain effective (optimal and efficient) communication results. The message is basically a product of the communicator delivered to the communicant (public) both directly and through the media. Messages are usually followed by communicator motifs. Means that every intensive message has a goal (Lusiawati, 2019). The goal is used to achieve power, both social, political, economic and cultural power (Muh.rizal, 2018). Where we understand the message is part of the elements of communication, according to Hafied Cangara in his book Introduction to Communication Science states that "In the communication process, the understanding of the message is something conveyed by the sender to the recipient. Messages can be conveyed by face to face or through communication media. The contents can be in the form of science, entertainment, information, advice or propaganda".

At the end of 2019 in the city of Wuhan, China was faced with an outbreak of a human respiratory system infectious disease called Corona Virus Diase (Covid-19). On March 2, 2020 for the first time the government announced there were 2 positive patients Covid-19 in Indonesia. In the Covid-19 case in Indonesia experienced a very rapid increase. The central government has now established the national disaster emergency status related to the incident of the Covid-19 virus pandemic (Manurung et al., 2021; Zaifullah et al., 2021). To overcome the spread of the Covid-19 virus, the central government made tracing and implementation of COVID-19 prevention and control through the Covid-19 Task Force in every province or city government. Especially in the city of Medan, Medan Tembung District through the Covid-19 Task Force with a health protocol policy by applying 5M that appealed to as often as possible to use masks, washing hands with soap and running water, keeping distance, avoiding crowds and reducing intercation and mobility (Cui, 2021a; Herianto et al., 2022; Intan Anabella, 2022; Marniati et al., 2020; Prayogi, 2022; Warriar et al., 2021).

Several districts in the Medan City Government, especially Medan Tembung District, also applied using masks, washing hands with soap and running water, kept distance, avoiding the crowd and reducing intercation and mobility (5M). In terms of efforts to break the chain of the distribution of Covid-19, the Medan City Government is intensively conducting socialization to the community regarding the dangers and the spraying of disinfectants to various regions, especially around the Medan Tembung District and the efforts to spread the Covid-19 in Medan City. Researchers assume that through the distribution of short messages or invitations made by the Indonesian government, especially by the Covid-19 Task Force, it can have an influence on public knowledge. Based on the description above about the importance of channeling information related to the distribution and dangers of the Covid-19 virus in Medan, especially Medan Tembung District, the authors are interested in examining how the message analysis used is the application of 5M using Hermeunetics theory.

Materials & Methods

The approach used in this study is the hermeneutic approach. The hermeneutic theory delivered by Madison and Ricoeur, then written by Burhan Bungin stated that hermeneutics focused on interpretation and understanding issues, which relate to two discourse concepts, namely: oral discourse or written discourse or text. The types of research used in this study are libraries or library research, which is intended by researching or limiting its activities only to collection materials that are in the library without requiring research or field activities. In this study the authors used gadamer hermeneutics analysis. According to Gadamer, hermeneutics is an attempt to understand and interpret a text, both religious and other such as art and history. In interpreting a text, Gadamer sees a meaning using several variables namely historical, dialectics/dialogue, and theory of application/application. Hermeneutics analysis is used because the author will interpret the meaning contained in the application of the 5 M application of Covid-19 which is spread through banners, banners and public service advertisements. The steps that can be taken to analyze the data obtained are as follows:

1. Researchers read the message of the application of 5 M about Covid-19 scattered in banners, benner and public service advertisements
2. Next is to examine the contents of the message by interpreting the meaning contained in the news. Then interpret the text, symbols or signs and associate with the theory used.
3. The final step of the researcher will draw conclusions on the application of the 5 M application of Covid-19 in banners, benner and community service advertisements from the research to be conducted.

Results and Discussion

Results

The results of this study were obtained from the process of examining the application of 5M application (wearing masks, washing hands, kept distance, avoiding crowds and limiting mobility) to find self -understanding content to the public about the message of application listed in the text or oral, through the stages of research used in theory Gadmer Namely the message is the object of this research, understanding the text in Gadmer's theory is divided into several stages. This study uses the Gadmer analysis model based on the element of message interpretation, the researcher compiles the results of research into the form of banners, posters and public service advertisements. The author will give an analysis that contains three elements in the concept of Gadmer, namely historical (understanding), dialectics/dialogue (interpretation) and application (application).

1. Wear a mask



Figure 1. Puskesmas Documentation Kec. Medan Tembung Medan City

To reduce the risk of transmission of COVID-19 Puskesmas visitors are required to use masks when entering the Puskesmas area.

a) Historical (understanding)

In the message text entitled "To reduce the risk of transmission of Covid-19 visitors of the Puskesmas must use a mask when entering the Puskesmas area". The message discusses the facts about wearing masks can prevent Covid-19. In this case the author of the message wants to say that using a mask can reduce the spread of the Corona virus. So hereby the authors conclude that all components of society to jointly socialize and campaign for the importance of the use of masks both directly and through social media. Wearing a mask in the right way, which is to close the mouth and nose can reduce the risk of transmission of the COVID-19 to 75% virus.

b) Dialectics (interpretation)

After seeing historically it will be continued by seeing dialectics or dialogue. In the phrase "Puskesmas visitors are required to use a mask when entering the Puskesmas area" can be interpreted that "mask" is important and can prevent the entry of the Corona virus that spreads at this time, the next sentence of the author of the message also strengthens his opinion by saying that the person affected by the corona virus is a person who is not obedient to the order of the application of 5 M, one of which is wearing a mask. This policy was implemented as a form of interpretation of messages related to the hazards of COVID-19, with the aim of reducing the risk of COVID-19 transmission as well as an invitation to the community to obey the adaptation policy of new customs (AKB) made by the Medan City Government, especially in Medan Tembung District.

c) Application (application)

Based on historical and dialectical analysis, it can be interpreted that using a mask can reduce a person infected with the COVID-19 virus. From the policies related to the use of masks, we can see that the general public has complied with and follows regulations related to adaptation of new habits (AKB) such as the use of masks in an effort to break the chain of the spread of the Covid-19 that exists at this time, where this virus is very disturbing to the government in the government Medan City, especially in Medan Tembung District. The author appealed to the whole community to have high self-awareness, obedient to the regulations made by the government to suppress the spread of COVID-19. The government appealed to always apply the health protocol and remain at home (stay at home). Then the need for an application (application) for each community will be the importance of using a mask to minimize the number of cases of the spread of COVID-19 which is increasingly decreased.

2. Wash hands



Figure 2. Washing Hands

Source: Medan City Health Office

"Do 5 steps to wash your hands using the correct soap for 20 seconds. 1 wet the whole hand with clean water and flow. 2 rub the soap of the back of the hand and between the fingers. 3 Clean the part with nails. 4. Rinse hands with clean water with running water. 5. Dry your hands with a towel then dry. "

a. Historical (understanding)

In the message text entitled "Do 5 Steps to Wash Hands Using the Right Soap for 20 Seconds", the message discusses the steps to wash an effective hand. Washing Hands with Soap As one of the anticipatory steps set by the government as one of the COVID-19 control management, the Medan City Government, especially Medan Tembung District, appealed to the whole community to continue to wash their hands every time they finished interacting with others, in accordance with the Germas tagline The Ministry of Health is to do 5 steps to wash hands using the correct soap such as banners, posters and public service advertisements spread throughout the Medan Tembung District area of Medan City.

b. Dialectics (interpretation)

After seeing historically "do 5 steps to wash your hands using the correct soap for 20 seconds. In this sentence there is the word "do" in the form of command sentences that can be interpreted as allowing someone to do something and there is also the word "5 steps" in question there are 5 stages to wash their hands properly and correctly. And there is also the

phrase "Washing hands with soap" can be interpreted that hand washing "is an important thing and can prevent the entry of the Covid-19 virus that spreads at this time, the next sentence the writer of the message also strengthens his opinion by saying that the person affected by the Covid- virus- 19 is the one who is not obedient to the order of the application of 5 M, one of which is washing hands with soap. Regarding the COVID-19 countermeasures that occurred at this time the Medan City Government is responsible to the community in Medan Tembung District to make an appeal and invite the community to obey the adaptation policy of new habits (AKB) made by the Medan City Government, especially in Medan Tembung District.

c. Application

Based on historical and dialectical analysis, it can be interpreted that by "Doing 5 Steps to Wash Hands Using Soap" This writer wants to convey one of the efforts to break the chain of the spread of COVID-19 is washing hands when finished interacting with others. The purpose of the importance of health protocols one of which is washing hands is a step of the prevention of COVID-19 transmission. Adaptation to the New Habit (AKB), as a step for the Medan City Government's policy, especially in Medan Tembung District in the social life of the community in the Pandemi Covid-19 era in general, is greatly supported by the community as a fairly effective step in preventing COVID-19 transmission. The author of the message also appealed to the people of Medan City, especially the people of Medan Tembung District to always maintain their health by not leaving the house, in order to minimize the surge in the Covid-19 cases in Medan City.

3. Keep distance



Figure 3. Disdukcapil Gallery Medan City "Maintain Distance When Registration Stop Covid-19 Maintain Distance"

a) Historical (understanding)

In the message text entitled "Maintain Distance When Registration Stop Covid-19 Maintain Distance" The message discusses the facts about maintaining distance can prevent Covid-19. Keeping distance as part of the 5 AD can be seen from the anticipatory steps carried out by the government to prevent the transmission of COVID-19 This is stated from the existence of policies or regulations in this case in the Medan City Government, especially Medan Tembung, related to the limitation of the number of visitors at the place- Public service places, shopping centers, education and social events that have the potential to cause crowds.

b) Dialectics (interpretation)

After seeing historically "keep the distance when registration stop covid-19 keep the distance" it will be continued by seeing dialectics or dialogue. In the sentence "keep the distance when registration stop covid-19 keep the distance" can be interpreted that "keep the distance" is important and can prevent the entry of the Covid-19 virus that spreads at this time, the next sentence of the author of the message also strengthens his opinion by saying that people What is affected by the Covid-19 virus is the one who is not compliant with the message of the application of 5 M, one of which is to keep distance, the regulation of keeping the distance has been made by the government to minimize the number of cases that occur at this time.

c) Application

Based on historical and dialectical analysis, it can be interpreted that by "Maintaining Distance When Registration Stop Covid-19 Maintain Distance" This writer wants to convey one of the efforts to break the chain of the spread of Covid-19 is to keep the distance when interacting with others with 1-2 meters away . The purpose of the importance of the health protocol one of which is to keep distance is a step of the prevention of COVID-19 transmission. From the adaptation policy of the new customs (AKB) above, it can be seen that the people of Medan City, especially in Medan Tembung District, can interpret the 5 M message, it can be seen from the increasing number of people in complying with regulations, especially from the private sector such as companies and schools that carry out meetings activities Or meetings using online systems such as Zoom Meeting, G-Meet and online learning systems in each school.

4. Avoid the crowd



Figure 4: Documentation of the Medan City Student and Health Workers Alliance "Waspada Corona. Avoid demonstrations on the streets stop gathering and mass crowd "

Avoiding the crowd is also an effort to break the chain of the spread of COVID-19. Avoiding the crowd can minimize the number of COVID-19 cases.

a) Historical (understanding)

In the text of the message entitled "Waspada Corona Avoid demonstrations on the streets stop gathering and crowds" The message discusses the facts about avoiding the crowd can prevent Covid-19. Avoiding the crowd is the most appropriate step that can be taken by all levels of society as an effort to anticipate the transmission of COVID-19. This is because everyone can become a carrier of the Covid-19 virus and is not known both physical signs if without symptoms. In the presence of avoiding the crowd is the same as protecting people who are vulnerable like elderly or people with chronic diseases.

b) Dialectics (interpretation)

After seeing historically "Waspada Corona Avoid demonstrations on the streets stop gathering and mass crowd" will be continued by seeing dialectics or dialogue. The words above mean, in this case will be seen in the language and purpose of the writer of the message. In the phrase "Waspada Corona Avoid demonstrations on the streets stop gathering and mass crowds" can be interpreted that "stop gathering and mass crowd" is important and can prevent the entry of the Covid-19 virus that is spread at this time. The prohibition related to the crowd in the prevention of the distribution of Covid-19 is an anticipatory step carried out by the government, especially Medan City in Medan Tembung District in this case the Covid-19 Task Force consisting of elements of government/local government, TNI/Polri and community elements. The involvement of all elements in the Covid-19 Task Force is intended so that the delivery of messages related to the prohibition of the crowd is delivered in full to the community with the aim of achieving government targets in anticipating the massive distribution of COVID-19.

c) Application (application)

Based on historical and dialectical message analysis can be interpreted that by avoiding the crowd can reduce the risk of a person exposed to the Covid-19 virus. The implementation of the policy to avoid the crowd is also carried out by the company this can be seen from the elimination of company activities that have the potential to cause crowds such as large events, concerts and others. Whereas from the elements of the regional work unit or the government elements there are all activities that have the potential to cause a crowd such as coordination meeting activities, the socialization in a closed room by implementing online using via zoom.



Figure 5. Limit mobility

Source: Documentation of the Covid-19 Task Force Medan City "Limitation of Mobility During the Emergency PPKM Period"

a) Historical (understanding)

In the message text entitled "Limitation of Mobility During the Emergency PPKM." The message discusses the facts about limiting mobility can prevent the new cluster of the Covid-19 virus. Implementation of the implementation of social mobility restriction policies, the government in this case the Medan City Government through the Covid-19 Task Force invites all components of the community to jointly socialize and campaign policies on the mobility of citizens both directly, electronic media, and through social media and others. Massive mobility of citizens can cause transmission of Covid-19 in vulnerable groups, many things are likely to be without symptoms of moving places and transmit to other residents who may be vulnerable to be infected. Medan City Government, especially Medan Tembung Subdistrict, made policies to the community with the enactment of large-scale social restrictions (PSBB) in several sub-districts in Medan, PSBB was also carried out in order to limit the mobility of the population during the Covid-19 Pandemi.

b) Dialectics (interpretation)

After seeing historically "Limitation of Mobility during the Emergency PPKM." Then it will be continued by seeing dialectics or dialogue. The words above are meaningful, in this case will be seen in the language and purpose of the writer of the message. "Mobility restrictions" from the researcher's yard show that the community must reduce out of the house and also reduce interacting with others directly. As an example of restrictions on citizen mobility is the existence of mass assessments in the Medan City area, both from within and from outside the city of Medan itself. Like the picture above is a form of insulation carried out by the Covid-19 Task Force Medan City on Jl. Letda Sudjono Medan City on September 21, 2021, where the Covid-19 task force from the police element was interpreting the mobility of Medan residents, especially Medan Tembung District.

c) Application (application)

Based on historical and dialectical analysis it can be interpreted that by limiting mobility can reduce a person infected with the COVID-19 virus. From the adaptation policy of new customs (AKB) above the people of Medan City, especially in Medan Tembung District, initially had two perceptions, namely supporting and rejecting the policy of limiting mobility of residents both PSBB, PPKM, and Lockdown. But with the massive appeal from the government through the Covid-19 Task Force related to the limitation of the mobility of residents, the Medan City was finally able to understand the purpose of the mobility restrictions of residents, which of course was to minimize the transmission or the spread of COVID-19.

Discussion

Message application 5M

The 5M application message is our main key to bias out of Pandemic Covid-19. The following is the meaning of the 5M application message, namely:

1) Wearing a mask

One of the 5M implementation messages is by wearing a mask, to break the chain of the spread of Covid-19 in Indonesia. There are also historical (arguing) in hermeneutics theory on how to wear masks to protect from droplets issued by others so as not to enter our nose and mouth or vice versa, so that our droplets do not hit others because we do not know us or our interlocutors is being a virus carrier.

2) Washing hands

Washing hands routinely becomes a message of 5M application that is felt to be effective in preventing the transmission of the COVID-19 virus. So that the results are maximum, it is recommended to wash hands for at least 20 seconds using running water and soap that we often hear with the term CPTPS (Hand Washing with Soap). Objects through the structure of hermeneutic theory when washing hands with soap is one of the sanitation actions by cleaning the hands and fingers using water and soap effectively helps protect themselves from pathogens such as bacteria, viruses and other harmful microorganisms.

3) Keeping distance

The next 5M application message is to keep your distance when you are outdoors. The existence of this rule is also based on the Decree of the Indonesian Minister of Health in "Health Protocol for the Community in Public Places and Facilities in the context of COVID-19 Prevention and Control." The rule says, everyone is obliged to keep a distance of at least 1 meter with others to prevent the exposure of droplets from people who cough, sneeze, or talk. It is better to avoid crowding, crowded places, and crammed. If it is not possible to keep a distance, engineering can be made to avoid the risk of exposure. The lockdown policy in Indonesia in the Big Indonesian Dictionary was translated as a regional quarantine to limit the spread of this virus to a total.

4) Avoiding the crowd

According to the Indonesian Ministry of Health (Kemenkes), the community was asked to stay away from the crowd while outside the home. The more and more and often you meet people, the more likely to be infected with the Corona virus. Therefore, avoid the crowd, especially when you are sick or over 60 years old (elderly). According to research, the elderly and people with chronic diseases have a higher risk of corona virus.

5) Reducing mobility

The virus that causes Corona can be anywhere, therefore if there is no urgent need, stay at home. The enactment of the Emergency Limitation of Community Activities (PPKM) in Medan City was carried out from July 3, 2021 to July 2021. This emergency PPKM aims to limit the mobility of the community to reduce the spread of the Covid-19 virus which is increasingly higher the transmission rate. In the Economy and Cooperation Section of Medan City Secretariat, it applies a 25% WFO and 75% WFH restriction. In the Economy and Cooperation Section of Medan City Regional Secretariat applies emergency PPKM as a form of enforcement of Mayor's instructions No.14 of 2021 concerning the Implementation of Restrictions on the Activities of the 2019 Corona Virus Emergency Community in the Medan City Region. The implementation of emergency PPKM was also carried out with the closure of tourist destinations in Medan City, parking lots managed by the Medan City Government, shops that do not involve daily needs, and traditional markets that do not sell basic needs such as the Melati Market, Melati Business Center, Wildlife Market and Ornamental plants (Pasty), Katamso Market, and Bicycle Market like crowded. The number of employees who enter and work from the office (work from office) is also applied.

Conclusions

Based on the results of the research and discussion above, it can be concluded that by using historical variables, the author can find out the origin of the mass text or news raised. Whereas by using the dialectical variable, the author can know the meaning of the text of the words or sentences disclosed so that the message or meaning can be interpreted in a setail. In this study, based on hermeneutic analysis theory Hans-Georg Gadamer with a historical, dialectical and application approach, the authors found the meaning of the 5 M application of the application of Covid-19 containing sentences or appeals that cause new habits in the community.

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