

Power of Knowledge and Community Social Class above Covid-19 Pandemic Information on Social Media

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Tri Sulistyningtyas¹, Jejen Jaelani², Yani Suryani³

^{1,3} Literacy, Media, dan Culture Research Group - Faculty of Fine Art and Desain
Institut Teknologi Bandung

Jl. Ganesha No. 10 Bandung 40132 - Indonesia

² Visual Communication Design Study Program - Institut Teknologi Sumatera
Jl. Terusan Ryacudu, Way Huwi, Lampung Selatan 35365 - Indonesia

*Corresponding author: trining.ism70@fsrd.itb.ac.id

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Abstract

Information about the spread of the coronavirus is circulated through various information channels in the society, both mainstream media, alternative media, social media, and daily conversation. One of the information channels that is widely used and referenced by the public is social media. Dissemination of information about the expanse of the coronavirus on social media is arranged by various individuals. This study will explain the dissemination of information relating to covid-19 in terms of the social class of the reader. In this study, we use critical discourse analysis as a method for analyzing data. This study finding is that the information circulation about coronavirus in social media is class bias. General information is conducted through formal language by middle-class groups. On the other hand, many people present alternative information in the form of memes, jokes, and funny content that contains information about spreading the coronavirus. This phenomenon can be categorized as a lower social class attempt to understanding and spreading information about the coronavirus (Cinelli, et al., 2020) outbreak. The media used to disseminate this information contains text, images/photos, or videos that contain memes, organizes, and funny content. This phenomenon can be seen as a lower-class struggle to educate its class in situations and conditions caused by the coronavirus.

Keywords: Coronavirus; discourse; information; social class; social media

Introduction

The World Health Organization (WHO) defines the Covid-19 virus as a severe global threat. This was predicted in 2017 in the global risk report by the World Economic Forum. The Covid-19 pandemic case raises an important role for information diffusion in the news cycle of disintermediation (Cinelli, et al., 2020). The spread of the corona virus has increased dramatically throughout the world. The spread is so fast and makes everyone panic. Transmission and death of victims continues to be recorded. Various countries carry out various policies to anticipate and handle. Research continues to find solutions to this

pandemic. One study of social media relating to Covid-19 is a study conducted by Cinelli et al. The research discussed information diffusion about Covid-19 by analyzing post data on five social media platforms, namely YouTube, Twitter, Instagram, Reddit, and Gab. Cellini et al. Concluded that understanding the social dynamics behind consumption of content and social media is an important subject because it can help design more efficient epidemic models by calculating social behavior and implementing more efficient communication strategies in times of crisis (Cinelli, et al., 2020).

Likewise in Indonesia, several policies were launched by the government to overcome this problem. On Sunday 15 March 2020, President Joko Widodo asked people to reduce activities outside the home to reduce the impact of the corona virus. The President said "It's time we work from home, learn from home, worship at home." This aims to maximize the prevention of corona virus. This was responded by various regional heads, campus chancellors, foundations, companies, and others to implement the appeal. Online lectures and schools. Work can also be done remotely from home.

Efforts to break the chain of the spread of this virus have been responded to by a variety of people. Most people support this appeal. Part of the community supports or calls for a regional quarantine (lockdown) to reduce the spread of this virus. However, not a few people who also refused with various reasons, including the economy.

The death ratio of corona virus victims in Indonesia is higher compared to other countries. This is very worrying for the public. Various attempts were made by the central, regional, hospital, task force made on a national scale, and various other stakeholders. Independent efforts were made by the community by following the government's advice to stay at home, raise concerns for low-income and daily communities, spread disinfectants independently, and disseminate information to the nearest network circle.

In handling a pandemic like this, information is an important element in an effort to break the chain of the spread of the virus, educate the public, open public data so that people can understand the situation, and so on. Openness and the delivery of information will determine what the community is doing and understand the ongoing conditions. The more information is presented properly and openly, the more people have guarantees about what and how the situation occurs in society and the country. This condition will support social stability in the community and guarantee psychological security to the community.

To support the various efforts carried out by the government, communication plays an important role when a pandemic disaster occurs like this. Disaster communication can play a role in determining the success of governments in providing information for public safety and coping with disasters that occur. Optimization of integrated disaster co

mmunication is very important in disaster management. There must be synergy between the mass media and the community and the distribution

of information through the use of this media (Asteria, 2016).

One of the phenomena of communication that occurs in Indonesia is the dissemination of information through social media. Social media is an important and fast forum for information dissemination in Indonesia. There are several popular social media in Indonesian society: Facebook, Instagram, Twitter, Tik Tok, Whatsapp, Telegram, and Line.

In Indonesia, information on the spread of the covid-19 virus was responded differently. Most people are worried that this virus will become a pandemic that attacks Indonesia. Social media is a medium to spread concerns and warnings of a bad virus attack. WHO has warned Indonesia from early 2020. The experts also warn the same thing. Anxiety about the onset of a bad virus becomes the daily conversation of the community, both in direct chat and on social media.

However, the Government of Indonesia has another attitude towards this warning. The government tends to assume this attack will not occur in Indonesia. Therefore, the Government disbursed large funds for campaigns in the tourism sector and opened the gates of Indonesian tourism for the international community. This has received various responses from the public. Most people are worried about the scale of the government's priority as a mistake in making policies.

Finally, after a few months later, after several positive cases of Covid-19, the government adopted a policy to implement the Large-Scale Social Restrictions (PSBB) action for Jakarta from April 10, 2020. In addition, the Large-Scale Social Restrictions were also applied in several areas other than Jakarta. These areas according to Kompas (Kompas, 2020) are (1) Jakarta, (2) West Sumatra. Regency /city (1) Bogor Regency, (2) Bogor City, (3) Depok City, (4) Bekasi City, (5) Bekasi Regency, (6) South Tangerang City, (7) Tangerang City, (8) Tangerang Regency, (9) Pekanbaru City, (10) Makassar City, (11) Tegal City, (12) Bandung City, (13) Bandung Regency, (14) West Bandung Regency, (15) Sumedang Regency, and (16) Cimahi City.

The implementation of PSBB in these various areas received various responses and reactions from the community. There are groups who agree with the application of this policy. However, not a few also opposed. There are groups who criticize the government for choosing Large-Scale Social Restrictions over regional quarantine as an effort to release responsibility from meeting the basic needs of the community that should be the responsibility of the Central Government. In addition, large-scale social restrictions are also

criticized because they can be an effort to strengthen power over civil society.

In the discourse of the pros and cons of implementing PSBB, social media becomes an arena for discourse battles. Anti-government and pro-government groups roll out various discourses to herd public opinion. In this process, the involvement of the buzzer is very significant to raise various issues both pro and con on government policies. The discourse battle that occurred in social media has an influence on mainstream media. Many mainstream media use social media as a news reference. This also affects the public opinion.

When the corona virus, covid-19, is detected in Indonesia, the government still tends to deny the information circulating in the community. Finally, when the number of people suspected of being affected by this virus increased, the new government adopted a policy of handling. Some policies are implemented both on a national and local scale.

Information about the corona virus attack has long been circulating among the public. This has caused concern among the community. Various information emerged followed by other information. The information that emerged included the history and development of the corona virus, the type of corona virus, how to anticipate the corona virus, an invitation to work and study at home, an invitation not to leave the house, an invitation to pray, as well as an invitation to refrain from mass worship.

In spreading information about the covid-19 virus, there is a class-biased phenomenon. Information conveyed by the government, mass media, and celebrities if examined in depth shows class bias. Much of the information created is constructed with language that can only be understood by certain circles. Generally the information disseminated can only be understood by people with a certain level of education and certain social conditions.

The existence of class-biased information dissemination causes various information delivered to the public to stop only in certain circles and not reach the lower classes of society. This causes many lower class people who are not well informed, uneducated about the dangers of the corona virus, and do not know what to anticipate to avoid corona virus transmission. This study will explain the information circulating on Instagram and Whatsapp social media relating to covid-19 in terms of analysis of critical discourse and social class of its readers.

Theoretical Framework

Discourse is a feature that is always present in human life. People always talk about or write about things about what happens in their lives. Discourse is a linguistic construction built by humans to understand various phenomena that occur in their lives. In human daily life, there are various discourses that arise due to various goals, interests, situations, and conditions.

In discourse, humans try to see reality and display that reality in accordance with their views and interests. A same reality can be understood and displayed differently by different people. In other words, people see the world and reality from a different perspective. In understanding and displaying discourse, worldview and ideology lay behind the construction of the discourse that was made.

Gee (1999, p. 12) explains that whenever we speak or write, we always and simultaneously construct or construct six areas of "reality", namely the meaning and value of aspects of the material world, activities, identities and relationships, politics, connections, and signs. The six aspects of reality are built simultaneously at any time when we speak or write. Building discourse will always be related to these six things. Under unique conditions, one aspect among the six aspects can be more prominent than the others. However, the six aspects will still be present in any discourse.

Discourse is always embedded in social institutions and always involves "property" ranging from books, magazines, laboratories, classrooms, buildings of various types, various technologies, and various other objects from sewing needles (for sewing circles) to birds (for birdwatchers), to the basketball court and basketball court (for basketball players) (Gee, 1999, p. 18). Discourse always appears everywhere, whether in casual daily conversation, market transactions, or political speeches. Discourse is a feature that is always present in various human activities. Through discourse, humans try to interpret the reality they face and also convey that reality to others. In other words, discourse will always be present in whatever reality is in human life.

Piliang and Jaelani (2018, p. 149) explain, discourse is a social practice that will always shape power relations. In the discourse, people will be placed in positions in power relations. The human world is built by knowledge and knowledge is built by discourse. Thus, knowledge in social life is built through discourse. Therefore, mastery of discourse, in many ways, is an attempt to control the social life. The discourse produced by a particular group will always be present against the background of the group's worldview and goals.

Piliang and Jaelani (2018, p. 150) explained that there were always parties who were benefited and harmed by a discourse. There are always parties that are raised and eliminated in a discourse. The discourse constructs knowledge based on the needs of certain parties. A discourse produced by a group from a certain class tends to serve the interests of the group and class.

In this day and age, connectivity is an important keyword in people's lives. People from various places can connect with anyone through connectivity on the internet. This connectivity and networking opens up opportunities for the formation of various discourses in technology-mediated forms. Social media has become one of the digital information channels that connects people from various regions and the world. The connectivity industry combines many technologies and involves the creation of interpersonal networks of computers and other devices such as printers and modems, and with other networks such as satellite systems (Hartley, 2002, p. 35).

The internet has become an important element in contemporary society. The internet has become an inseparable part of various lines of people's daily lives. Dahlgren (Bailey, Cammaerts, & Carpentier, 2008, p. 97) explains that the internet is at the forefront of developing public space, and if the spread of public space generally contributes to an already unstable political communication system, special counter-public spaces in the internet also allows the citizens involved to play a role in the development of new democratic politics. On the internet, anyone has the opportunity to participate, think, spread ideas, and carry out social actions both for their own interests and those of others.

Material and Methodology

In this article, we use critical discourse analysis as a method for analyzing data. In the critical discourse analysis, discourse text is seen as a social event that contains ideology, interests, goals, and so on. In the discourse, there are complex relations between various things. Through the critical discourse analysis, ideological effects which are generally hidden and hidden in a discourse construction can be explored.

The analysis method works critically through text analysis. In this method, the text is seen as a manifestation of the thoughts and ideology of the discourse makers. A text, can not be separated from the social and cultural conditions of the community producing the discourse. There are things hidden behind a text.

The objects analyzed in this study are data dissemination information in the form of pictorial

information distributed by the government, mainstream media, community organizations, and individuals in the community. Data from the government, mainstream media, and community organizations are classified as data that contains information for the middle and upper classes because of the variety of languages used and the structure of the information conveyed. Meanwhile, the data taken from individuals in the community are classified as data which is the response or reaction of the lower classes of society to information submitted by the government, the media and community organizations.

The data was taken from Instagram and Whatsapp social media during the February-April 2020 period. Both of these social media were chosen because they are social media that are widely used by the Indonesian people. In addition, Instagram as a social media platform that provides visual space makes information presented in visual form. Meanwhile, Whatsapp is a social media conversation that allows the flow of information in the form of text, images, videos, documents, and sounds to spread quickly. This social media is very popular in the community.

The data taken as the object of research is visual data that contains information about the covid-19 pandemic. This data is classified into two: first the official data presented by the government, the media, or community organizations. Second, data in the form of responses from individuals in the community in response to various information submitted by the government, the media, or community organizations. The second group of data are responses in the form of humor or jokes.

Result and Discussion

Information about the corona virus is made by various parties with the aim of providing information to the public. In general, the information conveyed by the government uses language that can only be understood by the middle class and the educated. The information used generally uses formal and stiff language. For some people who have a high enough education, this information can be understood easily and well.

WHO describes a case of pneumonia with an unknown cause detected in Wuhan, China, and was reported for the first time to the WHO branch office in China on December 31, 2019 (World Health Organization, 2020). WHO mentions COVID-19 is a disease caused by a coronavirus novel codenamed 2019-nCoV. According to WHO, the majority of people infected with COVID-19 experience mild to moderate respiratory disease and recover without requiring special care. Older people and those with basic

medical problems such as cardiovascular disease, diabetes, chronic respiratory diseases, and cancer are more likely to develop serious illnesses (World Health Organization, 2020).

Dissemination of information about the Covid-19 virus to the public occurs through various media channels: television, radio, online media, print media, social media, leaflets, counseling, and so on. The delivery of information to the public is expected to increase awareness and knowledge if experiencing symptoms similar to the symptoms of the Covid-19 virus. This information will be an effort to anticipate and reduce the effects of the spread of this new corona virus.

In this era, social media is becoming a media for sharing information and even education which is very important for the community. Social media is one of the main references in finding information about whatever is happening in Indonesian people's lives. An event that occurs in a certain place can quickly spread to the wider community through social media. Interactive social media allows anyone to send information, receive information, comment, reshare, hide information from its timeline, and so on. Everyone has control and access to share or receive any information.

The active involvement of individuals in processing this information has made social media an important role in the social life of Indonesian society today. In fact, at this time, social media is one of the references used by mainstream media. Mainstream media often reports on events, the habits of celebrities, and other things that get viral or get a lot of attention from the general public.

As a media that provides maximum space for interaction for the public, social media has a high level of engagement with its users. Social media becomes a forum that brings people together, people with other groups, groups who have the same interests, and groups that have different interests. Social media becomes a meeting room that brings people together from different geographies, interests, ages and goals.

The spread of the corona virus has taken place in China at the end of last year. This information also spreads through various channels, both mainstream media, alternative media, and social media. Although the spread of the virus at the end of 2019 is still concentrated in Wuhan City, Hubei Province, China, the information has spread to various parts of the world. This information has been responded to in various ways. Governments and people who have a history of the SARS and MERS virus attacks a few years ago became relatively prepared countries before the Covid-19 virus attack occurred. This was done to anticipate the fall of many fatalities and the widespread

spread of the virus. However, many countries also respond to this information swiftly and tend to underestimate.

Hartley (Hartley, 2002, p. 27) explains that the class serves as a means to understand the economic and cultural divisions that exist between individuals in society. People are categorized as groups based on economic, social, political and cultural factors. In the beginning, classes in Marx's conception tended to be grouped according to capital ownership. However, in its development, the class includes various categories and differences that classify people into certain criteria.

Information circulating in the community uses a lot of terms that can only be understood by middle or upper class people. Usually, this information is conveyed with standard language structures, technical terms, and foreign terms. Such information is generally only intended for people who have a fairly good education.

Some typical terms used as the outbreak of the Covid-19 corona virus case include "isolation", "people under surveillance (ODP)", "patients under surveillance (PDP)", "lockdown", "work from home (WFH)", "social distancing", "rapid test", "command center", "call center". The use of these terms is common in society to convey various information to the public. However, the use of formal or foreign languages is difficult for people with not too high levels of education.

The use of such language is generally intended for general public. However, in the context of society have varied educational levels and social conditions, this information is then siding with certain groups only. Only those who have a fairly good level of education with certain social conditions that can receive this information without constraint.

Text and visual language in an information likely to be constructed in accordance with the interests and to serve a particular social class. A text and visual language in discourse that developed in the community was never present in the neutral condition. The devices in a discourse has a tendency to be displayed in accordance with the interests and ideology of groups that construct and serves.

Sulistyaningtyas and Jilani (2017, p. 45) explains that a good discourse on packaging objects will help people identify these objects differently. An object or information that is packaged in a certain way and language has the possibility to serve a social class. Through discourse, the meaning of an object or world is built. The meaning is attached to an object through the story of how the object. A discourse that is constructed in a way and specific language

distantly related to a particular social group or class. Information delivered in a foreign language, technical, or formal likely to be more easily understood by the middle class or upper class.

Meanwhile, the information presented by the language of daily life that tend to be rough and using a style of humor, are likely to be understood by the lower social class groups.



Picture 1. Explanation of Social Distancing

Source: Instagram @pikobar_jabar (<https://www.instagram.com/p/B9y1pznhtGJ/>)

From these data, it can be seen the use of the word "social distancing". This term is used internationally to refer to the notion of limiting social interaction with others. The use of the term

social distancing in the community is very widely used in a variety of information, both issued by the government, media, schools, NGOs, and the community.



Figure 2. Tips to Banish Loneliness when Silence and Work from Home

Source: Instagram @kompascom (<https://www.instagram.com/p/B-MoQbEn2Vd/>)

Prompts to work at home and study at home because the corona virus is also enforced by governments, companies, schools, universities, and so on. The use of the term work from home or abbreviated as WFH is widely used in a variety of information in the form of letters, news, infographics, posters, and so on. The use of the term work from home is part of people's daily lives in the midst of corona virus attacks. The use of the term by using a foreign language is very typical of middle and upper class in urban areas.

The term work from home is intended for middle class segments of society in a normal situation in the office. In a crisis situation like this, they can work at home with information technology intermediaries. The ability to carry out work remotely has become part of the life of modern middle class people in urban areas. Work does not have to be done by being present at the office.

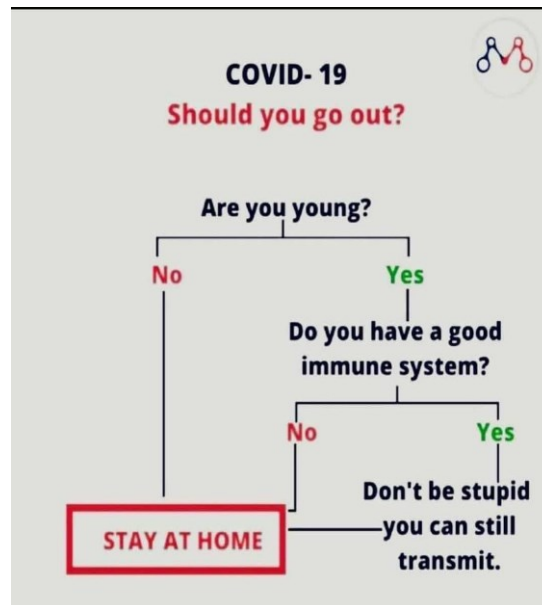


Figure 3. Invitation to Silence at Home

Source: Instagram @kawalcovid19.id (<https://www.instagram.com/p/B9-vE0MHhVg/>)

The data shows an appeal for silence at home aimed at young children. Younger children still much to do outdoor activities like hanging out with friends and hang out in cafes. Some young people think that they are young and have good endurance. Therefore, they are not anxious to do outdoor activities. This is not in accordance with the recommendations of the government and society in general.

The information in the data contains a flow with the question "are you still young?" If the answer is "no", please stay at home. If the answer is "yes" the question "Do you have a good immune system?" If the answer is "no", please stay at home. If the answer is "yes" the plot is "don't be stupid, you can still transmit it." This information is delivered entirely in English. This information can only be understood by people with a high enough level. The information conveyed by the @kawalcovid19.id account is very typical of the middle class and is aimed at the middle class.

The middle class has a relatively good education base. This happens because education is considered as one way to survive in the social classes and may provide an opportunity to rise to the upper class. The benefits of this education will generally be passed on to their children.

This education base is the basis for what kind of information they consume in their daily lives. In the case of the corona virus, information disseminated formally by the government, the mass media, and NGOs can be easily digested by the people in this group. Technical terms and foreign languages become part of their daily lives. Thus, this becomes the advantage of knowledge to

anticipate things that might happen, avoid greater risks, and protect their families.

The same thing is not fully obtained by the lower classes of society. The knowledge conveyed through existing information channels is not fully accessible to and understood by them. The low educational base is an obstacle in understanding information typically of the middle class. This causes the lower classes to get incomplete and informal information. There is a variety of information circulating as rumors and is part of the lives of these lower class people.

Memes, Humor, Information, and Lower Social Classes

The lower class does not have good access to education. This is because their access and ability to education is very difficult. In daily life, they spend their relatively low income to meet their daily food needs. This becomes a circle that continues to swirl throughout their lives. Good education can bring these lower class people to get better jobs, increase income, and get them out of the circle of difficulties typical of the lower classes.

The low level of education of most people in this lower class forms their mindset, access, and understanding of information. In conditions of crisis such as the covid-19 virus attack, the lack of information being conveyed to the lower class causes many people to carry out activities as usual and do not understand what is happening. In general, this phenomenon is also seen as class biased that the public does not care or is ignorant of the appeal made. This phenomenon is considered as an indifferent attitude towards the problems faced by many people. In fact, if viewed

carefully, the dissemination of information that occurs through various platforms, both the mainstream media, alternative media, and social media was from the beginning not intended for the lower classes of society. Only those who are well educated and have good social conditions can understand information about what, how and how dangerous this corona virus is.

In addition to the circulation of official information from the government, mass media, NGOs, universities, and so on, also circulated information about the corona virus created by individuals in the community. Not all people understand formal information. Therefore, there are efforts made by individuals in the community to produce information, both informative and humorous.

For some individuals, humorous information is produced to fill the void of time. This humorous information can be produced by anyone, whether individuals from middle or lower social classes. However, collectively, humor has an important position in society. Martin (2007) explains that humor is a human activity everywhere that occurs in all types of social interactions. According to him, although it is a form of play, humor functions for a number of "serious" social, cognitive, and emotional functions. Humor becomes part of the social processes that occur in society.

Humor appeared not only in normal and relaxed. In times of crisis or war, humor often emerges as a medium to criticize policies, politicians, and so on. In addition, humor is often used as a medium for information dissemination, education, and understanding of situations that

occur in society. Humor that arises in the community through memes in the form of pictures / photos, videos, or text can be seen as a manifestation of the way of viewing and the way people act in dealing with crises that occur.

This humor emerged as a discourse that became part of the social mechanism of society. Discourse about the corona virus and its effects spread widely and formed concern in the community. Discourse humor through the meme in social media becomes one of the social mechanisms in response to what happened. This humor is created separately by individuals in the community. However, if examined there are similarities in motives, patterns, and goals in dealing with collective problems. Humor is a response to situations and conditions that occur in the social dynamics of society.

Here are some memes that are circulating in the community on various social media platforms. Some memes circulating in the community responded to the content of more formal information. However, the contents were changed by using more relaxed or regional languages.

Figure 4 and 5 are play information or memes from Figure 3. Both of these data show an appeal to stay at home aimed at young children. Some young people think that they are young and have good endurance. Therefore, they are not worried about doing activities outside the home. This is not in accordance with the recommendations of the government and society in general. Figure 4 shows the data play using the language. Meanwhile, figure 5 shows a play by using the Java language, Java dialect easterlies.



Figure 4. Meme Appeals for Silence at Home



Figure 5. Meme Appeals for Silence at Home

Figure 4 and 5 are uploaded on various social media (Instagram, Facebook, Twitter, Whatsapp, etc.) which are puns or memes of the information submitted by the account @ kawalcovid19.id. In

contrast to the information conveyed on @ kawalcovid19.id uploads that use English and typical middle class, the information conveyed in figures 4 and 5 is very typical of lower class jokes,

for example *calik wae di bumi dzikir sing seueur emut yuswa dan jok goblog kon sek iso nulari wong*. Figure 4 uses Sundanese language and Figure 5 uses Javanese Surabaya dialect. Both of these examples are essentially inviting to remain silent at home and a lot of dhikr, and don't be stupid, you can infect people.

For some people, this is humor to fill spare time. However, collectively, there are efforts to convey information that is difficult to digest by lower-class people to make it easier. The humor is, on the one hand, serves as entertainment, but on the other hand serves as a medium of education that is easily digested by the lower classes. The ease of digesting this information is due to the information being conveyed using everyday language that is commonly used by the lower class in communicating. The loss of social distance caused by the closeness of the use of this language facilitates the process of circulating information to the lower classes of society more broadly.

The use of the term social distancing is the use of language that can only be understood easily by middle class people. Therefore, some individuals try to translate the use of this term into terms that are more straightforward and can be understood by the public. Figure 6 shows an individual's response to the use of the term social distancing.

In the picture there is text "*Bener kata lambe turah. Ini pemerintah knp pake bahasa susah2 kalo ngomong sama rakyatnya. Social distancing-lah, work from home, WFH. Gakkk mudeeeng. Jadinya malah piknik libur koronaaaa.*"

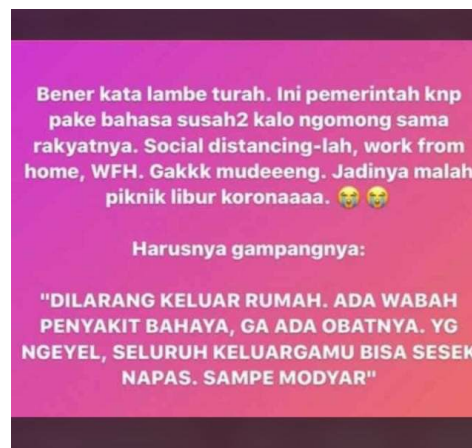


Figure 6. Meme Appeals for Silence at Home

The same thing happens in Figure 7. This picture contains memes or humor about the terms lockdown and social distancing. For the lower class, information that uses these two terms is difficult to understand and accept because there are constraints of knowledge distance. Language that is easy to understand becomes a solution to inform the two concepts to the public. Therefore, many responses from individuals in the community. Memes or humor that contain important

ngomong sama rakyatnya. Social distancing-lah, work from home, WFH. Gakkk mudeeeng. Jadinya malah piknik libur korona." Then he proposed the use of language that was easily understood by the people, especially the lower classes. "*harusnya gampangnya:*" "**DILARANG KELUAR RUMAH. ADA WABAH PENYAKIT BAHAYA, GA ADA OBATNYA. YG NGEYEL, SELURUH KELUARGAMU BISA SESEK NAPAS. SAMPE MODYAR.**" Sentences like that are more popular and easily understood by various groups.

The use of language that is easily understood by the lower class and delivered with a humorous style is an important medium in disseminating information to the public. Proximity an issue with people who live in a community will determine how much information is understood and accepted by the community.

There is a lot of memes or humor circulating on the social media of the community that contains a play on the term work from home. The use of the term "work from home" or abbreviated as WFH is widely used in a variety of information both in the form of letters, news, infographics, posters, etc. and circulated in various media platforms, ranging from electronic media, online media, to social media. The use of the term work from home is part of people's daily lives in the midst of corona virus attacks. The use of terms using foreign languages is very typical of middle and upper classes.

information to be an effective way to convey information to the public. In addition to getting entertainment, people also get the information they need.

Figure 7 contains: "*Bila warga +62 teu beunang di bejaan dengan istilah Lock down atau social distancing... baiknya imbauan di rumah aja menjadi:*" "**NGAJEDOG DI IMAH SATEEEH..**" It means "If Indonesian citizens cannot be told by the term lockdown or social distancing ... it would be

better if the appeal at home is made with the term various regional languages, as in the example above. “NGAJEDOG DI IMAH SATEEEH..” derived from Sundanese language which has meaning “Silence at home” is commonly used in the daily interactions of lower class people. Humor

can be a medium to convey information to the public while still entertaining.

Individuals who make memes or humor like this could be motivated by leisure, entertainment, to pique because people ignored government appeal.



Figure 7, Meme Appeals for Silence at Home

Humor can be one way for people to understand the situation, provide education to others, and calm down in the midst of a crisis. In an effort to reach people with low education and lower social class, there are efforts made by random community to create information contents that can be understood by lower class people. There has been an attempt to translate information about this virus into the everyday language of lower class people, for example by translating into the language of conversation in local languages or translating into straightforward languages in Indonesian.

In many cases, this kind of business appears in the form of memes or jokes. However, if viewed further, the content in the form of memes and jokes can be a means to educate people with low education and lower social class. With understandable language and using everyday language, this information contents can be accepted by society and educating the media about what should be done by them.

Conclusion

Information on the spread of the new corona-virus pandemic or Covid-19 is spread through various information channels in the community, both mainstream media, alternative media, social media, and daily conversation. Social media has an important position and role in spreading information about the spread of the new corona-virus or covid-19. Social media is a collective

media in which anyone can engage and spread information.

Dissemination of this information after investigation turns out to be loaded with class interests. Certain information is produced by the government, the media, NGOs, a community group, or individuals to serve certain class interests. This is also influenced by the ideology, perspective, and interests of the class group. Information about the spread of the corona pandemic often uses formal language or foreign terms. The use of this kind of information can be easily understood and accepted by the middle class or above.

However, on the other hand, information that is formal and uses technical and foreign terms is difficult to understand for the lower class. This is because the educational background of the lower class people is generally not very high. Therefore, many people make alternative information in the form of memes, jokes, and funny content containing information about the spread of the corona virus. This can be categorized as a group effort or lower social class to understand and disseminate information about the corona virus pandemic. The medium used for the dissemination of this information is in the form of text, images / photos, or videos in the form of memes, jokes, and funny content. This phenomenon can be seen as an effort of the lower middle class to educate their class in understanding the situation and conditions that occur due to the corona virus.

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