

## MCCC's Youtube Content Production Management for Covid-19 Education

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### Article History:

Received 2022-08-11

Accepted, 2023-01-31

### Keywords:

MCCC, Covid-19, Youtube, Content

### Abstract

Muhammadiyah Covid-19 Command Center (MCCC) is an institution established by the Muhammadiyah Central Board to become the center for handling the Covid-19 pandemic. This institution has effectively become a government collaborator in dealing with the pandemic. MCCC conducts health promotion by utilizing various media, including Youtube. This study found that MCCC has a professional standard in producing Youtube content. MCCC always conducts research before the production process. The research is conducted to determine the needs of the community. In the distribution process, MCCC tries to build interaction with the audience. Interaction is an important aspect of increasing engagement. In the end, this involvement is part of the process so that the public understands Covid-19.

## Introduction

Covid-19 has become a global pandemic in the modern history of humanity. The government responds by appealing to the public to implement social distancing (sd) to contained the spread of the virus (Novira et al., 2020). Technological advances turned out to be incapable of mitigating this pandemic. Mobility restriction policies and vaccinations are carried out massively and extensively by various governments (Kairoot & Ersya, 2021). Even so, there was resistance to the two policies. The emergence of anti-vaccine groups and groups that do not believe in the existence of Covid-19 is a sign of rejection. This can be categorized as an *echo chamber*.

Ignorance about Covid-19 has led to various misinformation about this virus. This was especially the case at the beginning of the pandemic (Gupta et al., 2020). This is what opens the space for the echo chamber. Communication crisis is a phenomenon that occurs, especially at the beginning of the pandemic (Indasari & Anggriani, 2020).

The *echo chamber* phenomenon that emerged in the anti-vaccine group during the Covid-19 pandemic was considered capable of creating stronger polarization. Social media makes anti-vaccine opinions grow and get attention from the public. Not only in

large numbers but the emotional messages produced by anti-vaccine groups also become a mechanism for certain groups to defend and spread their ideology. The close relationship between anti-vaccine groups also creates a confirmation bias in interpreting a message. They tend only to believe messages conveyed by fellow anti-vaccine members (Sugiono, 2021) (Jubba, 2021) (Usman et al., 2021)

Among Muslims, a minority group emerged and spoke firmly against vaccination. Social media is a medium for this group to speak out. On Facebook social media, there is an anti-vaccine group called GAVI (Anti-Vaccine and Immunization Movement). GAVI actively declares its rejection of vaccinations based on arguments from Islamic teachings. Vaccine refusal is believed as an effort to realize the ideals of moral imagination to become a good Muslim who adheres to the teachings of the Islamic religion. The refusal movement sees how social media plays a role in influencing a person's decision to vaccinate (Rahayuwati, 2021). So, to realize the moral imagination of being a good Muslim and obedient to religious teachings, refusing to vaccinate is the true and rational choice.

The emergence of groups opposing vaccines which have become echo chambers has become a problem in health communication regarding Covid-19. The echo chamber group opposing vaccines is small in quantity, but they actively speak out on social media.

Social media indeed has become the main platform used by internet users or netizens to find information about Covid-19. From the perspective of technological determination, there is a premise that technology is determinant or decisive in shaping human life. Based on age group, students were digitally literate in using social media to seek information about Covid-19 by verifying the information before disseminating it on their social media accounts (Junaedi & Sukmono, 2020).

Muhammadiyah, since the beginning of the pandemic, has taken firm and concrete measures. Muhammadiyah consolidated the resources to prevent the spread of Covid-19 by establishing the Muhammadiyah Covid-19 Command Center (MCCC). The formation of the MCCC is Muhammadiyah's concrete participation and contribution to dealing with Covid-19. Within Muhammadiyah, the MCCC is a kind of task force or ad hoc institution dealing with Covid-19, formed through the Decree of PP Muhammadiyah Number: 2825/KEP/I.0/D/2020 dated 15 March 2020. MCCC is the realization of the Muhammadiyah Central Board's assignment so that coordination was established between the Public Health Advisory Council (MPKU) and the Muhammadiyah Disaster Management Center (MDMC) or the Disaster Management Institute (LPB). In its implementation, the MCCC Team consisted of representatives from LAZISMU, Diktilitbang, *Pendidikan Dasar* (Elementary Education), and all Muhammadiyah Autonomous Organizations, including Aisyiah (Falahuddin, 2020).

MCCC has become *collaborative governance* that supports Indonesian government programs in preventing Covid-19 spread. Collaboration between institutions amid the Covid-19 pandemic is urgently needed. Disaster management cooperation between the government and private sectors is hoped to create a pattern of optimal handling (Prime et al., 2021).

In promoting public health, MCCC actively uses YouTube as the medium. This can be seen in the content regularly uploaded by MCCC. Derived from this, this study seeks to raise the formulation of the problem of the production and distribution management of the MCCC's YouTube content in health promotion to prevent Covid-19.

## Methodology

This research is descriptive qualitative, operationally using case studies. The case study in this research is a single case study. The use of a single case study can be done when the case represents (1) a critical case for testing theory, (2) an unusual or unique case, (3) a general case that can add to the understanding of a particular event, (4) a previously inaccessible case, (5) longitudinal case (Yin, 2002 in Prihatsanti et al., 2018).

In practice, the case study design consists of five components: research questions, prepositions *if*, units of analysis, logic connecting data with analysis, and criteria for interpreting findings. The fourth and fifth components are of concern because they are used to plan data analysis (Prihatsanti et al., 2018).

This research was conducted in the following stages. The first was data collection, which was carried out by means of in-depth interviews with MCCC management, who handle YouTube content production. Apart from interviews, data collection was also carried out by observation and document analysis. Observations were made on the MCCC YouTube content production process, while the documents are those related to MCCC Health promotion in the Covid-19 issue. The second stage is data reduction by selecting and sorting data to answer the problem formulation. The last stage is the presentation of data. The presentation of data is done by analyzing the findings with relevant theories.

## Results and Discussion

### MCCC Youtube Content Production

YouTube is one of the most popular social media in Indonesia. The public can find video content through YouTube according to their needs, ranging from news to entertainment, such as music, films, and other content. Behind the content that the community can enjoy, some make creative content according to their fields and abilities. Since 2016, Google Indonesia reported that video uploaded on YouTube has increased by 600%. One of the reasons for this increase is the large amount of video content called vlogs produced (Kuncoro, Putri & Pradita, in Juditha, 2020).

The internet and the use of new media over the past few years have increased the popularity of visual content-based platforms, such as Youtube and Instagram. The phenomenon of increasing video-based visual content that anyone can produce at any time is considered to have the potential to become future content (Zellatifanny, 2020).

YouTube has become a popular social media, considering its users and audience can use it for free. This includes uploading videos or watching videos on YouTube. What is meant by the word free is that you don't need to pay, except on YouTube premium. Even so, to use it, you must still use internet access or a data plan (Romah, 2020).

Considering Youtube's popularity, MCCC actively uses it as a medium for health promotion. MCCC's Youtube content consists of several types of videos. The main video is the MCCC profile. Other videos can be categorized as follows, talk show videos, press conference videos, MCCC activity publication videos, recorded webinar videos, and public service advertisement videos. The variety and numbers of video types show the seriousness of MCCC in producing YouTube content.

From the production method, the MCCC's Youtube content can be mapped into three. First, Youtube content is created based on scenarios. This production model can be found in public service advertisements. Second, Youtube content is produced as a result of recording without scenarios. This production model can be found in video talk shows

and recorded webinars. Third, videos are produced as news with a broadcast journalism approach. This last model can be found in press conference videos and video publications of MCCC activities.

Functionally, Youtube MCCC has two functions: a distribution of content and an archive; thus, the variety of Youtube viewers could be high or low. However, for high numbers of viewers, MCCC put pressure to reach the wider community. MCCC also has other social accounts, such as Twitter and Facebook, even though Twitter is not as active as Instagram and Youtube.

The production of MCCC video content is carried out as follows. The first step in the production of YouTube MCCC content is to do research. MCCC primarily researches to look at community needs. One example that can be taken is the Muslim worship during Ramadan month in the pandemic. The holy month of Ramadan is, of course, a sacred month for Muslims. With this, MCCC wants people to worship safely, orderly, and comfortably. After the research is conducted, educational content creation according to needs is disseminated through media owned by MCCC, including Youtube. "During the month of Ramadan, people want safe worship. We studied whether people were allowed to go to the mosque if it was safe. We also conducted a study on whether the community should only worship themselves" (Budi Santoso, Head of the Yogyakarta Information and Publication Dissemination Division, interview, 28 March 2022).

Educational research according to needs was conducted because MCCC wanted to create content according to needs and requirements. This means that MCCC is trying to capture the community's needs and provide information to the community. Thus, MCCC tries to create content that suits the community's needs. For example, during Ramadan, MCCC increased the production of content related to matters of worship related to the Covid-19 pandemic.

The next step is the production of video content. Video production is done in two ways. The first is by recording ongoing activities. This model can be found in video content through webinar recordings. Second, video production is done by doing production based on scenarios. MCCC prepares camera equipment, lighting, audio, and other production tools to produce quality content in this second production model.

MCCC's Creative Team also mentions some steps in the pre-virtual distribution. When the digital content is ready after the content creation or production process, the social media admin will prepare the caption, prepare the title draft. Then the selection of the distribution will be spread through whatever channel. The strategy used would depend on the objectives of the MCCC. After that, the content to be distributed is given directly to the person in charge, namely the social media admin.

Even though it has been well designed, Youtube content production still has challenges. The second production challenge above is maintaining health protocols during the production process. For example, video production for Public Service Advertisements requires a long process because video production activities during the current pandemic are very difficult (Asfriyani, 2022).

### **Distribution of MCCC Youtube Content**

In the book 'Social Media: How to Engage, Share, and Connect' (2015), Regina Luttrell mentions The Circular Model of Some. This model is very helpful in analyzing the management of social media accounts. This model suggests four aspects that need to be considered in managing social media. The four aspects have their own strengths in their contexts but combined, they make for a solid strategy. When a company/agency



shares something, it can simultaneously manage, engage, and even optimize its message (Mahmudah & Rahayu, 2020) one of is Instagram that commonly used at the corporate level. As in the type of shopping center company (Mall).

In the following analysis, Regina Luttrell's model will be used to analyze how content is distributed by MCCC. The first aspect is sharing. Sharing includes where the audience will be addressed, what kind of network will be used, and where to share the right content. It is important for social media practitioners to understand where and how consumers interact. This is an opportunity for companies to identify channels that can connect, build trust, and interact appropriately. In this case, communicators need to have a strategy for using social media to build effective and efficient communication. MCCC carries out this stage by conducting research prior to content production.

The second is *optimize* (optimization). The optimization emphasizes whether there are issues that need to be addressed, the type of content that needs to be shared, whether we have company influencers and supporters, where and how we are discussed, and how each recorded conversation could be optimized. Strong, well-planned, optimized communication impacts message, brand, and value. In this section, there will be changes to messages shared via social media. This is because all social media have different characteristics. MCCC does this by optimizing by focusing on the Covid-19 issue, which is actualized with issues currently being discussed in public. For example, during the month of Ramadan, MCCC creates content related to safe worship during a pandemic.

The third aspect is *manage* (arranging). Arranging relates to what relevant messages should be addressed, monitored, and measured. This includes building systems to follow conversations in real-time, reply to live customers, send private messages, share links, monitor conversations, and measure success or failure. The matrix is an integral part of managing social strategy. This is because conversations on social media are happening fast. MCCC carries out this stage by regularly holding meetings on the results of the content produced and distributed on social media.

MCCC is placing the content production and distribution process as in the mass media. This is marked by regular meetings to see the achievements of Youtube content distribution. This process is important to improve the health promotion carried out by MCCC through YouTube. Actually, not only on Youtube, but MCCC also measures the achievements obtained on other social media, such as Instagram, Twitter, and Facebook. This achievement data becomes internal data used by MCCC to increase distribution reach.

The final aspect is *engage* (involving). This aspect includes who and how will participate, do we want consumers to react to what has been shared? If so, what do we want them to do? Engagement strategies can be difficult to manage, but once an organization understands the benefits of good engagement, it can build the right relationships. MCCC seeks to engage Muhammadiyah-affiliated social media accounts to build engagement.

In selecting distribution channels, MCCC chose social media as digital content distributors containing information related to Covid - 19. Social media that are considered quite influential are Youtube and Instagram MCCC. The two social media were chosen based on their young age, where young people tend to be more active in social media.

MCCC's Youtube post-distribution is measured by the number of interactions on social media, such as the number of likes and comments. After monitoring the interactions that occur on YouTube and Instagram, MCCC evaluates the content. Evaluation is carried out like a meeting in the editorial room.

The use of social media by MCCC shows the awareness among Muhammadiyah activists about the potential of social media, which has higher user potential than conventional media like print media and electronic media. This is mainly supported by the ease of access, which can be done through a cell phone connected to the internet (Thifalia & Susanti, 2021).

The awareness of the power of new media, in this case, Youtube, also shows the awareness of media changes. In fact, digitalization and convergence of all media aspects have increased interactivity and network connectivity, mobility and delocation of sending and receiving, the adaptation of publications and the role of audiences, and the emergence of various forms of media gateways (Karman, 2013).

## Conclusion

This study found that Muhammadiyah, through MCCC, effectively uses YouTube as a medium for health promotion for preventing Covid-19. Facing anti-vaccine groups, Muhammadiyah voiced the need for vaccination to prevent Covid-19 through content on Youtube. Muhammadiyah also makes Youtube content a medium of information to the public, especially Muslims, regarding worship demands during the Covid-19 pandemic. The MCCC Youtube account is managed seriously as a newsroom. Content production is always based on solid research to increase audience engagement. Content distribution is also carried out to increase audience interaction and engagement.

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