The Utilization of Explainer Video Animation to Support the Optimalization of Health Protocol During the Covid-19 Outbreak (Case Study: Health Promoters and Cadres in DKI Jakarta)

Agnes Setyowati Hariningsih; Erol Kurniawan

English Literature, Faculty of Social Sciences and Humanities, Pakuan University, Indonesia

Abstract

The spread of the Covid-19 virus in Indonesia, which is part of the ongoing worldwide pandemic, has infected millions of people and caused thousands of victims dead since the first case was nationally reported in March 2021. In addition, it also has significantly affected many important sectors in the country which made lots of people have to lose their jobs. One of the strategies which can be taken to prevent and cut the spread of the virus is to promote and apply the health protocol to the society. In relation to this, the role of the health promotors plays an integral part in educating people to always apply as well as perform the health protocols in daily lives. One of the possible ways that can be done by those health agents is by creating educative and participatory video contents which can be circulated in any social media platforms. This research is to see if the health promoters are able to produce creative content videos using Explainer which can be used to optimize the efforts of preventing the spread of the virus. By applying in depth interview with 45 health promoters and 141 health cadres based in DKI Jakarta and qualitative method, this research revealed that in the preliminary interview almost all of them used to make video contents, but some never utilized Explainer video animation. After a ten-hour course training, they were able to make video animation along with persuasive and thematic message which can be used to support the optimalization of the health protocol. Based on the results, producing creatively enticing contents circulated in social media platform should be taken by the health promoters and cadres as a strategy in its relation to health issues.

Keywords: *Explainer; Covid-19; Health Protocols; Health Promotors; Health Cadres*

Introduction

Since the first case was found in March 2020, the Covid-19 outbreak has given bad impacts in many sectors in Indonesia. The pandemic has caused bad impacts on economic growth and pushed society into poverty (Surhayadi, 2020). In addition, either healthcare or safety and security of health workers were also at risk. Most of hospitals have been fully occupied and many buildings were functioned for taking care of infected patients.

The Utilization of Explainer Video Animation to Support the Optimalization of Health Protocol During the Covid-19 Outbreak (Case Study: Health Promoters and Cadres in DKI Jakarta)

637

The condition is getting worse each day and the positive case trend keeps rising because most people are not eager to follow the government's instructions to stay at home and apply the health protocol in their social activities. It is understood as they are confronted with dilemmatic options. If they do not go to work, they won't be able to make money to support them financially, but when they continue to work, they have got potential risk of getting infected and make the positivity rate rise dramatically.

Additionally, the government's decision regarding the staying-at-home policy is also problematic since during the Covid-19 outbreak in Indonesia job-loss inevitably occurred in many sectors. The unemployment remains high at 6.28 percent as millions of people continue to reel from the pandemic fallout. In short, the social-distancing or lock-down instructed by the government will surely influence the rise of unemployment case and keep people from being productive (Fahri; Abd. Jalil; Sri Kasnelly, 2019).

Furthermore, in educational sector, both teachers and students are also experiencing 'culture shock' since the pandemic has changed the teaching and learning process from offline to online learning. Both are having difficulties adapting this situation as they are truly forced to be technology literate (Matdio.Siahaan, 2020). Schools and universities are also forced to provide students with reliable virtual platform and apply blended learning methods to facilitate teaching and learning process. Unfortunately, all of which cannot run well yet because either the students or the teachers' ability to adapt is randomly diverse and they also need more time to adapt the situation. Additionally, most of the students cannot afford to buy internet credit to get internet connection. Not only that, the signal interference is also one specific problem as students live in different places and not all of them can get sufficient and clear internet connection.

Due to the above-mentioned problems, strategies must be developed to discipline people and get them apply the health protocols properly to prevent the spread of Covid-19 outbreak in the country. As a part of the government team, the health promotors are the ones who take responsibility in developing lots of strategies to promote health protocols to prevent the spread of this deadly virus so that Indonesia can get recovered from this difficult situation.

Beside national vaccination, the role of health promotors in educating people about the danger of Covid-19 and how to stop its spread is very pivotal. Most people are not eager to get vaccinated as there's a lot of disinformation on social media, so health promotors have to take action to counter this discourse (Nining Puji Astuti et al., 2021). Strategies have already been taken to end the pandemic, one of which is by promoting and applying clean and healthy lifestyle in the society such as washing hands, social distancing, wearing mask, and avoiding the crowd (Karo, 2021).

It can be said that the health promotors are one of the frontline actors to stop the spread of this deadly virus and get through this uncertain situation. They can help people stay psychologically healthy by educating them about the right information of Covid-19 (Ausrianti, 2020). One of the possible ways to optimize the application of the health protocols and clean and healthy lifestyle among society is by improving their skills in using video application to generate interestingly creative as well as educative contents regarding Covid-19. These mediated forms of communication such as video contents are expected to support the optimalization of the health protocols. Moreover, the skill of producing video contents and circulating them in any social media platforms can also work for other types of health promotion as nowadays people spend most of their time surfing the internet and social media platforms to get information such *Facebook, Twitter, Youtube, Instagram, Tiktok*, and so on. Moreover, the use of popular culture to educate people about an issue is a good choice as pop culture is liked and close to people's daily life (Strinati, 2005) so there's a possibility that the information will be circulated evenly.

Research and Methodology

Following this interest, this research is endeavoring to find out if the health promotors are able to use and produce creative video contents using *Explainer* video application by including creative key elements in their production specifically in its relation to Covid-19 outbreak. This study applies qualitative method (Moleong, 2011), (Ardianto, n.d.) as well as ethnography (Barker, 2004) or institutional research by interviewing 45 health promotors and 141 health cadres based in Dinas Kesehatan DKI Jakarta and giving them questionnaires on whether they ever use the typical video applications to make creative contents. Additionally, assessment is also conducted to evaluate whether they are able to use *Explainer* in their creative production.

There are some main problems why this study is conducted. Video contents generated by the health promotors and cadres are still limited. It is true that they use some free video applications to create content messages to support their job in promoting health, but the quality, visual performance, and the message of the videos still need improvement.

Additionally, in its relation to Covid-19 outbreak, the circulation of health protocol education is sometimes (not often) delivered directly by coming to targeted places such schools and local health centers. Moreover, the message content mostly focuses on medical and economic aspects. The cultural approach and the use of persuasive language to educate people about the danger of Covid-19 is sometimes overlooked.

To get their understanding on how to use the application, the health promotors and cadres were given a ten-hour-course conducted both online and offline. During the course mentoring all participants were given steps on how create video contents with the Covid-19 theme. After that the participants' work were monitored as well as assessed to check whether they are able to produce contents using persuasive language to invite society to apply the health protocols in their daily life.

This research was conducted from September until December 2021 the course was carried out in Dinkes Jakarta office. The objective of this study is to improve their ability to utilize *Explainer* video application in creating messages about Covid-19. Furthermore, the use of the application can support the optimalization of health protocols application in the society as messages created in the video can reach large groups of people living in Jakarta but also in other places outside the capital city. The use of *Explainer* Video application can also be used for other purposes regarding the delivery of health education and issues.

Analysis

Nowadays, the use of video application is inevitable since most people's activities are done and published online. Internet and information have the potential to help individuals to improve their health knowledge. In addition, social media intervention can reach large people living in different places (Thomas P. Lyon and A. Wren Montgomery, 2013). They also spend most of time surfing the internet and social media platforms to get information on anything.

In its relation to the spread of the Covid-19 outbreak, people access information from online news and social media platforms specifically about finding health center for patients, the global and national case, and the prevention of the virus. The spread of Covid-19 information in social media have influenced their attitude and behavior. Moreover, people can be the agents of health education to help circulate the information to other people in their circle (Stuart R Poyntz, 2006), (Muchammad Bayu Tejo Sampurno et al., 2020).

Following this situation and the tendency of people using internet and social media platform. The delivery information on health issue is suggested to be in a simple, informative, communicative, and attractive package. Especially, in social media platform, this effort should be taken to gain the 'clickbait' or people's attention. Therefore, the production of video information should be made by utilizing video application.

In finding out to what extent the health promoters and cadres use video application in delivering health protocols to public, the questionnaires were given and the result is as follows:

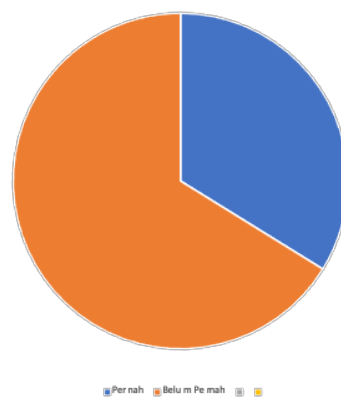The Utilization of Video Applications to Generate Health Messages for Public Service

■Per nah ■Belu m Pe mah ▣ ▣

Figure 1

In figure 1, it is known that 66,6 percent of the participants never use any video applications to generate public service information. Most of information were delivered through direct visit. The conventional methods such the use of Power Point Presentation is used to deliver information regarding Covid-19 outbreak.

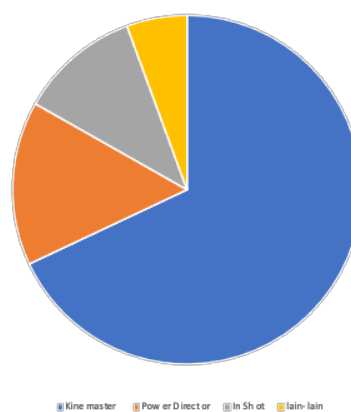Video Applications Used To Create Contents

■Kine master ■Pow er D irect or ▣In Sh ot ▣lain- lain

Figure 2

In figure 2. In general, the health promotors and cadres still have difficulties in utilizing video application in generating content. Though, they used to use once, most of participants said that it was not

effective enough as their understanding on the application is still very limited. Based on the diagram, 38,8 percent of the participants used video applications to promote health to society. They used several video applications which can be downloaded free from their smartphone device. 68 percent of them used *Kinmaster*, 15, 2 percent of them used *PowerDirector*, 11, 2 percent of them used *InShot*, and 5, 6 percent of them used other free video applications. In addition, most of the messages created mostly focus on medical as well as economics discourses.

Following this finding, this study aims at enhancing their technology literacy by giving course on the utilization of *Explainer* animation video application to help them create video contents to support the optimalization of health protocols in society. This study also wants to measure and find out if the health promotors and cadres are able to utilize the application and insert persuasive messages in the video.

Explainer video is a short-form video mostly utilized for marketing or sales purposes which highlight a company's product, service, or business idea in a compelling and efficient way. In 2009 Dropbox, working with common craft created a simple video explaining how they worked (*The History of the Explainer Video*, n.d.). This video resulted in 10 million users signing up for the service. Most professional companies use this to advertise for their product or service on Facebook and other social media websites.

During the course all participants were explained about the main five factors which should be the focus in the making of video content, such as

a. The *Explainer* video should be short in length at around three or even shorter. It is because in social media people tend to skip video if it is too long. They need information that is compact, fast, and informative;

b. The video should apply strong call to action (CTA). Additionally, it should be clearly stated. They must visualise and think about what their intended audience do after watching the video;

c. The video should also be focused on addressing a specific problem, explaining their product or service, and offering solution to the problem;

d. The content creators should also match the information with the audience. The videos will be effective when their style and tone match that of the information, and the audience they are trying to target.

e. The point that any content creators should pay attention to is the quality of the video. In other words, the video must be in high quality, both in quality of production and quality of content, to effectively communicate a message proposition.

In short, the participants are expected to create a video and be able to make its length short, quality high, the call to action strong, and the solution simple to understand. Therefore, the making video process must consider three main questions: what's the audience's problem?, how will the video fix the problem? And why people should spend their time watching the video?. If these objectives are included, the 'ideal' video content is completed.

During the course, the participant must follow the step production process which include **pre-production:** at this stage, all participants are preparing concept, write their script, gather crew or partner. They will plan their shoot or animation. **Production**: in this step, they will begin animating or start shooting their explainer video. **Post-production**: at this last step, they will edit everything in a team together, record voiceover, and overlay any appropriate music or additional sound effects.

As the production of *Explainer* video needs collaboration, the participants were teamed up consisting five to ten people in one group and each person contribute in each step of the production. During the course, they were assisted if they have more questions or find difficulties in making the video and their work was also assessed to make sure if they follow the guide of making the video.

After a ten-hour course held for three days, each step and all elements of production were fully understood and applied by all participants. They could follow all the steps during the preparation. They could set the ideal time length, identify the problem as well as its solution regarding covid-19 outbreak in Indonesia. They were also able to provide reliable information from trusted source to make the video look credible.

In the other side, more findings showed that 85,5 percent of them are having difficult time structuring concepts at the production step. They stated that they needed more time collecting some related sources to make the video more effective. In addition to it, 75 percent of them said that they were not accustomed to creating animation using the video, some declared that they had no idea on how to create an interesting cartoon figure to attract audience and also do the voiceover as they didn't have any experiences on how record voiceover. In short, they still find difficult time making the video look more appealing and the information that they inserted in the video was still much more focused on medical and economics discourse, such as the bad impacts of the pandemic which can badly affect many important sectors in life.

Inserting more frightening and negative messages in the video can potentially and psychologically affect the viewers, they will feel the negative vibes of watching the video and this will lead to the failure of information delivery because people will potentially skip the video. At the same time, it will strengthen stigma of those infected by the virus. In general, the message content of the video and other technical steps still need to be reviewed and more course focusing on those problems still need to be conducted.

Conclusion

The utilization of *Explainer* video animation helps the health promotors and cadres to support the optimalization of the health protocols. By producing the video contents using the application, the information of the importance of applying clean and healthy lifestyle can be circulated more quickly and efficiently. Due to people's tendency of spending more time surfing the internet and social media platforms, informative yet persuasive video contents have the possibility of providing people information about the Covid-19 outbreak and other health information.

This study aims at facilitating as well as assessing to what extent the health promotors and cadres in DKI Jakarta are able to use *Explainer* animation video application in producing contents on Covid-19 outbreak, informing, and persuading people to always apply the health protocol in daily life. The finding shows that health promotors and cadres are able to operate and use the application to create video animation on Covid-19 outbreak using *Explainer Animation Video*. They can apply all the production steps and elements in the making video process. In other side, some problems still remain. 85,5 percent of them are having difficult time structuring concepts and 75 percent of them were not accustomed to creating animation using the video and do the voiceover.

Besides that, the information inserted in the video was still much more focused on medical and economics discourse which can potentially make people skip the video as they will psychologically be affected by the 'dark' impacts from the video. In other words, more positive messages need to be included in the video to make them get interested in watching it. In general, the message content of the video and other technical steps still need to be reviewed and more course focusing on those problems still need to be conducted.

References

Ardianto, Y. (n.d.). *Memahami Metode Penelitian Kualitatif*.

Ausrianti, R. (2020). Promosi Kesehatan Jiwa Masyarakat Menghadapi Era New Normal. *Jurnal Abdimas Saintika*, *2*(2).

Barker, C. (2004). *The Sage Dictionary of Cultural Studies*. Sage Publications.

Fahri; Abd. Jalil; Sri Kasnelly. (2019). Meningkatnya Angka Pengangguran Di Tengah Pandemi Covid-19. *Jurnal Ekonomi Syariah*, *2*(2), 45–60.

Karo, M. B. (2021). Perilaku Hidup Bersih dan Sehat (PHBS)Strategi Pencegahan Penyebaran Virus Covid-19. *Prosiding Seminar Nasional Hardiknas*.

Matdio.Siahaan. (2020). Dampak Pandemi Covid-19 Terhadap Dunia Pendidikan. *Jurnal Kajian Ilmiah (JKI)*, *1*, 1–3.

Moleong, L. (2011). *Metode Penelitian Kualitatif*. PT. RemajaRosdakarya.

Muchammad Bayu Tejo Sampurno et al. (2020). Budaya Media Sosial, Edukasi Masyarakat dan Pandemi COVID-19. *SALAM; Jurnal Sosial & Budaya Syar-I*, *7*(6), 529–542.

Nining Puji Astuti et al. (2021). Persepsi Masyarakat Terhadap Peneriman Vaksinasi Covid-19: Literature Review. *Jurnal Keperawatan*, *13*(3), 569–580.

Strinati, D. (2005). *An introduction to Theories of Popular Culture* (Second). Routhledge.

Stuart R Poyntz. (2006). Independent Media, Youth Agency, and the Promise of Media Education. *Canadian Journal of Education 29*, *1*, 154–175.

Surhayadi, A. et al. (2020). The Impact of Covid-19 Outbreak on Poverty: An Estimation for Indonesia. In *The SMERU Reseach Institute*.

The History of the Explainer Video. (n.d.). Retrieved September 21, 2020, from https://medium.com/@LooseKeys/the-history-of-the-explainer-video-d2f8379bee5

Thomas P. Lyon and A. Wren Montgomery. (2013). Tweetjacked: The Impact of Social Media on Corporate Greenwash. *Journal of Business Ethics 118*, *4*, 747–757.

Copyrights