The Effectiveness of Social Media in Giving Awareness for Movement Control Order (MCO) During COVID-19

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Introduction

- According to Shen (2020), since December 2019, an increasing number of cases of novel coronavirus COVID-19 has been identified in Wuhan, a large city of 11 million people in central China.
- In addition, as mentioned by Siddique (2020), in the current scenario of novel coronavirus outbreak, governments across the world are struggling to find ways to prevent the spread of coronavirus. The government has implemented a Movement Control Order in conjunction with curbing the spread of COVID-19.
- During lockdown, Facebook and Twitter become the major sources of COVID-19 news (Donovan, 2020).
Problem Statement

- In other hand, based on the research by the researchers from Health Communication Group with Quality Use of Medicines in Umrah and Hajj Pilgrimage Research Group (QUMPRG) Madinah, they found Sabah and Penang recorded the lowest percentages in their preventive practices and awareness (Mohd Aliff Idzwan Abdullah, 2020). Plus, according to Jeevendran (2020), people have been unaware of the danger of COVID-19 since the MCO was released.

- Moreover, as stated by Zaidi Mohamad (2020), awareness about COVID-19 through media is very important in order to people apply the preventive actions. The statement is supported by Ntonjira (2020) that stated that effective social media in providing awareness is a key component of managing COVID-19 crisis.
RESEARCH METHODOLOGY

Research Design
The research is the quantitative survey type of research.

Sampling Technique
The study is using convenient sampling technique which is under nonprobability sampling. N=400

Data Analysis
The software used for data analysis is through Statistical Package of Social Science (SPSS) software version 23.
### Findings

Table 1.0 showed the overall mean for the level of effectiveness of social media is high (µ =3.33). As stated by Ntonjira (2020), effective media in providing awareness is a key component of managing COVID-19 crisis. This highest mean come from statement social media is much faster in releasing information on COVID-19 (µ =3.60). The result is supported by Martin (2018) that social media has become the main source of news online with more than 2.4 billion internet users, nearly 64.5 percent receive breaking news from Facebook, Twitter, YouTube, Snapchat and Instagram instead of traditional media.

<table>
<thead>
<tr>
<th>Effectiveness of Social Media</th>
<th>Mean (µ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I use social media to obtain information about Covid-19 issue.</td>
<td>3.50</td>
</tr>
<tr>
<td>1. The information obtained through social media is more compact.</td>
<td>3.31</td>
</tr>
<tr>
<td>1. I can receive a lot of information through social media channels.</td>
<td>3.44</td>
</tr>
<tr>
<td>1. Information that was conveyed through social media is much easier to understand.</td>
<td>3.39</td>
</tr>
<tr>
<td>1. Information received through social media channels are from trusted sources.</td>
<td>2.97</td>
</tr>
<tr>
<td>1. I choose social media platform to receive information on Covid-19 due to attractive visual.</td>
<td>3.31</td>
</tr>
<tr>
<td>1. I use social media to receive information to follow the current trend.</td>
<td>3.27</td>
</tr>
<tr>
<td>1. <strong>Social media is much faster in releasing information on COVID-19.</strong></td>
<td>3.60</td>
</tr>
<tr>
<td>1. I spend more time on social media rather than TV channels to obtain information about COVID-19.</td>
<td>3.23</td>
</tr>
<tr>
<td>Overall</td>
<td>3.33</td>
</tr>
</tbody>
</table>
Table 3.0 below show the small different level of awareness on MCO between urban area people and rural area people. Rural area people show a little bit higher than urban area people. The result indicates that if p > .05, the variances are not significantly different. So, the levels awareness on MCO do not defer significantly for the urban area people and rural area people.
Conclusion

To conclude, the level of effectiveness of media on awareness of Movement Control Order (MCO) is very high. It shows the usage of social media is fully utilize and bring many benefits to the users especially during COVID-19 season. The Ministry of Health can use this data as a proven that citizens in Malaysia are always aware about the current scenario by using social media and get much information about MCO. This study reveals that social media can bring awareness on MCO. Many respondents got a lot of information regarding MCO and alert what government try to deliver. Social media does help official agencies and experts share important information fast – such as during a disease outbreak like COVID-19.
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