Digital Activism of Health Professional during Pandemic: a Lesson Learned from @Pandemictalks

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Abstract

As the COVID-19 pandemic spread, digital activism emerged as a response to the Infodemic in Indonesia. This study focuses on the digital activism of Pandemictalks and aims to explore its objectives, strategies, and impact. This study utilizes a qualitative approach within a critical paradigm. It employs Norman Fairclough's Critical Discourse Analysis model to examine the linguistic and sociocultural practices employed by Pandemictalks during the research period. The findings reveal that Pandemictalks was motivated by the initial anxiety caused by the pandemic in Indonesia, driven by the government's lack of vigilance and data transparency. The study identifies five key areas of focus for Pandemictalks: health protocols, government policies, education, vaccinations, and climate change. Through their digital activism, Pandemictalks provided alternative information channels and complaint avenues, while also conducting positive campaigns for the community. The primary objective of Pandemictalks was to raise awareness of COVID-19 within society, contributing to the dissemination of crucial information. Furthermore, their activities allowed them to accumulate social capital, as evidenced by their growing number of followers. In terms of language construction, Pandemictalks utilized popular diction language styles and satire to align with the Instagram atmosphere, effectively engaging their audience. This research highlights the significance of digital activism during the pandemic and its role as an alternative information source and platform for societal concerns in Indonesia. It is recommended to delve deeper into the science communication and health communication efforts employed by activists, educators, and health workers during and post-pandemic in Indonesia.
Keywords: Digital Activism, Health communication, Pandemictalks, Social media activism

Abstrak

Ketika pandemi COVID-19 menyebar, aktivisme digital muncul sebagai respons terhadap infodemik di Indonesia. Studi ini berfokus pada aktivisme digital Pandemictalks dan bertujuan untuk mengeksplorasi tujuan, strategi, dan dampaknya. Penelitian ini menggunakan pendekatan kualitatif dengan paradigma kritis. Penelitian ini menggunakan model Analisis Wacana Kritis Norman Fairclough untuk mengkaji praktik linguistik dan sosiokultural yang digunakan oleh Pandemictalks selama periode penelitian. Temuan mengungkapkan bahwa Pandemictalks dilatarbelakangi oleh kegelisahan awal akibat pandemi di Indonesia, didorong oleh kurangnya kewaspadaan dan transparansi data pemerintah. Studi ini mengidentifikasi lima bidang fokus utama Pembicaraan Pandemi: protokol kesehatan, kebijakan pemerintah, pendidikan, vaksinasi, dan perubahan iklim. Melalui aktivisme digitalnya, Pandemictalks menyediakan saluran informasi alternatif dan jalur pengaduan, sekaligus melakukan kampanye positif bagi masyarakat. Tujuan utama dari Pandemictalks adalah untuk meningkatkan kesadaran akan COVID-19 di masyarakat, berkontribusi pada penyebaran informasi penting. Selain itu, aktivitas mereka memungkinkan mereka mengakumulasi modal sosial, terbukti dengan bertambahnya jumlah pengikut mereka. Dalam hal konstruksi bahasa, Pandemictalks menggunakan gaya bahasa diksi populer dan sindiran untuk menyelaraskan dengan suasana Instagram, sehingga secara efektif melibatkan audiens mereka. Penelitian ini menyoroti pentingnya aktivisme digital selama pandemi dan perannya sebagai sumber informasi alternatif dan platform bagi keprihatinan masyarakat di Indonesia. Studi ini merekomendasikan riset berikutnya untuk menggali lebih dalam upaya komunikasi sains dan komunikasi kesehatan yang dilakukan oleh para aktivis, pendidik, dan petugas kesehatan selama dan pascapandemi di Indonesia
Kata Kunci: *Aktivisme Digital, Komunikasi Kesehatan, Pandemictalks, Aktivisme media sosial*

Introduction

This research focuses on the digital activism movement amid the flood of information that occurred during the pandemic in Indonesia. This phenomenon is termed by WHO an "infodemic" (WHO, 2021). The emerging infodemic occurs because of the ability of current information technology to capture and disseminate information quickly and in real-time (Allington et al., 2020; Banerjee & Meena, 2021; Islam et al., 2020; Simon & Camargo, 2021). It brings panic and fear during the pandemic (Yu et al., 2021). Important information related to the pandemic comes quickly, even with disinformation that can appear quickly too (Cosentino, 2023). The existing information gaps trigger volunteers who collaborate to create a digital activism movement together (Grant & Smith, 2021). The infodemic that occurred in Indonesia has sparked the existence of diverse digital activism (Nadzir, 2020a), especially related to covid-19, one of them is Pandemictalks.

Digital activism is the phenomenon of mass movements that were originally in the streets, and meeting rooms migrated to the digital infrastructure (Bennett & Segerberg, 2013). This brought the activist's voice not only to become a domestic echo but also widely transnational (Tarrow, 2005). The research interest in this topic is also growing (Kaun & Uldam, 2018). This research focuses on a digital activism that is purely done digitally and does not have an offline movement. The object of research is activism that spontaneously emerged during the Covid-19 pandemic, namely Pandemictalks. The focus of this activism is to provide information and educative content related to Covid-19. They also try to campaign awareness related to the pandemic wider using social media. Where, social media is fast and widespread (Carr & Hayes, 2015; Shirky, 2011).

The WHO declared the pandemic status on March 11, 2020, (WHO, 2020). Covid-19 spread to almost every country in the world, including Indonesia. President Joko Widodo announced COVID-19 Patient 01 on March 2, 2020. In Indonesia, the government appears to fail to control the circulating disinformation, especially at the beginning of the pandemic (Setiawana et al., 2021). The government's ability to communicate messages about disasters to the public and media can reduce risks, save lives, and decrease the impact of disasters (Haddow & Kim, 2009). The communication failure can worsen and problematize the pandemic (Ilham et al., 2021). Meanwhile, information related to the pandemic should not be scaremongering, but on the other side, should be able to raise awareness (Vibriyanti, 2020).

During the pandemic, the quality of information from the media declined (Masduki & Prastya, 2022). Even some news is produced by only citing a twit of some figure (Wijaya et al., 2022). The internet and social media have proven to be fit mediums and are widely used by the public in seeking information (Roosinda, 2022; Rovetta & Bhagavathula, 2020; Sulistyawati et al, 2021). People also started to adopt tele medicine and chatbots (Nasikhah et al., 2022) They don't think it's urgent to seek the news, since everything they will find by scrolling social media (Lee et al., 2023).

The existing information gap has triggered many volunteers to try to actively participate in bridging the information during the Covid-19 pandemic in Indonesia (Yusuf et al., 2021). People use social media for seeking mutual support (Saud et al., 2020) and criticize the government (Wijaya, 2021). Several Covid-19 activism accounts were created voluntarily by several groups of netizens, such as Kawalcovid-19, Laporcovid-19, and Pandemictalks, as well as accounts of several doctors who are active in cyberspace consistently reporting the current situation of the pandemic in Indonesia.

Digital activism stands as an alternative apart from the discourse campaigned by the government and the mainstream media. This study focuses on this alternative discourse, by looking at the social dynamics that raise along with it. Therefore, the researcher uses critical

discourse analysis. Norman Fairclough's critical discourse analysis was preferred by the researcher by looking at how this model aims to fetch the linguistic dimension along with existing social changes. This model, according to Fairclough (2009) in Wodak, is also referred to as a model of social change (Ruth Wodak, 2001). Fairclough divides discourse analysis into three dimensions, namely textual analysis, discourse practice, and socio-cultural practice.

In research related to activism, one of the indicators is numbers (Tilly, 1978). In this context, there are two numbers, namely 1) the number of followers and 2) the number of contents of the Pandemictalks account. In terms of followers, Pandemictalks has 446,134 followers (as of 22/06/2023). It is the Indonesian Covid-19 activism account with the most followers on Instagram. Regarding the content, 2 of the 3 Pandemictalks initiators come from a medical background. During its development, Pandemictalks also recruited several doctors as volunteers. Researchers record that they play vital roles, especially in content production related to health. By positioning themselves as health experts, they hold full health knowledge authority. With the public's high trust in health workers during the pandemic, they also gain exposure and response (CSIS, 2021).

Although the pandemic has shifted into an endemic in Indonesia by June 21st, 2023, (Kompas, 2023). The healthcare discourse among medical workers in the new media was still a present-day lesson to learn (Kanchan & Gaidhane, 2023). With Foucault's point of view, the Researchers try to explore how the forms and practices of activism discourse among medical workers, who hold the knowledge authority and its information flow as they also determine the topic, write and curate the content by themselves in this "Pandemictalks" group.

Research Methods

This study uses a critical paradigm. In this research, researchers looked at not only the content but also the motives in the Pandemictalks account. The author uses a qualitative approach using Norman Fairclough's critical discourse analysis model. Discourse analysis does not provide concrete answers like science, but delivers new insights, based on continuous arguments and debates (Ida, 2014).

The subject in this study is the Covid-19 activism account, Pandemictalks, www.instagram.com/pandemictalks/. The researchers have made observations with the data scrapping method on the last 1000 posts from a total of 1925 Pandemictalks uploads. The researcher divides data processing into 3 (three) phases as it is following Norman Fairclough's critical discourse analysis model, namely the text analysis, discursive practice, and sociocultural practice analysis.

Results of Research and Discussion

Based on the initial findings of the researchers, after being drawn from 1000 data, the Pandemictalks activism contents can be grouped into several topics, namely Health Protocols, Government Policies, Pandemic Education, and Vaccinations. Researchers will describe activism in each of these topics in this section using Norman Fairclough's Critical Discourse Analysis model.

Health Protocol Material Textual Form: Reminders and Affirmations

Health protocol is a term that has just recently known to the public during the Covid-19 pandemic. As a new mandate, health protocols are also undergoing a process of adoption in the community, through various communication and information channels delivered by the government, experts, related institutions, and activists who are proactively moving to campaign for health protocol discipline.

[1]

Figure 1 Health Protocol in Pandemictalks
Source: obtained from primary data, (2022)

In material [1], Pandemictalks invites the public to stay aware and anticipate, in this context, that the Omicron variant in December 2021 has entered 45 countries. This health protocol campaign is not the first time, but it is shared repeatedly in various styles and contexts of the situation. The phrase "weapons" emphasizes that the audience must be prepared like a war that is about to start. The weapon mentioned here is "3T" which stands for Testing, Tracing, Treatment, which is one of the main patterns of handling Covid-19. Also "5M" and vaccinations.

[2]   [3]   [4]

[5]

Figure 2 Health Protocol in Pandemictalks' Caption
Source: obtained from primary data, (2022)

Pandemictalks calls the health protocols 5M [5], namely Washing Hands, Wearing Masks, Keeping Distance, Staying Away from Crowds, and Restrict Mobility. The perspective of Pandemictalks as a reminder of health protocols emphasizes the weakness of its implementation carried out by the public. As in [2] when the spike in cases occurred, using capital letters, emphasized the anger expressed in the text. Also, when the case began to subside [3]. The use of masks is one point that Pandemictalks always tries to speak about [4].

The health protocol was first introduced during the pandemic in Indonesia on June 19, 2020, in the Decree of the Minister of Health HK.01.07/MENKES/382/2020. In terms of medicine, protocol means a detailed procedure for dealing with a particular medical situation. The 3M campaigned for comes from Chapter II on "GENERAL PRINCIPLES OF HEALTH PROTOCOL IN PREVENTION AND CONTROL OF COVID-19".

Pandemictalks highlight government campaign visual appeals and socialization during

the pandemic that seem to override the substance of the message conveyed. The Ministry of Health in general has provided a pretty good example in the socialization of health protocols, as shown in figure 11 material [6] but for its derivative products, the health information conveyed is often displayed much smaller than the accompanying photos of public officials.

Regarding the visuals, Pandemictalks gave a satirical criticism by displaying a cartoon photo of half of the uploaded visual, with the cartoon name "Herdi Immunitiawan" "Officials who suddenly talk euphoric with giant self photos". The visual form that displays oversized photos of these officials shows the lack of sensitivity of officials in conveying messages to the public.

Figures 3 Health Protocol Visual
Source: obtained from primary data, (2022)

[6]

Figure 4 Herdi Imunitiawan
Source: obtained from primary data, (2022)

Forms of Criticism of Government policies during the pandemic

In general, Pandemictalks has criticized the government often, especially regarding handling the pandemic. Particularly during the Terawan Health Minister period, when the pandemic was so early in Indonesia, and the government seemed to be still groping. Pandemictalks noticed the development of active cases and the policies taken by the government during the pandemic brought predictions that Indonesia would be the country

that came out of the latest Covid-19 pandemic crisis (Wijaya & Ida, 2021). They picked up the news from BBC Indonesia [7], amid the high number of positive cases and daily deaths in Indonesia. "It will happen if there is no remarkable strategic policy on health recovery, said an expert", this sentence implies that Pandemictalks affirms the opinion of the expert. Although later provides a comprehensive explanation of the news, with content that is in line with the criticisms that Pandemictalks is trying to make, namely the lack of 3T and weak policy strategies

in handling the pandemic because there are too [7]

many existing economic-political compromises. [8]

Figure 5 Views on Indonesian government policies
Source: obtained from primary data, (2022)

In another content, Pandemictalks presented a comparison between Indonesia and Malaysia [8]. This material is mostly adapted from news from Kumparan. Interestingly, the news was composed mostly of quotes from the Democratic Action Party (DAP) Leader Lim Kit Siang. The final sentence of the news can be a conclusion as follow:

According to Lim, Indonesia managed to reduce the rate of corona infections faster than Malaysia. Even though Indonesia has a larger population than its country.

The sentiments of Indonesia – Malaysia is effortless to go viral and attract many Indonesian audiences to read. In response to this news, Pandemictalks provided some comparative data in detail on how Indonesia and Malaysia compare in handling the pandemic. Readers can easily follow the presentation of the existing data by reading the subtitles in blue. Several detailed data are cited such as "*Surprisingly, daily cases and deaths in Indonesia have decreased, even though vaccination coverage is lower than Malaysia*". Then regarding the testing ratio, it was quoted that

"*Malaysia's testing ratio is 7 times higher*". The conclusion of this material shows that "*Indonesia should stay awake*" and "*Indonesia's daily cases and deaths have indeed dropped significantly, but vaccination and testing ratios are still very low*".

Pandemictalks also criticized the government for various abbreviations on social restrictions policies. It has often changed and tends to wait for the situation. One of the visuals adapted from Antelope, a film studio based in Jakarta. It contains a collection of social restrictions abbreviations in various versions, with a satire design like a sequel to a film franchise [9]. The government responded to the crisis with mobility restrictions that were continuously extended, making society have to guess what rules would apply in the surrounding environment near ahead. During that period, Pandemictalks also cited an article from Bloomberg which declared Indonesia's handling of Covid-19 as the worst in the world [11]. "*Indonesia ranks last out of 53 countries*", "*the number of people who are vaccinated is only 11%*", and "*the positivity rate of 28% is still very high*".
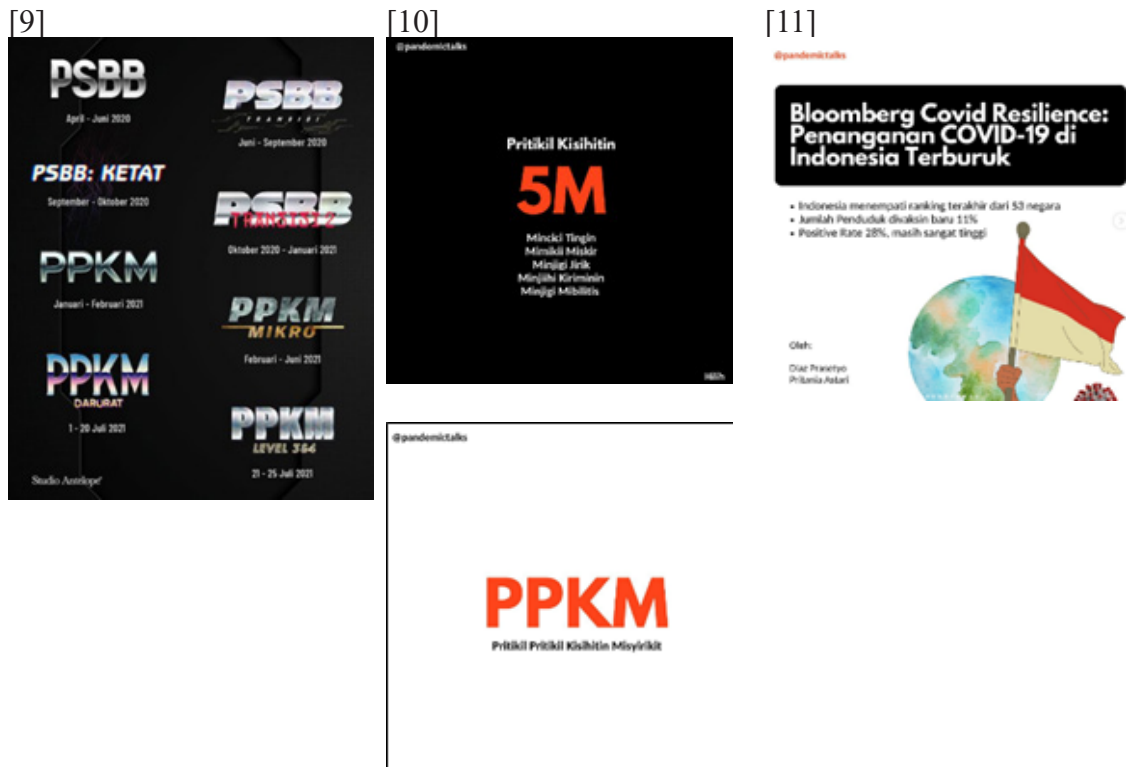
[9] [10] [11]

Figure 6 Criticism of government policies during the pandemic
Source: obtained from primary data, (2022)

The Form of Covid-19 Educational Materials: A Popular Academic Stage

The pandemic challenges the experts, academics, and public health stakeholders in healthcare education. New patterns emerged in providing health service information to the public, which previously might have been only a plan, or had not even been conceived before the pandemic. In the context of this research, the existence of new media with social activities such as Pandemictalks is an alternative to reaching information related to the pandemic. With its character that moves from the audience, its contents feel closer to the audience than the public communication channels. This is because the source of the material is also the people who experience panic or confusion directly. New media that are more interactive also allow social activists to capture what the audience is asking, panicking, or what is publicly being debated.

[5] [6] [12]

Figure 7 Covid-19 Education Materials at Pandemictalks

Source: obtained from primary data, (2022)

In material [5] Pandemictalks reinforces "Several case studies state that the Delta Variant can be transmitted only by passing 5-10 seconds", as a conclusion to 3 points of scientific facts related to the delta variant. The explanation leads to the conclusion in bold letters. The caption also explains "fleeting transmission" where Pandemictalks is narrated as "being infected with the Delta variant by passing each other".

> *"Recently, we were all shocked by the news in Australia, that someone contracted Varian Delta just through passing or what is known as a "fleeting transmission". - Narrative in caption [5]*

In [6] it is narrated how the profile of the delta variant, with a sketch that looks like an Olympic winner's satire, it is stated that the delta variant is the most dominant, 97% is rapidly infectious, lowers the immune response, attacks all ages and has entered Indonesia. This fairly short explanation (in just one slide) can provide quite complete information regarding the delta variant.

Furthermore, in other educational materials, related to the value of CT [12], for example, it is explained that CT or what is read "siti" is how much / how little virus is in the sample. CT values are also not values that can be compared, in different periods, or with results from different labs. This explanation becomes quite important, considering that the Indonesian people were previously more familiar with the numbers of uric acid, cholesterol, glucose, and hemoglobin, for example, as indications of diseases that commonly appear in Indonesia. Meanwhile, the term "CT value" needs to be translated into an explanation that is easier to understand, namely "the number of viruses in the sample".

Covid-19 Vaccination Propaganda

Another topic that is a concern of Pandemictalks is related to the vaccination program. This program is crucial because vaccination has proven to reduce the daily rate of cases and death rates in various countries. In this context, the editor of Pandemictalks admits that it has specific rules not to discuss or compare the vaccine brands or vaccination methods chosen in detail. Regarding vaccination, Pandemictalks also shows a fluid identity. Considering the other topics, Pandemictalks tends to criticize the government, but not with vaccination. In Goffman's view, identity can be in the form of "given" which is deliberately and planned to be raised, or in the form of "given off" which is slowly known through conversations and interactions that occur. Both "given" and "given off" according to Goffman, are still seen through the language used. Identity in cyberspace, according to Seargent (2014) tends to be unstable (Seargeant & Tagg, 2014). In the context of new media, identity can easily change according to the context and social constellation that occurs. Pandemictalks prefer to "give" the statement that they were with the government in this context. emphasize the importance of vaccination, rather than providing a vaccine review one by one compared to how they work, their effects, and efficacy.

According to the editor of Pandemictalks, the most important thing is how the public immediately gets the full vaccine, as quickly and widely as possible. So, Indonesia will enter herd immunity faster. They also give enough attention to the vaccination conspiracy, including one of the musicians who were keen to voice the Covid-19 conspiracy at the beginning of the pandemic, namely Jrinx.

Figure 8 Concern about Jrinx
Source: obtained from primary data, (2022)

As one of the public figures whose opinion is quite agreeable regarding the Covid-19 conspiracy, of course, the Jerinx vaccination is a turning point for Covid-19 activists such as Pandemictalks. Jerinx, who previously denied the existence of Covid-19, including regulations and its tests, finally agreed to get Sinovac's vaccine injection. This is quite monumental among young people, considering that previously many also defended and believed in the conspiracy statements conveyed by Jerinx in various channels and forums. Jerinx's change in attitude cannot be separated from legal issues that involved him in at least 2 (two) legal cases during the pandemic in Indonesia. Pandemictalks raised a unique meme in which a cafe was crowded with boisterous people who seemed to be supporting together and Jerinx was vaccinated as the highlight. The injection that went into Jerinx's body was immediately greeted by the crowd as if it were a goal in a football match. Also, another material [17] with the caption "HEHEHEHEHE" and the visual "Jerinx just got vaccinated, when will you?". A satire for supporters of the Covid-19 conspiracy in Indonesia.

Figure 9 Vaccination contents
Source: obtained from primary data, (2022)

Another material related to vaccinations posted by Pandemictalks is [18] Spongbob's meme which seems to open a vaccine service. Initially, with the description "Vaccination prevents severe symptoms", the vaccine service center was deserted. Then with the new description "Vaccine is a way out of the Pandemic", a small crowd came but with not too many queues. However, once the description was changed to "vaccine as a requirement for entering the mall", the existing vaccine service immediately became crowded with huge queues.

This is a satire on the behavior of the Indonesian people in capturing the intent of the vaccination policy implemented by the government.

Another concern is the government's policy regarding the third dose of vaccination, also known as the "booster" vaccine. At the beginning of the discourse on the third dose in Indonesia, an issue arose where the third dose was paid for. With the passing of the discourse in the community, a debate arose as to how the third dose vaccination policy should be taken. So, in the end when it was decided to be free, as announced by President Jokowi himself [17]. Nothing new with this pattern, where President Jokowi will appear in the last episode as a hero and end the debate over a policy discourse that will be taken by the government.

Discursive Practices and Social Discourse regarding Pandemictalks Digital Activism

Discursive practice in critical discourse analysis will focus on how discourse is produced, distributed, and consumed. This section will also explain how discourse intersects with social norms and constellations that occur during the research period using an intertextuality approach. Digital activism according to Postill (2018) can be divided into 4 (four) categories, namely data activism (including hack and civil hack data), digital rights (freedom of expression, media alignment, internet governance, internet security, child pornography, and cybercrime), social protest, and politics (Postill, 2018). With the development of the digital world that exists today, fully digital activism has become achievable. Jenkin (2016) sees the current contradiction of media democracy.

Where public trust in the government decreases, civilian organs are no longer felt by the people, and parliamentarians do not represent the people at all. On the other hand, the development of the digital world makes it easy for people to access information, make socio-cultural political discourses close to them, easy-to-form communities, and grassroots canals, and lightly load heavy topics such as politics and science (Jenkins et al., 2016). A similar phenomenon occurs in Indonesia, where people easily access political, social, and cultural materials, as well as scientific topics, but do not have strong enough trust in the government, especially at the beginning of the COVID-19 pandemic. According to Hintz in Meikle (2018), technology and media platforms currently offer various conveniences for citizens to be active and have their voices heard. Starting from radio with illegal signals, to alternative print media, from social media to transnational activism (Meikle, 2018).

Health Worker Activism in Pandemictalks

Assuming from the explanation related to activism above, the researcher sees the movement carried out by Pandemictalks as digital activism. Considering the categorization above, Pandemictalks activism can be categorized as a social protest, as a form of citizen dissatisfaction with the pattern of handling the COVID-19 pandemic in Indonesia. Not only containing criticism, Pandemictalks, which are fronted by health workers, are campaigning for pandemic education and other awareness campaigns against Covid-19. Newsrooms, which are jointly managed by volunteers, indicate a movement that collectively seeks to bring awareness of the pandemic closer and more intensively to the public.

Pandemictalks were initiated by Firdza Radiany, a communication practitioner, with her cousin, Mutiara Annisa, an academician of molecular biology, and lecturer at the Faculty of Biomedical at the Indonesia International Institute for Life Sciences (I3L), specializing in Biomedical Science. Mutiara is also an alumnus of the University of Bradford UK. Third, Firdza's school friend in Semarang, Dr. Muhamad Kamil, a surgeon who just finished his studies in Japan. Seeing the pandemic situation in Indonesia in March 2020 where data accuracy was minimal and confusing, they initially agreed to start a podcast titled "Pandemictalks". This podcast is distributed through the Spotify platform.

The initial aim of Pandemictalks was to open a discourse related to the pandemic with more accurate information and data. The issues discussed are generally related to the development of daily cases, the transmission that occurs, the policies taken by the government, as well as the anticipation of existing public health facilities. This podcast also focuses on people's behavior in dealing with the pandemic. Pandemictalks from the beginning emphasized the importance of 3T (Testing, Tracing, Treatment) and 3M (Washing hands, keeping a distance, and reducing mobility). Later, this podcast converts into an Instagram account.

The main motive of Pandemictalks is raising awareness or moving the public to be more concerned and aware of the threats of the Covid-19 virus. Including its prevention, handling, and other various issues. With the scientific material campaigned, Pandemictalks had to "*popularize*" the material. The idea just flows, capturing the existing situation and conditions. The point of view taken is a common's point of view, where the material presented must be digested as easily as possible, even though it has heavy scientific content. Something challenging, amid a divided society against covid-19.
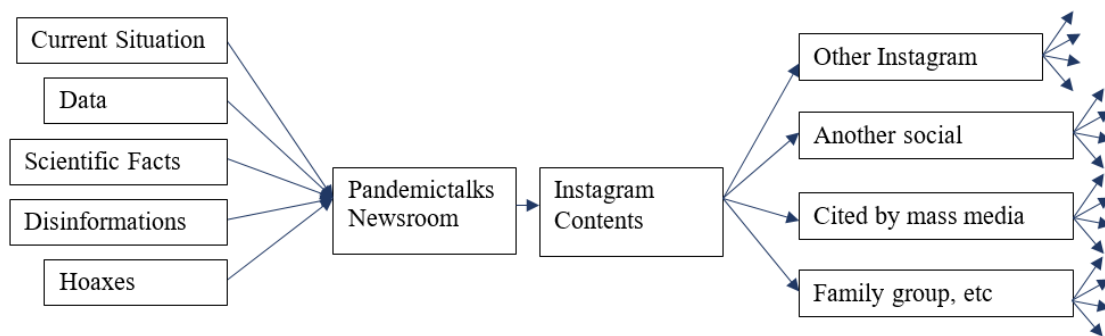

Figure 10 Pandemictalks Activism Strategy
Source: obtained from primary data, (2022)

The activism strategy organized by Pandemictalks is to provide as much and as wide – science-based-content as possible, with easy-to-share packaging (with screenshots, for instance). Gracia Berdolla in Marichal (2012) mentions how digital activism is integrated into the identity of each user through social interactions in their daily lives or termed "*mobilizing identity*" (Marichal, 2012). The netizens feel that they had joined only by liking, commenting, or resharing the content. They use Canva in their content production. This online-based application is easy to use, making it easier to collab as a team. In the graphic design trend, Canva has become the favorite choice for simple graphic applications, at the level of design work that is not too complicated, with large additional illustration graphics (Gehred, 2020).
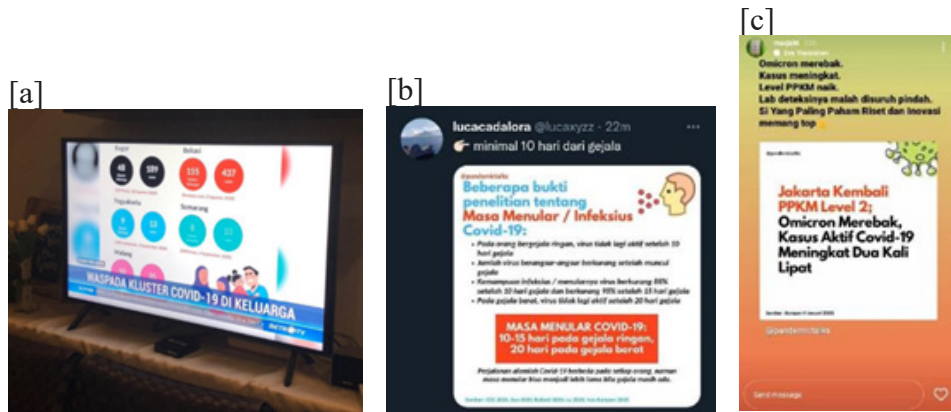
Figure 11 Shared Content in TV [a], Twitter [b] and Instagram [c]
Source: obtained from primary data, (2022)

People share the Pandemictalks content through other media (Figure 11). The offline form of activism that Pandemictalks campaign is not by bringing people to the streets. At the beginning of the leadership of the Minister of Health Budi Gunadi Sadikin, Pandemictalks along with several other Covid-19 activism accounts such as Kawalcovid-19 and Laporcovid-19, as well as several doctors who actively provide education on social media, received an invitation from the Minister of Health to present their respective recommendations and perspectives. There was a two-way dialogue that became a form of policy advocacy carried out by Pandemictalks. Where the formulations, notes, and criticisms that have been carried out in a form of activism are communicated to policymakers. In the context of policy advocacy, the relationship between social activists, political activists, and policymakers becomes very central in determining the direction of policies that are taken and regulated (Aldred, 2012).
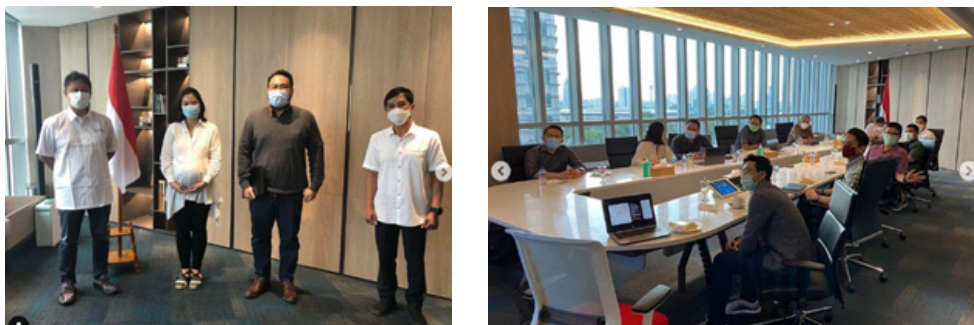

Figure 12 Pandemictalks with Mr. Budi Gunadi Sadikin
(Source: Instagram Mutiara Annisa)

Researchers see that capitalism appears in the activism that is carried out, along with the use of Instagram as a medium. Instagram as a capitalist product in the realm of new media, brings activists to measure economic potential, followers, and distribution, including algorithms. Today, followers and their interactions are the new social capital (Julien, 2015).

In determining medical-themed sources and materials, Pandemictalks assisted by several doctors and academics who were members of the Pandemictalks team, including RA Adaninggar, dr, SpPD (@drningz), dr. Decsa Medika Hertanto, SpPD (@dokterdecsa), dr. Pritania Astari (@pritaniastari) and several other doctors. They provided and curated the materials for Pandemictalks. Because the scientific sources needed are actually the daily digest of doctors.

They are also actively providing education on their own Instagram accounts. Pandemictalks is also assisted by several bloggers such as @neserike and @andyhardiyanti. Bloggers who are used to creating popular content, bring these popular nuances into the materials of Pandemictalks.

Pandemictalks Activism

Hoaxes in digital channels, which generally flow through Whatsapp groups, Youtube, and other social media, need to be fought through the same digital channel. The demographic of Pandemictalks' followers, in which there are many young people of productive age, brings its challenges and advantages.
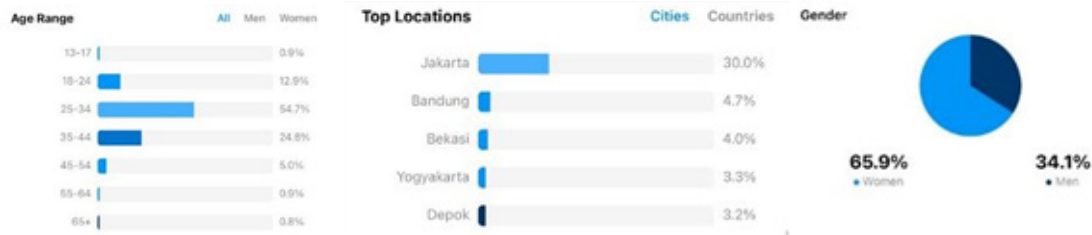
Interaction and Consumption of

Figure 13 Pandemictalks' Follower Demography
Source: obtained from primary data, (2022)

From the demographics above, Pandemictalks followers are like the profile of Instagram users in general, in the age range of 18-24 (12.9%), 25-34 (54.7%), and 35-44 (24.8%). This age range is rated as productive age and able to read crises quickly. The weakness of this age is easily bored and wanting to be spontaneous. So, Pandemictalks sees that the character of a follower like this deserves concise, solid, and clear content, with attractive visual packaging.

The cities of origin for Pandemictalks followers are dominated by urban areas such as Jakarta (30%), Bandung (4.7%), Bekasi (4.0%), Yogyakarta (3.3%), and Depok (3.2%). Jakarta, as the capital and supporting cities, such as Bekasi and Depok, has become one of the epicenters of the COVID-19 pandemic in Indonesia. So that more information related to the pandemic is consumed by people in these cities. Meanwhile, Bandung and Yogyakarta are also relatively large cities in Indonesia, with a somewhat large number of active cases.

By gender, 65.9% of Pandemictalks' followers are female, while 34.1% are male. In general, this data is in line with data from Instagram in general where 52% of users are female and 42% are male (Huspot x Mention, 2021). On the other hand, this finding is in line with research related to the psychology of women during the pandemic. Where women experience higher levels of stress than men (Sinta et al., 2020). The engagement rate for Pandemictalks is pretty good. This value reflects the extent of interaction (likes and comments) of the content. Engagement then determines the engagement rate which becomes a reference for how much interaction and public interest is in the account (Huspot x Mention, 2021). Where in general, the engagement rate of Pandemictaks is in the range of 0.78% (AnalisaIO, 2022), close to the standard taken by Hubspot for example (0.84%).

From the data set processed, the following 6 contents are the highest average engagement:

Figure 14 Top Engagement Post Pandemictalks 2021
Source: obtained from primary data, (2022)

In Norman Fairclough's model, the third phase in critical discourse analysis, namely sociocultural practice, can be seen through the comment column on Instagram Pandemictalks. For those who agree, they see existing activism as a positive social movement. At least this group sees the community benefiting from the movement carried out, both in the form of accurate and helpful information, donation movements, as well as spontaneous actions that even save a life.

Related to the Vaccination policy, for example, the government has started to implement the policy commemorated by the first injection to President Joko Widodo on January 13, 2021. Vaccination is a must for Indonesian people who meet the criteria.

Until July 2021, vaccination data reached 46.3 million doses 1 and 19.7 million doses 2. Based on the BPS report, public awareness of vaccination is quite good, where 65.3% of the public see vaccination as a good effort in preventing the Covid-19 virus. However, there are still 20% of people who do not intend to vaccinate. One of the main issues is the concern about the side effects that arise. The number above is still quite high, so exposure to information and education related to vaccines must be intensified. In the author's view, there are at least two crucial things that become separate issues related to information about vaccination. First, how the media raises the differences between various vaccine brands in Indonesia, and how vaccine conspiracies and hoaxes grow in Indonesia.
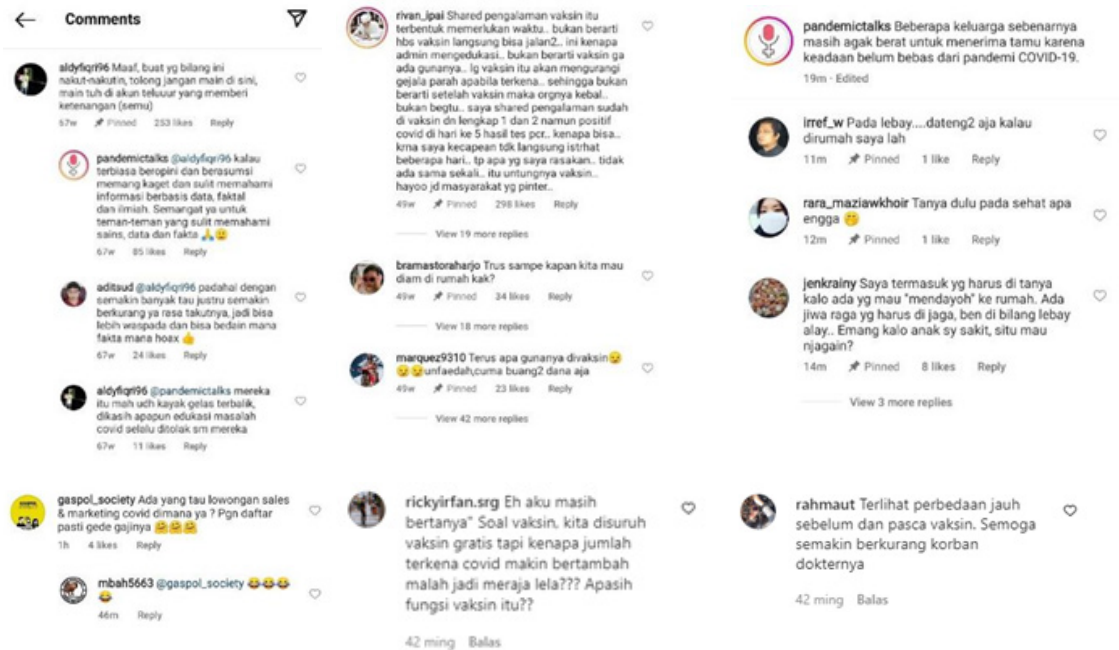
Figure 15 Pros and Cons of Vaccination and Pandemictalks Activism
Source: obtained from primary data, (2022)

Apart from the controversy above, the researcher notices several criticisms regarding Pandemictalks. First, the scope and point of view taken by Pandemictalks will suit Generation Z and Millennials, especially the urban middle class. The narrative, the topics, and the issues raised represent the issues of the class. This makes the categories of people who do not get the opportunity to WFH (Work From Home) or stay at home will not too related with the situation that Pandemictalks described. Second, in some contents, especially with quite heavy scientific topics, Pandemictalks still brings the power of western science to Indonesia.

For instance, when they stated Indonesia's lowest ranking in the handling of the pandemic by Bloomberg. Even though it was adapted from a reputable news agency, Bloomberg, the decision to adapt and use sentences such as "*What causes Indonesia to get the last ranking out of 53 countries*" starting with "*Good pandemic handling has started to show results in several countries*" shows that Pandemictalks is still bringing western power into Indonesian national discourse. Also, in the comparison material between Indonesia and Malaysia, where Pandemictalks only looks at the number of tests and vaccinations available for comparison. If we look back, there is a much tougher challenge for the Indonesian government to reach all of Indonesia with an area 5.75 times larger than Malaysia.

Third, the researcher sees an economic motive in the activism of Pandemictalks, with the presence of several commercial products. With 403,134 followers (18/7/2022), in a relatively invariant segment of the educated middle class, making the Pandemictalks follower class a target for product advertisers' markets. Pandemictalks several times mentioned companies such as Amunizer Indonesia (4 times), Antis Indonesia (4 times), Enesis Group (4 times), kolegaco (4 times), narration.tv (3 times), Plossa (3 times) and Kitabisa.com (2 times). Although this is relatively small, only 24 materials out of 1125 existing materials or 2%.

Another criticism regarding digital activism is the possibility of this activism becoming slacktivism. According to Mozorov (2011), slacktivism is a digital social movement in which the number of followers in numbers

does not reflect the strength of the movement in general. This is because it is easy for followers to join the movement with just one click "*follow*" (Morozov, 2011). In the context of Pandemictalks, maybe not a whole 460 thousand followers agree and follow Pandemictalks' narrative instantly.

The next criticism that arises is boundary blurry or bias that may be carried out by the narrative owner (Conde, 2015). This is possible considering that scientists and academics inside the Pandemictalks team as the masters of knowledge are also the content publishers themselves. In this case, the researcher recommends the government be active in monitoring scientific and health content on social media, especially from activism accounts such as Pandemictalks. Grounding science, according to Allen (2001) requires caution. Because not all scientific matters need to be conveyed to the public, but also the audience needs to know things that can be scientifically proven and have an impact on them (G. Allen & MacLeod, 2001).

There has been a lot of activisms related to the world of health in general (Kamel Boulos et al., 2016a). Long before the digital era, the activism of medical students in America in the 1970s with various organizations such as the AMA's Medical Student Section (AMA-MSS) and Physicians for Social Responsibility, the anti-smoking campaign, as well as the Anti-HIV/AIDS campaign in the 2000s was the examples of medical activism ever exist (Hexom, 2004). While in the digital infrastructure, Instagram has become one of the favorite mediums for the public health campaigns (Kamel Boulos et al., 2016b). For Example, during the cosmetic boom, Instagram became the dermatologist's favourite medium for skin education (Karimkhani et al., 2014). According to Laverack (2013), activism in the health sector is needed to increase public knowledge and understanding (Laverack, 2013). Instagram has the ability as a medium for drug education, access to health and support services, as well as a healthy lifestyle. In Indonesia, there is Covid-19 data activism such as Kawalcovid-19 and Lapor

covid-19 (Nadzir, 2020b). In addition, at least 6 hashtag activisms were found during the pandemic in Indonesia, namely #wabahcorona, #Covid19, #Corona, #dirumahsaja, #viruscorona and #Coronavirus (Priadana & Tahalea, 2021). The novelty of digital activism that Pandemictalks is currently conveying on Instagram is the topic and the pandemic situation that makes everything unexplored, both in terms of discourse substance, discourse production, distribution, and consumption.

Conclusion

Based on the analysis, the following conclusions be drawn, health experts as owners of knowledge authorities related to health discourse on activism focuses on at least 4 topics, namely the disciplinary movement of health protocols, criticism related to government policies during the pandemic, covid-19 education, and vaccination propaganda. The language construction used in digital activism through the @pandemictalks Instagram contains popular diction and language styles, as well as satire.

This linguistic aspect is influenced by the main audience, who are urban communities, generation Z, and the millennial generation. The main motive of Pandemictalks is to raise public and government awareness of the Covid-19 pandemic. Pandemictalks also stand as agents who bring social criticism of government policies that are considered problematic from a scientific point of view. Criticisms are conveyed both in digital satire and with recommendations directly to the Ministry of Health. In terms of vaccination policy, Pandemictalks shows a fluid identity, as they were in opposition to the government on other topics.

There are several criticisms of Pandemictalks, First, the view of western science authority that Pandemictalks still carries into some of its posts. Sometimes it makes the content presented heightens western countries and demeans their own country. Second, the economic motive arises with at least 7 product brands as advertorial content,

the number of followers were also the social capital for the next channel or campaign. Also, the possibility of slacktivism and the bias that probably occur since the author and distributor of the contents is the scientific authority.

From the study, the researchers found it interesting to explore how science communication and health communication by activists, educators, and health workers during the pandemic and post-pandemic in Indonesia. Where the pandemic takes them gets the attention of the public as well as the highest level of information trust for health workers during the pandemic.

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