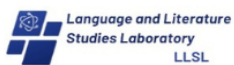


# JOURNAL OF SOCIETY INNOVATION AND DEVELOPMENT



# JSID

## The Flu Film as a Medium for Creative and Innovative Solutions to Directly Inform the Response to the Current Covid-19 Outbreak in Humanitarian Settings

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### Abstract


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**Purpose:** This theoretical article is intended for complex analysis of complicated phenomena and processes of the promotion of creativity and creative changes in the main areas of the contemporary social and economic life. To reduce the spread of the virus around the world is by way of humanitarian arrangements. Films are one of the media capable of influencing human behavior because films are not only entertainment but also mass communication media capable of influencing human emotions. **Methods:** This research is descriptive qualitative, describes, and analyzes events or a phoneme. Researchers use interaction theory and the theory of stimulus - organism - response (SOR). The data collection techniques of this research were interviews and visual documentation. The informants were those who had watched the film The Flu. **Results:** Based on the data obtained from the informants and the symbol analysis found that with the film The Flu is able to influence and set human behavior in pandemic conditions, especially in dealing with the Covid-19. **Conclusion:** Based on the results of the study showed that the film The Flu had as succeeded in increasing the awareness and seriousness of many people in stopping this pandemic, to setting up behavior to be more alert, vigilant, obeying all the gifts from health organizations and the government, one of which is aware of social distancing and physical distancing in daily activities.

**Keyword:** Covid-19; Innovative Solutions; Humanitarian Settings; Pandemic; Creativity

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## Introduction

The term film according to Effendi (1986), is an audio-visual communication medium to convey a message to a group of people gathered in a certain place. Movie messages in mass communication can take any form depending on the film's mission. Films have many functions ranging from educational, informative, persuasive, and so on, because generally a film can include various messages, be it educational, entertainment, and information messages (Effendi, 1986: 134). Based on the definition of a film that has been conveyed by several experts, the researcher concludes that film is a medium for sending messages that are conveyed by the creator of the work or film to other people, specifically the community.

One of the films that can be used as a medium for communication or conveying information is the film *The Flu*, *Flu* (Korean: 감기; Gamgi; alternatively titled *The flu*) is a 2013 South Korean disaster film written and directed by Kim Sung-Su, about the outbreak. H5N1's deadly tension, which killed its victims within 36 hours, threw the Bundang district of Seongnam, which has a population of nearly half a million people, into chaos. This is the message of the haunting "The flu" film about a deadly and highly contagious virus wreaking havoc on the Korean peninsula.

The film starts with a shady middleman transporting illegal foreign workers from Hong Kong to Bundang, a luxury suburb south of Seoul. A container is opened and the foreigners are found dead, except for one person who managed to escape. The virus carried by one of the passengers appears to have spread to the others in the container and killed them. The escapee, of course, runs around spreading the virus to everyone he meets. Mongsai, the escapee, somehow didn't die, but those around him did it fast, spitting outrushes of blood for great cinematic effect. Strange red spots started appearing on their infected skin. The plot also requires the government not to take the epidemic seriously at first to allow the situation to become apocalyptic, then late in declaring a state of emergency and closing the entire city. Kim uses the ensuing chaos to show humanity, at least his ideas, in a positive light. There are always altruistic heroes who are the saviors of others. Kim managed to make the drama just trustworthy enough, it even made the audience finally care about the character.

The film's strength lies in its realistic scenery and fast speed. "I want to portray the altruism and humanity of the people despite the extreme fear and destruction of human qualities, I also want the situation to appear real. Not fantasy, but realism. I want people to feel unfamiliar with places where they usually feel familiar, like supermarkets or parking lots. The fear of how this place will turn into a point of death is what makes the story true." (Kim Sung-Su: 2013). In general, it can be concluded that the film *The Flu* is a film that tells or describes the process of spreading the bird flu virus. Bird flu is an infectious disease caused by the Influenza type A virus which is transmitted by birds. The spread of this virus can be through food, drink, touch, and saliva, this virus will die at high temperatures, in contrast to the common cold, catching a common cold is caused by several factors, one of which is bad weather and decreased immunity. Can be cured within two or three days (Hernando Saputra, Susas Rita Loravianti, Ediwar Ediwar: 2018).

The situation and conditions depicted in the film *The Flu* are similar to the COVID-19 (World Health Organization: 2020) condition, and have even become a national emergency in various countries such as America (White House: 2020), with over 970,000 confirmed cases worldwide as of April 3 and over 210,000 confirmed cases in the United States (World Health Organization: 2020). what is happening now, from starting to make the virus the cause of epidemics and diseases, the process of virus transmission, preventive steps that must be taken by the public, to forcing the government to take several policy steps to stop the spread of the virus more widely, and in the film it also describes human behavior that is formed due to the conditions of the outbreak, the government also tries to adjust their behavior by providing information and policies. With all the closeness above has encouraged researchers to dig deeper, related to the film *The Flu*, of course with the aim of seeing

and analyzing the film the flu as a medium to shape behavioral social and physical distancing and be creative and innovative solutions to directly inform the response to the current Covid-19 outbreak in humanitarian settings.

The theoretical benefits of this research are expected to enrich research related to the prevention of infectious disease outbreaks such as viruses. The results of this study can also be used as a reference for policymakers in producing policies related to humanitarian settings. Whereas practically, this research is expected to be input and considerations as a medium for fighting the Covid-19 pandemic, for the community.

## **Theoretical Framework**

### **Film as Mass and Creative Communication Medium**

In addition to the similarity in the frame of mind and the framework of the audience's experience, it is also interesting if the value of a message in the mass communication process also borrows elements of news value in journalistic activities (although there is a fundamental difference between journalism as fact and film as a work of fiction), both are equally directed at mass communication audiences. The news value element is adopted by the author and is referred to as Dramatic Value or dramatic value, including (1) extraordinary; (2) Famous; (3) Conflict; (4) Contrast; (5) proximity; (6) Relating to sex; and (7) Human interest (emotion) (Abdullah, 2017). Based on the foregoing, films as mass communication products must-have elements of content values as follows: fairness of story and expectations, natural, simple, easy to digest, the various components of mass communication are mixed again to produce a cinematographic work of art by paying attention and exploring the elements. The following elements are so that apart from being a product of mass communication, films are also works of art by paying attention to the following elements such as ideas, aesthetics, technology, and creativity (Abdullah, 2017).

### **Symbolic Interaction**

George Herbert Mead said that humans create symbols that are meaningful and significant. This symbol is the result of social interaction in the form of social actions. In contrast to behaviorism, Mead stated that humans take action not only because of stimuli from external factors, but humans themselves have the power to decide something. The action itself is divided into four stages, namely: (1) impulse.

Impulses are impulses that include spontaneous stimulation related to the senses but think the right reaction. The reaction is based on experience and anticipation. Perception investigates and reacts to stimuli associated with impulses and sorts out which ones need attention and which ones need to be ignored. Manipulation is an important pause stage in the action process so that responses are not manifested spontaneously. This is when a person considers whether to take the action or not. The consumption stage is the implementation stage to satisfy impulses.

As stated above, a person's perception of a film can influence so that the film is effective and encourage that person to then buy or use the services offered by the film. Mead said that perception is one of the stages in human action. A person's actions do not only come from external factors but also internal factors that consist of four stages, namely: impulse, perception, manipulation, and then consumption. The perception which is the second stage is when a person investigates and reacts to stimuli associated with impulses. Perception involves new stimuli as well as the mental images it creates (Ritzer, 2014).

Perception is the experience of objects, events, or relationships obtained by inferring information and interpreting messages, which then give meaning to sensory stimuli (Rakhmat, 2013). The process of perception occurs when the object causes a stimulus and stimulus to the senses or receptors (Walgito, 2004). Someone will actively perceive something according to his experience of the object. As in The Flu film, people who see the

film will automatically interpret the verbal and nonverbal symbols contained in the film according to their experiences. This is related to symbolic interaction theory, where humans have the power to do something and interpret something actively and creatively. Symbolic interaction has several understandings, namely: (1) "People interact with people through symbols that have meanings attached which are internalized through the culture or habits", humans interact using symbols that have meaning and are internalized through culture and habits; (2) "shared subjective agreement", a joint subjective agreement; and (3) "shared symbols", there are symbols that are interpreted collectively. This research uses symbolic interaction analysis, informants who have seen the film the flu interpret the film through visualization symbols. These symbols have a common meaning because they are internalized through pandemic and environmental conditions.

### **The Self-determination**

Previous research has shown variability in the rate at which adolescents engage in social distancing in the week after COVID-19 was declared a US national emergency (Oosterhoff B, Palmer C: 2020). Little is known about youth's motivations for engaging in social distancing and how this motivation is linked to their social distancing behavior and mental and social health.

Human motivation or reasons for engaging in social distancing may be related to their social distancing involvement, mental health, and social health. According to Self-Determination Theory (Deci EL, Ryan RM: 2008), motivation varies in the degree of control (eg, rule-based) versus autonomous (eg, will-based; (Oosterhoff B, Palmer C: 2020). Autonomous motivation predicts involvement in prosocial behavior more strongly than controlled motivation (Hardy SA, Dollahite DC, Johnson N, Christensen JB: 2015) and has been associated with greater mental health benefits (Weinstein N, Ryan RM: 2010). Besides, prosocial motivation, including concern for the well-being of others, is also associated with greater prosocial action (Eisenberg N, VanSchyndel SK, Spinrad TL: 2016) and psychological well-being (Gebauer JE, Riketta M, Broemer P, Maio GR: 2008). In the context of social distancing, youth can support motives related to personal autonomy (e.g., not wanting to get sick personally), prosocial actions (e.g., not wanting to make others sick), or control (e.g., parental, city/state regulations kuncitara). Youth who are motivated by autonomous or prosocial reasons may engage in greater social distancing than those who are not motivated by these reasons. Additionally, autonomous and prosocial motivation could be associated with greater mental health among adolescents who maintain social distancing.

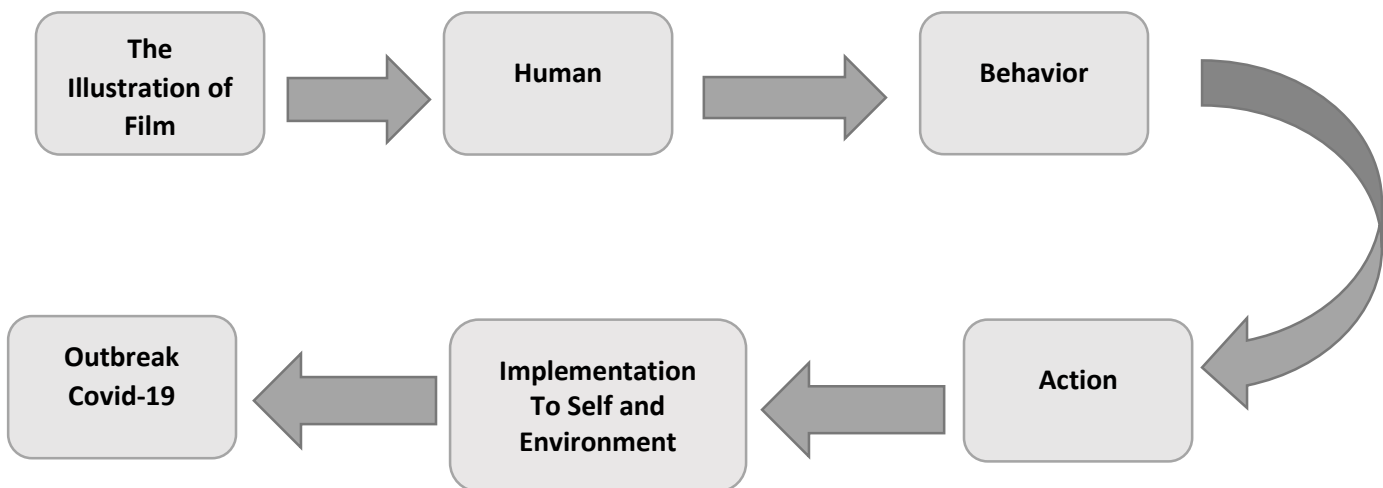
Understanding the relationship between social distancing motivation, mental health, and social health may be especially important for adolescents, who are potentially at risk of the negative psychological effects of social distancing COVID-19. Adolescence is a period associated with an increased risk of developing many psychiatric disorders, such as anxiety and depression (Lee FS, Heimer H, Giedd JN, et al: 2014). Besides, several hormonal and neurobiological changes during adolescence are associated with increased emotional reactivity and the continued development of coping strategies and stress regulation (Ahmed SP, Bittencourt-Hewitt A, Sebastian CL: 2015; Spear: 2010. Simultaneously, adolescence is characterized by increased importance of peer relationships and a greater dependence on peers for social support (Furman W, Buhrmester D: 1985; Smetana JG, Campione-Barr N, Metzger A: 2006). Peer interactions help contribute to adolescent social health by enhancing feelings of possessing and reducing a feeling of burden on others, both of which are considered important interpersonal needs (Joiner T: 2007). Examining the relationship between social distancing motivation and mental and social health among young people can provide important insights into potential avenues for reducing the psychological consequences of social distancing among these at-risk populations.

Understanding human motivations for engaging in social distancing can inform strategies to increase social distancing engagement, reduce pathogen transmission, and identify individual differences in mental and social health during the COVID-19 pandemic (Benjamin Oosterhoff, Cara A. Palmer, Jenna Wilson, and Natalie Shook : 2020).

## The results of the research

### Method

This research method is descriptive qualitative. Qualitative research tries to maintain the form and content of human behavior and analyze its qualities (Mulyana, 2001). The descriptive method is research using describing and analyzing an event or a phenome. Researchers used symbolic interaction theory (George Herbert Mead) to analyze symbols or visuals in the flu film, and the Stimulus - Organism - Response (SOR) theory (BF Skinner) to analyze the effect of watching the flu film in general, in particular, the effect of symbols. -these symbols on human behavior in the face of a pandemic or coronavirus (COVID-19). The data collection techniques used in this research were interviews and documentation studies. Informants who were research subjects through purposive sampling were interviewed. Informants are those who have watched the flue film and they also come from various countries, such as Indonesia, Malaysia, Cambodia, Philippines, Turkey, Kazakhstan, Albania, Germany, the Netherlands, Belgium, Girgistan, Afghanistan, America, Ghana, Egypt, Thailand, Srilangka, United Kingdom (UK).



### Symbolic Analysis

The symbol can be concluded as a sign or something that can be interpreted by people and tends to provide information both visually or verbally, in this part the researcher only describes symbolic analysis in the form of visuals only, the fundamental reason is that visual symbols can be interpreted by anyone, even if people it does not understand the language used in the film, thus the function of the film as a mass communication medium can still run well, the researcher also analyzes illustrations that have the potential to influence the audience and contribute to shaping behavior. The film the flu also contains a lot of visual symbols that can be interpreted and influence human behavior, along with their analysis symbols can be concluded as a sign or something that can be interpreted by people and tends to provide information both visually or verbally, in this part the researcher only describes symbolic analysis in the form of visuals only, the fundamental reason is that visual symbols can be interpreted by anyone, even if people it does not understand the language used in the film, thus the function of the film as a mass communication medium can still run well, the researcher also analyzes illustrations that

have the potential to influence the audience and contribute to shaping behavior. The film the flu also contains a lot of visual symbols that can be interpreted and influence human behavior, along with their analysis:



*Figure 1*

This illustration is the beginning of a film that provides information on where the virus came from to the audience, it is clear that one of the illegal immigrants who came to South Korea used a container, was in poor health, this also indicated that he was a person who had been infected with the virus. The film footage also illustrates he is in a cough state.



*Figure 2*

Figure 2 shows the condition of immigrants when they arrived in South Korea, they were all in a state of death with their mouths covered in blood, this picture not only makes this film more dramatic and tragic but provides strong information about how deadly the virus is, and this footage also told the audience how the virus was brought to the wider public sphere, to be precise the city community by the two young men who opened the container, of course, the two people were unconsciously infected with the virus.



*Figure 3*



*Figure 4*



*Figure 5*



*Figure 6*



*Figure 7*

Figure 3 begins to describe the symptoms after being infected with the virus, where the patient experiences coughing and have trouble breathing, and Figure 4 illustrates how the virus is transmitted to other humans. Intermediaries for the transmission of the virus to the surrounding people Figure 5, 6 and 7 describe these fluids being inhaled by the people around them, and this will certainly continue and spread.



*Figure 8*

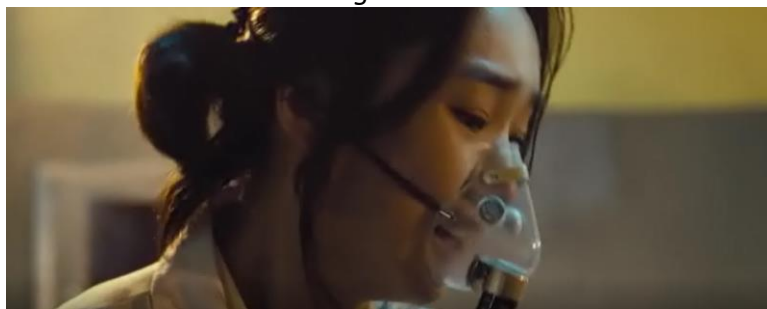


*Figure 9*

Figures 8 and 9 illustrate the rapid spread of the virus to the wider community, here it still informs the audience that one infected person can infect many people around him, and this will increase the number of victims of this virus, this phase also does not give an idea that the public is not aware of the existence of the virus, so they do not wear personal protective equipment such as masks, and of course it is easier to get infected with the virus.



*Figure 10*



*Figure 11*

Figures 10 and 11 depict the condition of the community after knowing the emergency of the virus which caused panic and chaos, in this situation the community has started to protect themselves from being infected with the virus, this shows that the community has used masks, although not all.



*Figure 12*



*Figure 13*

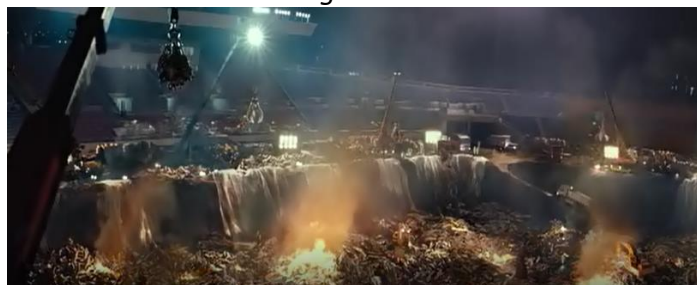
Figures 12 and 13 illustrate that the government has taken decisive steps to stop the spread of the virus, namely by examining and isolating the citizens in an area, they do it to stop the spread of the virus.



*Figure 14*



*Figure 15*



*Figure 16*

Figures 14, 15, and 16 inform the audience that the conditions they are facing are very serious, it can be seen from the illustration of the number of victims who have died and are placed in one area, this picture suggests that an infectious disease must be taken seriously and should never be underestimated because the consequences are so severe. This suggestion gives a very deep impression on the audience.

### **Survey instruments**

All respondents who participated in the survey (154) answered the question (which consists of sections): What does the film mean to you and have you watched the film the flu and what is your response? how do you feel after watching it? What influences and behaviors are formed on you after watching it? Respondents described them in different ways, but there were several common themes: - "a film that is quite logical with the reality of the pandemic, awakens the public"; "creepy but very curious about the story"; - "stimulates the imagination while watching"; "Mass disease outbreak"; "Disasters that cause mass casualties"; "state chaos due to virus"; - "the rapid spread of the disease"; "coping with a little extreme"; "national emergency"; - "frightens us and makes us think more about potential dangers"; "Quite a challenging film"; "Make us more concerned about health"; "obey more government guidelines"; "more conscious in carrying out all health procedures"; - "the message conveyed by this film can be directly engraved in the audience"; - "eliminating contempt in the face of a pandemic"; "wash your hands diligently"; "be more careful in interacting with the public"; "Makes us more sensitive in avoiding potential infection"; "higher alertness in maintaining children's health"; - "makes us more restricting activities outside the home"; "Tends to avoid public facilities"; "The film also keeps us reminded of the risks if we don't protect ourselves in this pandemic"; "more frequent health checks"; "The reaction to himboan is more enthusiastic and active in implementing it"; "more concerned with stopping this pandemic." All of these responses to the questions given illustrate whether watching the movie the flu has an impact on

audience behavior, that there is a common theme. The first question was to find out whether respondents held somewhat similar views about the flu movie to them and how important if so, it was to them. Differences in attitude and even change their attitudes and behavior.

## Conclusion

Based on the results of the study showed that The Flu film has had succeeded in increasing the awareness and seriousness of many people in stopping this pandemic, so that the behavior is more alert, alert, obeying all the grants from health organizations and the government, one of which is social awareness. Distancing and physical distancing in daily activities.

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