Using Infographics as an Anti-Bullying Campaign Media is a Form of Strengthening Social Cohesion Post-Covid 19 Students

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Abstract

The Covid-19 pandemic has created a crisis in social cohesion and exacerbated social inequality. Social cohesion is a sense of unity and relationships that occur between individuals, including school students. Low social cohesion is indicated by acts of bullying such as aggressive behavior, oppression, and feelings of joy over the failures and suffering experienced by other people or other groups. The problem that is often experienced by students is not being able to establish good cooperation and relationships, including a lack of respect for human rights. Therefore, efforts are needed to strengthen the social cohesion of students who had experienced a crisis during the Covid 19 pandemic. This research was conducted at Madrasah Aliyah Putri Mu'allimat Kudus. Research method using descriptive qualitative data collection techniques interviews and literacy studies. The purpose of this study was to find out how to use infographics as an anti-bullying campaign media which is a form of strengthening students' social cohesion. The student anti-bullying campaign is a form of strengthening social cohesion because with the anti-bullying campaign students gain an understanding of bullying and can reshape a sense of belonging and cooperation through the messages conveyed. Infographics are media that are currently in great demand by many groups including students, presentations that are interesting and brief but clear make infographics the choice of media for anti-bullying student campaigns as a form of strengthening social cohesion.

Keywords: Infographics, Bullying, Social Cohesion, Covid 19

Introduction

The Covid 19 pandemic has made all countries in the world experience various crises in every aspect of life, from health crises, economic crises, to social crises. The Covid-19 pandemic has created a crisis in social cohesion and exacerbated social inequalities which has resulted in a heavier society which in turn has exacerbated social and economic conditions. Social cohesion is formed due to the existence of equality in fulfilling needs which gives birth to an interaction(Ratu Agung Muh Anwar Fu & Miftahus Surur, 2018), social cohesion reflects a state of integration which is characterized by integration, harmony and tends to show cooperation, mutual adaptation, assimilation and accommodation (Syafruddin dkk, 2018).

The crisis of social cohesion also occurs in the educational environment, one of which is low social cohesion is indicated by acts of bullying such as aggressive behavior, oppression, and feelings of joy over the failures and suffering experienced by other people or other groups. Bullying is not just a problem between the perpetrator and the victim, but is recognized as a group phenomenon, occurring in a social context where various factors serve to promote, maintain, or suppress the behavior. For perpetrators, bullying causes increased aggressive behavior (Evans et al., 2018). The problem that is often experienced by students is not being able to establish good cooperation

and relationships, including a lack of respect for human rights. Therefore, efforts are needed to strengthen the social cohesion of students who had experienced a crisis during the Covid 19 pandemic. One way to strengthen social cohesion is to reshape a sense of belonging and cooperation.

In contemporary social cohesion can be defined as the ability of a group or society to create a safe environment for its members. The student anti-bullying campaign is a form of strengthening social cohesion because with the anti-bullying campaign students gain an understanding of bullying and can reshape a sense of belonging and cooperation through the messages conveyed. Infographics are considered a medium able to attract the attention of all groups including students. Therefore, researchers are interested in conducting research on the use of infographics as an anti-bullying campaign media as a form of strengthening social cohesion of students after Covid 19.

Literature Review

Infographics have good visual aspects so that they can attract people to read because they see the illustrated pictures. Visual media can affect readers, some examples of previous research found that bullying that occurs can be prevented through several approaches, namely by using animation media (Mirnayenti & Alizamar, 2015) with Motion Graphics media to increase tolerance among students and digital storytelling media (Puspitasari, 2018) It can be concluded that infographics are suitable media to influence readers or as a form of anti-bullying campaign in the school environment.

Efforts to prevent bullying are a form of strengthening student social cohesion. After the Covid 19 pandemic, a number of problems emerged, especially in the school environment, such as students needing to readjust to the school environment, with teachers and with their friends. Problems also arise with the many cases of bullying that occur in the educational environment because there is no sense of belonging to one another, lack of cooperation resulting in less social interaction, and lack of commitment and desire or ability to live together peacefully. Social cohesion is formed in people who have values and a sense of belonging to something, the hope of

opportunity and confidence in being able to work together in a particular entity (Aditia Ismaya et al., 2017). The term social cohesion is used to describe a process that is more than a condition or final state that is seen as a sense involving commitment, and the desire or ability to live together in harmony, the commitment that exists in the sense of community makes individuals from the community have a social identity as members of life. together. According to (Mitchell, 1994) there are 3 characteristics of social cohesion, namely: (1) individual commitment to common norms and values, (2) interdependence that arises because of the intention to share (shared interest), and (3) individuals who identify themselves with a certain group.

Method

The research used is descriptive qualitative. (Semi, 1994) The method used in this research is descriptive qualitative research, where this research uses data collection techniques in the form of pictures, words and not just numbers. But the data referred to here is data to provide a report presentation of interview data, which contains notes, photos and videos (Moeleong, 2010).

This research was conducted at Madrasah Aliyah Putri Mu'allimat Kudus. Research method using descriptive qualitative data collection techniques interviews and literacy studies. The purpose of this study was to find out how to use infographics as an anti-bullying campaign media which is a form of strengthening students' social cohesion. The student anti-bullying campaign is a form of strengthening social cohesion because with the anti-bullying campaign students gain an understanding of bullying and can reshape a sense of belonging and cooperation through the messages conveyed.

Result and Discussion

Infographics are data used as storytelling tools, more about informing the viewer about a data set and its specific parts. Conclusions have been made from these data, and they are presented in an attractive and beautiful design (Wibowo & Toni, 2022). With an attractive

and beautiful design, infographics can be used as media to influence readers, one of which is as an antibullying media in the school environment. The increase in bullying cases which are increasing in the educational environment, has made the school take policies regarding this case, one of which is an anti-bullying campaign through infographic media. The antibullying campaign contains how we as individuals must have a commitment to live together peacefully and cooperate with each other, and develop a sense of belonging to one another. This is a form of strengthening social cohesion, because social cohesion is formed not necessarily by intensive, formal, and structured social interactions with other people, but starts with social interactions that are informal and cursory so that social cohesion can occur because of reciprocal relationships. So that it can be said that individual social interaction has an important element in the framework of realizing social trust, cooperation and social harmonization in a social system rather it starts from informal and cursory social interactions so that social cohesion can occur due to reciprocity in social processes. So that it can be said that individual social interaction has an important element in the framework of realizing social trust, cooperation and social harmonization in a social system rather it starts from informal and cursory social interactions so that social cohesion can occur due to reciprocity in social processes. So that it can be said that individual social interaction has an important element in the framework of realizing social trust, cooperation and social harmonization in a social system (Peters, 2010). The effort made by the school is by publishing infographics via social media and print media as an anti-bullying campaign to create good social cohesion between students. student. Social cohesion also means the existence of strong social bonds marked by the strength of society civil (civic society), good and responsive democracy (responsive democracy), as well as law enforcement fair and impartialimpartial law enforcement).The following is an infographic as a medium anti-bullying campaign is a form of strengthening students' social cohesion.
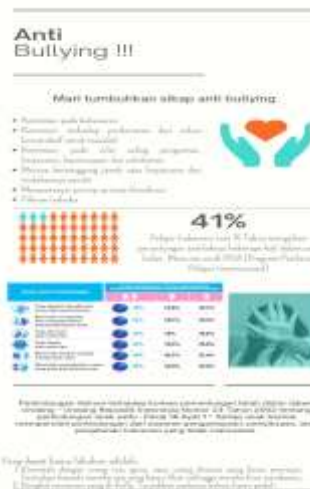

Figure 1. Infographics

Through the messages in these infographics, it is hoped that students will have strong social cohesion so that there is no more bullying in the school environment. With strong social cohesion, in simple terms, it can become the glue or bond that keeps the community united or integrated. There are shared values, beliefs, or goals shared by all members of society as a moral reference.

Conclusion

The covid pandemic has created various crises for all countries including Indonesia, one of which is a crisis of social cohesion in various environments including in the educational environment such as bullying and discrimination. To strengthen social cohesion among school students, make policies in the form of channeling messages through media that are interesting and of interest to many people, including students. Through the messages in these infographics, it is hoped that students will have strong social cohesion so that there is no more bullying in the school environment. With strong social cohesion, in simple terms, it can become the glue or bond that keeps the community united or integrated. There are shared values, beliefs, or goals shared by all members of society as a moral reference.

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