

6 Agustus

[CSP] Submission Acknowledgement External Inbox X A WAREK 2021 X

 **Oksana V. Golovashina** <journal@changing-sp.com> Aug 6, 2021, 10:13 PM ☆ ↶ ⋮

to me ▾

Prima Naomi

Thank you for submitting the manuscript, "The role of social media and family social capital to raise awareness of healthy lifestyle in Indonesia" to Changing Societies & Personalities. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Submission URL: <https://changing-sp.com/iss/index.php/csp/author/Dashboard/submission/238>
Username: primanaomi

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Oksana V. Golovashina

[Changing Societies & Personalities](#)

23 september 2021

[CSP] Editor Decision

2 messages

Elena A. Stepanova <journal@changing-sp.com> Thu, Sep 23, 2021 at 11:33 PM
To: Rini Sudarnanti <rini.sudarnanti@saramadina.ac.id>, Tri Wahyuti <tri.wahyuti@saramadina.ac.id>, Prima Naomi <prima.naomi@saramadina.ac.id>

Rini Sudarnanti, Tri Wahyuti, Prima Naomi:

We have reached a decision regarding your submission to Changing Societies & Personalities, "The role of social media and family social capital to raise awareness of healthy lifestyle in Indonesia".

Our decision is: **Revisions Required.**

When submitting a revised article as a result of the peer-review process, we request you to upload the file with highlighted changes, along with a point-by-point response to the reviewers. The deadline is November 1, 2021. Please be advised not to start a new submission thread but instead follow the same submission thread you created when submitting the initial version of your manuscript.

Please, pay special attention to the required proof-reading of the text.

Sincerely,

Elena A. Stepanova
stepanova.elena.a@gmail.com

REVIEWER A

Title of the article under review: Surviving COVID-19 pandemic: the role of social media and family social capital to raise awareness of healthy lifestyle in Indonesia

Content

- Is the research topic relevant to the thematic scope of Changing Societies and Personalities? Your comments:

The research topic of the article under review is relevant to the thematic scope of Changing Societies and Personalities as it is devoted to studying the relation of public awareness of the measures against COVID-19 and social media use, indicators of family social capital, and other factors of health-saving behaviour during the COVID-19 pandemic in different communities of Indonesia.

- Is the research topic potentially interesting to the international scientific community? Your comments:

The topic of the conducted research is of interest to the international scientific community due to its relevance for the following reasons:

1. The article deals with the influence of social media and other means of keeping the public informed of the measures against COVID-19 at the level of Indonesian communities
2. The author of the article suggests their own model of studying this influence using three main variables: social media use, family social capital (FSC), and awareness of healthy and hygienic living behavior
3. The author of the article substantiates their methodology and presents full results of interpretation and processing of collected statistical data (more than 150 people were surveyed for the study)

The research program suggested by the author may be conducted to measure similar processes in the context of studying the efficiency of the taken measures against COVID-19 in other countries.

Is the research problem stated clearly? Your comments:

The research problem is stated quite clearly. The author's hypothesis on dependence of the measures taken by the Indonesian government against COVID-19 pandemic from the extent and nature of the awareness of family communities through social media is substantiated by the data obtained during the research.

- Is the research design appropriate for addressing the stated research problem? Your comments:

The research design corresponds to the methods and means used to solve such problems. It is also distinguished by its completeness, clarity, and substantiation of the interpretative data.

- Is the argumentation logical and consistent? Your comments:

The argumentation of the research conclusions is logical and consistent in the description of the research methodology, the results of correlation and regression analysis (the content of the analyzed data is presented in 5 tables), and general conclusions on the research results characterizing to what degree the stated goals were achieved and how adequate the tools for achieving the set tasks were.

- Are the conclusions supported by the results? Your comments:

The author applies such methods of empirical data analysis used in modern Sociology as specification of a model based on the analysis of direct and indirect dependence of the studied variables, application of a correlation matrix and other methods of interpreting statistical data.

The author relies on earlier similar studies that substantiated and proved the applicability of the data processing methods stated in the article (Gerzee et al., 2019; Asri et al., 2020).

For instance, the presented tables and their descriptors contain the following provisions confirmed by the analysis of the survey results:

1. Family social capital is positively correlated with awareness of healthy and hygienic living behavior with coefficient of 0.7253 ($p < 0.005$). Social media use shows a similar correlation with coefficient of 0.2032 ($p < 0.05$) which can also be considered significant for such studies.
2. Social media use is positively correlated with the awareness of healthy and hygienic living behavior with a coefficient of 0.2032 ($p < 0.05$). The frequency, duration, and intensity of using social media was significantly correlated to the strength of family social capital.
3. Dependent result model 1, where there is no interaction between the use of social media (x_1) and the family social capital (x_2), yielded an F -squared value of 52.96%. The test showed that there is positive and significant interaction between the level of awareness and family social capital ($F = 0.7261$, $p > 0.005$).

- Are the cited literature sources appropriate and sufficient for supporting the main argument? Your comments:

The literature sources cited in the article (more than 20) are appropriate and sufficient for supporting the main argument that was stated as the key idea of the research.

- Is the illustrative material used serves the aim of supporting the main argument?

Yes. The article presents 5 tables that clearly reflect the statistical data that gave the author the grounds for their interpretation and conclusions. The article also presents calculations of correlation coefficients and regression analysis data.

- Does the article report novel and scientifically significant findings? Your comments:

The article reports on the scientifically significant conclusions made by the author themselves:

1. Solving on the research results, the author comes to the conclusion that awareness of a healthy and hygienic living behavior is measured by family members' level of cognition, affection, and behavioral tendencies of maintaining health and hygiene in the context of preventing the spread of the coronavirus.
2. During the COVID-19 pandemic, social media have become a link for messages about healthy and hygienic living behavior for family communities in different regions of Indonesia. However, the effectiveness of message delivery highly depends on the audience's specificity and its media literacy skills.
3. According to the author, delivery to the public of the information on the measures taken by the government will not immediately raise the awareness of various population groups without strong family social capital.
4. The author comes to a justifiable conclusion that there is a correlation with the results of similar studies (Hernop, 2018; Sanchez-Ruiz et al., 2019) reporting that the relations between the awareness of social groups, the level of development of family capital, and the measures taken by governments are indeed stronger than social capital itself and family structure.
5. The author is critical of the obtained results and notes that there are many other social aspects that are relevant to the fight against the COVID-19 pandemic that were not considered in this study.

Style and language (kindly select which is relevant)

- Extensive editing of the text is required
- Proofreading of the text is required
- The English language used is of publishable quality
- I don't feel qualified to assess the quality of the English language used

Comments to the author(s)

The author quite reasonably uses the results of earlier similar studies but at the same time, choosing sources on the article's subject, relies only on them though both in Russia and abroad, there has been published a significant number of studies on the fight against the pandemic, including in the context of modern Sociology.

Recommendation (kindly select which is relevant)

- To accept the paper in its present form
- To invite the author to revise their manuscript to address specific concerns before final decision is reached
- To suggest that final decision be reached following further reviewing by another specialist
- To reject the manuscript outright

REVIEWER B

Title of the article under review: **Surviving COVID-19 pandemic: the role of social media and family social capital to raise awareness of healthy lifestyle in Indonesia**

Content

- Is the research topic relevant to the thematic scope of Changing Societies and Personalities? Your comments: **SOMEHOW RELEVANT**

- Is the research topic potentially interesting to the international scientific community? Your comments: **AT THIS POINT I AM AFRAID THERE IS LACK OF POTENTIAL INTEREST IN THE WRITING. HOWEVER, THE TOPIC IS INTERESTING AND COULD BE IMPROVED SIGNIFICANTLY**

- Is the research problem stated clearly? Your comments: **NO, THERE IS A NEED OF IMPROVEMENT OF WHAT AUTHOR INTEND TO PRESENT IN THIS PAPER.**

- Is the research design appropriate for addressing the stated research problem? Your comments: **IT IS UNCLEAR IN CURRENT FORM**

- Is the argumentation logical and consistent? Your comments:

NEED IMPROVEMENTS

- Are the conclusions supported by the results? Your comments:

DIFFICULT TO FOLLOW

- Are the cited literature sources appropriate and sufficient for supporting the main argument? Your comments:

LACK OF COMPARATIVE EVIDENCE FROM WORLD LITERATURE. LOT OF EMPHISIS GIVEN ON LOCAL CONTEXT

- Is the illustrative material used serves the aim of supporting the main argument?

NO

- Does the article report novel and scientifically significant findings? Your comments:

NO

NEED IMPROVEMENTS

- Are the conclusions supported by the results? Your comments:

DIFFICULT TO FOLLOW

- Are the cited literature sources appropriate and sufficient for supporting the main argument? Your comments:

LACK OF COMPARATIVE EVIDENCE FROM WORLD LITERATURE. LOT OF EMPHISIS GIVEN ON LOCAL CONTEXT

- Is the illustrative material used serves the aim of supporting the main argument?

NO

- Does the article report novel and scientifically significant findings? Your comments:

NO

Style and language (kindly select which is relevant)

- Extensive editing of the text is required
- Proofreading of the text is required
- The English language used is of publishable quality
- I don't feel qualified to assess the quality of the English language used

Comments to the author(s)

Dear Author,

Thank you for submitting your work to *Changing Societies and Personalities Journal*. This paper seems addressing an interesting topic however it has many shortcomings.

The case you want to make through this paper is unclear because this is not a review but an empirical study. There is no hypothetical model that a reader could comprehend the direction of this study. The statistics of this paper are not standardized. It is difficult to follow results and interpretations likewise.

In my view, you should develop the introduction section of this paper with theoretical support. Develop your hypothesis to present the framework. Follow standardized results expression for clarity so readers thus about the intended meaning without confusion.

Some latest year citations may be included there is an enormous literature on this phenomenon. Identify the gap and address the shortcoming. Research practical and social implications can be drawn from this study as well.

Recommendation (kindly select which is relevant)

- to accept the paper in its present state. **Not in its current form**
- to invited the author to revise their manuscript to address specific concerns before final decision is reached. **My comment to invite for major revisions at this stage.**
- to suggest that final decision be reached following further reviewing by another specialist.
- to reject the manuscript outright.

Perbaikan yang diunggah ke aplikasi :

Dear Editors,

We hereby submit a draft that we have revised according to the notes from the reviewers.

The added draft has been highlighted, and an explanation of the point response from the reviewer is written in the comments section.

We also attach an official certificate from a professional editor and proofreading service for our articles.

We hope that our revisions are in line with reviewers' notes and expectations.

Thank you for your attention and cooperation. We hope that our articles can be accepted for CSP journals

Best regards

Prima Naomi

Surviving COVID-19 pandemic: the role of social media and family social capital to raise awareness of healthy lifestyle in Indonesia

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Conflict of Interest: All authors declare no conflict of interest

Short Biographical Note

Rini Sudarmanti

She holds a doctoral degree in Communication Science from Padjadjaran University. She is a senior lecturer in Communication Science, and currently, she is entrusted as head of the program on Magister Communication Department. She also leads the Paramadina Communication Institute (PCI) and Paramadina Women Institute (Point). She has published many articles, books,

being a speaker or trainer in many seminars and workshops, and actively conducted research. Her research interest area focuses on public relations, organizational communication, leadership, cultural & media literacy, and women's issues.

Tri Wahyuti

Tri Wahyuti, M.Si has been a lecturer in the Department of Communication Science, Paramadina University since 2011. Currently, she is a Head of the Department of Communication Science-undergraduate program. Tri has conducted many training and research activities to empower community education, especially in media literacy competencies.

Prima Naomi

She is a faculty member of the Faculty of Economics and Business Universitas Paramadina, specializing in Finance and Industrial organization. She led several kinds of research, both basic research and applied research. She received a scholarship to participate in a research methodology improvement program at the University of Queensland- Australia. She has many articles in international and national journals and several titles in book chapters. She was also invited to several seminars and workshops held by the government and the private sector. She was entrusted as Vice-Rector of Resources Management - Universitas Paramadina (2018-2021) and Acting Rector - Universitas Paramadina (February 2021-Mei 2021).

Surviving COVID-19 pandemic: the role of social media and family social capital to raise awareness of healthy lifestyle in Indonesia

Abstract

Awareness of a healthy lifestyle amid the worsening COVID-19 pandemic in Indonesia is vital to curb the infection. Public outreach via social media shapes how the public perceives the government's campaign on coronavirus. This study investigates the impact of social media use and family social capital (FSC) on the awareness of healthy and hygienic living behavior. 165 women respondents were gathered in Indonesia during the COVID-19 pandemic. Women were selected because of their essential role in the family. The results show that the awareness of a healthy lifestyle is most likely affected by family social capital rather than social media use. Greater cohesion, warm interaction among family members, less family conflict, and better paternal control contributed to stronger family social capital. The finding enriches the existing literature regarding how a healthy lifestyle can aid a family in surviving a pandemic.

KEYWORD: awareness, healthy lifestyle, social media use, family social capital, COVID-19

Introduction

The world is currently struggling against the latest coronavirus pandemic. Since its first appearance in Wuhan, China in early 2020, this virus has spread to almost every country. According to data from WHO, the coronavirus continued to spread with a 12% increase in mid-July 2021. Globally, 180 countries reported the appearance of the Alpha variant of SARS-CoV-2, while fewer countries reported other variants (Beta, Gamma, and Delta). The global number of new cases was more than 3.4 million with almost 57,000 deaths reported in Jul 2021.¹ In Indonesia, the number of positive coronavirus patients is increasing day by day, especially with the appearance of a highly infectious strain, the Delta variant. The government of Indonesia has made various efforts to curb the outbreaks. One of them is the policy of emergency public activity restrictions or PPKM.² Among several regions severely affected by the coronavirus in Indonesia, Jakarta reported an upsetting spike of COVID-19 infections and death rates in June 2021.³

The PPKM policy is expected to help the effectiveness of the implementation of physical distancing, which the government has socialized. This PPKM policy has made government offices, schools, and private companies implement a work from home (WFH) policy. In the measures, all companies are asked to comply with the government regulation to control labor so that they can carry out activities from home. However, certain areas remain open to fulfill the basic needs of

¹ WHO (2021, July 20). COVID-19 Weekly Epidemiological Update. Retrieved from <https://www.who.int/publications/m/item/weekly-epidemiological-update-on-covid-19---20-july-2021>

² PPKM stands for *Pemberlakuan Pembatasan Kegiatan Masyarakat*, which means restrictions to community activities starting from July 3 to July 20, 2021.

³ The Jakarta Post (2021, June 15). Jakarta in 'critical phase' as COVID-19 cases surge. Retrieved from <https://www.thejakartapost.com/news/2021/06/15/jakarta-in-critical-phase-as-covid-19-cases-surge.html>

the community. For example, the health sector, the food or basic needs sector, the energy sector, the financial services sector, and the payment system must regulate work activities in the office.⁴

The WFH policy has led to changes in the way people carry out activities, which is often called “the new normal” in the community. If previously meeting face-to-face, people are now using online media, such as Zoom or Skype for meetings and education. The hygienic and healthy living behavior, or the so-called PPKM, in Indonesia is an action that the entire community must obey in the effort to stop the spread of COVID-19 during the new normal. In this new normal period, steps to habituate this behavior through public awareness include doing 3M, namely wearing masks (*memakai masker*), maintaining distance (*menjaga jarak*), and washing hands with running water and soap for 20 seconds (*mencuci tangan*). The 3M discourse has become a campaign that continues to be echoed by the government to this day. The implementation of 3M is a way that must be obeyed starting from the level of individuals, families, groups, and organizations.

Although the campaign continues, changes in people's behavior toward health protocols have decreased.⁵ The level of compliance in Indonesia has only reached 59.20%, especially during long holidays. The discipline of implementing the 3M restrictions has actually decreased. Given the poor behavior and pessimism among the communities toward government handling of the pandemic, public socialization is an influential agenda to be carried out by the government. The government utilizes mass media and social media channels as a form of socialization. The campaign of health protocol in the new normal can easily be found on Instagram, Facebook, YouTube, and WhatsApp.

PPKM socialization, referred to as a health protocol (*prokes*) in social media, is the easiest way considering that the number of social media users in Indonesia continues to grow. According to Hootsuite data (2020), there are 160 million active social media users and 175.4 million internet users. The total population of Indonesia is 272.1 million. Active social media users can undoubtedly help spread the message to the target more personally and more quickly. The implementation of WFH or education activities online also encourages more active social media use. People are still interacting with each other even though they stay at home.

The number of WhatsApp and Instagram users has multiplied during the COVID-19 pandemic. WhatsApp media is the most frequently used media communication (91.5%) (APJII, 2019). Reporting from katadata.co.id, social media use such as WhatsApp and Instagram experienced a spike of up to 40%. This user upsurge happened because many people used social media to communicate while amid regional quarantines or lockdowns. Moreover, according to a survey

⁴ The Jakarta Post (2021, July 2). Fears linger emergency COVID-19 curbs may fall short. Retrieved from <https://www.thejakartapost.com/news/2021/07/02/fears-linger-emergency-covid-19-curbs-may-fall-short.html>

⁵ The Sindonews.com (2020, October 17). Health Protocols Become an Important Community Requirement in a Pandemic Period, <https://nasional.sindonews.com/read/199430/15/protokol-kesehatan-jadi-syarat-penting-masyarakat-di-masa-pandemi-1602925816>

for Kantar, a consulting firm, its number of users is predicted to continue growing. At the beginning of the pandemic, global use of the app soared to 27% and then to 40%. The increase in WhatsApp and Instagram occurred because many countries implemented lockdowns and restrictions during the pandemic. People maximized the role of social media such as WhatsApp and Instagram to connect with their colleagues and loved ones. The public used these platforms to share news and important information related to the coronavirus. This practice can raise awareness among other people to be alert to the spread of COVID-19. The information shared also varies, from linking news sites to distributing posters or videos about preventing infections by implementing a clean and healthy lifestyle (*pola hidup bersih dan sehat, PHBS*).

Studies considering the mediating role of social media use and the level of family social capital (FSC), especially those that focus on healthy and clean lifestyles during the outbreaks, have been limited. Previous studies tend to emphasize a clean and healthy lifestyle in raising awareness for rural communities, especially those working as farmers or animal breeders. Ruyani and Gnagey (2018) found that the community living on the slopes of Wayang mountain typically disposes the majority of household and cattle waste directly into the Ciliwung river without being treated at the dedicated wastewater treatment plant. People care for their cattle in the same place as their settlement. The processing equipment for turning cattle waste into biogas is damaged. The provision of clean water for each household is taken with a water hose from the spring. The presence of a communal septic tank is still an option. Alternative solutions include public health education using mass media and other popular culture approaches as the means for social change in building synergy among stakeholders and socializing of the implementation of PHBS is a crucial first step in efforts to internalize values of PHBS.

Habibi (2016) carried out another study on PHBS behavior. This study focuses on the socio-cultural reality of hygienic and healthy living behavior practiced by the women of Bhuana Jaya village. Using a descriptive qualitative approach, the results showed that the women of Bhuana Jaya village who practiced the knowledge of PHBS at the household level have high levels of social existence and elevated positions in the family and the local community. Second, those women have adequate network access to obtain health information, especially related to obstacles in implementing PHBS in the household. Previous studies also indicated the impact of social media use on family life. Ellison et al. (2017) concluded that social media have successfully increased self-confidence, especially among those with low self-esteem. However, social media use is not always positive. Kabasakal (2015) showed that social media use makes students dissatisfied with life.

Many consider social media as the main gate of information flow. The role of the mother is also essential for the health and happiness of the family. Likewise, with the implementation of PHBS, the role of the mother cannot be ignored. They are the family pillar and become a starting point for implementing values and habits in the family. Information related to the COVID-19 pandemic that reaches them will undoubtedly affect their family resilience in facing uncertainties. This

study focuses on the role of women as mothers, which aims to determine the relationship between the extent to which they use social media, the bonding family social capital (FSC), and the awareness of healthy and hygienic living. The context of this research is based on preventive actions to prevent the spread of the coronavirus.

This research paper aims to investigate the relationship between the impact of social media use and family social capital (FSC) on the awareness of healthy and hygienic living behavior in Indonesia during COVID-19. We use the data of 156 respondents distributed in an electronic form with a snowball technique. The first section will present theoretical background on communication, social media use, family social capital, and the creation of awareness from social media use. The methodology of the study will be explained in the following section. We will present the model specification followed by results and discussion from the empirical simulation using ordinary least squares (OLS) regression. At the end, conclusion about the findings will be presented along with the possible research avenues for future research.

Commented [P1]: This paragraph was added in response to a comment from reviewer : "It is a need of importation of what author intends to present in this paper"

Theoretical Background

Social Media Communication

Communication is the process of delivering messages from the sender of the message (sender) to the recipient of the message (receiver) with the aim to change attitudes or behavior. Messages are conveyed using symbols both orally and in writing. Generally, communication is done face-to-face, but communication is often done by utilizing certain media to distribute messages to a broader audience and produce specific effects.

In the context of media, there are various means to convey messages. It can be delivered through printed mass media such as books, magazines, and electronic media such as television, radio, and computer/internet-based media. Currently, the use of internet-based social media is in high demand from the public. This media shows interconnectedness, access to individual audiences as recipients and senders of messages, interactivity, and ubiquitous nature (McQuail, 2011). Internet-based social media are also in high demand due to their practicality and convenience. In addition to being cheap, they are also considered effective in delivering messages because they provide an effective avenue to target the intended audiences directly.

The characteristics of social media do not focus only on the users (targeted audiences) but also on the technological features. These features are like 'likes,' 'shares,' and 'retweets.' The 'share' feature, for example, can stimulate people to share and spread the news they received. Another feature that social media have is the 'hashtag' and 'trending topic,' prominently used on Twitter and Facebook. The 'hashtag' feature can invite people to find the latest news easily and identify news topics currently being discussed by searching them by region, country, and city (Parr, 2010).

Social media has become a widely used means of disseminating information, which ultimately changes the way people communicate. Setiadi (2016) demonstrated that, as a result of the development of information and communication technology, social media have changed ways of communicating in Indonesian communities. Social media have a significant impact on communication in everyday life with its increasing speed of disseminating information, such as marketing communications, political communication, and communication in the learning system. The presence of social media has changed ways of communicating from conventional to modern and all-digital and makes ongoing communication more effective. Even though so, social media also brings negative impacts to the society. Subramanian (2017) concluded that young people exposed to social media are more isolated and experience lack of respects towards elders in their circle.

Commented [P2]: Put international papers to show that social media has become a widely used means of disseminating information.

The trend of using social media to disseminate health information is also a common practice. Aptindika et al. (2019) concluded from a study conducted in Situbondo Regency that social media, such as Facebook and websites, influence the dissemination of health information and health promotion media to the public. They observed that the number of medical visits and the public health center (*puskesmas*) increased with more exposure to social media. Social media platforms are often used as tools for communication campaigns because of their ability to socialize messages to the broader community.

Social media are very dynamic. The traffic of social media messages changes very quickly. Socialization to the wider community can be achieved if the message is conveyed correctly. The message will be delivered to the target depending on how the message's exposure hits the social media users (targeted audiences). Eric S. Rosengren explained that:

Exposure to impressions is defined as the use of media by the audience which includes the amount of time spent in various media, types of media, types of media content, media consumed and various relationships between audiences and media content consumed or with the media as a whole. (Rakhmat, 2004, p. 66)

Social media use can be measured in three ways, namely frequency, duration, and intensity. The frequency shows how routinely an individual accesses social media (Ardianto & Erdinaya, 2004). The duration is related to the length of time individuals spend using social media. Previous studies have utilized the duration of social media use to conclude the research findings (Duffet, 2017; Gezgin, 2018; Natalia & Agustina, 2021). The intensity of social media use is the extent to which a person receives information from social media, reads information, reacts, and disseminates the information obtained through social media.

Commented [P3]: adding international paper to respond to reviewer adding comparative evidence from world literature

Social Media and Family Social Capital

The term social capital refers to a “relationship.” Relationships are created through a series of networks and people who share values. By building relationships on an ongoing basis, people can work together to achieve goals that cannot be done alone (Prayitno et al., 2019). Social capital is

a set of values, norms, rules that are shared by members of a group involved in the process of social interaction.

In a family context, social capital becomes a necessity that must be owned to support harmony in a family. An empirical study in China shows that family social capital has positive association with self-rated health (SRH) in older age in rural Chinese community (Lu, Xu, and Zhang, 2021). Even in the absence of promotion of health-related knowledge and behavior, support from the family is a significant determinant for SRH among older rural adults. Through their research, Geraee et al. (2019) found that there are four aspects that can be used as a reference in looking at family social capital: family cohesion, family interaction, lack of family conflict, and family control. Family cohesion is defined as a form of closeness of family members to one another such as doing family activities together. Family interaction is a communication climate that is created within a family, such as openness, discussion, and interactions that occur in family relationships. The lack of family conflict becomes social capital in a family relationship, which can be characterized by the ability of the family to resolve conflicts. Family control is related to how family members have the ability to control other family members, such as a mother having control over the regulation of family activities at home or a father having control over his role as head of the household.

There have been few studies related to social media and family social capital. One found that social media, which is very popular with the community and is even believed to reduce interactions in the family, actually only affects a part of family social capital and life satisfaction (Geraee et al., 2019). Family factors, especially mothers, provide support for family members to develop and have life satisfaction (Chong & Baharudin, 2017). Meanwhile Khotimah et al. (2020) found that family social capital factors and cooperation from residents living nearby are needed to control the spread of COVID-19.

Awareness as impact of using social media

In a communication process, awareness is the result or effect of the activities carried out. Awareness is a view of individual attitudes obtained from the results of sensations and perceiving the stimulants that hit them. This cognitive awareness happens through a series of stages.

Research on the alteration in cognitive awareness is often observed in consumer behavior studies, such as determining the effectiveness of a marketing message. Studies conducted by academics in marketing show that social media can spread messages and influence individuals (Sander & Lee Teh, 2019; Voramontri & Klieb, 2019). It includes both trustable messages and hoaxes. Research that measures changes in attitudes, awareness, and behavior can be found in the context of political campaigns through social media (Kahne & Bowyer, 2018; Stier et al., 2018; Gibson, 2015). These studies concluded that messages disseminated through social media can alter the awareness of the target audience.

Commented [P4]: adding international paper to respond to reviewer adding comparative evidence from world literature

This formation in attitude and awareness goes through a stage of changing the cognitive, affective, and conative components of Azwar (2010). The cognitive component changes the individual's belief and understanding about something based on the perceived empirical senses. A message is received by seeing, hearing, and feeling (Othman et al., 2014; Sassenberg et al., 2005). The affective component is a change related to the individual's feelings about the received message. Feelings such as like and dislike, happy or not happy, will determine the success of the following conative process. The conative perception is an individual's behavioral tendency to the received message. The tendency to change behavior can occur when a person's logic successfully accepts the message. An understandable message leads to a sense of trust. This reasoning will lead the logical consciousness to voluntarily accept and change the direction of views.

It can be concluded that messages conveyed through social media will alter awareness of the target audience through cognitive, affective, and conative perceptions. The same principle applies to behavior changes in the face of the COVID-19 pandemic. Later, the awareness on coronavirus will influence individuals' healthy lifestyle. Recent research observed that different factors affect healthy lifestyles among men and women (Patrão et al., 2017). This finding shows that the determinants on healthy lifestyle are complicated. Roy et al. (2020) and Salman et al. (2020) suggested that COVID-19 worries and behavior change play essential roles in preventing the spread of the virus through individual internal processes, including cognitive, affective, and conative processes. The success of a message conveyed through social media can be assessed by measuring the achievement of cognitive, affective, and conative processes on the audiences.

Methodology

This study uses a quantitative survey. The target respondents are women who are not limited to only the capital of Indonesia (the greater Jakarta area). Women were the target of this study because of their prominent role in socializing values, habits, and behavior in the family. The respondents are not limited to those in public spaces.

By becoming respondents, they voluntarily participated in this study and were willing to express their opinion. The sample was obtained using the principle of non-probability sampling considering the number of unknowns. The Taro Yamane formula is used to determine the number of respondents for an infinite population and the precision level of 10% is 100 people.

This study uses a non-probability sampling technique, the snowball technique. The researcher distributed a Google form questionnaire to several respondents who were working mothers who were willing to voluntarily participate in this study. They are referred to as the first respondents. Then, the first-level respondents passed it on to others whom they also know have the same criteria, and so on until the number reaches 100 people within a month. During this time, the number of returned questionnaires exceeded the expected number. This study collects a total of

169 responses. However, there were four incomplete responses, so they were not included in the study. The analysis in the following section was conducted with a total of 165 responses.

The concept of this research was prepared by studying the literature to identify the concepts of the measurement variables from previous research. This study uses a 5-point scale for each question ranging from strongly disagree (1), disagree (2), neither agree nor disagree (3), agree (4), and strongly agree (5).

[Figure 1 near here]

There are three main variables used in this research concept: social media use, family social capital (FSC), and awareness of healthy and hygienic living behavior. Social media use (x_1) measures the frequency of use, duration of use, and intensity of use, such as reading, commenting, and liking other people's posts, sending or receiving pictures, text, videos, or music; checking other people's profile pictures, pages, posts, and stories (Ardianto & Erdinaya, 2004; Brusilovskiy et al., 2016; Rachmat, 2004). The family social capital (x_2) is a development of the scale explored in a previous study by Geraee et al. (2019) covering aspects of family cohesion, family interaction, lack of family conflict, and family control. While the awareness of healthy and hygienic living behavior (y) is intended to measure family members' level of cognition, affection, and behavioral tendencies of maintaining health and hygiene in the context of preventing the spread of the coronavirus. Table 1 shows the breakdown components of the primary variables from the survey. Since all components use the same Likert 5-point scale, the main variables are calculated from the average of each corresponding breakdown component.

[Table 1 near here]

The descriptive statistics for the three main variables in this survey are shown in Table 2. The mean value of x_1 is slightly higher than the mean value of x_2 , by 0.192. On average, the respondents engage with social media with moderation. From the responses on social media use, this study observed that the effectiveness of the dissemination of the message through social media tends not to depend on the number of times the message is distributed by the information source. The magnitude of information exposure to the audiences most likely affects the effectiveness of the dissemination of the message. The results of the survey also observed that the respondents are likely to have high family social capital.

[Table 2 near here]

Model specification

This study aimed to empirically understand the relation between the awareness of healthy and hygienic living behavior, social media use, and family social capital. The awareness is modeled as a relation between social media use and family social capital. Another study in the same discipline

Commented [P5]: This picture is added to make it easier for readers to understand the relationship between variables. This also accommodates feedback from reviewer to provide illustrations that support the main argument of the research

uses the same model specification hypothesizing that life satisfaction among adolescents is influenced by social media use and family social capital (Geraee et al., 2019). This study specifies two models; the first model represents a linear relation with the independent variables social media use and family social capital, and the second model is similar to the first model, but included the interaction between social media use and family social capital. The model specifications can be written as follows:

$$y_i = \beta_0 + \beta_1 x_{1,i} + \beta_2 x_{2,i}$$

$$y_i = \beta_0 + \beta_1 x_{1,i} + \beta_2 x_{2,i} + \beta_3 (x_{1,i} \times x_{2,i})$$

where y_i is the dependent variable measuring the count of the respondent's family i with the level of awareness of healthy and hygienic living behavior, x_1 is the use of social media in the family i , and x_2 is the level of family social capital.

Results and discussion

Correlation matrix

Table 3 summarizes the correlation matrix for x_1 , x_2 , and y . Family social capital is positively correlated with awareness of healthy and hygienic living behavior with coefficient of 0.7253 ($p < 0.005$). Social media use shows a similar correlation with coefficient of 0.2032 ($p < 0.05$). That said, stronger family social capital tends to influence awareness at a greater magnitude than the frequent use of social media. The high and low frequency of use, the duration of accessing social media, and the number of messages read do not significantly impact the level of awareness of healthy and hygienic living. Thus, social media only plays a role in delivering the information. It does not affect the individual's awareness of coronavirus. Mukherjee et al. (2019) mention that the growing use of digitalization brings the urgency for scientific community to comprehend how social media affects positively the people belief and behavior on health. In another health study, Asril et al. (2020) found that health beliefs have a significant and positive correlation with healthy lifestyle behavior. The effectiveness of the delivered information depends on how the users (audiences) use the social media. It may then help form the belief system of the audience.

Social media use is positively correlated with the awareness of healthy and hygienic living behavior with a coefficient of 0.2006 ($p < 0.05$). The frequency, duration, and intensity of using social media was significantly correlated to the strength of family social capital. This study, therefore, suggests that social media use can significantly promote the strength of family social capital. There is no evidence that social media use reduces the family social capital. The idea that social media use may disrupt the stability of the family social capital is not supported. Family members who are busy with social media will not alienate themselves from family cohesiveness—meaning stronger family social capital.

Commented [P6]: adding international paper to respond to reviewer B adding comparative evidence from world literature

[Table 3 near here]

Regression results

Regression result model 1, where there is no interaction between the use of social media (x_1) and the family social capital (x_2), yielded an r-squared value of 52.96%. The test showed that there is positive and significant interaction between the level of awareness and family social capital ($\beta = 0.7801$, $p > 0.005$). Family social capital plays a role in determining the level of awareness of healthy and hygienic living behavior. The coefficient of determination of this relationship is about 0.7801, which indicates that the influence of social capital on the level of awareness is quite large. There is no conclusion regarding the interaction between the level of awareness and use of social media.

[Table 4 near here]

Even so, it is suggested that social media use is still influential as the medium for disseminating and delivering information on healthy and hygienic living behavior. In exploring a deeper correlation between family social capital and the awareness of healthy lifestyle, this study found that those components are significant ($p < 0.001$) and positively correlated. This finding is consistent with the study conducted by Alvarez et al. (2017), which concluded that family social capital has a distinct effect on family health. The awareness and positive attitude toward COVID-19 issues can undoubtedly promote better family health.

[Table 5 near here]

Family social capital aspects such as the cohesiveness of family members, lack of conflict in the family, resilient control in the family, and warmth of interaction seem to contribute to the level of awareness of healthy and hygienic behavior. These findings show that the role of family social capital (FSC) components cannot be neglected because they have equally important roles. It should be noted that the definition of family in Indonesia might not be only limited to blood and in-law relationships. The cultural aspect should be carefully considered so that it will not be mistaken with neighborhood social capital (Alvarez et al., 2017).

Regression result model 2, with the interaction between social media use (x_1) and family social capital (x_2), yielded a better r-squared value than model 1, accordingly 53.07% and 52.96%. However, no conclusion can be made because of the absence of significant correlation ($p < 0.01$). It is argued that the level of awareness of respondents on healthy and hygienic living behavior may have already been high when the questionnaire was distributed, such that the interaction between social media use and family social capital was negligible.

Conclusions

The COVID-19 pandemic is still ongoing and has no indicators signaling when it will end. The number of infected people continues to increase, especially with the emergence of new variants. Health protocol messages that emphasize healthy and hygienic living behavior are being continuously communicated to the public to curb the infection rates. This is the first research with sample from Indonesian society to understand the linkage between social media use and FSC in shaping the awareness towards living behavior amid COVID-19 pandemics.

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With its fast and very personal character, social media has become a link for messages about healthy and hygienic living behavior. However, the effectiveness of message delivery highly depends on the audiences' utilization. For this reason, it requires good media literacy skills. People need training in the ability to select and sort trustable messages. Social media can be used appropriately according to its role as a good medium for information.

The role of the mother in the family is very important in socializing healthy and hygienic living behavior. The mother conveys the values of clean behavior and the habit of maintaining cleanliness. Based on the study results, this delivery will not immediately raise the awareness without strong family social capital. Aspects such as caring, cohesiveness, and cooperation within the family are important aspects of behavior change. Family social capital is a medium for catalyzing the changes in daily family behavior. The bonding from family social capital is irreplaceable and stronger in some families. Stronger family social capital and more active participation of the mother in taking care the family form a strong family. The parental style of mother affects how the family is bonded. In economic studies, the bonding of FSC is a determinant factor for family firm performance (Herrero, 2018; Sanchez-Ruiz et al., 2019; Sorenson et al. 2009). They observed that firm perform better with the family members whose FSC bonding is stronger than with non-family members.

Commented [P8]: Adding the new literature that have the similar finding

This research only focuses on a small part of the respondent's situation and condition. There are many other aspects that have not been discussed in this research. Future research should use other methods or examine aspects that have not been studied to get more complete picture. This study was necessary to identify the construction of a strong family social capital. Since the notion of family social capital is multifaceted and multidimensional, there are still many opportunities for the researchers to understand and measure family social capital. The conclusions of this study will be a good example for all Indonesian families in implementing new habits of healthy and hygienic living behavior to prevent the transmission of COVID-19.

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<https://doi.org/10.1504/IJIDS.2019.101994>

Figure 1

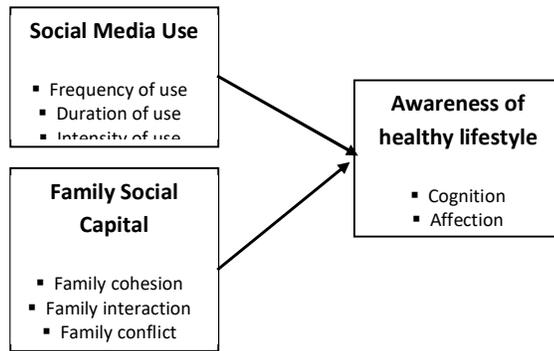


Table 1: Components of main studied variables

| Social media use x_1 | The family social capital x_2 | The awareness of healthy and hygienic living y |
|-------------------------------|--------------------------------------|---|
| Frequency of use $x_{1,a}$ | Family cohesion $x_{2,a}$ | Cognition tendency y_a |
| Duration of use $x_{1,b}$ | Family interaction $x_{2,b}$ | Affection tendency y_b |
| Intensity of use $x_{1,c}$ | Lack of family conflict $x_{2,c}$ | Behavioral tendency y_c |
| | Family control $x_{2,d}$ | |

Table 2: Descriptive statistics

| Variable | Number of Observations | Mean | Standard Deviation | Min. | Max. |
|----------------|------------------------|-------|--------------------|------|------|
| x ₁ | 165 | 2.727 | 0.323 | 1 | 3.62 |
| x ₂ | 165 | 2.535 | 0.274 | 1.45 | 3.12 |
| Y | 165 | 2.632 | 0.299 | 1.83 | 3 |

Table 3: Correlation matrix

| | x ₁ | x ₂ | y |
|----------------|----------------|----------------|--------|
| x ₁ | 1.0000 | | |
| x ₂ | 0.2006 | 1.0000 | |
| y | 0.0098 | 0.7253 | 1.0000 |
| | 0.2032 | 0.0000 | |
| | 0.0089 | | |

Table 4: Ordinary Least-Square Regressions

| Awareness of healthy and hygienic behavior (y) | Model 1 | Model 2 With interaction x ₁ and x ₂ |
|---|---------------------------------|---|
| Use of social media (x ₁) | 0.0557326 0.0509921 0.276 | 0.3182074 0.426754 0.457 |
| Family social capital (x ₂) | 0.7801448 0.601592 0.000 | 1.061997 0.4589382 0.222 |
| Interaction use of social media and family social capital (x ₁ *x ₂) | - | -0.1025049 0.1654646 0.536 |
| Constant | 0.5023016 0.1853198 0.007 | -0.2175454 1.176713 0.854 |
| Number of observations | 165 | 165 |
| R-squared | 0.5296 | 0.5307 |
| Adj. R-squared | 0.5328 | 0.5220 |

Note: Standard errors in the second row, p-values in the third row

Table 5: Correlation matrix for family social capital and awareness on healthy lifestyle

| | X _{2,a} | X _{2,b} | X _{2,c} | X _{2,d} | Y _a | Y _b | Y _c |
|------------------|------------------|------------------|------------------|------------------|------------------|------------------|----------------|
| X _{2,a} | 1.0000 | | | | | | |
| X _{2,b} | 0.7002 0.0000 | 1.0000 | | | | | |
| X _{2,c} | 0.5727 0.0000 | 0.6568 0.0000 | 1.0000 | | | | |
| X _{2,d} | 0.5451 0.0000 | 0.5589 0.0000 | 0.5627 0.0000 | 1.0000 | | | |
| Y _a | 0.5399 0.0000 | 0.5986 0.0000 | 0.5990 0.0000 | 0.5233 0.0000 | 1.0000 | | |
| Y _c | 0.5087 0.0000 | 0.5440 0.0000 | 0.5639 0.0000 | 0.5639 0.0000 | 0.7475 0.0000 | 1.0000 | |
| Y _c | 0.5451 0.0000 | 0.5489 0.0000 | 0.5038 0.0000 | 0.5869 0.0000 | 0.6795 0.0000 | 0.7813 0.0000 | 1.0000 |

8 Desember

paramadina Prima Naomi <prima.naomi@paramadina.ac.id>

Your Article

6 messages

Elena Stepanova <stepanova.elena.a@gmail.com> Wed, Dec 8, 2021 at 12:33 AM
 To: prima.naomi@paramadina.ac.id

Dear Mrs. Naomi,
 In the process of preparing your article for publication, the English language editor has asked several questions (in the notes to the text). Please, make changes accordingly (indicated in color) and send the article back to me ASAP.
 Please, add dot to the References in the format <https://doi.org/> where it is missing and carefully check if the References list corresponds to the ones in the text and vice versa. Please, pay special attention to the note in the Conclusion marked in yellow.
 Thank you,
 Sincerely,
 Dr. Elena A. Stepanova
 Principal Research Fellow
 Institute for Philosophy and Law, Ural Branch of the RAS
 Editor-in-Chief
 Changing Societies & Personalities

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Prima Naomi <prima.naomi@paramadina.ac.id> Wed, Dec 8, 2021 at 7:39 AM
 To: Elena Stepanova <stepanova.elena.a@gmail.com>

Dear Elena,
 Thank for your email.
 Thanks for the email.
 I am going follow up and send to you when it's done

Regards
 Prima Naomi
 (Quoted text hidden)

13 Desember

(Quoted text hidden)

Prima Naomi <prima.naomi@paramadina.ac.id> Mon, Dec 13, 2021 at 8:33 AM
 To: Elena Stepanova <stepanova.elena.a@gmail.com>

Dear Elena,
 I send responses to your questions and suggestions. Hopefully it will be well received.
 Don't hesitate to contact me, if there is still something that needs to be fixed.
 May I know when will this article be published?

Thanks very much.
 Regards
 Prima Naomi
 (Quoted text hidden)

Rev2_Surviving Covid-19 pandemic the role of social media and family social capital.docx
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Elena Stepanova <stepanova.elena.a@gmail.com> Mon, Dec 13, 2021 at 1:48 PM
To: Prima Naomi <prima.naomi@paramadina.ac.id>

Dear Prima,
thank you for your response. We may have more questions when the article will be in the hands of the web-editor concerning References, etc. I will let you know. The article is planned for the upcoming issue (December, 2021). Do authors have ORCID? If so, please let me know.
Sincerely,
Elena

Dr. Elena A. Stepanova
Principal Research Fellow
Institute for Philosophy and Law, Ural Branch of the RAS
Editor-in-Chief
Changing Societies & Personalities

rn, 13_dok_2021 r a 9653, Prima Naomi <prima.naomi@paramadina.ac.id>
(Quoted text hidden)

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Universitas Paramadina - www.paramadina.ac.id

Prima Naomi <prima.naomi@paramadina.ac.id> Mon, Dec 13, 2021 at 5:05 PM
To: Elena Stepanova <stepanova.elena.a@gmail.com>

Dear Elena,

Here, our ID ORCID :

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21 Januari 2022



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Your article

2 messages

editor, CS&P Journal <editor@changing-sp.com>

To: rini.sudarmani@paramadina.ac.id, tri.wahyuti@paramadina.ac.id, prima.naomi@paramadina.ac.id

Fri, Jan 21, 2022 at 2:13 PM

Dear Authors,

We urgently need the revised text with the answered questions (changes marked in color).

Thank you,

Dr. Elena A. Stepanova

Principal Research Fellow

Institute for Philosophy and Law, Ural Branch of the RAS

Editor-in-Chief

Changing Societies & Personalities

[Статья 1_remarks.docx](#)

81K

Prima Naomi <prima.naomi@paramadina.ac.id>

To: 'editor, CS&P Journal' <editor@changing-sp.com>

Cc: 'rini.sudarmani' <rini.sudarmani@paramadina.ac.id>, Tri Wahyuti <tri.wahyuti@paramadina.ac.id>

Mon, Jan 24, 2022 at 6:25 AM

Dear Editor,

Here I send a revision according to the notes in your comment. I hope the revision is adequate.

Thank you for all your attention.

Regards

Prima Naomi

(Quoted text hidden)

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