

CREATIVE COMMUNICATIONS ON TIKTOK: Construction of the Ministry of Health's Communication Innovation in COVID-19 Education in Indonesia

Ali Nurdin¹, Desy Rahmadani²

^{1,2}Sunan Ampel State Islamic University, Surabaya, Indonesia

¹ali.nurdin@uinsby.ac.id, ²desyradani@gmail.com

Abstract: The Ministry of Health of the Republic of Indonesia created a TikTok account @kemenkesri to educate the public about COVID-19. The purpose of this study is to describe the construction of creativity and communication innovation on Tiktok social media in preventing COVID-19. This study uses a constructivist approach to the type of analysis of the framing model of Robert N. Entman. Data was collected through TikTok video content documentation and analyzed with Robert N. Entman's framing framework. The results of the study describe that define problems constructed by the TikTok account @kemenkesri using simple, popular sentences, and according to the public's niche. Diagnose causes is constructed using examples of realities that are often present in life during the COVID-19 pandemic. Make moral judgment using sentences that are relevant to the mood of the audience. Treatment recommendations are constructed using sentences that direct an action that can be taken by the public. The key to successful communication on TikTok Social media is creativity and innovation that is carried out continuously to win the hearts of netizens.

Keywords: Communication Innovation, Creative Communication, COVID-19, TikTok social media.

Abstrak: Kementerian Kesehatan Republik Indonesia membuat akun TikTok @kemenkesri untuk melakukan edukasi COVID-19 kepada masyarakat. Tujuan penelitian ini adalah mendeskripsikan konstruksi kreativitas dan inovasi komunikasi di media sosial Tiktok dalam kampanye pencegahan COVID-19. Penelitian ini menggunakan pendekatan konstruktivis dengan jenis analisis framing model Robert N. Entman. Data dikumpulkan melalui dokumentasi konten video TikTok dan dianalisis dengan kerangka framing Robert N. Entman. Hasil penelitian mendeskripsikan bahwa define problems yang dikonstruksi akun TikTok @kemenkesri menggunakan kalimat yang sederhana, populer, dan sesuai relung hati publik. Diagnose causes dikonstruksi dengan menggunakan contoh realitas yang sering hadir dalam kehidupan selama pandemi COVID-19. Make moral judgement menggunakan kalimat yang relevan dengan suasana hati khalayak. Treatment recommendation dikonstruksi menggunakan kalimat yang mengarahkan sebuah tindakan yang dapat dilakukan oleh publik. Kunci kesuksesan komunikasi di media Sosial Tiktok adalah kreativitas dan inovasi yang dilakukan secara terus menerus untuk merebut ruang hati netizen.

Kata Kunci: COVID-19, Inovasi Komunikasi, Komunikasi Kreatif, Media Sosial Tiktok

A. Introduction

The COVID-19 (C-19) pandemic 'forces' all human activities to be carried out based on information technology faster than expected. Prior to the C-19 pandemic, the application of information technology as the basis for community life activities (also called the industrial era 4.0) was still in the discourse and socialization carried out by government and private agencies.

However, since the C-19 pandemic, activities in all dimensions of human life; ranging from educational, economic, office workers, and even socio-religious activities are 'forced' to use information technology as a medium of communication. The C-19 pandemic is constructing a new order in community social communication.

Advances in internet-based technology open up a wide space for information that overlaps between true vs. hoax information. True information is covered by hoax information that is 'milling around'. Some people do not care about the implementation of health protocols; wearing masks, washing hands, and maintaining distance, even as strict as the regulations made by the government, there are still people who violate and are not afraid of the sanctions given. This situation has an impact on the uncertainty of C-19 information that occurs in the community.

In reality, it is not easy for the government to change people's perceptions. Some people still think the corona virus is just a conspiracy, and even think there is no corona virus. Social sanctions applied for violations of health protocols are not effective. The level of public awareness is still low in dealing with C-19.

The uncertainty of C-19 information can be caused by the flood of hoax information on the internet, especially social media. Social media is an effective medium in disseminating C-19 information. During the C-19 pandemic, people used social media as a medium of communication. Based on the survey report of the Indonesian Internet Service Providers Association (APJII) for 2019-2020, internet users in Indonesia are 196,710,000 people (73.7%) of the total population of 266,910,000². The number of social media users in Indonesia in January 2021 is 170,000,000. Social media users in Indonesia are 61.8% of the total population and are increasing every year 6.3%³.

During the C-19 pandemic, people used social media as a medium for education, entertainment, and communication. The reason for using social media is the large selection of features that social media has. One of the most popular social media during the C-19 pandemic is Tiktok. Tiktok is an application that comes from China, this application is popular in Indonesia since 2020.

Tiktok social media provides video content with various concept and packaging variants that are entertainment for the public when experiencing boredom at home during the C-19 pandemic. The popularity of Tiktok social media is used by the Indonesian government as a campaign media in preventing C-19. Currently, the Ministry of Health of the Republic of Indonesia is actively providing content about Covid-19 on Tiktok that is packaged in an attractive way. Besides getting entertainment, Tiktok users also get education about C-19 through video content. The use of Tiktok social media as a government campaign media is a communication breakthrough or innovation in disseminating valid information about the corona virus (COVID-19).

Communication innovation in conveying C-19 information to the public creatively is very important so that people can understand the content delivered effectively. Tiktok social media as a new media in delivering information about C-19 carried out by the government is an interesting phenomenon to study. Tiktok social media is constructed as an innovative and creative campaign media in preventing C-19 in Indonesia. The purpose of this study is to describe the construction of creativity and communication innovation carried out by the Ministry of Health of the Republic of Indonesia on Tiktok social media in the C-19 prevention campaign. This study discusses the construction of creativity and communication innovation in

¹ Chusna Apriyanti and Riza Dwi Tyas Widoyoko, "Persepsi Dan Aksi Masyarakat Pedesaan Di Masa Pandemi," *Jurnal Ilmu Sosial dan Humaniora* 10, no. 1 (2021): 50

² Aditya Wicaksono Irawan, dkk, *Laporan Survei Internet Asosiasi Pengguna Jasa Internet Indonesia (APJII) Tahun 2019-2020 (Q2)*, 2020.

³ DataReportal – Global Digital Insights, "Digital in Indonesia: All the Statistics You Need in 2021," *DataReportal – Global Digital Insights*, last modified 2021, accessed October 3, 2021, <https://datareportal.com/reports/digital-2021-indonesia>.

defining problems, diagnose causes, making moral judgments, and treating recommendations for COVID-19 information content.

B. Theoretical Review

Creativity has various forms that are difficult to define etymologically. But creativity can be characterized by the nature of originality, expressiveness, and imaginativeness. Creative ideas can appear as needed. Creativity can be displayed through methods, processes, responses, outlook, concentration, awareness, perception and productivity. Method; how to handle events that occur. Process; the flow of creative ideas running from one idea to another. Creativity exists in an activity, but in activity there is not necessarily creativity. Response; The birth of creativity is supported by mental and physical energy to respond to events that occur. Outlook; Creative people have an optimistic view in solving every problem they face. Concentration; creativity is built from the point of concentration to bring out new ideas. Awareness; empathize with everything that happens. Insights; knowledge and experience guide one's creativity. Perception; the ability to capture objects of meaning through the senses and generate creative ideas. Productivity; creativity produces a quality product⁴.

Creativity in delivering messages is part of innovation and communication strategy. According to Schumpeter (1947), innovation requires exploration of new ideas which results in the loss of old ideas and being replaced with new ideas. Innovation always develops from time to time according to developing events. Meanwhile, Audretsch (1990) states that innovation is the result of a process of finding new ideas in the form of products, services, works, and services followed by the development of new ideas⁵. Thus, communication innovations are new ideas or ideas in delivering messages that are continuously updated as an effort to adjust the context of events that are and will occur in society. In delivering innovation, the right strategy is needed so that information or messages can be received and understood properly. According to J. Robert Cox (2010), strategy is finding the right choice among other choices. Strategies in communication are used to find the right choice in the delivery of information that provides the effectiveness of the message conveyed. Communication strategies are not just framing techniques and message construction, but also choices in taking advantage of every opportunity in the campaign of new ideas⁶.

The innovation and communication strategy carried out by the Ministry of Health of the Republic of Indonesia in preventing C-19 is to conduct a campaign through Tiktok social media which is being favored by the public. Innovation and communication strategies are packaged with interesting video content during the C-19 pandemic. Messages packaged in a video content can be observed from various aspects, such as expressions, movements, images, voice intonation, tone, and text. Interesting content can persuade the audience to apply it in everyday life.

The social media Tiktok is a music video app originating from China. At first, the Tiktok application was used for lip-syncing entertainment by its users⁷. However, over time, Tiktok has become a social media that can accommodate the creativity of the community in creating interesting and entertaining content. There are various types of content on Tiktok, there is some content that is very popular among Tiktok users, namely, tips and tricks, tutorials, hashtag

⁴ Harold B. Swanson and Warren Gore, "Creative Communication Is For You," *Journal of Applied Communications* 59, no. 1 (1976): 3-4

⁵ Tiago João Correia, Américo Mateus, and Susana Leonor, "Marketing Communications Model for Innovation Networks," *Correia, T., Mateus, A., & Leonor, S.(2015). Marketing communications model for innovation networks. International Journal Of Innovation-IJI* 3, no. 2 (2015): 44-45

⁶ Marianne D. Sison, "Creative Strategic Communications: A Case Study of Earth Hour," *International Journal of Strategic Communication* 7, no. 4 (2013): 228

⁷ Togi Prima Hasiholan, Rezki Pratami, and Umaimah Wahid, "Pemanfaatan Media Sosial Tik Tok Sebagai Media Kampanye Gerakan Cuci Tangan Di Indonesia Untuk Mencegah Covid-19," *Communiverse: Jurnal Ilmu Komunikasi* 5, no. 2 (2020): 73

challenges, dances, and educational content. The content generated on the Tiktok application is in the form of videos with varying durations, ranging from 15 seconds to 60 seconds. In producing content on Tiktok, you must take advantage of songs that are currently popular, so that the content can be fyp. Fyp or For Your Page is the main page when a user first opens the Tiktok application. Fyp works by recommending video content to people who are not followers but are likely to like the content created. Content that can be fyp is likely to get a wider reach to Tiktok app users. In this case, the Ministry of Health of the Republic of Indonesia uses Tiktok social media as a medium of innovation and communication strategy in educating the public about the corona virus, prevention of transmission, invitations to do vaccines.

Research by Basch, et.all (2020) states that TikTok social media has the potential to be used as a medium for delivering health information, it can even be used as a medium to overcome aspects of the C-19 pandemic⁸. TikTok social media has a platform that can construct information instantly and even professionally by government and private agencies, even health information can be constructed as an important message for the public⁹. The TikTok application can be downloaded via android applications, smartphones, and other similar applications. TikTok provides video content that can be selected according to needs¹⁰. TikTok is a booming social media that has video content with background music that is currently popular¹¹. TikTok is the fastest growing social media in the world. TikTok is used as a search for all information, including health information¹².

The potential of TikTok as a rapidly growing social media can be used as an innovation choice and health communication strategy during the C-19 pandemic. Netizen responses on TikTok social media show a high response in interaction with the information provided, including information about C-19. TikTok is a strategic choice in health campaigns whose messages can be received and reacted directly by the public¹³. Social media is recommended as a communication medium that has an effective message among millennials¹⁴.

C. Methods

This study uses a constructivist approach to understand the construction formed by the TikTok account @kemenkesri in delivering COVID-19 (C-19) video content. In the constructivist view, video content can be created, designed, and constructed in works and products according to the desired purpose. This study uses the type of analysis of the framing model of Robert N. Entman. Framing analysis refers to the way media or content creators offer their message to TikTok users, then give meaning to the audience, and create a frame of reference for the audience¹⁵. The unit of analysis in this study is the Tiktok content account of the Ministry of

⁸ Corey H. Basch, Grace C. Hillyer, and Christie Jaime, "COVID-19 on TikTok: Harnessing an Emerging Social Media Platform to Convey Important Public Health Messages," *International journal of adolescent medicine and health* (2020): 1

⁹ Marzieh Eghtesadi and Adrian Florea, "Facebook, Instagram, Reddit and TikTok: A Proposal for Health Authorities to Integrate Popular Social Media Platforms in Contingency Planning amid a Global Pandemic Outbreak," *Canadian Journal of Public Health* 111 (2020): 389

¹⁰ Katie Elson Anderson, "Getting Acquainted with Social Networks and Apps: It Is Time to Talk about TikTok," *Library Hi Tech News* (2020): 8

¹¹ Aliksandra Shutsko, "User-Generated Short Video Content in Social Media. A Case Study of TikTok," in *International Conference on Human-Computer Interaction* (Springer, 2020), 108

¹² David X. Zheng et al., "Acne and Social Media: A Cross-Sectional Study of Content Quality on TikTok," *Pediatric Dermatology* 38, no. 1 (2021): 336

¹³ Yachao Li et al., "Communicating COVID-19 Information on TikTok: A Content Analysis of TikTok Videos from Official Accounts Featured in the COVID-19 Information Hub," *Health Education Research* (2021): 1

¹⁴ Kunmi Sobowale et al., "Real-Time Communication: Creating a Path to COVID-19 Public Health Activism in Adolescents Using Social Media," *Journal of medical Internet research* 22, no. 12 (2020): e21886.

¹⁵ Ali Nurdin, *Penelitian Teks Media; Teori Dan Contoh Praktik Penelitian Bidang Komunikasi*, 1st ed. (Surabaya: CV. Revka Prima Media, 2021), hal. 133

Health of the Republic of Indonesia, namely @kemenkesri with discussions of information on C-19, prevention of C-19, and invitations for vaccines uploaded in June - September 2021. There are 9 TikTok @kemenkesri content that were chosen for reasons of the highest number of viewers, namely Functional Food, After Vaccination, Independent Isolation, Support Indonesia, Love Your Family, End Your Sadness, Vaccination 18+, Family Park-Shin, and Jedug-Jedug Vaccination. Data were collected by means of video documentation, and analyzed with the framework of Robert N. Entman's framing model which emphasizes four elements, namely define problems, diagnose causes, make moral judgments, and treatment recommendations.

D. Results and Discussion

The industrial era 4.0 provides enormous opportunities for the development of internet-based information technology. Media is present online in an unlimited time space. Social media plays a role in providing open information and updates that come from all walks of life, government agencies, non-government, and even individuals¹⁶. Everyone can construct news and events through social media. TikTok as a social media offers a platform that can be chosen according to the desired content¹⁷. TikTok video content @kemenkesri was constructed in accordance with the government's objectives in the effort to socialize C-19 and prevent the spread of C-19. In the constructivist paradigm, knowledge and truth are formed¹⁸. Every human being has knowledge and experience that determines the construction of the formed reality. The TikTok account @kemenkesri constructs knowledge about health, C-19 information, and how to prevent the spread of C-19 as communication innovation and creativity for TikTok netizens. Currently, the Republic of Indonesia Ministry of Health's Tiktok account has 123.4K followers and has 1.6M likes on the overall content they post.

This study examines the construction of creativity and communication innovation in the content of Tiktok @kemenkesri which discusses C-19 based on the construction model of Robert N. Entman who sees the construction of reality from the point of view of define problems, diagnose cause, make moral judgment, and treatment recommendation¹⁹. There are 9 content of TikTok @kemenkesri in this research that were selected; namely Functional Food which was uploaded on 21-06-2021, After Vaccination which was uploaded on 24-06-2021, Independent Isolation which was uploaded on 06-07-2021, Support Indonesia which was uploaded on 09-07-2021, Dear Family which was uploaded 31-07-2021, End Your Sadness uploaded on 19-07-2021, Vaccines 18+ uploaded on 19-07-2021, Park-Shin Family uploaded on 30-08-2021, and Vaccination Jedug-Jedug uploaded 07-09-2021.

1. Define Problems Konten TikTok @kemenkesri

Define problems is defined as problem definition in a video content. What is conceptually defined in video content. The TikTok account @kemenkesri constructs define problems with various creativity and innovations to bring the message content closer to TikTok users. Define problems in the video content of the @kemenkesri TikTok account are described in table 1 as follows:

¹⁶ Marzieh Eghtesadi and Adrian Florea, Facebook, Instagram, Reddit and TikTok..... hal. 389

¹⁷ David X. Zheng et al., Acne and Social Media:..... 330.

¹⁸ Ali Nurdin, *Penelitian Teks Media*..... hal. 21

¹⁹ Eriyanto, *Analisis Framing: Konstruksi, Ideologi, Dan Politik Media* (Yogyakarta: LKIS Pelangi Aksara, 2002), hal 188

Table 1 Define Problems TikTok Content @kemenkesri

Theme	Define Problems	Description
Functional Food	This 0.52 second video constructs a picture of the rising number of COVID-19 cases with the caption; Hayya! Covid-19 cases are starting to rise again. Let's eat healthier. The hashtag #prokes #KemenkesRI #samamabelajar.	Viewers; 3M Likes; 149.8K Comment: 3738 Share; 21.7K
After Vaccination	This 0.56 second video constructs a picture of the importance of vaccination. The hashtags #GebyarVaksinasi, #samamabelajar #KemenkesRI	Viewers: 312.7K Likes: 13.4K Comment: 643 Share: 5148
Independent Isolation	This 1 minute, 05 second video constructs a picture of "Again isoman" ? Check this one! The hashtag #samamabelajar #isomandirumah #kemenkesri #kemenkes.	Viewers; 296.6K Likes: 12K Comment: 164 Share: 4254
Support Indonesia	This 26-second video constructs a picture of preventing the spread of COVID-19. Caption: HE'S BACK TO SUPPORT. The hashtag #TeamMerahPutih #KemenkesRI #StayHome.	Viewers: 694.5K Likes: 103.6K Comment: 5944 Share: 4499
Love Your Family	This 19-second video constructs an overview of preventing the spread of COVID-19. Caption: The most valuable treasure is... FAMILY. The hashtag #KemenkesRI #DiRumaSaja #domtoretto	Viewers: 207.6K Likes: 24.4K Comment: 4344 Share: 872
End Your Sadness	This 1 minute, 03 second video constructs an overview of preventing the spread of COVID-19. Caption; Stop your sadness, call each other. The hashtag #KemenkesRI #DiRumahSaja #kpopedit.	Viewers: 161K Likes: 26.9K Comment: 1962 Share: 1210
Vaccination 18+	This 27-second video constructs an overview of the COVID-19 vaccine. Caption: I'm sorry I don't know yet, who's still young. The hashtag #samamabelajar #wibuindonesia #KemenkesRI.	Viewers: 3.8M Likes: 489.8K Comment: 44.5K Share: 51.1K
Family Park-Shin	This 36-second video constructs an overview of the COVID-19 vaccine. Caption: Yeorobun! There is good news for pregnant women and 12-17 years old, here! The hashtag #KemenkesRI #Healthies #kpopedit.	Viewers: 991.2K Likes: 196.5K. Comment: 16.3K Share: 13K
Jedug-Jedug Vaccination	This 33-second video constructs an overview of the COVID-19 vaccine. Caption: IMMEDIATE UNDERSTANDING WITH THE MINISTER! SABI NO?! The hashtag #KemenkesRI #Healthies #Jedagjedug. JedagJedugXKemenkes.	Viewers: 312.2K Likes: 32.9K Comment: 2725K Share: 1292K

Define problems TikTok @kemenkesri content theme is constructed by linking the context of events that are currently happening and are more actual. C-19 cases are on the rise in June 2021. The TikTok account @kemenkesri uploads functional food content by defining the C-19 problem with the construction of a healthy food message so that the immune system remains healthy. The act of independent isolation needs to be socialized to people who are exposed to the virus by uploading content on the importance of independent isolation. To strengthen the immune system, it is necessary to carry out vaccines by constructing content after vaccination, 18+ vaccines, and jedug-jedug vaccination. In the context of preventing the spread of C-19 along with the Tokyo 2020 Olympics, the TikTok account @kemenkesri uploaded content to support Indonesia from home, love your family, end your sadness, and the Park-Shin family.

The creativity and innovation of communication constructed by the TikTok account @kemenkesri is in accordance with the view of Robert N. Entman, that the frame or construction of media content must be adapted to the reality that occurs in defining the problem²⁰. There is a content selection process so that the construction that is formed is in accordance with the current context. Content construction must be in accordance with the cognitive capacity of the intended audience. Video content construction forms knowledge structures and builds audience perception²¹.

2. Diagnose Cause TikTok Content @kemenkesri

Diagnose cause is a message construction based on the cause of the problem that occurred. The cause diagnosis technique is done by diagnosing the cause of the problem and constructing it into a message²². In detail, the diagnosis of causes in the TikTok account @kemenkesri is described in table 2 as follows;

Table 2 Diagnose Cause TikTok Content @kemenkesri

Theme	Diagnose Cause	Description
Functional Food	But guess what happened, the most annoying? The hoax also went up! Some say suck it up using eucalyptus oil, use camphor, use leaves, beat with garlic and a thousand and one kinds of spices.	Time: 00.00.06 - 00.00.14
After Vaccination	Hi, have you vaccinated yet? Already? Twice? Great! Good looking! But still 5M must be maintained. Wear masks, maintain a safe distance, wash hands with soap, avoid crowds, and limit mobility. Don't wander off today! Huh?	Time: 00.00.06 - 00.00.19
Independent Isolation	Hi, are you still isoman? independent isolation it's okay. Do you know? It should not only be the body that should be isolated, but also the information. So many people, with good intentions, telling them that they have to use this medicine, they have to take this supplement, they have to use this vitamin. Confused! Stop everything!.	Time: 00.00.10 - 00.00.23
Support Indonesia	POV: getting ready 'tok tok tok' eh, who is that? Yudha-kun! Hey, Ayano! Where is Yudha kun going? I want to get ready to watch Indonesian athletes at the 2020 Tokyo Olympics. NANI?! You want to go to Tokyo? It's not like that Shoyo-kun! I will watch them on television hahaha	Time: 00.00.03 - 00.00.17
Love Your Family	Stay at home. Why? because by staying at home, we can protect ourselves, we can protect our families. Did the minister just mention family?	Time: 00.00.04 - 00.00.10
End Your Sadness	Before the covid virus, I met bubu very often. We go to invitations together, we often talk together, we sing together, just a lot of things and moments that I spent with bubu. But, the covid virus came. And that makes us unable to meet first.	Time: 00.00.01 - 00.00.20

²⁰ Ali Nurdin, *Penelitian Teks Media....* hal. 134

²¹ Ali Nurdin, *Teori Komunikasi Interpersonal; Disertai Contoh Fenomena Praktis* (Jakarta: Kencana Prenada Media Group, 2020), hal. 167

²² Ali Nurdin, *Penelitian Teks Media....* hal. 150

Theme	Diagnose Cause	Description
Vaccination 18+	POV: More Reading Tok tok tok Yudha-Kun! Uh, who's that?! Yudha kun NANI?! Sayu Chan! Yudha-kun! Has Yudha kun been vaccinated against Covid-19? Not yet, can people aged 18+ be vaccinated? Yudha kun doesn't update! Now vaccination is available for 18+ years old	Time: 00.00.01 - 00.00.15
Family Park-Shin	Mom, come with dad and see the butterflies! What the hell, man, I watch a lot of dramas. Hahahaha. Can't you see I'm already 4 months pregnant? Jokes dear, I mean to invite you to participate in vaccinations	Time: 00.00.01 - 00.00.10
Jedug-Jedug Vaccination	Smart people do not reject vaccines. I've been vaccinated	Time: 00.00.01 - 00.00.03

Diagnosis of cause in 'functional food' content, hoax news is constructed as the cause of the problem of misunderstandings about the C-19 virus. The 'after vaccination' content constructs the act of following the health protocol as a positive action after taking the vaccine. The content of 'independent isolation' constructs its message by calling for the importance of knowledge about health. The 'support Indonesia' content constructs a message about preventing the spread of C-19 by staying at home. The 'love your family' content constructs its message by involving government officials to convey the message of staying at home. The content of 'end your sadness' constructs the C-19 virus as the cause of the loss of one's personal relationships. The content of 'vaccine 18+' constructs its message with dialogue about vaccine requirements. Contents 'Park-Shin's family constructs its message by communicating within the family about the importance of vaccines. The content of 'jedug-jedug vaccination' constructs its message by identifying smart people with vaccines.

Diagnose cause in the content of the TikTok account @kemenkesri using innovative and creative communication strategies to present new settings in video content to get closer to the audience. In the view of constructivist theory²³, perceptions between content creators and the target audience must have the same knowledge and experience about the object being discussed. This common perception becomes very important as the basis for understanding content together, and forming the construction of the same object.

3. Make Moral Judgment TikTok Content @kemenkesri

Make Moral Judgment is constructing the moral message conveyed in the video content. Making decisions as a moral message in media construction is very important. The moral message is used as the 'core message'. Construction of moral messages is expected to be accepted effectively by the audience. In detail, the make moral judgment in the TikTok account @kemenkesri is described in table 3 as follows;

Table 3 Make Moral Judgment TikTok Content @kemenkesri

Theme	Make Moral Judgment	Description
Functional Food	It's all a lie, it's a hoax	Time: 00.00.16
After Vaccination	What's the point of getting vaccinated? If you can still get it. Yes it can still hit! But the symptoms may be milder. But please remember that in order to achieve herd immunity, there must be 70% of our population. That is true immunity. The problem is	Time: 00.00.20 - 00.00.41

²³ Ali Nurdin, *Teori Komunikasi Interpersonal....* hal. 166

Theme	Make Moral Judgment	Description
	that not many have just been vaccinated. Plus, we have children under 18 years old, who haven't been vaccinated	
Independent Isolation	Just take what your doctor asks for, that's all. Precisely what you need to do is monitor the temperature, monitor the symptoms, tell the people who will help you, because anything can happen	Time: 00.00.25 - 00.00.44
Support Indonesia	Oh that's right! Right now it's better to #StayHome and reduce mobility outside! Okay! Then let's take a photo together before we watch!	Time: 00.00.19 - 00.00.21
Love Your Family	That's right, Dom! I want to convey to the public to remind their families to obey health protocols	Time: 00.00.12 - 00.00.21
End Your Sadness	Eits, but we can still meet even through video calls. We can still carry out activities as usual! can still tell stories, laugh together, tell each other news, even talk to my mother too hehehe	Time: 00.00.25 - 00.00.38
Vaccination 18+	NANI?! How to do? Try checking the nearest health service facility! you can do it!	Time: 00.00.17 - 00.00.19
Family Park-Shin	After all, can pregnant women participate in vaccinations? Oh God, my wife is so cute but she's so tight. Yes, Yeobo. Papa, sister, want to take the vaccine too	Time: 00.00.13 - 00.00.19
Jedug-Jedug Vaccination	It's time we protect our loved ones	Time: 00.00.04 - 00.00.06

Make moral judgment in 'functional food' content is constructed by emphasizing that most of the information about food as a deterrent to the C-19 virus circulating in the community is a hoax. The moral message constructed in this content is clearly stated in the sentence 'it's all a lie, it's a hoax. Content 'after vaccination' constructs moral decisions with sentences; "But please remember that in order to achieve herd immunity, there must be 70% of our population". This sentence construction emphasizes the importance of vaccination. The content of 'independent isolation' constructs its message with sentences; "What you need to do is monitor the temperature, monitor the symptoms, tell the people who will help you, because anything can happen". This sentence construction emphasizes self-management with knowledge of the C-19 virus. The content 'support Indonesia' constructs moral decisions with the sentence "#StayHome and reduce mobility outside!". This sentence construction emphasizes the importance of staying at home during the C-19 pandemic. The content of 'love family' constructs moral decisions with sentences; "I want to convey to the community to remind their families to obey health protocols". The construction of this sentence emphasizes a sense of mutual reminding among each other in preventing C-19. The content of 'end your sadness' constructs moral decisions with sentences; "Eits, but we can still meet even through video calls". The construction of this sentence emphasizes that there is another way that can be used to meet with family, namely using a video call. The '18+ vaccine' content constructs moral decisions with sentences; "Try to check the nearest health service facility! you can do it!". The construction of this sentence describes the existence of facilities to view vaccine requirements. The content of 'Park-Shin's family' constructs moral decisions with sentences; "Oh my God, my wife is so cute but she's so tight. Yes, Yeobo. Papa, I want to take the vaccine too". The construction of this sentence explains that pregnant women can follow the vaccine. The content of 'vaccination jedug-dedug' constructs moral decisions with sentences; "It's time for us to protect our loved ones." The construction of this sentence emphasizes the existence of mutual protection between each other in preventing C-19.

Make moral judgment in the TikTok account content of the @kemenkesri using innovative and creative communication strategies by using sentences that are relevant to the audience. The choice of the right language and in accordance with the character of the audience is the key to the effectiveness of communication carried out by the government.

4. Treatment Recommendation TikTok content @kemenkesri

Treatment recommendation is a sentence construction that shows the direction of completion in a video content. What sentences are offered to complete the message conveyed²⁴. In detail, the sentence construction offered as a closing sentence in a content is described in table 4 as follows;

Table 4 Treatment Recommendation TikTok content @kemenkesri

Theme	Treatment Recommendation	Description
Functional Food	So the most correct thing is to use these leaves with all kinds of your spices for what we call functional food. Make curry, make vegetables, make 'rendang', and anything that makes your body much more comfortable and healthy and the food is delicious. The song boost vaccination and after vaccination, don't wander, don't crowd. You don't have to be good at it, keep wearing a mask, wash your hands with water and soap, keep physical distance. But don't keep your distance.	Time: 00.00.19 - 00.00.50
After Vaccination	So vaccination is talking about my safety, your safety, and the safety of all of us for Indonesia.	Time: 00.00.50
Independent Isolation	Isolated, in times like this all you need to do is just have fun. Read books, listen to music, so that the stress will go away, don't listen to various things, won't you recover faster? That's called independent isolation, steady isolation!	Time: 00.00.47 - 00.01.01
Support Indonesia	Let's support Indonesia at the 2020 Tokyo Olympics! Keep up the health protocol, friends	Time: 00.00.23 - 00.00.27
Love Your Family	I agree, Minister! At a time like this, nothing is more important than family	Time: 00.00.16 - 00.00.18
End Your Sadness	Now for friends, always take care of your health even at home, obey the existing protocols because by staying at home we can still carry out activities. Here's another message from Bubu, what's that? always everyone happy and peaceful. Fighting!! Fighting! Stay safe and stay healthy guys	Time: 00.00.41 - 00.01.00
Vaccination 18+	Okay! I'll sign up! BTW can we take a photo with Sayu Chan? Yes, don't forget to get vaccinated, Yudha kun!	Time: 00.00.21 - 00.00.23
Family Park-Shin	You are still small, dear, not yet 12 years old, so you can't get vaccinated yet. Come on, sister, just turn it into a carrot so it's strong. Brother, let's take mommy to get vaccinated. wait a minute!! Oh God, debay, not your father, not your brother, not your brother, all under stress. Be healthy	Time: 00.00.19 - 00.00.32

²⁴ Ali Nurdin, *Penelitian Teks Media.....* hal. 150

Theme	Treatment Recommendation	Description
Jedug-Jedug Vaccination	Guys I've been vaccinated, me too. Hurry up you guys too. Don't be afraid, let's get vaccinated!	Time: 00.00.07 - 00.00.13

Treatment recommendations in the content of 'functional food' are constructed with the sentence; "So the most correct thing is to use these leaves with all your spices for what we call functional food". The construction of this sentence offers a solution by emphasizing the importance of food from leaves that function to increase the body's immunity. Content 'after vaccination' constructs completion of content with sentences; "So vaccination is talking about my safety, your safety, and the safety of all of us for Indonesia". Sentence construction in offering solutions in this content emphasizes the importance of mutual safety. The content of 'independent isolation' constructs the completion of the content with sentences; "Isolated, in times like this all you need to do is just have fun. Read books, listen to music, so that the stress will go away, don't listen to various things, won't you recover faster? That's called independent isolation, steady isolation!". The construction of this sentence emphasizes the completion of independent isolation as a consideration for those who are exposed to the C-19 virus. The content 'support Indonesia' constructs a settlement offer with a sentence; "Let's support Indonesia at the 2020 Tokyo Olympics! Keep up the health protocol, friends." This sentence construction emphasizes solving by staying at home during the C-19 pandemic. 'Love your family' content constructs a settlement offer with a sentence; "I agree, Minister! At a time like this, nothing is more important than family." The construction of this sentence emphasizes the offer of the role of the family in dealing with the C-19 pandemic. The content of 'end your sadness' constructs a settlement offer with a sentence; "So for my friends, always take care of your health even if you are at home, obey the existing protocols because by staying at home we can still carry out activities". This sentence construction emphasizes completion by staying at home and adhering to health protocols. The '18+ vaccine' content constructs a settlement offer with a sentence; "Okay! I'll sign up! BTW can we take a photo with Sayu Chan? Yes, don't forget to get vaccinated, Yudha kun!". This sentence construction emphasizes finishing with a call for vaccines. The content of the 'Park-Shin family' constructs a settlement offer with a sentence; "You're in good health". The construction of this sentence emphasizes the importance of being healthy even though it has not been vaccinated because it has not met the requirements. The content of 'jedug-dedug vaccination' constructs a settlement offer with a sentence; "Guys I've been vaccinated, me too. Hurry up you guys too. Don't be afraid, let's get vaccinated!". This sentence construction emphasizes the solution by vaccinating everyone without fear.

Treatment recommendations in the content of the @kemenkesri TikTok account use innovative and creative communication strategies by using clear, firm, and meaningful sentences. The construction of treatment recommendations in a constructivist view refers to the equalization of knowledge and perceptions in order to minimize differences between individuals in understanding the prevention of C-19²⁵.

5. The Construction of Creativity and Communication Innovation in the Content of the @kemenkesri TikTok Account

Social media platforms have features that provide space for creativity and innovation for their users. Social media provides a virtual channel of information exchange. A person who has the ability to use social media platforms well will be able to produce creative content, whether done spontaneously or planned²⁶. The creativity and innovation of communication through social media is shown by the TikTok account of the Ministry of Health of the Republic of Indonesia with information content about C-19, such as Which Vaccine is the Best?, Vaccination

²⁵ Ali Nurdin, *Teori Komunikasi Interpersonal.....* hal. 167

²⁶ Sarah M. Asio and Sasan T. Khorasani, "Social Media: A Platform for Innovation," in *IIE Annual Conference. Proceedings* (Institute of Industrial and Systems Engineers (IISE), 2015): 1496.

Protects, Independent Isolation, Stories From Kudus, After Vaccination, Functional Food, Vaccination Against Pandemic, New Variant of Covid-19, Vaccination of Persons with Disabilities, and All Vaccines Are Equally Good. However, there are three contents with the highest viewership, namely Functional Food, After Vaccination, and Independent Isolation. This content managed to penetrate viewers from 296.6K to 3M.

Content construction with the theme around C-19 has the same packaging, namely the monologue video content from dr. Tan Shot Yen. The difference in construction between one content and another is the narrative of the discussion and the background music used. The Ministry of Health of the Republic of Indonesia is trying to raise content that is made in a simple way but can still be reached by many people by using music and hashtags. The construction flow of creativity and communication innovation through TikTok social media in a constructivist view is part of organizing a storyline that gives meaning to the ongoing series of events²⁷. Even though it is only a monologue video content, the information content about C-19 is no less interesting than other content wrapped in entertainment. This is evident from several comments from TikTok users who like dr. Tan Shot Yen in conveying information. The netizen's comment was "every time I see this mother's video, I will definitely watch it to the end" - @jhanesmcs. "every time I see this mother, I always say yes... her articulation is beautiful" - @k1r31n4.

The TikTok account of the Ministry of Health of the Republic of Indonesia also raised the theme of preventing C-19 with the message of complying with health protocols (washing hands, wearing masks, maintaining distance, staying at home, and not going home). The preventive message was delivered by the Ministry of Health of the Republic of Indonesia which was packaged in the form of a video. Some preventive content that has been uploaded on the TikTok account @kemenkesri with the title; Masks, People Can!, Mabar Healthies, Love Your Family, Support Indonesia, Isoman Obeys Protocols Don't Forget Telemedicine, End Your Sadness, Share PPKM Past Tasks, Mission Vision for Washing Hands, Let's Keep Your Distance, Vision Mask Mission Is True, Remember 3M During 'Lebaran', Not Going Home Is Still Fun, Don't Panic?!, and Important Information Ahead of Lebaran. The video titled Support Indonesia, Love Your Family, and End Your Sadness is the content with the most viewers reaching 161K to 694.5K.

The content "Support Indonesia" is the most watched content than other content that discusses preventing the transmission of Covid-19. This content is packed with a mix of human photos and anime images made into one video. Besides that, this content does not have dubbing as a voice actor, but only a text such as a dialogue between humans and an anime called Ayano and Shoyo. This content has succeeded in reaching the target of anime film lovers called Wibu, not only that, the "Support Indonesia" content from the Ministry of Health also received a response from non-Wibu because they did not think that the Ministry of Health would create content that was out of the box. This can be seen from some of the comments given to the Support Indonesia content. The content narrative of "Support Indonesia" contains an implied element to prevent people from leaving their homes during the pandemic even though it is in the interest of supporting Indonesia, which is competing at the 2020 Tokyo Olympics. The text in the last video reads to maintain health protocols such as wearing masks, washing hands, and maintaining distance in order to prevent Covid-19. The Ministry of Health's Supporting Indonesia Content uses the hashtags #TimMerahPutih and #DiRumahSaja to campaign for the content, that the Ministry of Health is participating in supporting Indonesia and providing a campaign to stay at home.

The content "Love Your Family" is in second place with the theme of preventing Covid-19. This content has an audience of 207.6K with a number of people who like as much as 24.4K, making the content "Love Your Family" quite popular and in demand by TikTok users. The Ministry of Health packs the content "Saving the Family" with snippets of direct advice from the Minister of Health and towards the end of the video there is a scene from the parody of "The Fast"

²⁷ Wolfgang Donsbach, *The International Encyclopedia of Communication* (USA: USA : Blackwell Publishing Ltd, 2008), hal. 1861

and 'The Furious' film asking the Minister of Health through a text without voice over. On the content "Love Your Family", the Minister of Health gave directions to stay at home, because by staying at home someone can protect themselves and their families from contracting the corona virus. With the support of the caption "the most valuable treasure is FAMILY", showing that it is important to protect each other, especially families during the current pandemic. In addition, the Ministry of Health has also provided hashtags, one of which is the name of 'The Fast and The Furious' film player, namely #domtoretto. This is intended so that fans of Dom and fans of the film 'The Fast and The Furious' can reach the Ministry of Health's content entitled "Love Your Family".

The content "End your Sadness" is the third rank with the most viewers on the C-19 prevention theme. This is different from the content of "Support Indonesia" which uses anime as an actor in the video. The content "End Your Sadness" uses Korean idols as male actors in the video. The size of the Kpop market on TikTok, making the content "End your Sadness" managed to get 161K viewers and a lot of support from Korean fans. This shows that the Ministry of Health has succeeded in getting the attention of millennials. The narration on the content "End your Sadness" gives a message that all activities can still be carried out even though they are at home.

The TikTok account of the Ministry of Health of the Republic of Indonesia also raised the theme of preventing C-19 with persuasive content so that people are willing to take vaccinations without fear. There are several content invitations to carry out vaccinations on the Ministry of Health's Tiktok account with different titles, such as Face-to-face School, Vaccine Hurry, Safe Covid-19 Vaccination for Pregnant & Breastfeeding Mothers, Jedug-Jedug Vaccination, 'Bismillah', Park-Shin Family, 'Ganteng-Ganteng' Vaccination, Punk Goes Vaccine, Review of Dong's Vaccination Card, Vaccination Against Pandemic, 18+ Vaccine Content, Asked by the Minister of Health, Calm down!, The Covid-19 Vaccine is Safe, and Becomes a Vaccination Companion for the Elderly. However, there are three content with the highest viewership, namely Vaccine Content 18+, Park Shin's Family, and 'Jedug-Jedug' Vaccination. This content managed to penetrate the audience from 312.2K to 3.8M.

"Vaccine 18+" content is packaged by creating interpersonal communication between humans and 2D creatures who are characters in anime films. The Ministry of Health gives the title of this content very interesting, so that people are interested in watching it, even without voice over. Vaccine 18+'s content is packed with human interaction with Japanese cartoons, songs, and narration included in text form, and has managed to reach 3.8 million viewers. In addition to inviting to carry out the vaccine, the Ministry of Health provides new information that the vaccine can already be done at the age of 18 years and over. The second content is "Park-Shin Family". This content is adapted from several video clips of Korean artists who are combined into one by providing Indonesian dubbing so that it is easily understood by the public. Park-Shin's Family Content attracts attention among Kpop lovers, because of the narrative that is packed with entertaining, persuasive, and vaccine education. The Ministry of Health captioned the video content with the sentence that vaccines can be carried out by pregnant women and children aged 12-17 years. The third content "Jedug-Jedug Vaccination" is video content that contains footage of artists who have been vaccinated and invites viewers to participate in carrying out vaccinations. At the end of the content, there is advice from the Ministry of Health, and it closes with an edited photo of the Ministry of Health with a jedug-jedug song. The Ministry of Health takes advantage of the music that is currently viral on TikTok, then applies it to content titled Jedug-Jedug Vaccination, and uses #jedugjedug so that the content gets *fpy*.

The TikTok account @kemenkesri constructs video content as an information tool that is formatted according to the capacities and segments of TikTok's social media. In view of media frames²⁸, content construction that is formed based on the daily realities of social media and

²⁸ Ibid., 1862

cannot be separated from the daily realities of media users. The construction of the content of the @kemenkesri TikTok account is part of creativity and communication innovation.

Government agencies can use social media as a medium of communication with the public effectively. TikTok content @kemenkesri is part of the use of information technology to create innovative information services²⁹. Communication innovation is very urgent for the government to campaign its agenda to the public³⁰. The era of information technology provides great opportunities for creativity and innovation in conveying information through social media³¹. Social media is a medium of innovation in communication to the public sector³².

E. Conclusion

The era of industry 4.0 provides opportunities for creativity and innovation in internet-based communication. Creativity and innovation are the keys to successful communication in building relationships with the public. The Indonesian government through the Ministry of Health has made a breakthrough in creativity and innovation in delivering information about C-19. TikTok social media is used as a space for creation and innovation to get closer to the public and spread the right information about C-19 by constructing video content based on user needs.

The TikTok account @kemenkesri constructs innovation and creativity in C-19 information with a video format that describes C-19 prevention information. In a constructivist view, the video format of the TikTok @kemenkesri account is constructed with a combination of knowledge and everyday reality about C-19. According to Robert N. Entman's framing model, the construction of @kemenkesri's TikTok video content can be seen in four elements, namely define problems, diagnose causes, make moral judgments, and treatment recommendations.

Define problems in the TikTok account @kemenkesri describe creativity and innovation by constructing messages to TikTok users. COVID-19 is defined in a simple and understandable way for TikTok users. Define problems are constructed in a format that is popular at the time the content is created and is closer to the public's needs. Diagnose causes is constructed by presenting the cause of the current problem related to C-19 with a construction that displays C-19 that occurs in a simple and understandable manner. Make moral judgment is constructed by displaying moral decisions that are conveyed in a simple and understandable manner. Moral messages are used as the core of the message in @kemenkesri TikTok video content. Communication strategies are constructed innovatively and creatively by using sentences that are relevant to the audience. Choosing the right language and according to the character of the audience. For example; "it's all a lie, it's a hoax", "but please remember that in order to achieve herd immunity, there must be 70% of our people". Treatment recommendations are constructed using clear, firm, and meaningful sentences. A sentence that directs an action that can be performed by the user. For example; "So the most correct thing is to use these leaves...", "So vaccination is talking about my safety, your safety, and the safety of all of us for Indonesia".

References

Anderson, Katie Elson. "Getting Acquainted with Social Networks and Apps: It Is Time to Talk about TikTok." *Library Hi Tech News* (2020): 7-12.

²⁹ J. Ignacio Criado, Rodrigo Sandoval-Almazan, and J. Ramon Gil-Garcia, "Government Innovation through Social Media" (Elsevier, 2013): 319

³⁰ Lei Zheng and Tuo Zheng, "Innovation through Social Media in the Public Sector: Information and Interactions," *Government Information Quarterly* 31 (2014): S106

³¹ Wendy W. Moe and David A. Schweidel, "Opportunities for Innovation in Social Media Analytics," *Journal of Product Innovation Management* 34, no. 5 (2017): 697

³² Matthew Mount and Marian Garcia Martinez, "Social Media: A Tool for Open Innovation," *California management review* 56, no. 4 (2014): 124

- Apriyanti, Chusna, and Riza Dwi Tyas Widoyoko. "Persepsi Dan Aksi Masyarakat Pedesaan Di Masa Pandemi." *Jurnal Ilmu Sosial dan Humaniora* 10, no. 1 (2021): 50–69.
- Asio, Sarah M., and Sasan T. Khorasani. "Social Media: A Platform for Innovation." In *IIE Annual Conference. Proceedings*, 1496. Institute of Industrial and Systems Engineers (IISE), 2015.
- Basch, Corey H., Grace C. Hillyer, and Christie Jaime. "COVID-19 on TikTok: Harnessing an Emerging Social Media Platform to Convey Important Public Health Messages." *International journal of adolescent medicine and health* (2020): 1–3.
- Correia, Tiago João, Américo Mateus, and Susana Leonor. "Marketing Communications Model for Innovation Networks." *Correia, T., Mateus, A., & Leonor, S.(2015). Marketing communications model for innovation networks. International Journal of Innovation-IJI* 3, no. 2 (2015): 43–53.
- Criado, J. Ignacio, Rodrigo Sandoval-Almazan, and J. Ramon Gil-Garcia. "Government Innovation through Social Media." Elsevier, 2013.
- DataReportal – Global Digital Insights. "Digital in Indonesia: All the Statistics You Need in 2021." *DataReportal – Global Digital Insights*. Last modified 2021. Accessed October 3, 2021. <https://datareportal.com/reports/digital-2021-indonesia>.
- Donsbach, Wolfgang. *The International Encyclopedia of Communication*. USA: USA: Blackwell Publishing Ltd, 2008.
- Eghtesadi, Marzieh, and Adrian Florea. "Facebook, Instagram, Reddit and TikTok: A Proposal for Health Authorities to Integrate Popular Social Media Platforms in Contingency Planning amid a Global Pandemic Outbreak." *Canadian Journal of Public Health* 111 (2020): 389–391.
- Eriyanto. *Analisis Framing: Konstruksi, Ideologi, Dan Politik Media*. Yogyakarta: LKiS Pelangi Aksara, 2002.
- Hasiholan, Togi Prima, Rezki Pratami, and Umaimah Wahid. "Pemanfaatan Media Sosial Tik Tok Sebagai Media Kampanye Gerakan Cuci Tangan Di Indonesia Untuk Mencegah Covid-19." *Communiverse: Jurnal Ilmu Komunikasi* 5, no. 2 (2020): 70–80.
- Irawan, dkk, Aditya Wicaksono. *Laporan Survei Internet Asosiasi Pengguna Jasa Internet Indonesia (APJII) Tahun 2019-2020 (Q2)*, 2020.
- Li, Yachao, Mengfei Guan, Paige Hammond, and Lane E. Berrey. "Communicating COVID-19 Information on TikTok: A Content Analysis of TikTok Videos from Official Accounts Featured in the COVID-19 Information Hub." *Health Education Research* (2021): 1–11.
- Moe, Wendy W., and David A. Schweidel. "Opportunities for Innovation in Social Media Analytics." *Journal of Product Innovation Management* 34, no. 5 (2017): 697–702.
- Mount, Matthew, and Marian Garcia Martinez. "Social Media: A Tool for Open Innovation." *California management review* 56, no. 4 (2014): 124–143.
- Nurdin, Ali. *Penelitian Teks Media; Teori Dan Contoh Praktik Penelitian Bidang Komunikasi*. 1st ed. Surabaya: CV. Revka Prima Media, 2021.
- . *Teori Komunikasi Interpersonal; Disertai Contoh Fenomena Praktis*. Jakarta: Kencana Prenada Media Group, 2020.
- Shutsko, Aliaksandra. "User-Generated Short Video Content in Social Media. A Case Study of TikTok." In *International Conference on Human-Computer Interaction*, 108–125. Springer, 2020.

- Sison, Marianne D. "Creative Strategic Communications: A Case Study of Earth Hour." *International Journal of Strategic Communication* 7, no. 4 (2013): 227–240.
- Sobowale, Kunmi, Heather Hilliard, Martha J. Ignaszewski, and Linda Chokroverty. "Real-Time Communication: Creating a Path to COVID-19 Public Health Activism in Adolescents Using Social Media." *Journal of medical Internet research* 22, no. 12 (2020): e21886.
- Swanson, Harold B., and Warren Gore. "Creative Communication Is for You." *Journal of Applied Communications* 59, no. 1 (1976): 2.
- Zheng, David X., Anne Y. Ning, Melissa A. Levoska, Laura Xiang, Christina Wong, and Jeffrey F. Scott. "Acne and Social Media: A Cross-Sectional Study of Content Quality on TikTok." *Pediatric Dermatology* 38, no. 1 (2021): 336–338.
- Zheng, Lei, and Tuo Zheng. "Innovation through Social Media in the Public Sector: Information and Interactions." *Government Information Quarterly* 31 (2014): S106–S117.