

Changes in Social Interaction during Covid-19 Pandemic

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Abstract

This article aims to review social interactions during the covid-19 pandemic. Communication is the process of delivering messages to someone, so that messages can be received and understood. Social contact during a pandemic is divided into contacts between individuals, between groups, and between individuals and groups. Based on actions or responses, interaction is divided into positive and negative social contacts. In the future, society will be faced with a situation of change that was never imagined before. A number of old values and norms must be restructured and reproduced again to produce a new social system.

Keywords: Interaction, Social Change, Covid-19

Introduction

Sociology learns a lot about people and the activities they carry out. Society is a group of individuals who have a relationship, have common interests, and have a culture. Sociology wants to study society, people's behavior, and human social behavior by observing the behavior of the groups it builds (Dunning & Kim, 2007). As a science, sociology is social knowledge which is composed of the results of scientific thinking and can be critically controlled by others or the general public (Bijker et al, 2012; Donovan & Hoover, 2013).

Literally, sociology means the study of relationships between friends. What is meant by a relationship between friends includes between one person and another, whether genuine friend or friend or foe or enemy. This definition is expanded slightly to become sociology is a science that studies human interaction in society. According to sociologist Durkheim (1982), sociology is a science that studies social facts, namely facts that contain ways of acting, thinking, feeling that are outside the individual where these facts have the power to control the individual.

The object of sociology is society in relation to and also the processes resulting from these relationships. The goal of sociology is to improve a person's ability to adapt or adapt to his social environment.

Sociological Interactions

Sociological interactions are reciprocal relationships between individuals and individuals with groups or with groups in various forms of cooperation, competition, or disputes (Simmel, 1896). It is an individual who gives influence, space/stimulus to other individuals or vice versa, the individual who is affected will give a reaction, response, or response. Described as a teacher teaching students in the classroom/a lecturer who delivers speech in public. The form of interaction between groups facing each other with the interests of one group in one unit. Social reactions only take place on the parties when there is a reaction against two parties.

Characteristics of Social Interaction

According to Kleck & Strenta (1980), there are four characteristics of social interaction, among others (a) The number of perpetrators is more than one person, (b) The occurrence of

communication between the perpetrators through social contact, (c) The intended or clear objectives, (d) Implemented through a particular social system pattern.

Factors Affecting the Occurrence of Social Interaction

Suggestion is the influence of one's views on others in a certain way, so that the person follows that view/influence without thinking. Imitation is the act or attempt to imitate the actions of others as the ideal character. Imitation tends to be done by someone unconsciously. Identification is a tendency or desire in a person to be the same as others. Sympathy is a process of someone feeling attracted to other people. Empathy is the ability to take or play a role effectively and someone or another person in true condition (Prinz, 2011). Motivation is the encouragement, stimulation, influence, or stimulus that an individual gives to another individual in such a way that the person who is motivated obeys or carries out what is motivated critically, rationally, and responsibly.

Sources of Social Interaction

Social interactions have both characteristics and sources. For the characteristics divided into four (Berger, Cohen & Zelditch Jr, 1972). First, the perpetrators consisted of two or more people. Because, interaction must involve the sender of the message and the recipient of the message. Without it, social interaction will not be achieved.

The second characteristic, there are goals to be achieved. This means that there is a message to be conveyed and the message has a specific purpose. Then, the third characteristic is that there is a time dimension that will determine the attitude of action when communication takes place. Finally, there is a special pattern which means that there is a reciprocal relationship between the sender of the message and the recipient.

The sources of social interaction are divided into two. First, physical appearance which includes skin color, clothing, body posture, clothing, and age. And second, the mindset that includes the main thoughts of the sender and receiver.

Interaction Factors

In social interaction there are factors, namely the imitation process, attitude scale, and the urge to change (Helbing, 2010). In the imitation process, there are two factors, namely imitation and identification. Imitation is a process of interaction by imitating or following some of the behavior of others and it is not permanent. The imitation includes the imitation of attitude, appearance, behavior, and lifestyle.

Then, identification is the process of interacting by imitating or following almost all the other people's behavior, physical appearance, and its more permanent nature. Examples such as plastic surgery. Then, the attitude scale consists of two things, namely sympathy and empathy. Sympathy is a feeling of being dissolved in feeling the sadness of those who have been stricken by disaster. Meanwhile, empathy is a continuation of sympathy in the form of real actions to manifest sympathy.

The factor of encouragement to change consists of two things, namely suggestion and motivation. Suggestions in the form of psychological influences on someone who come from themselves or others because of the belief in something from the person they trust. Meanwhile, motivation is the motivation that underlies a person to perform actions based on rationalistic considerations. A social interaction can occur that must meet several conditions that must be met. That requirement is the existence of social contact (social contact) and communication (communication). Social contact is the meeting of two or more parties physically, either without tools or with tools. Social contact takes various forms based on the number of actors, actions or responses, and their nature.

Based on the number of actors, social contact is divided into contacts between individuals, between groups, and between individuals and groups (Boehm, Hutchings & White, 2009). Based on actions or responses, divided into positive and negative social contacts. Positive contact leads to cooperation, while negative contact leads to conflict. And, by their nature, social contacts are divided into primary and secondary. Primary contact occurs directly or face to face. Meanwhile, secondary contact occurs using third parties or using tools/media.

Then, the second condition, communication is the process of delivering messages to someone, so that messages can be received and understood. Communication can take place if several conditions are met. First, there is the sender, namely the party who sends messages to other parties. Second, there are receivers, namely parties who receive messages from other parties. The third condition, there is a message, which is the content or purpose that each party will convey to the other party. And, finally, there is feedback, which is the response from the recipient of the message.

While the form of communication can be divided into two, namely verbal communication (verbal) and signal communication (nonverbal). Oral communication is communication using words (verbal) that can be understood by both parties. For example, talking directly or using a cell phone. Then, sign or nonverbal communication is communication using gestures, sign language, or showing certain attitudes. For example, shaking your head in disapproval or nodding in agreement.

Interaction during Quarantine

The policy implemented by the government to stay silent at home is aimed at cutting off the spread of the Covid 19 virus. This limits the space for people to move outside their homes, of course, especially since the government is currently imposing social distancing, quarantine, to lockdown in certain areas. This causes the limitation of human communication in social contact interaction (face-to-face, physical touching) to be reduced, and it leads to communication activities on social media.

The changes that are taking place in social interactions at this time can be seen very clearly when the Covid-19 pandemic begins to spread in various countries. transmission of this disease through one human to another which makes the process of social interaction not function. by using too many tools as intermediaries so that conversations, gestures, often experience wrong responses and are new to communication.

Maybe that's just a picture of the changes in social interactions that occurred during the Covid 19 pandemic. Maintaining a healthy body, things that must be considered by the community, starting from diet, regular exercise, diligently washing hands after traveling and wearing masks while traveling are ways to avoid Covid 19 or any disease. We all hope that the pandemic will soon pass and we can return to our normal activities.

Changes of Interaction during the Pandemic

It must be admitted that the impact of the Covid-19 pandemic has forced the community to be adaptive to the various forms of social change it causes. The various problems that exist have created a push for social transformation in society. In fact, it is not impossible that civilization and humanitarian order will experience a shift in a direction and form that is far different from the previous conditions. Furthermore, the face of the post-pandemic world may never return to its initial situation.

In the future, society will be faced with a situation of change that was never imagined before. A number of old values and norms must be restructured and reproduced again to produce a new social system. The emergence of the new regulations was marked by, among other things, an

appeal from the government to study, work and worship at home since the beginning of the emergence of this virus. Likewise with the customary pattern of people who are friendly, like to gather and shake hands, now they are required to get used to social restrictions.

In addition, the rapid development of science and technology amid the outbreak of the Covid-19 pandemic has also influenced state policies in regulating people's behavior and habits. The psychological distancing policy has changed various forms of community behavior which then necessitated physical distance in the process of social interaction.

In this context, the behavior and habits of society conventionally in the pre-pandemic period are then regulated and transformed through virtual interaction patterns. This condition also confirms that the function of technology is very important as an intermediary for social interaction in the current pandemic era.

Furthermore, social changes in the midst of the Covid-19 pandemic have also given birth to new habits in the form of changes in people's social behavior in various aspects of life. Based on the results of a social demographic survey on the impact of Covid-19 conducted by the Central Statistics Agency in 2020, it is known that around 72% of respondents who always or regularly maintain physical distance in the past week, as many as 80.20% of respondents said they often/always wash their hands with soap and using masks, 82.52% of respondents always avoided public transportation (including online transportation), and as many as 42% of respondents claimed to have experienced an increase in online shopping activities during Covid-19.

In its development, responding to the crisis situation caused by Covid-19, the government then implemented a policy known as the new normal. Of course, the various policies that are produced will have direct implications for all forms of social change that occur in society.

Conclusion

Thus, all forms of community activities carried out during a pandemic must now be forced to comply with standard health protocols. Of course this is not a simple matter. Because the Covid-19 pandemic has infected all aspects of the order of people's lives that have been institutionalized through routine and repetitive patterns.

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