

COMMUNITY COMMUNICATION BEHAVIOR IN ADAPTING TO THE COVID-19 PANDEMIC

Yayu Sriwartini

Communication Department Faculty of Social and Political Science
Universitas Nasional

yayu.sriwartini@civitas.unas.ac.id

Abstract : This research aims to describe people's communication behavior during the pandemic, both before the new normal and during the new normal, from the perspective of the theory of expectation violations. The research used a qualitative approach that is descriptive with the data collection process using secondary data from digital data searches and other documentation. The data validity test is carried out by diligently conducting secondary data searches; While the transferability test is carried out by presenting data in detail, systematically, and comprehensively; The third is the dependability test by conducting discussions with colleagues who are expected to be able to audit the research process carried out and provide input. Research shows that during the pandemic, there was a change in nonverbal communication behavior in the community, especially space and distance communication, touch communication, and regional communication. Changes in communication behavior are a consequence of the existence of various government regulations (policies) during the pandemic and from the perspective of the theory of expectations violations, changes in communication behavior show public compliance expected by the government. Conversely, violations that occur are a threat limit and become a negative valence because they cause social sanctions and even legal sanctions.

Keywords: Communication Behavior, Pandemic Period, Expectation Violation Theory

Submission	:	August, 13 rd 2022
Revision	:	September 24 th 2022
Publication	:	November 30 th 2022

INTRODUCTION

Since it was announced for the first time that Indonesia officially became one of the countries affected by Covid-19 on March 2, 2020, by President Joko Widodo, Indonesia has entered the first wave. The number of cases continues to increase. In the early days of the pandemic, to anticipate spikes and break the chain of the spread of the Covid-19 virus, several local governments adopted policies to close school activities for 14 days. Companies are also advised to ask their employees to work from home.

Not long after, the central government instructed all regional heads to carry out

preventive measures including making policies on the process of learning from home for students and university students and making policies on some ASNs being able to work at home using online interaction, while still prioritizing services provided. prima to the community, postponing activities that involve many participants. This policy is known as "work from home, study from home, and worship at home". Then came the term social distancing.

It was Anies Baswedan, the regional head who first called on his citizens to practice social distancing because DKI Jakarta was the first city with the highest number of Covid-19 infections in those early days. As quoted from www.jpn.com, social distancing is maintaining distance between residents, reducing encounters, avoiding physical activities, and staying away from places where large crowds gather. In its development, the term social distancing in the context of preventing the spread of Covid-19 was then officially replaced by WHO physical distancing (news.onlineindo.tv, 2020), meaning that people can still carry out social relations but not face-to-face.

Some health protocols have also been implemented, including having to frequently wash hands with soap and running water, wearing a mask and always having hand sanitizer handy, don't touch the face area and don't shake hands or hugging, giving rise to a new style of greeting. In addition, we must also maintain social distancing, not gather in crowds, always clean things at home, and always pay attention to the ethics of coughing and sneezing. In essence, the policy emphasizes the public to always maintain personal and environmental hygiene and stay at home as best as possible if there is no urgent need.

The rapid and massive movement of the Covid 19 virus to various regions in Indonesia has led to the desire of several regional leaders (especially Jabodetabek) for the central government to impose a lockdown or regional quarantine. However, with various considerations, the government prefers to establish Large-Scale Social Restrictions (PSBB). Even on March 31, 2020 (setkab.go.id, 2020) the government finally issued a Government Regulation that regulates large-scale social restrictions. This regulation is contained in Government Regulation Number 21 of 2020 concerning Large-Scale Social Restrictions in the Context of Accelerating the Management of Corona Virus Disease 2019 (Covid-19).

In this PP, what is meant by PSBB is limiting residents' activities in an area suspected of being infected with Covid-19 to prevent the possible spread of Covid-19. DKI Jakarta was the first city to carry out PSBB, followed by other cities in Indonesia. The climax of the national PSBB was when the government imposed a ban on going home for the entire community on April 24, 2020. The rules and sanctions were enforced quite strictly, ranging from stopping and prohibiting continuing travel for people caught going home to imprisonment and fines of hundreds of millions of rupiah. This emergency response period lasted until the end of May 2020 until finally in early June 2020 the government began to implement a "new normal" period.

It is undeniable that the implications of the outbreak of the Covid 19 virus have had a very significant impact on various aspects of life both socially, economically, culturally, environmentally, educationally, and so on, including people's communication behavior. this is not only happening in Indonesia but also in the

world. This fact can be proven through various kinds of academic research, among others:

Research conducted by UNICEF (lifestyle.kompas.com, 2020) shows that the implementation of the PSBB has created a child poverty crisis, a nutrition crisis, and a learning crisis. The explanation is as follows:

Families and children who fall into poverty in a short time will experience severe impacts in terms of household food security and limitations regarding access, availability, and affordability of healthy food. Online surveys show that food needs are increasingly insecure. As many as 36 percent of respondents said they often reduce food portions because of financial problems. Then the learning crisis. The imposition of restrictions on social interaction through closing schools, including in Indonesia, has exacerbated disparities in access to education. Poor and vulnerable students are the ones most affected by school closures.

Then the results of the study by Taufik and Ayuningtyas (2020) show that the covid pandemic has changed the business structure in the field of online platforms into 3 clusters of business activity conditions, including:

First, the business survives or is stable, the second is a declining business, and the third is a growing business. A stable business through adjusting the interaction model using an online application platform is education, especially for the delivery of food/drinks and necessities, and health products. Businesses that have declined are those based on visits or the presence of consumers in places greatly affected by the Covid-19 pandemic, such as public transportation, tourism, hotels, offline retail, shopping centers, and people and goods transportation. Businesses that are growing due to market dynamics and adjustments to interactions using online application platforms such as the telecommunications business, online shopping (basic needs and health products), pharmaceuticals, and health products, including MSMEs that are turning to innovatively produce health products needed during the Covid-19 pandemic.

The pandemic has also changed 180 degrees the behavior of using gadgets among the public. Due to the implementation of the education system and jobs that are carried out online, it is no doubt that children and adults cannot be separated from the use of gadgets in their daily lives. A phenomenon that may have been strictly regulated by parents has now become a routine. Of course, this is not without problems. The results of research conducted by Syahyudin (2020) show:

The negative impact of using gadgets experienced by students is in the form of lazy activities, physical fatigue, and addiction which results in spending money to buy credit reduced concentration in learning, and other forms of delinquency. The highest negative impact is the laziness of students in social activities by 81.81% and the reduced concentration power of students which even reaches 100% of the total students who use gadgets.

The covid 19 pandemic is not over. Currently, the whole world is entering an era where the "New Normal" or what is called the new order adapts to covid 19. The standards for implementing new normal rules are regulated by the Ministry of Health (Kemenkes) through Minister of Health Decree number HK.01.07/MENKES/328/2020 concerning Guidelines for the Prevention and Control of COVID-19 in office

and industrial workplaces in supporting business continuity in a pandemic situation. This rule also applies to the general public. Of course, the hope is that in the new normal era, people will still obey the rules. Even the government gives sanctions to those who ignore it.

But in fact, the implementation of this new normal is considered as if Covid 19 has passed. People seem to be more relaxed and no longer afraid of hanging around and crowding in public places, even though during this new normal period the number of positive cases of Covid has again increased. This is more or less because many people are negligent and not disciplined with regulations. In the context of communication, all forms of regulations and their implementation show communication behavior. What is the description of the communication behavior of the Indonesian people during the pandemic? Is this communication behavior one of the reasons for the increase in cases? In this study, the focus of the research is not to prove the impact of communication behavior on an increase in the number of cases, but rather how to describe communication behavior in adapting during the Covid-19 pandemic. The research objective is to provide an overview of people's communication behavior in adapting to the Covid-19 pandemic from the point of view of the theory of expectation violations.

LITERATURE REVIEW

The theory used in this study is the Expectancy Violations Theory (EVT) put forward by Judee Burgoon. Quoting Griffin (2012), this theory states that when communication norms are violated, this violation can be viewed positively or negatively depending on the recipient's perception of the violator. There are three (3) assumptions that guide this theory, namely:

The first assumption is that people have expectations in their interactions with other people. This means that hope encourages interaction. Expectations can be interpreted as thoughts and behaviors that are anticipated and approved in conversations with others. Therefore included in this expectation is a person's verbal and nonverbal communication behavior.

Judee Burgoon and Jerold Hale (Griffin, 2012) state that there are two types of expectations, namely (1) pre-interactional expectations include the type of knowledge and interactional skills possessed by the communicator before he enters a conversation; (2) Interactional expectation refers to a person's ability to carry out the interaction itself. Most people expect others to maintain a reasonable distance in a conversation.

The second assumption is that people learn their expectations through the culture at large as well as the individuals in that culture. Individuals in culture are also influential in communicating expectations. Burgoon and Hale point out how important it is to pay attention to differences based on our prior knowledge of other people, the history of our relationship with them, and our observations. The third assumption relates to the predictions people make about nonverbal communication. Burgoon's early writings on EVT integrated specific instances of nonverbal communication, namely personal space and the other person's expectation of distance when a conversation takes place. In communication, the science that studies

the use of one's space is called proxemics. The use of space can affect the meaning and message. Burgoon started his early work on EVT by studying the interpretation of space violations. The Expectation Violation Theory is heavily influenced by the works of anthropologist Edward T Hall who claims that there are four (4) proxemic zones (Knap, Hall, Horgan: 2013 & Devito, 2013), namely as follows:

a). Intimate Distance

This zone includes behavior that occurs at a distance of between 0 and 18 inches (46 centimeters). Forms of communication behavior in this zone vary from touching and whispering to observing the shape of a person's face.

b) Personal Distance

This zone includes behaviors that occur over an area ranging from 18 inches (46 centimeters) to 4 feet (1.2 meters). Behaviors in personal distancing include holding hands and keeping a person at arm's length. Hall stated that within the zone of personal distance, the volume of voice used is usually moderate, body heat can be felt and breath or body odor can be smelled.

c) Social Space

Social distancing is between 4-12 feet (1.2-3.6 meters). Hall stated that the closest social distance is usually used in a casual social setting.

d) Public Space

This distance exceeds 12 feet (3.7 meters). The closest point of public distance is usually used for formal discussion. At this distance, it is very difficult to read facial expressions, except by using media such as video conferencing.

e) Territoriality

According to Altman, Lyman & Scott as cited by West & Turner (2008) there are three types of regions, viz

first, the primary area is someone's exclusive area such as workspace. People usually put their name on their primary area to further emphasize ownership of that area; second, the secondary area, which shows a person's relationship with an area or object, such as for students, the campus library is a secondary area.

Third, the public area is an open area for everyone. Territoriality is often followed by deterrence and reaction. People will prevent entering a certain area or will give a certain response when their territory is violated.

Communicator Reward Valence and Stimulation

What happens if our expectations are not met in conversations with others? According to Burgoon (Littlejohn & Foss, 2010), when people stay away from or deviate from expectations, the deviation is accepted depending on the potential rewards from other people. Not all violations of expected behavior lead to negative perceptions.

The deviation has a "stimulus value". That is, when a person's expectations are violated, the person's interest or attention will be stimulated so that he will use certain mechanisms to deal with the violation that occurs.

1. Cognitive arousal is alertness or orientation to violations. When we are cognitively stimulated, our intuitive senses are heightened

2. Physical stimulation includes behaviors that communicators use in an interaction—such as getting out of a conversation distance that makes them uncomfortable and adjusting during the interaction.

Threat Limits and Breach Valence

As soon as the stimulus arises, the threat will appear. The threat threshold is “the distance at which the person interacting experiences physical and physiological discomfort in the presence of another person”. The violation valence is a positive and negative assessment of unexpected behavior. Communicators attempt to interpret the meaning of an offense and decide whether they like it or not.

Communication Behavior

Communication behavior is communication activities. According to Chaplin as quoted by Wardhany (2006), human behavior is everything that is carried out or experienced by someone. In a narrow sense, behavior is defined as a reaction that can be observed objectively. Human behavior is often also called behavior in the form of a person's activities or actions of a person as a reaction to a certain stimulus. Meanwhile, according to Irmasari (Sasongko, Witjaksono, and Harsoyo, 2014) communication behavior is an action that implements knowledge and attitudes that have been formed in humans. This is related to the norms that apply to society. Behavior was also stated by Thoha as a function of the interaction between an individual and his environment (Rorimpandey & Kalangi, 2016). Meanwhile, communication behavior concluded by Rorimpandey and Kalangi (2016) is a verbal or non-verbal action that is seen in a person's behavior. Meanwhile, according to Roger, communication behavior is a habit of individuals or groups in receiving and seeking information indicated by participation in relations with the social system, cosmopolitanism, relations with agents of change, exposure to the media, activeness in seeking information, knowledge of matters new things in innovation (Muharman & Wahyuni, 2019).

Non-verbal Communication

Non-verbal communication is any process of conveying messages through body movements and language. The forms of Non-Verbal Communication are as follows:

a. Facial expressions

. Facial expressions communicate a variety of emotions as well as qualities or dimensions of emotion. Wallace V. Friensen and Phoebe Ellsworth as quoted by Rakhmat (2019) stated that facial messages can communicate at least the following six "groups of emotions": happiness, surprise, fear, anger, sadness, disgust/humiliation. Dale Leathers suggests that facial movements may also communicate confusion and resolve.

b. Eye Movement

According to Ben Jonson's poetic observations and scientific observations of contemporary researchers, the eyes are the most important system of nonverbal messages. The messages communicated by the eyes vary depending on the duration, direction, and quality of the eye behavior.

c. Body Posture and Leg Position

Posture is also often symbolic and affects self-image. Several studies were conducted to determine the relationship between physique and character or temperament. William Sheldon's classification of body shape shows the relationship between body shape and temperament. He associated a fat body (endomorph) with lazy and calm nature; an athletic body (mesomorph) is assertive and confident; a thin body (ectomorph) is introverted and does not like physical activity. How to stand or sit is also often interpreted differently in each country.

d. Hand gesture

We often accompany our speech with hand signals. In calling for example, even though the other person is not visible, we like to move our hands. "Talking with hands" includes so-called emblems that have different meanings in different cultures.

e. Space Communication

The use of space expresses us as clearly and as surely as words and sentences. A speaker who stands close to his audience, with his arm on the listener's shoulder and his eyes looking directly at the listener communicates something very different from a speaker who sits crouched in a corner with his arms folded and stares at the floor. Likewise, the executive office space upstairs with floor-to-ceiling windows, a private bar, and plush carpeting communicates something very different from the windowless boxes employees occupy.

f. Territoriality

The extent and location of the human territory also describe status. The example of golden triangle area in Jakarta, for example, is a very prestigious area. Status was also implied by unwritten laws that gave the right to invasion. For example, people with higher status have greater rights to enter the other party's territory than vice versa.

g. Touch Communication

This communication is also called haptics (haptics). According to Montague, this communication is the most primitive form of communication. From a developmental point of view, touch is perhaps the first sense we use. Even from the womb, babies are stimulated by touch. Immediately after birth, babies are held, comforted, patted, and petted. Then, the baby begins to know the world through touch (touch). In a short time, the baby learns to communicate various meanings through touch.

Policy during a Pandemic

The first policy at the start of the pandemic was PSBB (Large-Scale Social Restrictions). There are six core activities of the PSBB rules in article 13 of Permenkes 9 of 2020 as follows as written by Widiyani (2020), namely closing schools and workplaces, limiting religious activities, limiting activities in public places or facilities, limiting social and cultural activities, restrictions on modes of transportation, restrictions on other activities specifically related to aspects of defense and security. Next are the Transitional PSBB volume 1 and volume 2. As reported by Abdi (2021),

this Transitional PSBB was carried out to deal with a new normal which is called the new normal. The next policies are the Java-Bali PPKM (Enforcement of Restrictions on Community Activities), Micro PPKM, Thickening of Micro PPKM, Emergency PPKM, and PPKM levels 1-4. Unlike the PSBB, this PPKM is a policy from the central government that must be implemented simultaneously by all provinces affected by the rules. The restrictions, as reported from the Kompas.com page (2021), are as follows:

1. Restrict office workplaces by implementing work-from-home (WFH) by 75 percent and work-from-an-office (WFO) by 25 percent by imposing stricter health protocols.
2. Carry out teaching and learning activities online.
3. Essential sectors related to the basic needs of society can still operate 100 percent with more stringent regulations of operating hours, capacity, and application of health protocols.
4. Make arrangements for the implementation of restrictions, such as restaurant activities (eating/drinking on the spot by 25 percent) and for food services via delivery/takeaway orders are still permitted by restaurant operating hours. Restrictions on operating hours for shopping centers/malls until 7.00 PM.
5. Permit construction activities to operate 100 percent with stricter implementation of health protocols.
6. Allowing places of worship to implement capacity-limiting arrangements of 50 percent with stricter implementation of health protocols.

In addition to making policies to limit movement, and the scope and scope of human activity, the government is also making policies with a health protocol approach by considering the health and economic aspects simultaneously. Quoted from the Kominfo page (Yusuf, 2020), the 3M health protocol is aimed at community activities, while 3T, is intended for government activities including:

- a. Campaigning and socializing the 3M movement as disciplinary behavior in daily life during a pandemic to suppress the spread of the corona virus-19, which includes the following behaviors:
 - Wash hands properly
 - Maintain a safe distance of 1-2 meters when in a crowd
 - Use a mask

The 3M movement was carried out considering that according to WHO data (www.who.int), covid 19 spreads between humans directly and indirectly (through contaminated objects or surfaces), or close contact with infected people through mouth and nose secretions. These secretions include saliva, respiratory secretions, or droplet (splash) secretions. Secretions are expelled from the mouth or nose, for example when an infected person coughs, sneezes, talks, or sings. People who are near (1 meter) an infected person can be exposed to Covid-19 when infectious droplets get into their mouth, nose, or eyes. promote the 3 T movement, ie.

- b. Promote the 3 T movement, ie
 - Testing, testing through a PCR swab test
 - Tracing, tracing people in close contact with Covid 19 cases

- Treatment, care, or isolation of positive patients until they are fully recovered

METHOD

This research is descriptive by using a qualitative approach and an interpretive paradigm which aims to build and construct something of social life based on natural settings (Newman, 2014 & Bruman, 2008). The object of this research is the non-verbal or verbal communication behaviors of the community that implements regulations during a pandemic. Data search was carried out using literature studies and data searches on the internet which describe public communication behavior during a pandemic. After that, the researcher reduced and categorized the data and presented it in narrative form. The data validity test is carried out by diligently conducting secondary data searches; While the transferability test is carried out by presenting data in detail, systematically, and comprehensively; The third is the dependability test by conducting discussions with colleagues who are expected to be able to audit the research process carried out and provide input.

RESULT AND DISCUSSION

Since the first PSBB period, people's lifestyles have started to change, but they are still adapting. Many people experience culture shock. For example, when the school policy had to go completely online, most people experienced problems, especially people who had rarely or never had contact with technology and the internet before, they felt troubled. Not to mention in terms of infrastructure, not all people have computers or cell phones, resulting in many students not being able to participate in education to the fullest. Coupled with the geographical factor which often hinders the signal, making some people constrained, so the learning process is not optimal as expected. This condition had raised pros and cons.

In addition, there are also changes in communication behavior in society. Communication itself is a process of conveying messages both verbally (written and spoken) and nonverbally in the form of kinesic, postural, paralinguistic, proxemic, olfactory as well as the artifacts or accessories used. One's communication behavior is certainly expected to meet expectations, meaning that it does not violate the proper norms or rules. However, during the Covid 19 pandemic, many communication behaviors that were previously (normal) were unusual, in fact, during the pandemic, they became commonplace and even mandatory. Changes in communication are formed from the emergence of various regulations. This means that communication behavior must comply with government regulations during a pandemic. If you do not follow the rules, it is declared a violation of expectations. In detail, the following are people's communication behaviors that change following government regulations and become something true from the viewpoint of the theory of expectation violations.

Mask Usage

The mask is an accessory and represents artifactual non-verbal communication. In normal times, wearing a mask is not a problem some people use it all the time. In normal times, the use of masks is not mandatory for all people without exception. But

during the Covid 19 pandemic, the use of masks is mandatory, and you will receive sanctions if you don't use them. People will feel ashamed of themselves if they don't wear masks. Not only when on the road, but masks must also be used when in a room where there are other people. When viewed from the theory of expectation violations, the regulation on the use of masks is a pre-interaction expectation and its implementation by the community reflects interactional expectations. If you examine the facts, there are not a few people who violate interactional expectations. Therefore, the application of social sanctions to legal sanctions is a solution to discipline. Several regional governments, such as the DKI Regional Government, at the beginning of the pandemic, set penalties for people who did not use masks properly, especially those who did not use them at all. The penalty is to pay a fine of Rp. 250,000 per individual or doing social work by sweeping the streets. This form of sanction is a cognitive stimulus.

Maintaining distance

Keeping distance is a representation of nonverbal communication in the proxemic category or space communication. During the Covid 19 pandemic, apart from having to wear a mask, everyone is also required to keep their distance when they are in a certain room, at least 1-2 meters. The goal is to avoid other people's droplets. The distance that is applied includes the category of social distance. As a form of compliance, all places apply distance limits by giving signs. The communication behavior of people who adhere to keeping their distance is what is expected. However, it often appears that the threat limit is shown by some people. For example, regardless of distance restrictions.

Space and distance communication during a pandemic can be seen in many ways, among others:

1. **Driving behavior.**
During the early PSBB period to emergency PPKM like in DKI Jakarta, the use of vehicles was regulated in such a strict way. Sedan private car with a capacity of 4 people, can only be used by two people, with 1 driver position and 1 person sitting behind. The position represents the social distance between the passengers.
2. **Eating behavior in restaurants**
As a form of compliance, every restaurant that is allowed to open, as in PPKM level 3, must still comply with health protocols and other regulations. The distance and seating arrangement is a representation of personal distance communication because it is only interspersed with one (1) bench. The same thing can be seen in several public/community service offices. Some adjust the distance between their seats by 1 bench and some pause with 2 benches. This pause indicates a different distance communication.
3. **Avoiding Contact**
Covid 19 gave birth to a new culture of interaction. Because the coronavirus can be transmitted through touch, hand touching is automatically no longer allowed. Hand touch is a nonverbal communication which is often called touch

communication. The shape and meaning of this hand touch varies and is influenced by the culture of each region. But during a pandemic, the touch of a hand has a negative meaning. People touching hands is considered a form of violation of expectations. People who touch other people's hands will intentionally panic and immediately sterilize their hands with hand sanitizer or water. This kind of behavior becomes normal and a necessity during a pandemic. Precisely people who stick out their hands to touch like a handshake will be rejected. To comply with government expectations and policies, touch communication during a pandemic has also undergone modifications. The handshake is replaced with a wave or other forms such as a fist or a Sundanese greeting.

4. Online Events

The Covid 19 pandemic has changed the culture of interaction in all aspects, education, business, religious activities, and others. Society is forcibly encouraged to be digitally literate. Even though at the beginning of the pandemic many people were culturally shocked because they were not used to using digital media for various activities, slowly the community was able to adapt. Various activities are ultimately held virtually through various online interactive communication applications such as zoom, gmeet, spy, and others. During this pandemic, we are familiar with the terms work from home (WFH), study from home (SFH), pray from home (PFH), and others.

The process of teaching and learning, work, and other activities in the early days and during the "peak" of the pandemic was no longer face-to-face directly but was mediated by digital media at home. This is what is called virtual communication, namely in virtual space. This is where the creativity of teaching communication emerges for teachers/educators to understand the material to their students

Activities that are transferred virtually have added forms of spatial and territorial communication (Space and territory communication). If during normal times, regional communication focuses on the physical use of certain areas, and that represents a person's status, but during this pandemic, everyone is not differentiated by the use of a particular space. Why? because of all activities in the same virtual space. There is no difference in a person's socioeconomic status. This change in regional communication behavior has become a new culture that may now be a comfortable area for some people.

During the early PSBB period, there were almost no violations of expectations in teaching and learning activities. All schools of various levels of education comply with the regulations. All of them do teaching and learning activities at home. According to data compiled by databoks.katadata.co.id, 1317 companies are not exempt from violating the PSBB throughout April 2022, including because:

1. Activities as usual in the office. This face-to-face meeting in the office is a communication behavior that violates expectations.

2. Companies that have ministry permits and continue to carry out their business activities, but do not implement health protocols. Wearing masks, maintaining distance, washing hands, and providing hand-washing equipment is mandatory. This behavior is a form of non-verbal communication, and ignoring this behavior is a form of violating adaptive expectations of regulations during the pandemic, both before the new normal and during the new normal.

CONCLUSION

People's communication behavior during a pandemic has changed and illustrates the opposite behavior during normal times. This is inseparable from the influence of regulations from every policy rolled out starting from PSBB to PPKM levels 1, 2, 3, and 4. It becomes a violation of expectations when people's communication behavior is the same as during normal conditions. From the results of the study, communication behavior that has undergone many changes in society is non-verbal behavior, especially communication of space and distance, touch communication, and regional communication.

In general, these non-verbal communication behaviors reflect a new culture in life during a pandemic. It can be said that this pattern of behavior reflects compliance with government regulations, and this is in line with expectations. However, it cannot be denied that many people violate the rules, so they must get sanctions, both social sanctions, and punitive sanctions.

REFERENCES

- Abdi, H (2021). Kebijakan Pemerintah dalam Penanganan COVID-19 dan Dampaknya, dari PSBB hingga PPKM. [www.hot.liputan6.com](https://hot.liputan6.com/read/4685420/kebijakan-Government-dalam-handling-covid-19-besert-efek-dari-psbb-til-ppkm) diakses dari <https://hot.liputan6.com/read/4685420/kebijakan-Government-dalam-handling-covid-19-besert-efek-dari-psbb-til-ppkm>
- Arnani, M dan R.S. Nugroho (Ed). (2021). PPKM mulai berlaku hari ini, simak di bawah ini perbedaannya dengan PSBB. <https://www.kompas.com/tren/read/2021/01/11/141500665/ppkm-mulai-enforced-hari-ini-simak-berikut-bedanya-dengan-psbb?page=all>
- Bryan, Alan. (2008). Social Research Methods, 3rd ed. USA: Oxford University Press
- Dewi, M. P., & Wajdi, M. B. N. (2021). Optimizing the Role of Nganjuk Government in Online Learning during the Pandemic. EDUCATIO: Journal of Education, 6(1), 79-87.
- Devito, J.A. (2013). The Interpersonal Communication Book, 13th edition. Pearson Education, Inc
- Griffin, EM. (2012). A First Look At Communication Theory (fifth ed). New York: McGraw-Hill
- Public Relations Setkab. This is the PP for Large-Scale Social Restrictions to Accelerate the Handling of Covid-19. accessed from <https://setkab.go.id/inilah-pp-dinding->
- Knapp, M.L., Hall, J.A and Horgan, T.J. (2013). Non-Verbal Communication in Human Interaction. 8th edition. Boston, US: Monica Eckman, Wardsworth
- Littlejohn, S. W & Foss, K.A (ed). 2010. Encyclopedia of Communication Theory. A

Sage Reference Publication

- Martinloi, M., J.P.M. Tangkudung dan S.H. Harilam. (2021). Pola Komunikasi Sosial Masyarakat Pada Masa Pandemi di Desa Teling Atas Kecamatan Wanea. *Jurnal Komunikasi Acta Diurna* 3(1):1-8
- Muharman, N&R. Wahyuni. (2019). Perilaku Komunikasi Pengguna Media Sosial Tertantang Dalam Menjalinkan Hubungan Persahabatan: Studi Pada Mahasiswa Universitas Syiah Kuala Banda Aceh. *Jurnal Peurawi* 2 (2): 17-27
- Newman, W. Laurence. 2014. *Social Research Methods; Qualitative and Quantitative Approaches*.
- Onlineindo New. (2020). Official from WHO, Social Distancing removed. <http://news.onlineindo.tv/2020/03/23/resmi-dari-who-social-distancing-deleted/>
- Rakhmat, Jalaluddin. (2019). *Psikologi Komunikasi; edisi revisi*. Bandung: PT Remaja Rosdakarya.
- Ramadhani, BR, D.P. Ayuningtyas, N.A. Rahayu., R. Robiansyah., R.F. Andhika dan D. Hidayat. (2021). Pola Komunikasi Karyawan Selama Masa Work From Home. *Jurnal Digital Media & Hubungan* 3 (1): 24-29
- Rorimpandey, P., A., dan J.S. Sebut saja. (2016). Perilaku Komunikasi Siswa Pengguna Media Sosial Path. *jurnal elektronik Acta Diurna* V (3)
- Sasongko, W.A., R. Witjaksono dan Harsoyo. (2014). Pengaruh Perilaku Komunikasi terhadap Sikap dan Adopsi Teknologi Budidaya Bawang Merah Tanah Merah di Pasir Pantai, Kecamatan Sanden, Kabupaten Bantul. *Jurnal Agro Ekonomi* 24 (1): 35-43
- Susanti, Reni & Wadrianto, Mulia. (2020). Perhatikan, 3 Dampak Pandemi Covid-19 Bagi Anak. Diakses dari .
- Syayudin. (2020). Pengaruh Gadget Terhadap Pola Interaksi Sosial dan Komunikasi Siswa. *Gunahmas : Jurnal Humas*, ISSN 2655-1551
- Taufik, Taufik dan Ayuningtyas, Eka Avianti. (2020). Dampak Pandemi Covid 19 Terhadap Bisnis dan Keberadaan Platform Online. <http://ejournal.stieipwija.ac.id/index.php/jpw/article/view/389>
- Wardhany, A.C., (2006). Faktor-Faktor Yang Mempengaruhi Perilaku Komunikasi Penyuluhan Pertanian. *Jurnal Mediator* 7 (2): 269-280
- Wajdi, M. B. N., Dewi, M. P., & Kurniawan, M. I. (2022). The Future of Pesantren as Islamic Education. *EDUCATIO: Journal of Education*, 7(2), 115-120.
- Richard & Turner, Lynn. (2008). *Pengantar Teori Komunikasi; Analisis dan Aplikasi (buku 1)*. Jakarta: Salemba Humanika
- Widiyani, R. (2020). Ini Enam Inti Aturan dan Sanksi PSBB di Beberapa Daerah. [www.detik.com](https://news.detik.com/berita/d-4984195/ini-enam-inti-aturan-psbb-serta-sansan-di-several-territories). Diakses dari link <https://news.detik.com/berita/d-4984195/ini-enam-inti-aturan-psbb-serta-sansan-di-several-territories>
- Who. Diakses dari tautan <https://www.who.int/indonesia/news/novel-coronavirus/qa/qa-how-is-covid-19-transmitted>
- Yusuf. (2020). 3M dan 3T, Langkah Pemerintah Cegah Penyebaran Covid-19. diakses dari link <https://kominfo.go.id/content/detail/30757/3m-dan-3t-jurus-government-prevent-sebaran-covid-19/0/berita>