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## **Restorative Narrative of Covid-19 Patients as Health Campaign Message: A Content Analysis of Youtube Videos**

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**Abstract.** This study discussed the restorative narrative message of the first three recovered Covid-19 patients as well as the resulted public response related to the public health campaign about the Covid-19 pandemic in Indonesia. The context of this research was the benefits of policy made by the Indonesian government regarding the introduction of the first three patients of Covid-19 to the public through a press conference. The research was conducted using qualitative and quantitative content analysis method. Qualitative analysis was used to analyze restorative narrative messages within the stories of the three patients on two YouTube videos taken from accounts @tvOneNews and @CNNIndonesia. The narrative elaboration was explained according to the narrative functions delivered by Sharf & Vanderford and Sharf, Harter, Yamasaki & Haidet. Quantitative analysis was carried out to find out the ten most common phrases of 7,381 comments on the sample videos to know the public response on the restorative messages. The results of the narrative analysis showed that the stories told by the three cured Covid-19 patients have met the restorative narrative criteria and produced positive emotional responses from the public. Hence, the restorative narrative could be useful for public health campaigns.

**Keywords.** Covid-19, health campaign, restorative narrative, Youtube

### **1. Introduction**

An effective health communication is a major factor to tackle the Covid-19 pandemic. The pandemic crisis is a unique situation presently. Along the history, this condition has never occurred, moreover with invasive actions from political authorities and the health care community. The uncertainty about the pandemic and its contagiousness is a challenge for health communicators who provide this information to the public [1].

The handling of the pandemic requires a deft government approach by providing information to the public about what they can do as well as a capable health system that do not cause panic [2]. The dissemination of information that can be trusted quickly, transparent case identification, data publication, good communication, and research by experts are some matters that are mostly required in this period of the pandemic [3].

The public who gets information and is involved in prevention, tends to show more appropriate and preventive behavior that is highly supportive success in overcoming the pandemic. Framing positive perception on information from the media can also help to reduce anxiety in the community. Governments must recognize the preferred communication methods in various existing public groups to increase their involvement in important issues and to build trust. This way can stimulate an important role in encouraging appropriate responses to communication during this pandemic [4].

Furthermore, in such health emergencies, a strong collaboration between the government, journalists, social media influencers, and other media content creators are required to connect the gap between health officials and the public. The management of accurate and persuasive messages carried out consistently can reduce public anxiety, reduce a false information circulation and promote a correct health prevention behavior. In this context, the communication strategy such as using narration can also be used to explain the latest scientific terms and findings to calm and reassure the public regarding the appropriate steps that have been taken to tackle the spread of Covid-19 [5].

In response to Covid-19's positive confirmation of two Indonesian citizens by the government on March 2, 2020, the government formed an active health campaign to the public on the right information to break the chain of transmission of the Covid-19. There have been various health information delivered to public, like the socialization of the importance of hand-washing by using soap, not touching face areas, and to keep distance or social distancing.

Public health campaigns are often carried out to create behavioral change in the community, either by encouraging new habits or reducing old habits. Government health agencies, hospitals, and experts have collaborated in conducting health campaigns for the sake of changing public attitudes their behavior particularly [6].

The handling of Covid-19 in Indonesia also faced number of problems. One of which was the circulation of personal data of the first-three patients who contracted Covid-19 in the public through information shared on WhatsApp and some social media. One of the information that became the focus of public attention was the data on the domicile of the three patients that apparently caused anxiety in the community environment.

The government further responded to this case by introducing the first-three Covid-19 patients after being declared recovered. They were identified as patient 01, 02 and 03 through a press conference led by a Covid-19 spokesperson. The three patients shared their experiences from being positive to recovery before the media crew reported. This information was becoming the coverage by the mass media. Some mass media also conducted independent interviews with them to confirm the truth and narrate their experiences with Covid-19. This study will discuss the benefits of introducing and messages delivered by the three recovered patients as public health campaign in the handling of the Covid-19 pandemic by the Indonesian government.

## **2. Literature Review**

### *2.1. Narration and Public Health Campaign*

Movement or campaign that relate to health communication generally involve messages to change attitudes and behavior by considering various personal, psychological, and social factors in human life. The narration of health represents the way human can be healthy or have a medical symptom [7].

In the matter of health and disease, narration works and functions as follows (1) narration is used as a process of reasoning; (2) narration is a means of ensuring control; (3) narration changes identity; (4) narration guarantees a decision by showing certain choices and rationalizations; and (5) narration builds community [8]. In addition, Sharf, Harter, Yamasaki, and Haidet add one narrative function; that is to help humanize health services. Narration allows the creation of connection between health care workers and patients who are more humane, not merely focusing on treatment process [9].

Narratives delivered from the first person are more influential on one's health decision making than narratives from the third-person [10]. First-person narrative is a narration that conveys feelings and thoughts from the individual himself. The narrator often uses the words "me" or "us" in the narration [11].

### *2.2. The Role of Media in Pandemic Communication*

One way to ensure proper risk communication is to utilize social media channels, and ensure a consistent and sustainable media presence [12]. Sharing narratives about illness has contributed to community formation, whether for general purposes, social support or political advocacy [8].

When epidemics arise, a large-scale of news coverage and rapid flow of information can produce intensive psychological impacts on the public that can change individual behavior and influence the implementation of interventions as well as controlling over public policy. A responsive awareness behavior on the awareness of the public against the infectious disease, has factually a potency to reduce the spread of epidemics. Further observed, this evidence encourages humans to change their behavior, because they are aware of the existence of the disease. Changes in a person's behavior can occur without a direct witnessing, but through information from other people [13].

Haglin et al. found that local and national media coverage of the Zika outbreak increased significantly after its first transmission in the United States. The study also found that Florida residents surveyed after the increased of media coverage tend to pay more attention to Zika-related news and have the intention of reporting themselves to take protective measures against the virus [6].

Zhao, Han, He, and Qin also found evidence that there was a change in behavior stemming from awareness in the case of measles transmission that occurred at the Hong Kong airport, thus emphasizing the importance of increasing public awareness of the dangers of an outbreak of disease. The results of this study indicate that the intention to behave in society can change when health threats become closer and real [14].

### *2.3. Restorative Narrative: A New Approach of Media Framing*

A new genre of journalism developed by at Images & Voices of Hope (IVOH) named as restorative narrative, shows how a person or certain community makes an important development from an unfavorable condition into a joy or success. Through this approach, the

news conveyer does not only expose good news, but also conveys unpleasant facts. The story of the difficult periods of the interviewees will be followed by a story about how someone rise from adversity to generate hope [15].

Restorative narrative has several criteria. First, the narrative must include the fact that there are difficult periods or situations, but focusing more on efforts to get through it. Second, the narrative focuses on how difficult conditions to get better. Third, it requires patience in writing a restorative narrative, because someone should consider a good condition and situation to carry it out. Fourth, narratives must be authentic. Fifth, focusing on everyone's strength, so that others can be inspired. IVOH has built this genre with a basic assumption that the media is highly instrumental in shaping public knowledge and can make changes and restorative narratives a part in realizing it [15].

### 3. Methods

This study was a content analysis with a qualitative and quantitative approach. Qualitatively, this study applied a directed content analysis approach. It is defined as a research method for conducting subjective interpretations on the content of textual data, and purposed to validate or extend conceptually. The theory or previous research could help to focus on research questions, so that the researchers could provide predictions about variables to be studied [16].

The object or sample used in this study were narrative videos of the first-three cured patients of Covid-19 in Indonesia. The videos were uploaded by two YouTube accounts that owned by private mass media in Indonesia, @tvOneNews and @CNNIndonesia. These two videos were chosen because it representing complete narrative of the three patients.

**Table 1.** Sample Data

No	Title of Video	Uploader	Views Count	Comments Count
1	Stories and Witnesses Coronas' Patients 01, 02, 03 that Have been Proven to be Cured	@tvOneNews	4.190.890	5.765
2	Coronas' Recovered Patients 01, 02, and 03 Share Stories, from Initial Symptoms to Heal	@CNNIndonesia	2.436.711	1.616

The video uploaded by the @tvOneNews contained an original coverage of a press conference held by the Indonesian government when introducing the first-three patients of Covid-19. While the second video contained a virtual interview conducted by @CNNIndonesia to the first-three patients of Covid-19; the patients told the story of the initial contracted illness until they recovered. The researchers used rhetorical analysis approach in analyzing narrative in the Youtube videos, we focused on how the message was conveyed [17]. Furthermore, the restorative narrative analysis was elaborated with five narrative functions according to Sharf & Vanderford and Sharf et al. [8] & [9].

The researchers used an online big data platform SEOBOTS.io in curating Youtube videos commentary data. The curating process was run on March 30, 2020 with the result shown as summarize in the Table 1. The researchers then continued the analysis by searching for ten most common phrases that emerge from original comments by using the Online-Utility.org

site to find out the growing public discourse regarding the sampled videos. This method was previously used by Martsenyuk and Phillips in describing public discussions that arise on an issue on social media [18].

#### 4. Results and Discussion

##### 4.1. Restorative Narrative: A New Approach of Media Framing

4.1.1 *Being Infected with A Virus: A Fate?* When someone is diagnosed with a serious health condition, narration helps someone to create a meaning. This process will be recalled when someone retells his story [7]. The process of meaning may also differ among people with apparently similar disease experiences. However, the narration is the attribution process of illness that occurs both at the level of personal reasoning and at more general level, such as health campaigns [8].

Different emotional experiences were felt by the three patients in accepting the condition that they had contracted with Covid-19. There were various perspectives or experiences that created the different reception process. This evidence could stimulate public knowledge that acceptance of an unexpected event indeed took a time. Besides, when someone has turned out to be diagnosed positively infected with Covid-19, it was very natural to feel a variety of emotion, surprise, fear, or optimistic. The reaction was indirectly formed depending on the experience of the individuals and their knowledge about the virus.

**Table 2.** “Sense-Making” Narratives

No	Narrator	Narratives
1	Patient 02	“So, I was so resentful that the President delivered it, my heart dropped. I immediately dropped to the lowest point. There is nothing important except our God-hearted relationship that must be nurtured.”
2	Patient 03	“When being stated as a positive, I was not such believing. I'm recovered, how come? Then I learned and looked for information, and realize that even though there were no symptoms, ones could be carriers of the virus.”

For some people in a productive age and have a good knowledge about this virus, they tended to be quicker to accept and be optimistic by their logical reasoning about the future. It was similarly argued by Patient 03 who aged 33 years old. The different concept of the admission process was delivered by Patient 02 who aged 64 years old. Covered by the knowledge that Covid-19 was a high-risky for someone over 60 years old, it certainly became a burden when he was infected with the virus. Undeniably that she could accept the reality with religious approach affirmed that everything always comes from God's will.

4.1.2 *Performing Self-Control when Isolated in the Hospital.* Some people will truly lose their control when diagnosed with a serious health condition [7]. Severe or chronic illnesses are often accompanied by physical restrictions, and that the patients may no longer be able to work, socialize, and participate in various activities. Losing control over themselves also has an emotional impact, such as shame and frustration. The narration made a person understand what is happening to himself and it can explain how an illness affects his personality [8].

Based on the treatment procedure for Covid-19 patients, one of the processes that compulsory be passed by the patient is being quarantined or self-isolation. This way purposes to break the chain of the virus transmission.

**Table 3.** “Asserting Control” Narratives

No	Narrator	Narratives
1	Patient 01	“And for those who have symptoms, don't be afraid to go to the hospital to be tested, because when we knew that we were going to be isolated, we were scared to death. But apparently it was not scary.”
2	Patient 02	“I was isolated 16 days, because I was old enough, so the recovery period was also longer. Therefore, I want to convey to my friends who are 60 years and above. We have to be careful, but we must maintain our happiness, because that is what lifts the immune system.”

Through the narration of the three patients healed from the virus disease, the isolation period is a matter that does not need to be a deeply burden. Despite feeling anxious about how the situation and condition of isolation in the hospital, the three patients were at the time able to pass it well. The impression of good treatment at the hospital was one factor in motivating the three patients. In addition, Patient 03 also stated that during the healing period, everyone was compulsory to maintain his psychiatric conditions as supporting the emergence of a person's immunity in the fight against diseases in the body.

*4.1.3 Facing A Crisis of Self-identity.* Narration provides a meaning for someone who suffers from a serious illness to reshape their identity with an emphasis on feeling-lost, traumatized, or impaired in their body parts. The new circumstances of the narrators also included changes in social status and expectations. Therefore, it was necessary to renegotiate their roles and identities [8].

Patient 01 shared the story of how she got psychological pressure when her identity was viral on social media as the first infected person of Covid-19. She also felt that her identity as a dancer was disputed.

**Table 4.** “Transform Identities” Narrative

No	Narrator	Narrative
1	Patient 01	“I know what the media are talking about, some media and people who are spreading about me and my mother, and attacking our profession as dancers, art activists, and cultural enthusiast.”

Negative stigma against individuals infected or close-contacted with Covid-19 has progressively occurred in Indonesian until April 2020. Up to this research was being conducted, there were still stories of public rejection of positively Covid-19 patients who are buried in their area. Besides, there were also stories of some medical officers who deal with Covid-19 are treated unpleasantly, like driven out of their boarding house cause of fear of infecting the surrounding environment.

This kind of situation happens due to the lack of public knowledge about Covid-19. Therefore, effective communication activities through appropriate channels must continue to be carried out, so that the public is educated and able to avoid false news.

*4.1.4 The Importance of Changing Behavior.* This section becomes the most important in the narrative function, because it discusses the determination of steps to return to good conditions. The narratives display person's values and beliefs that can help him determine the right action and treatment when his health conditions has changed [7].

The narratives from the Patients addressed the important of the community to implement new habits as suggested by the government, included maintaining the body's immune system by balancing food intake, resting adequately, maintaining personal hygiene and carrying out social distancing as much as possible to prevent the spread of Covid-19.

**Table 5.** "Warrant Decision" Narratives

No	Narrator	Narratives
1	Patient 02	"When I was self-healing in isolation, there was a really good friend giving me a picture of book and paint. I expressed myself; a very good healing."
2	Patient 03	"We have strength inside of ourselves to heal as long as we were discipline in keeping the immune system. If indeed we were requested for social distance for a while, then we should do our best."

The patient 03 explained that it was possible for the carrier of the virus to not feel any symptoms, so that it would be dangerous if that person transmits it to others with unhealthy condition. Therefore, it is highly important for people to obey all health policies related to Covid-19 as regulated by the government. In addition, cured patients also narrate how important to maintain body immunity and psychological health to avoid being infected with the disease.

*4.1.5 Narrative Builds Community.* Using symbolic convergence theory in analyzing health-related situations, the narratives functions to the general public in at least three ways, namely (1) helping individuals with disease and providing support for each other; (2) increasing public awareness about specific problems inherent in a disease; and (3) as a discourse for advocacy [8].

The message delivered by recovered patients was about the important of environmental and surrounding support required by all who got infected by Covid-19. It is hereby important to realize that everyone has the potential to be infected with the virus. Eventually, all behaviors or community movements are actually intended for our own health.

**Table 6.** "Builds Community" Narratives

No	Narrator	Narratives
1	Patient 01	"Do not judge patients who are Covid-19 positive with a variety of negative stigma. Everyone must remember that this virus does not discriminate. It can infect anyone."
2	Patient 02	"I was very grateful that I live in an area where the chairman and all residents were very conducive and accepting of us also overcoming everything."

Furthermore, it was told that the virus was transmitted through Japanese citizens who performed dance or dancing together with patients 01 and 02. With this case, a negative

stigma was formed in the community as if the Covid-19 merely infected someone with unusual behavior in their daily life. This referred to the profession of the three patients that was rarely professed by the majority of the Indonesian.

Additionally, the patient 01 narrated that the Indonesian constructed a negative imagery for her and her families by spreading photos of their dance activities through Instagram. She also reminded that anyone affected by this virus should get moral support instead of being judged. Patient 02 implied how social support was so meaningful from them, moreover in dealing with the negative stigma that society received from any social media. Basically, someone who was infected with Covid-19 has to bear the burden for their recoveries, so any support from some elements has become a crucial thing.

*4.1.6 Great Respect for Health Workers.* The three patients gave extraordinary appreciation to all medical team. They stressed that the works of medical workers have risked their own lives. The narrative has established the humanity bond between health care workers and patients more humanistic, not just focusing on the illness's treatment [7].

Patient 02 narrated that the medical workers were exerting full of their abilities to assist the government in fighting for the Covid-19. In addition, patient 03 also told how doctors and medical workers worked professionally in treating each patient who has different clinical symptoms.

**Table 7.** "Humanize Health Care" Narratives

No	Narrator	Narratives
1	Patient 02	"I really wanted the government to give awards, appreciation, and incentives for those who were 24 hours in the vanguard. I beg for your attention, because they work wonderfully."
2	Patient 03	"Because everyone's symptoms were different and this disease could be mistaken for the common cold, so doctors were very careful, the treatment varies depending on each person."

These stories are important for the public to know that health facilities and medical personnel who currently focus of handling the Covid-19 outbreak, are able and competent in dealing with the Covid-19 patients. These narratives were important to convey so that the community believes that the government was able to overcome this pandemic.

#### *4.2. Public Respons on the Restorative Messages*

Youtube's followers give their comments to show a relationship of trust with the vloggers based on several reasons; a sense of closeness, a desire to get a closer relationship, a connection with aspects that exist in himself, and appreciation as a cultural intermediary [19]. Comments, likes and dislikes can indicate that the public is involved in the uploaded videos [20], so that the popularity of a content can be seen through the high number of comments and likes.

The result from big data analysis can be seen in table 8 and table 9, the majority of public showed positive feedback regarding the restorative narratives told by the three-first recovered Covid-19 patients. Public discourse emerged is about the hope that Covid-19 can be overcome immediately. Netizens also deliver prayers, so that all patients infected with Covid-19 can be

soon recovered. Furthermore, this study also highlights the appreciation to medical personnel who have contributed to the recovery of Covid-19's patients.

**Table 8.** The Ten Most Phrases in the @tvOneNews Video

No	Phrases	Occurences	The most popular comments	Likes Count
1	virus corona (coronavirus)	4,42%	I hope those who read this are kept away from the coronavirus	2.753
2	ya Allah (oh God)	2,64%	Thanks oh God, thank you medical team, thank you the government	620
3	Covid 19	1,94%	My mom is having a lab test. Hopefully, it's just an ordinary cough, not Covid 19	883
4	yang sembuh (who recovered)	1,64%	In Wuhan, the center of the Corona virus, those who recovered maybe 5 times more than those who died	262
5	Allah SWT (God in Islam)	1,58%	Take the positive side. With the presence of the virus, many people pray to Allah SWT	260
6	virus ini (this virus)	1,56%	Alhamdulillah ... I hope this virus will quickly disappear	200
7	bisa sembuh (to be healed)	1,43%	Allah gave a trial there must be a way out, as long as there is intention to be healed.	177
8	baju merah (red shirt)	1,29%	I think the one wearing the red shirt is Lilin Herlina. Thank God, I hope all those affected by the corona virus get better	38
9	sudah sembuh (already recovered)	1,23%	Alhamdulillah, they have already recovered from Corona Virus	358
10	di Indonesia (in Indonesia)	1,09%	When there is news about corona that can be overcome in Indonesia, netizens are like, "this is just a setting". Is the world upside down?	247

The forms of creative campaigns such as videos, supported by advances in information technology, have been able to change from conventional campaign model to modern campaign [21]. The comment, like and dislike button features in Youtube can be used as a medium that the viewers are also given the opportunity to create opinions while enjoying the content.

**Table 9.** The Ten Most Phrases in the @CNNIndonesia Video

No	Phrases	Occurences	The most popular comments	Likes Count
1	virus corona (coronavirus)	6,09%	Oh God, remove the corona virus from the world	780
2	Covid 19	2,86%	Hopefully, those who have been infected	623

No	Phrases	Occurences	The most popular comments	Likes Count
			with Covid 19 will soon be cured too. Aamiin	
3	di Indonesia (in Indonesia)	2,68%	In Indonesia, it's merely because they lost the presidential election, the government was bullied, Please don't embarrass this nation	247
4	kena corona (got corona)	2,32%	Who asked for the identity of the address that got corona? Try to hear, their mentality drops down because the judge was wrong	847
5	bisa sembuh (can recover)	1,97%	Alhamdulillah, I am also very happy. They can recover from the Covid-19.	134
6	sudah sembuh (have recovered)	1,73%	Pity for people who always say negative comments. Congrats who have recovered!	358
7	positif corona (corona positive)	1,67%	Many lessons we take from this video: Corona positive can seemingly looks healthy	2.132
8	terima kasih (thank)	1,19%	They thanked the government for their hard work and assistance	507
9	pasien 01 (patient 01)	1,14%	Patients 01 is also has severe symptoms, but why they were taught to be relax by the Minister of Health?	21
10	sehat selalu (stay healthy)	0,96%	Suddenly remember of the God, stay healthy guys	25

Similarly, previous study performed by Fitzgerald, Paravati, Green, Moore, & Qian also found that restorative narrative give rise to more positive and meaningful emotions and to reduce the presence of emotions of fear, sadness, and angry. Restorative narrative could also foster positive, beneficial and greater opportunities for social acceptance than negative narratives. Restorative narrative allow generating social support for health organizations, and can help the long-term success of health campaigns [22].

Learning from Vietnam's success in dealing with the Covid-19 pandemic, a communication on the development of outbreaks from the government and media in a timely manner combined with the latest research on new viruses by the Vietnamese science community, can provide a reliable source of information. On the other hand, the media's responses also help to promote public awareness about the disease and the way people protect themselves and the community. Hereby, science journalism plays an important role in communicating effectively and providing information to the public [23].

## 5. Conclusion

The narratives delivered by the three first recovered Covid-19 patients that well-known as patient 01, 02 and 03, have met the restorative narrative criteria and can be useful as messages for public health campaigns. The government's decision to introduce their identity to the

public has a good effect on spreading health information related to the presently pandemic in Indonesia. The mass media also plays an active role in disseminating health information related to Covid-19.

Both YouTube videos uploaded by @tvOneNews and @CNNIndonesia have been watched more than four million and two million times when this research was being conducted. This fact indicates that through the perspective of the Uses and Gratification theory, it is an evident that the Indonesian need the health information. People can access a health content according to their needs through accessing their social media.

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