

Guest Editors' Notes: Communication, Media, And Its Impact in Times of Crisis

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This special issue of Communication, Media, and Its Impact in Times of Crisis brings together 15 selected articles presented at the 3rd International Conference on Islam, Media, and Communication 2021 (ICIMaC2021) which was held on 10 and 11 July. The ICIMaC2021 is co-organized by the Communication Programme and New Media Communication Program, Faculty of Leadership and Management, USIM. For this special issue, various topics are brought to light including the impact of Covid-19 on media and society, and how the Malaysian government uses social media in delivering information during the pandemic, which is deemed efficient in handling crisis communication.

Social media have had profound impacts on the modern world (Allcott, 2020, p.629). An article by Rosninawati Hussin, Suria Hani A. Rahman and Norizzati Azudin highlight the impact of social media in times of crisis, particularly on how the Malaysian government via the Ministry of Health uses social media during the Covid-19 pandemic. The usage is mainly to deliver information about Covid-19 and to highlight as well as create awareness among the public about the threat of the virus. On the contrary, an article entitles *The Analysis of Misleading Information on Covid-19 Post on Facebook* asserts how the 'abuse' of modern technology has caused problems in society. This paper highlights the topic of fake news during the COVID-19 pandemic from the Facebook page of *Sebenarnya.my*. The setting up of this page by the government is to help society in identifying fake news. On another note, an article by Muhammad Zaki et.al entitled *Local Content on Instagram as Public Campaign Media of Majlis Bandaraya Seremban, Negeri Sembilan, Malaysia*

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and Bandung City Government, Bandung, Indonesia observes the use of local content in Instagram as part of the Public Media Campaign for Majlis Bandaraya Seremban, Negeri Sembilan, Malaysia and Bandung City Government, Bandung, Indonesia. This comparative study focuses on how both government agencies manage their account, information selection, and their consideration of using local content as well as its impact on the city of Seremban and Bandung.

A discussion on the use of social media as a platform for public campaigns is extended in a study entitled *Effectiveness of Public Service Announcement on Halal Knowledge among Muslim Teenagers in Time of Pandemic*. This study wishes to examine the effectiveness of public service announcements (PSA) towards the increase of halal knowledge among social media users. Using a survey method on 100 respondents, the PSA made through social media does not exert influence on halal knowledge among Muslim teenagers. Hence, a further assessment would investigate the interests of respondents in halal knowledge itself. In addition, the use of media as a campaign tool is also being observed in a study by Mohd Hanafi Jumrah and Haryati Abdul Karim. Their article focuses on the parent's understanding of the hygiene and healthcare practice education campaigns for children during the COVID-19 pandemic. Based on the interview conducted, most parents have a high level of health literacy to seek, evaluate as well as apply the information obtained in their daily life.

However, the advancement of the Internet and social media applications has resulted in a series of cyberbullying. An article by Noorrezam Yusop explores the development of an application such as Facebook, telegram, and WhatsApp that caused positive and negative effects for users. Using a Systematic Literature Review (SLR), this article compares and discusses the risk factor and protecting factors in cyberbullying which emphasizes that communication skills, parental involvement and law enforcement are a necessity to reduce the number of cyberbullying in Malaysia.

This special issue also features a study by Ishaq Ibrahim and Kalsom Ali entitled *Reviewing the Role of Media on Employee's Attitude During the Pandemic Covid-19 In Malaysia*. In this article, the authors examine the previous relevant publications, media, newspapers, and government's reports to identify the impact of media on the attitudes and decisions of the human resource in Malaysia, particularly during the Covid-19 pandemic. The study concluded that media impacts the employees' attitude and job flexibility, which could improve the employee's performance, productivity, and efficiency. Another article related to the Covid-19 issue is the article by Faradillah Iqmar et al. who deals with the changing of lifestyle during the pandemic of Covid-19 since the early 2020s which has developed a new phenomenon. In addition, the use of the Internet has become more vibrant and this has also encouraged online shopping activities. Ironically, buying online is an alternative to shopping for necessities during the Movement Control Order (PKP) period.

The concept of chaplaincy is also discussed in this issue. An article by Ishak Mas'uda et.al explores the chaplaincy as a professional program for hospitals that could guide patients in terms of holistic healthcare which includes the four main elements: physical, psychological, mental, and spiritual. A case study from Al-Islam Specialist Hospital in

collaboration with the Academy of *Ibadah* Friendly Hospital (HMI) reveals the adaptation of the chaplaincy program which is in line with the fundamental concepts and practices in Islam.

Being a Muslim and a teenager is not easy especially in this modern world. Therefore, the article titled *Muslim Teenagers and Their Understanding of Fardu Ain Knowledge* is worth reading to understand the Fardu Ain level among Muslim teenagers, particularly in performing the *salat* or prayer. The article concludes that Muslim teenagers prioritise remembering God, which is a hallmark of Islam. They also understand prayers cleanse their mind and make them a better person before the emotionally and psychologically benefits. Additionally, this special issue showcases the importance of sign language interpreters specifically in Islamic television programs towards the deaf community. An article titled *The Importance of Sign Language Interpreter in Islamic TV Program* highlights the reaction from the deaf community and the interpreter, which emphasized the importance of providing sign language interpreter for every Islamic television program as it could help to increase understanding and knowledge about Quran and Islam among the deaf community.

The understanding of art in Islam could lead us to identify the cross-cultural element in producing new motives of Islamic art. An article by Nik Narimah Nik Abdullah et. al reveals that Islamic art should be explored and enriched with creativity. An Arabic article in this issue explores the effective leadership of the Prophet Muhammad (PBUH), and how he used persuasive and media strategies in the *Hudaibiya* peace settlement. From the analysis of religious legal texts contained in the *Hudaibiya* peace as well as the books of the Prophet's biography and Islamic history, this article concludes that the Prophet (PBUH) used clear-cut and prioritized strategies, employed communication skills, psychological and cultural factors, and persuasive strategies in managing the *Hudaibiya* peace settlement. Lastly, an article by Zainur Rijal Abd Razak and Fauziah Hassan highlights the acceptance level of the learning method in the new norm among postgraduate students in USIM. The Covid-19 outbreak has forced people to make the adjustment and adapt to the new norm in their daily life. This article emphasizes opinions from the potential postgraduate students of USIM pertaining to their situation in this time of the pandemic. The attention is also given to suggestions that could help improve University's effective promotion as well as managing students in the post-covid.

In summary, this collection of articles presents various aspects related to communication, media, and its impact in times of crisis. They are not only relevant but also will contribute different insights to the general readers and researchers.