

Pygmalion and Galatea Effect: Discipline of 3M Health Protocols in Indonesia

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Abstract—Indonesian government socializes 3M health protocol (washing hands, keeping distance, and wearing face mask) as discipline to build awareness of individuals and society about COVID-19 pandemic. People then are getting aware of what is happening and trying to realize 3M in everyday life despite its difficulties to be applied as new adaptations in new normal times. The question is; why are people obedient of 3M discipline? This paper through qualitative method in explorative perspectives would like to answer that question. Speaking about discipline will always talk about expectations too. By asserting theory of internal and external discipline, Pygmalion and Galatea effects affect culture of people in being obedient to 3M protocol. Pygmalion effect is based on expectation of others while Galatea one is related to self-expectation that in this case is expectation to realize good health based on 3M protocol. This paper is meant to reveal psychological and cultural effects of discipline of health protocol today. In conclusion, discipline is not just being obedient of something, but there are expectations that move people to realize better lives which could be seen from Pygmalion and Galatea effects.

Keywords— *3M health protocol, discipline, everyday life, Galatea effect, Pygmalion effect*

I. INTRODUCTION

COVID-19 outbreak in Indonesia has infected more than 400 thousand people. Better solution for society is indeed needed to take care of this virus, until around October 2020, the campaign of 3M discipline as health protocol was widely socialized in Indonesia. 3M is related to washing hands (*Mencucitangan*), keeping distance (*Menjagajarak*), and wearing face mask (*Memakai masker*). The health protocol is discipline to build collective awareness about the pandemic (mediaindonesia.com, 2020). People then are getting aware of what is happening and trying to realize 3M in everyday life in spite of its difficulties to be applied as new adaptations in new normal times. The question is; why are people obedient of 3M discipline? What is interesting here is the word discipline which is related to expectations of people. People are expected not only to promote own health

but also to protect others' by applying 3M health protocol.

This writing through qualitative method in explorative perspectives would like to assert discipline that talks about expectations too. By explaining theory of internal and external discipline, Pygmalion and Galatea effects affect psychology and culture of people in being obedient to 3M protocol. Pygmalion effect is based on expectation of others while Galatea one is related to self-expectation to realize good health based on 3M protocol. This paper is divided into; introduction, condition of COVID-19 and 3M health protocol in Indonesia, contexts of discipline in pandemic situation in Indonesia, analysis of Galatea and Pygmalion Effects in 3M health protocol, conclusion, and references.

II. RESEARCH METHOD

Qualitative approach is well-used in this paper by describing, exploring, and also analyzing every part of the topic with its relational ideas. Study of literature is also done in this writing since there are theories, concepts, as well as discourses used to implement the explanations in this writing.

III. FINDING AND DISCUSSION

A. Condition of COVID-19 and 3M Health Protocol in Indonesia

Because COVID-19 cases are quite significant in Indonesia, preventing spread of this virus is the main key for personal and public health. In general, there are ten ways to prevent the spread of COVID-19 (Rinaldi, 2020); washing hands with soap and running water, using face mask to cover mouth and nose, maintaining a distance of 2 meters, improving own immune system, avoiding touching own eyes, nose and mouth too often, throwing used face masks into the trash, avoiding traveling during unhealthy conditions, following advices from local health officials, and monitoring update of COVID-19 from accurate sources. These ten things are how individuals maintain their own health to help achieve health of others (Rinaldi, 2020). Likewise, the government also hopes that individuals will be able to maintain a conducive public atmosphere so that it does not worsen situations during the pandemic. Of the ten methods above, The Government Spokesperson in Handling COVID-19 stated that the main key to stopping growth rate of spread of this virus is 3M discipline (kontan.co.id, 2020). 3M is health protocol with slogan Remember Mother's Message (*Ingat Pesan Ibu*) to deal with pandemic.

How people be obedient to such 3M discipline is related to six elements of

Health Belief Model (HBM); *perceived susceptibility* as anyone may be prone to be infected by the virus, *perceived severity* in many victims have died because of the virus, *perceived benefit* as applying discipline will bring in better health, *perceived barriers* as to understand obstacles in applying 3M health protocol, *cues to action* to see encouragement from own self and from others to realize better health condition, and *self-efficacy* as intention for people to change their habits into more healthy ones. Those elements show that 3M discipline is quite related with people's understanding of the virus and effort to prevent the wider spread (almi.or.id, 2020).

Large-Scale Social Restrictions (PSBB) to restrict the wider spread of the virus actually worsen economic conditions. The growth of Indonesia's Gross Domestic Product (GDP) was only around 2.97% in the First Quarter and touched -5.32% in the Second Quarter (bps.go.id, 2020). If activities are reduced, economic activity will also decrease, so good handling of COVID-19 is needed to improve the economic standards of the society (Amir, 2020). The many restrictions that were carried out actually added to new problems because many people lost their jobs and opportunities. Implementation of

3M health protocol is good solution as an effort to maintain economic productivity.

In line with the above statements, after months of fighting COVID-19, the number of daily cases in Indonesia still increases thousands of people every day (Rinaldi, 2020). In fact, various territorial restrictions have not had significant impact except for a mere pseudo-reduction. New pandemic clusters continue to emerge and it is never possible to determine whether one is affected or not (mediaindonesia.com, 2020). Thus, the main focus is not on large-scale policies, but on culture of people that must be adaptive to pandemic conditions especially in new normal condition.

Washing hands is done not only before eating, but also when people return from traveling. The concept of washing hands extends from simply to clean at a certain time to almost every time thus needs to become a new culture in society. Likewise, wearing a face mask is a completely new culture in all societies. Face mask becomes an important boundary between body and outside world. This barrier is not just such complement to body, but also compulsive accessory in new normal. Humans are getting more vulnerable to virus, so wearing a face mask is the main solution. The body of individuals is no longer completely under

self-control, because it needs to be understood as part of public discipline on the health aspect. Likewise, keeping a distance is in contrary with Indonesian culture that is gathering in public places. During pandemic period, this activity needs to be minimized, thus direct dialogue is transformed into another form. Social media becomes important intermediaries for collective cultural life. Culture needs to be reviewed in terms of self-discipline and collective health for own self and others.

B. Contexts of Discipline in Pandemic Situation in Indonesia

More people are obedient to 3M discipline result to more successful effort to stop spread of the virus, as it works too in reverse (mediaindonesia.com, 2020). Discipline itself is a combination of elements of obedience and value of one's use. It is in accordance with what Michael Foucault stated that discipline is a combination of theory and practice to make someone obey and have use value (Foucault in Schwan and Shapiro. 2011: 99).

Compliance + Usefulness = Discipline

With that formula, individual's level of obedience is supported by values that produces discipline. It is productive

disciplinary power that operate to normalize internalization of such behavior (Mudhoffir, 2013:78-79).

3M health protocol is a form of discipline in how individuals shapes its own body to be obedient towards healthy directions. Individuals are subjected ones; still subjects to their own bodies and obedient to control of mechanism of power (Simon, 2018:220). In this case, the mechanism is belief as individuals are injected with some power to accentuate their own actions by applying health protocols. This injected power incarnates discipline into the body and then made individuals do as told. Individuals still have their own will of choice either to say yes or no to the discipline (Simon, 2018:221). Instead, people will say yes to health protocol, not because they are told or will be punished if say no, but they got disciplined about good intentions in 3M health protocol.

Unlike previous concept of control, modern discipline has its own characteristics. There are at least four concepts of obedience and usability that differentiate discipline from other concepts (Schwan and Shapiro, 2011: 99-100). First, discipline differs from slavery since traditional form of slavery requires rough commands while discipline is more subtle in its application. Second, in

contrast to relations between servant and employer, because of absence of central authority, discipline is more decentralized, diffuse, and universal. Third, while feudal slavery required ritual loyalty, discipline shapes awareness within individual psychological feeling of such instructions. Lastly, discipline is not monastic asceticism that wants individual to give up his bodily functions. Discipline wants individual to take advantage of his body (Mudhoffir, 2013:78-79).

From those distinctions, differences between discipline and other concepts of individual control is relationship between owner of power and object of power. Indeed, discipline cannot be separated from the conception of power as put forward by Foucault. Foucault mentions that there are two important aspects between discipline and power (Foucault in Schwan and Shapiro. 2011: 117). First, strength of discipline is a network relations that moves both top-down and bottom-top. Second, power of discipline is cog of an engine which means that power is no longer property for some people, but gets its strength as a close relations. This implies that individual who even has limited strength, can simultaneously engage in obedience of self and others (Mudhoffir, 2013:81). Thus, modern discipline basically can be

influenced by own self and/or forces from outside.

By applying the 3M discipline, changing habits will be more meaningful for own self and others since it slowly helps people to perceive their roles in keeping good healthy circumstances. What is new to life should be normalized so that it may become habit of everyday life of self and others. In other words, discipline in the term of 3M health protocol is not one-sided but mutual in three aspects; *first*, as one knows benefit of protocol, one will do it voluntarily, *second*, as expected by others, one should do the protocol, and *third*, as one applies the protocol, others will be saved. The context of discipline at this point is not selfish as being told by the government to do so, instead people and others expect reciprocally to help each other to realize what is good for individuals and society in today's pandemic situation.

In further implementation, 3M health protocol can be effective from many sides; government's effort to encourage citizens, societal demands for individual to apply the protocol, and individual awareness as own expectation of keeping good health condition. Formally, discipline in health protocols through Presidential Instruction (*Inpres*) No.6 of 2020 is aligned with agreements

from various elements of society in determining sanctions for not obeying health protocols using local wisdom (Effendy in kemenkopmk.go.id). This effort is to improve individual discipline from outside forces. President Joko Widodo also mentioned that self-discipline is an effort to prevent the spread of COVID-19 (Widodo. 2020). The concept of discipline indeed should be built continuously from both internal and external sides of individuals.

C. Analysis of Galatea and Pygmalion Effects in 3M Health Protocol

The prevention of COVID-19 relies on the individuals that are related to society and government. Thus, the roles of individuals are so important that may change habits of society and direct governmental policies. Individuals are expected to realize better health condition in Indonesia by applying 3M discipline. The main word for 3M discipline is expectation. The expectations are meant as strong belief that something will happen in the future and is similar to hope (Divya R., 2020). In this case, individuals are expected to help society in health aspects by being obedient to that discipline. By that expectation too, individuals act and react not only because of they are implementing that discipline, but also

because they are expected to do so (bizshift-trends.com, 2010).

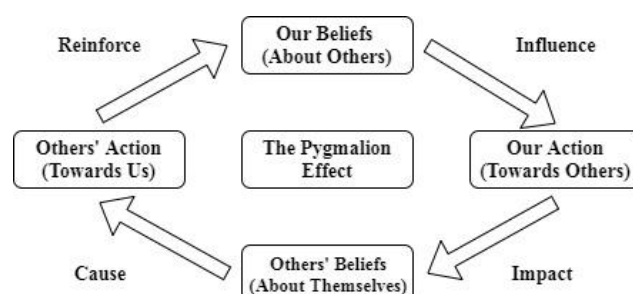
The expectations of individuals in applying 3M discipline are related to two main ideas. *First* is expectation from others, as 3M discipline is meant as collective one, doing it together may strengthen simultaneous better health condition among people. Individuals are seen not as object, but subject who should understand the situation and help others to have better situation (White and Locke, 2000), in this case is pandemic aspect. It is because society and individuals are in the same accordance since what everyone does may affect others to do it too and may also impact whole society as well. In other words, as expected by others, people will do 3M health protocol. The higher the expectations, the better is the execution of the performance (White and Locke, 2000). Motivation by others pushes individuals to increase their doings by living influences from outside of own self. Second one is expectation from own self, the premise is that individuals will do it because they know that they can do it (White and Locke, 2000). Individuals do that because they know the recent situation of the pandemic and would like to do something about it. They have abilities to do it and those motivates individuals to perform more to society as there are chances to realize

better condition through 3M health protocol. Own expectation is related to self-worth as someone may bring good impact to himself and herself, self-confidence as everyone is able to do more because of his or her own abilities, self-fulfilling as someone expect to own self to do the discipline in his or her life, and self-encouragement as pushes comes from deep inside individuals to consciousness that move them to realize better things.

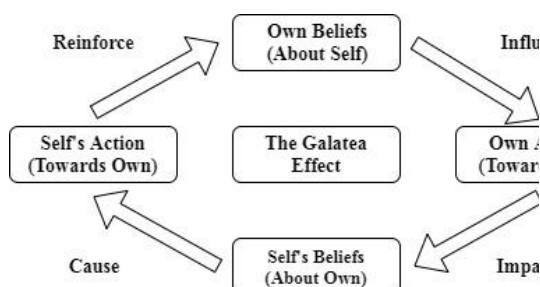
So, why people are obedient of 3M discipline? The answers lie behind what people feel by being obedient of it. It is psychological effects that drive people to realize the discipline in their lives. Those effects are Pygmalion Effect that lives because of expectation from others and Galatea Effect that moves from expectation of own self (psychologenie.com, 2020). As told in Greek mythology, the effects get its name after Pygmalion, a sculptor, who fell in love with a female statue named Galatea that was carved by himself. He then prays to Athena to make Galatea come to life. As he came home, he saw Galatea came to life (psychologenie.com, 2020). They then get married and has a son named Paphos and a daughter named Metharme. The mythology tells that Galatea came to life as expected by Pygmalion who prays to Athena and as fulfilled by her own will to

be alive and then accompanies Pygmalion for her whole life. As stated in above explanation, expectations drive those two effects into human life to realize better realities of life. By being expected, individuals are having more hopes both from inside and outside that could move actions into better directions (psychologenie.com, 2020).

Pygmalion and Galatea Effects are commonly used in education to explain that teacher's, parents', and own self expectation is important for students to reach such academic achievement (psychologenie.com, 2020). However, those effects are also quite general in asserting the roles of expectations in human life. In this case, the effects are such intermediaries between the discipline and the performance of 3M discipline. The diagram of correlations (Divya R., 2020) among those aspects could be seen below;



Picture 1 Pygmalion Effect



Picture 2 Galatea Effect

The above diagrams show how expectation of others and self may influence, impact, cause and reinforce beliefs and actions. Expectations here are motivations that correlates with dependency of others in Pygmalion Effect and independency from others in Galatea Effect (White and Locke, 2000). Every action that individuals take to comply with discipline reflects both psychological effects. As stated in the theory of discipline, individuals have power to do more because they are expected by others and because they realize their own potential to do better actions (White and Locke, 2000). Both are done consciously without any force, yet the effects that shape them to do so. Individuals are not just playing by rules, but they understand what it means to be discipline in doing 3M health protocol for the sake of their own selves, families, or even other people. What makes people obedient is not by force but deep understanding of the current situation and what they could do to contribute to their lives and also others’.

IV. CONCLUSION

People are obedient of 3M discipline since they are expected by others and have self-expectation to do better. Expectation from others is related to Pygmalion Effect while Self expectation is meant in Galatea Effect that move individuals to get together with the discipline. The awareness of people about usefulness of 3M discipline make them comply and perform actions similar with the protocol.

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