

Habituation of Society in Fulfilling Economic Needs Through Digital Media During the Covid-19 Pandemic in Surabaya, East Java

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ABSTRACT

Surabaya is one of the big cities in East Java Province, Indonesia. During the Covid-19 pandemic, the city was included in the category of cities with the number of patients infected with Covid-19 which was quite high, second only to Jakarta. Since the covid-19 pandemic, the people of Surabaya have been faced with conditions that require people to be more anticipated by the spread of covid-19. There are a number of new health protocols imposed by the government on the public. In addition, the Surabaya local government has also imposed a Large-Scale Social Restriction (PSBB) regulation as an effort to prevent the spread of the Covid-19 pandemic. The existence of a number of these regulations encourages the community to adapt and implement the rules well. Restrictions on the space for movement in the public encourage people to be able to find strategies to continue to be active in meeting economic needs. In this strategy, the community uses digital media to meet economic needs. Based on these social phenomena, researchers conducted research using qualitative research methods. Data collection techniques using interview techniques and non-participant observation. The research was conducted for approximately two months and is located in the city of Surabaya. The results showed that there were new adaptations for society in meeting economic needs during the Covid-19 pandemic. This adaptation is carried out by utilizing digital media and implementing health protocols properly in meeting economic needs. In the adaptation process until it becomes a new habit for the community, it is strengthened by the existence of new social, economic and cultural capital that can encourage people to meet economic needs during the Covid-19 pandemic.

Keywords : *Habituation, economic needs, digital media, Covid-19 pandemic*

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INTRODUCTION

The people of Surabaya have a fairly heterogeneous culture, one of the factors of cultural heterogeneity is due to the high number of immigrants from various areas outside Surabaya. During the Coronavirus disease 2019 (Covid-19) pandemic, Surabaya was one of the cities that had the highest patient rates in East Java Province. The spread of Covid-19 in Surabaya is quite fast, one of which is the high number of immigrants from outside Surabaya. Environmental conditions polluted by Covid-19 have prompted the Surabaya City Government to issue a number of new policies, including the implementation of health protocols and Large-Scale Social Restrictions (PSBB). The first phase of the PSBB in Surabaya took effect from April 18 to May 11, 2020. A number of new policies are intended to stop the spread of Covid-19.

During the Covid-19 pandemic and the implementation of the first phase of the PSBB, many people in the community were still unable to adapt to existing conditions, especially those who are economic actors. In a situation that requires people to limit their activities outside the home, many people face problems, especially in fulfilling economic needs. The problems faced by the community in the first phase of the implementation of the PSBB in Surabaya made the community less concerned with the regulations in the PSBB, this was indicated by the fact that many people still do activities outside the home without paying attention to proper health protocols.

The first phase of PSBB implementation in Surabaya has not yet reduced the number of positive patients infected with Covid-19. This then led to the implementation of the second phase of the PSBB which took effect from 12-25 May 2020. In the second phase the government tightened the regulations that apply in the PSBB, so that the community was asked to carry out proper health protocols. Not only did it stop at the second PSBB phase, the Surabaya City Government reintroduced the PSBB until the third phase, starting from May 26 to June 8, 2020.

In the second to third phases, the people of Surabaya can be said to have begun to implement health protocols in an orderly manner. Restrictions on not doing much outside the home have also begun to be obeyed. The people's adaptation to a new culture that prioritizes health and adheres to health protocols socialized by the Surabaya City government, encourages the community to adopt new strategies in activities, especially in economic activities. The community has begun to use a strategy by utilizing digital media to meet economic needs, not only consumers but also producers or entrepreneurs. Various digital media began to be used massively by the community to carry out productivity activities. Previously before the Covid-19 pandemic, digital media was mostly used by young people for their self-existence or lifestyle, but during the Covid-19 pandemic, people generally used digital media more to fulfill their daily needs.

The use of digital media in meeting economic needs is now a new habit for people who are economic actors. The existence of some capital owned by the community also strengthens the habit of using digital media for economic

activities. These capital are social, economic, and cultural or symbolic capital. The three capitals in society then encourage people to practice or take action to use digital media for more productive activities, especially in the economic field. Based on this background, research on "Habituation of Society in Fulfilling Economic Needs Through Digital Media During the Covid 19 Pandemic in Surabaya, East Java" is very important to research, especially to find out the dynamics of social change in society during the Covid-19 pandemic in Surabaya.

METHOD

The location of the research was carried out in Surabaya, East Java Province, Indonesia on culinary business actors that were still running today during the Covid 19 pandemic. The research was carried out in a duration of two months. This research on "Habituation of Society in Fulfilling Economic Needs Through Digital Media During the Covid 19 Pandemic in Surabaya, East Java" uses qualitative research methods. In the book Norman K. Denzin and Yvonna S. Lincoln (2009) explain that research using qualitative research methods is not tied to only one discipline, but can be cross-disciplinary.

Researchers used two data collection techniques, namely interviews and observations. The interview technique used is a closed, structured and unstructured interview type. Researchers used digital conference media to carry out closed interviews with informants because of the health protocol that must be carried out during the Covid 19 pandemic. The informants interviewed were business actors and consumers of culinary businesses in the City of Surabaya who were still active during the Covid 19 pandemic.

The type of observation used is non-participant observation. Researchers made observations on social media, namely Instagram, which is used by food entrepreneurs in the city of Surabaya. Social media types of Instagram are still used and have become the mainstay of media for businesses and consumers of culinary businesses during the Covid 19 pandemic.

The data analysis techniques used include data reduction, display data, conclusion: drawing / verifying (Upe Ambo: 2010). Data analysis was carried out during data mining in the field. In research using this qualitative method, the main instrument in the study is the researcher himself.

FINDINGS AND DISCUSSION

Habituation of Society in Fulfilling Economic Needs During the Covid-19 Pandemic in Surabaya

Urban communities have a fairly different typology from rural communities. According to Horton and Hunt, it was explained that the typology of urban society is independent, the people have been living for quite a long time in the region (locality) independently, carrying out activities every day in a city space that contains more than 2.500 people, city people also have social relationships that are partial, transactional and non-affectionate of his life goals

that are full of rationality within the scope of the market economy (Damsar and Indrayani: 2017). Likewise with the typology of the people of Surabaya City, people in the city of Surabaya have the characteristics of an independent society, a sense of brotherhood among people is still felt and the desire to work together is still there, but the tendency to establish transactional and non-infectious relationships also exists in the life of the people of Surabaya, besides that in establishing social relations is still partial.

Anthony Giddens in his book explains that all societies are social systems and are formed from a cross between various existing social systems. The social system that is meant to come from within and from outside the community, so that productive patterned relationships can be produced between the community as a whole and the existing system in society (Anthony Giddens: 2010). This is also reflected in the people of Surabaya City who have a partial or comprehensive relationship.

Economic needs are one of the needs that must be met by the community in order to sustain life. Some of the economic needs include the need to work to generate money and savings, the need for business or entrepreneurship, and household consumption needs (primary, secondary and tertiary). Before the Covid-19 pandemic, many people carried out economic activities outside their homes. During the pandemic and the many restrictions on space for activities outside the home, people who are economic actors face many obstacles in meeting economic needs.

Economic actors in this case are divided into three categories, namely producers, distributors (distributors of goods and services) and consumers. Since the Covid-19 pandemic, a number of sectors have received permits to operate, namely all government agencies or agencies, State-Owned Enterprises (BUMN) and Regional-Owned Enterprises (BUMD) that are helping to deal with the Covid-19 pandemic, business actors. actors in the fields of health, foodstuffs, food, beverages, energy, communication and information technology, finance, logistics, hospitality, construction, strategic industries, basic services, public utilities, and industries engaged in vital objects, daily necessities, then local and international community organizations engaged in disaster and social issues (surabaya.liputan6.com).

During the Covid-19 pandemic and the implementation of the first phase of the PSBB in Surabaya, the people of Surabaya were still not maximally complying with regulations. Many Surabaya people are still doing activities like before the Covid-19 pandemic. The community in fulfilling their daily needs is still like in normal conditions. Even though the Surabaya City Government has provided socialization from various media and through RT / RW administrators (Virtual interview with residents of Surabaya City: 19/05/2020, Pkl.15:45-16:23 WIB).

Based on the results of the evaluation of the implementation of PSBB phase I, it was found that there were still many patients who were positively infected with Covid-19. This prompted local governments to re-implement PSS until the third stage in the City of Surabaya. In the second and third stages, the

people of Surabaya City begin to adapt well to the health protocols that have been socialized by the government (Virtual interviews with residents of Surabaya, 18/05/2020. 10: 00-10: 57 WIB).

The most visible and significant impact of the Covid-19 pandemic is the weakening of the people's economy. This has led to an increase in poverty in big cities including the city of Surabaya. The number of unemployed continues to increase and the people's economic welfare is threatened by crisis. The government's strategy in dealing with the weakening of the community's economy through the provision of assistance has not been able to reduce the new poverty rate during the Covid-19 pandemic. The amount of funds owned by the state is not too much so that it cannot cover the impact of Covid-19 on the economic sector of society, as stated by Prof. Dr. Bagong Suyanto, M.Si:

“The government's funding capacity does not allow for that (providing optimal assistance for the community's economy), so this is just extending the breath of the poor. But the problem is, Covid-19 does not only target the poor, its victims too. victims who fall into the income category of nearly 115 million are high, meaning that people who are close to poverty will soon become part of the middle class when they enter. Being layoffs (PHK) they have no savings, in the end they are all as poor as other poor people, so the problem is that the number of new poor people is very large now, so helping them of course government funds will not be enough, what now? attract the government. The number of positive Covid-19 sufferers is currently increasing so that the government has implemented the PSBB. Are there any reliable sources of funds to meet the tight integration of the PSBB? Moreover, our budget has already exceeded 5%, now that is the prediction of a difficult scenario made by the Ministry of Finance if Indonesia's economic growth is chronic -0.4. - (minus) means that the unemployment rate will increase rapidly and in my opinion this is a tough scenario that makes the government nervous (between implementing the PSBB or not implementing it), (Virtual interview with Prof. Dr. Bagong Suyanto, M.Si, Professor at Airlangga University, Surabaya, 19/05/2020, Pkl.20:50-21:17 WIB)”.

Although there are several sectors that have received permission from the government to operate, the obstacles faced by economic actors, both those operating in sectors that have received business permits and those that do not have a license, still face various obstacles. The main problem that is felt by business actors in various sectors such as culinary, clothing, and housing construction is decreased income. This is due to the reduced number of consumers. Among the two factors that affect the low number of consumers are the limited space for activities outside the home and the priority of consumers to fulfill their primary needs.

There are obstacles that become obstacles for business owners and consumers in meeting economic needs, encouraging business owners and consumers to take advantage of digital media. One of the digital media used is Instagram. At first Instagram was widely known by the public, especially those who were still young. Instagram is more often used for self-existence and lifestyle. During the Covid-19 pandemic, the economic community used

Instagram as a medium to meet economic needs, including for the purposes of doing business or doing business. In this study, researchers focused on the food or culinary business using digital media types such as Instagram.

Culinary business owners and consumers have sufficient capital to form new habits to meet economic needs amid the Covid-19 pandemic through digital media. Basically, there are three capitals that encourage people's behavior to become accustomed to doing a habit, namely social capital, economic capital, and cultural / symbolic capital. As explained by Pierre Bourdieu that the practices or actions taken by the community will be formed if there is habitus, capital and nature (Richard Harker, Cheelen Mahar, and Chris Wilkes (Eds.): 2005). The domain or arena referred to in the object of this research is the economic realm of the people of Surabaya City during the Covid-19 pandemic.

The habit of the people of Surabaya city every day is to work hard to make a living, either working independently (independent business) or working in certain institutions both in State-Owned Enterprises and Private-Owned Enterprises. The people of Surabaya are also quite open to the changing times. The consumption tastes of urban communities often change according to trends from time to time. Including in terms of food or culinary consumption. The habit of people before the Covid-19 pandemic is accustomed to visiting objects that meet economic needs. Those who work in various sectors are used to working in offices or companies. Likewise, for consumers who consume a lot of food at the place of buying and selling food. Most of the people of Surabaya City also have the habit of gathering with friends and family at food vendors such as shops and restaurants while eating the food they buy.

People's habits before and during the Covid-19 pandemic were quite different. Since the implementation of the PSBB, people have been urged to limit activities outside the home, which makes food business places deserted. One of the strategies used by business owners in promoting their food products is ultimately using digital media, one of which is by using Instagram. Although the information obtained from the information about the place to sell food remains open, but does not accept many buyers and should not crowd, food business owners are urged to pay attention to health regulations, keep wearing masks in serving buyers, apply physical distance, and maintain cleanliness. wash your hands frequently. Habitus itself can theoretically result in the practice of community groups that reproduce various created regularities and have long or permanent continuity (Selly Riawanti: 2017). It could be that after the Covid-19 pandemic ends, new habits that are formed in active communities will remain.

People's habits or habituations in utilizing digital media to meet economic needs are strengthened by various assets they have, namely social capital, economic capital, and cultural or symbolic capital. Their social capital is the existence of a fairly strong social network among the community of economic actors, the dissemination of information that is fast and easily accepted by the community, and the dynamics of the social environment that quickly adapts to the changes it brings. about modernization. Economic capital that is owned is a number of capital for business and meeting economic needs, fairly good economic

business branding, and marketing strategies using digital media owned by economic entrepreneurs. Then the cultural capital that is owned is the existence of a new adaptation culture to an unhealthy environment, a city culture characterized by a hard worker, and a local culture that is quite open to the changing times marked by modernity. Anthony Giddens (2005) in his book explains that modernity is interpreted as a form of social life in which there are new social systems such as the consumer society, the information society, and changes in the social order that were originally traditional and then changed. into something new and yet. been there before.

The economic sphere is one that has a high urgency value in the life of the people of Surabaya City. Even the city of Surabaya is one of the cities that has a fairly good economic level in East Java Province. The 2020 Regional Minimum Wage (UMR) for the City of Surabaya is relatively high, namely IDR 4.200.479.19. The city of Surabaya is also one of the cities in East Java Province which has quite a high population of immigrants from various areas outside the city of Surabaya. One of the main goals of the immigrant community in Surabaya City is to find work.

In the economic realm, with the habituation or habits of the people of Surabaya City during the Covid-19 pandemic, then there are social, economic, and cultural capital which are sufficient to encourage people to adapt to new habits during the pandemic, the people of Surabaya are now getting used to using the media digital to make efforts to meet economic needs. Culinary businesses and consumers are facilitated in doing economic activities by utilizing digital media. People's behavior in using digital media is no longer just for their existence as part of their lifestyle, but the use of digital media is also an urgency in carrying out productive activities, such as entrepreneurship.

Digital Media in Shaping Consumer Behavior During the Covid-19 Pandemic in Surabaya

Digital media in the current era has a fairly close relationship with the community as users. The use of digital media is mostly used by people who live in urban areas, including the city of Surabaya. This is an opportunity for economic players, especially entrepreneurs such as businesses in the culinary field to be able to take advantage of digital media in promoting a variety of food products. Food promotion through digital media, one of which is widely used by the public is Instagram, through Instagram food business owners can post for free on their Instagram feed space and write a caption as a form of explanation about the food being promoted, starting from food prices, food quality, and various other forms of information that can attract consumers to buy the food being promoted. In addition, food business owners can also rent Instagram advertising services that can run automatically on the Instagram homepage of Instagram users. Advertising in this case can be interpreted as a tool to promote and market certain types of products aimed at the public, especially the industrial community (Bagong

Suyanto: 2013). However, the rental of advertising services on Instagram must be paid by the food entrepreneur.

During the Covid-19 pandemic, culinary business owners felt the decline in the number of consumers. Based on the information obtained from the informant, it was explained that the reduction in the number of consumers was due to some restrictions on community activities outside the home. In addition, basic needs (primary) are the top priority of the community in meeting needs, so that people in consuming will also sort out which ones are priorities (Virtual interviews with residents of Surabaya, 18/05/2020. 10: 00-10: 57 WIB).

Although there has been a decrease in the number of consumers, food business owners have a good enough strategy to attract consumers to buy their food products, namely by providing quite high discounts, some up to 35%, buying one product for another, and some reducing. the price of food products is below normal prices. All promos, discounts, and others are informed through digital media such as Instagram. There is even an Instagram account that is credited with the promotion of every food product that has a discount, the product that is being promoted, and the price is below normal. These food products are posted on the Instagram feed space specifically for food sold in the city of Surabaya. The phenomenon of the consumption community and entrepreneurs using digital media such as Instagram can be called prosumers, namely people who produce and consume various products at once through digital media (George Ritzer, 2009; 2012).

Consumers who also use Instagram and follow or follow Instagram accounts for culinary businesses and food posting services at discounted or below normal prices, many consumer communities provide likes and comments on culinary product posts. People during the Covid-19 pandemic are more interested in buying cheaper food because of promos and discounts. Then the types of food that are mostly chosen are types of heavy foods such as rice, fried chicken that are easy to make your stomach full. Whereas consumers buy snacks, instant snacks, and brands when there is a discount. In this case, the selection of food for urban consumption, which was previously widely used as part of the lifestyle, at the time of the Covid-19 pandemic, the tastes of urban people in certain places were prioritized according to their food needs (Instagram Kuliner Surabaya dan Makanan Promo:2020). In social phenomena that show people taking action according to their wishes, then in Max Weber's theory of social action in his book (Max Weber 1968; Bryan S. Tunner: 2012) it is called rational action that is instrumental.

CONCLUSION

The spread of the Covid-19 pandemic in Indonesia is almost evenly distributed in a number of areas, especially big cities such as Jakarta and Surabaya. Surabaya is one of the cities that has the number of positive sufferers of Covid-19 after DKI Jakarta. Environmental conditions with conditions that are no longer healthy encourage people to adapt and develop strategies to start new

habits, including habits in meeting economic needs every day. Many Surabaya people have started to get used to using digital media to meet economic needs, both entrepreneurs and consumers.

New social, economic and cultural capital ownership keeps the people of Surabaya productive in their daily activities. Their social capital is the existence of a fairly strong social network between economic actors, the dissemination of information that is fast and easily accepted by the community, and the dynamics of the social environment that quickly adapts to the changes brought about by modernization. Economic capital that is owned is a number of capital to do business and meet economic needs, good economic business branding, and marketing strategies using digital media owned by economic players. Then the cultural capital that is owned is the existence of a new adaptation culture to an unhealthy environment, a hard-working urban culture, and a local culture that is quite open to the changing times marked by modernity.

The use of digital media in urban communities during the Covid-19 pandemic can shape consumer behavior that is quite different from before the Covid-19 pandemic. Consumer communities in certain places in the city of Surabaya emphasize the purpose of consuming goods including food to meet their eating needs, not to be part of a lifestyle which will later affect their perceptions of social status. The consumer society prioritizes the fulfillment of primary needs rather than secondary and tertiary needs.

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