

Social Behavior of Women in Shopping in the Future Covid 19 Pandemic in Indonesia

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Social Behavior of Women in Shopping in the Future Covid 19 Pandemic in Indonesia

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Abstract:- Qualitative research type through phenomenological approach, while the results showed that there was a change in the shopping activities of living needs, before the outbreak of secondary and tertiary needs goods are in great demand, but in the pandemic food and beverage related needs become the top priority, in addition social interaction factors are also influential because everyone is afraid of being contaminated with the pandemic outbreak so that social interactions experience an overall shift in all aspects of people's lives.

Keyword:- Pandemic, Women, Social, Behavior, Masa.

I. INTRODUCTION

Recently Indonesia was shocked by the news of the spread of a virus originating in China. Virus is a Greek language called Venom, which means poison and can be quickly transmitted to the human body in various ways. The virus, which originated in China, is known as Coronavirus. Coronavirus is one virus similar to common cold or cold that can cause mild to serious illness. While the virus that is in the country of Indonesia that originated from China is corona virus. Corona virus has just been found to cause corona virus disease Covid-19.

This virus is a virus that comes from animals such as bats that are transmitted. Humanity in Wuhan City, China where the result of people there who like to eat foods that are not uncommon to eat such as bats. The virus eventually spread to the rest of the world and even Indonesia. The World Health Organization (WHO) has determined that Covid-19 or coronavirus is a pandemic that has spread throughout the world. It is the first virus to spread throughout the world and cause many problems such as social, economic and mortality (death) in society. The virus spreads great and common symptoms such as fever, fatigue and dry cough. The symptoms are usually mild and start gradually; the government said the symptoms of Covid-19 were declared positive after 14 days.

With the emergence of Covid-19, the Indonesian government asserted that people are encouraged not to do activities outside the home to avoid the increasing spread of Covid-19. The government's way is to do social distancing and PSBB or Large-Scale Social Restrictions. For now, Indonesian people have followed and obey the orders given by the government, although

there are still many people who could not comply with it.

However, from these policies and the consequences of the pandemic virus raise problems that are felt from various circles both upper, middle and lower. However, of course the lower class felt such a big impact, because they became difficult to make a living and difficult to get Covid-19 prevention tools such as hand sanitizer and masks so that something easily exposed them to the virus to cause death. The government also tries to handle Covid-19 patients well and also provides preventive tools to the lower class.

In addition, the current condition where Indonesia has a country that has a demographic bonus that should be in a condition of building a very large economic force must experience economic delays because of the outbreak of this virus where, the current condition makes the country's economy become disrupted. In addition, the existence of PSBB program and Physical Distancing program in various regions as a state step in preventing the transmission of the virus turned out to have a terrible impact in terms of economic growth.

Where the current conditions indirectly make exports and imports of products become stretched and reduced or slowing the pace of investment. This is because of the difficulty of entering investments from outside because of the influence of this virus outbreak. In addition, the large number of productive workers who have to experience a breakup because of the current conditions that make various fields, especially the industry experienced a decrease in sales and market demand such as textile industry and game industry in the base of mass clothing making. The number of people experiencing termination of employment makes the number of unemployed.

This is a threat to the economy in Indonesia where economic growth has slowed plus the lack of investment rate and the number of unemployed and full medical needs in order to overcome the corona virus problem makes an additional problem in the country. As a country that gets a demographic bonus this year, Indonesia should be able to build the economy well, but how the development process can happen. Therefore, this article discussed how Indonesia as a country that has a demographic bonus facing economic problems amid the crisis because of the spread of coronavirus.

A. Problem Formulation

1. How Are Women's Resilience in Changing Family Behavior during the Covid-19 Pandemic?
2. What is the Strategy of women in shopping Sparingly during the Pandemic?
3. What is the purchasing power of women's spending during the covid-19 pandemic?

B. Purpose

1. To know the Resilience of Women in Changing Family Behavior during the Covid-19 Pandemic
2. To know the Strategies of women in shopping Sparingly in the Pandemic
3. To know the purchasing power of women's spending during the covid-19 pandemic

II. LIBRARY REVIEW**A. Virus COVID-19**

A virus is a particle that is still unknown, and it is discussed whether it belongs to a living creature or an inanimate object. It is said that living things because viruses can multiply in the body and it is said that it can crystallize inanimate objects because viruses. Biologists determined that the virus is a non-cellular organism because it does not have completeness such as cytoplasm, cell organelles, and cannot divide itself. Some figures have made their first viral discoveries such as Dmitry Ivanovsky (1892, Russia) saying that he tried to filter the sap of sick plants with a bacterial filter before being sprayed onto healthy plants. As a result, healthy plants remain infected. He concluded that there were even smaller particles of bacteria that escaped the filter that transmits the disease.

It states that the virus is a tiny bacterium so its existence is very difficult to reach even he can still escape even though they have given it a disinfectant. Viruses have different shapes such as those that are round, elongated, cylinder and there are also T-shaped. To see the virus must use electron micro-sop because the virus is tiny compared to bacteria and ranges from 0.02 micrometers to 0.3 micrometers.

In breeding, the virus requires the metabolism of drying cells to help the incorporation of other viruses. So that the virus can multiply rapidly in the host's body. Viruses themselves can not only cause disease in the body, but there are viruses that have the role of beneficial microorganisms and some are detrimental. Viruses that benefit the body are viruses that play an important role in genetic engineering because we can use them instead of genes (genetically identical DNA reproduction). For example, viruses used in gene therapy against humans to cure gene diseases (congenital diseases from birth) such as diabetes and cancer. While the adverse virus is a virus that can cause various types of diseases in living things such as humans, plants and animals. Viruses that are harmful and can cause disease are hepatitis virus, hepatitis A virus (HAV), Human Immunodeficiency Virus (HIV) and so on.

In its spread the virus can spread through various tissues:

- Through the respiratory tract

- Through the gastrointestinal tract
- Through the skin
- Through the placenta

Covid-19 or Coronavirus Disease 2019 is a new disease that can cause respiratory distress and pneumonia. Covid-19 is caused by Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) infection. Coronavirus was first discovered in Wuhan, China at Huanan animal market, Wuhan. Generally wuhan people are used to consuming wild animal meat, they even sell the animal in living conditions so that from consuming wild animal meat wuhan people experience symptoms that are finally declared positive coronavirus. The cause of coronavirus was initially transmitted from animal to human but it was later discovered that coronavirus is also transmitted from human to human. Initially the appearance of coronavirus is suspected to be a disease of pneumonia because it has the same symptoms as the flu in general. However, this coronavirus is able to develop very quickly resulting in more severe infections and organ failure.

Symptoms are generally very diverse such as cough, cold, sore throat, muscle aches, headaches and the very severe ones are pneumonia or sepsis. So coronavirus is interpreted as a collection of viruses that can infect the respiratory system. In addition to being caused by sars virus found also other causative viruses namely MERS virus or Middle-East Respiratory Syndrome, both viruses belong to the same group of viruses namely coronavirus. Covid-19 with SARS and MERS has differences in the speed of spread and severity of symptoms caused. This virus can spread to anyone, but it will be very dangerous if coronavirus occurs in elderly people, pregnant women and people who have certain diseases such as smokers, asthma, cancer and of course in people who have weak body immunity.

Because this coronavirus is easy to spread and infect anyone, even medical personnel can be very easily infected with coronavirus transmitted from patients with coronavirus the need for PPE for medical personnel so that they avoid the coronavirus disease. In conducting an examination to people who are considered to have coronavirus the medical personnel conduct an examination to ascertain whether the person is positive or not, the examination is through several tests such as :

- Rapid Test aims as a filter.
- Swab Test or PCR Test aims to detect coronavirus in phlegm.
- CT Scan aims to detect infiltrates or fluid in the lungs.

In preventing people from coronavirus, it is recommended to avoid factors that can cause coronavirus, namely by :

- Using a Mask
- Keep your distance
- Routine hand washing
- Do not touch the eyes, mouth and nose before washing hands
- Maintain the condition of the body by taking vitamins

- Avoid contact with people with covid-19
- Cover your mouth and nose when sneezing and coughing
- Keep your home and environment clean

B. Demographic Bonus

According to the Great Dictionary of The Indonesian Language, bonuses are defined as additional wages outside of salary or wages as gifts or stimulants of salaries/ wages. What needs to be underlined about this definition is additions or gifts. If we get additional or wages or gifts it is an advantage for us.

Demographic bonuses are neither wages nor money. But the demographic bonus is defined as an advantage that is the economic gain caused by the dependency ratio. The dependency ratio at the time of the demographic bonus was the lowest that occurred only once in the history of the population's journey.

Low dependency ratio means that the productive age population (age 15 – 64 years) is large proportion. When the productive age population is of large proportion, this can benefit the country. Because they are able to produce (from work), so the wheels of the economy rotate well. While the non-productive age (0-14 years and above 65 years) the proportion is small. This means that those who do not produce this are borne out by a reproductive age.

Demographic bonus terminology is still unfamiliar to citizens. There are many academics who do not understand what and how demographic bonuses are, and what the urgency is for Indonesia. In fact, population experts predict that Indonesia will get a demographic bonus in 2020-2030, namely the number of productive age population is very large while the number of young people is very small while the number of elderly people is not much.

The large proportion of the productive age population that is in the age range of 15 years to 64 years in the evolution of the population, causing the proportion of the productive age population to be an important and valuable capital in carrying out the life of society, nation, and state in Indonesia in the future. However, the achievement of the demographic bonus is not an easy thing, because the success of development from now on determines its achievement.

C. Economic Crisis

The economic crisis was a paralysis of economic activity as more and more companies closed and an increasing number of unemployed workers. Previously around 1997-1998 Indonesia had experienced a monetary crisis that lasted long enough to cause a severe economic crisis at that time. At that time Indonesia experienced a monetary crisis due to the fall in the rupiah against the US dollar so that banks began to run out of capital due to the large number of loans delayed. So Indonesia is the worst country compared to other countries.

In this situation, it certainly has a very bad impact on the wheels of the Indonesian economy and brings its own

trauma to the community. Indonesia is not only experiencing an economic crisis but a social - political crisis, the phenomenon at that time was called the 'Multidimensional Crisis' because it adversely affected almost the entire Indonesian system. In 2008-2009 there was a global economic crisis that was considered the worst financial crisis in history for the last 80 years, the crisis was called "The Mother of All Crisis".

"The Mother of All Crisis" originated in America and then expanded almost to the rest of the world one of the countries affected by the global economic crisis is Indonesia. Indonesia is again experiencing an economic crisis because Indonesia has an open economy and interdependence between countries, therefore Indonesia is easily affected externally. However, in the crisis of 2008 – 2009 the impact felt by Indonesia was not so great because at that time Indonesia only had an export-to-GDP ratio of about 29%. That is an advantage for Indonesia itself.

According to Rohmad Hadiwijoyo (Chairman of the Board of Directors of CIDES) INDONESIAN MSMEs have played an important role as a backbone and buffer zone that saves Indonesia from economic downturn even though MSMEs have not been significant in driving national economic growth. As shown in BPS data that post-crisis in 1997-1998 the number of MSMEs did not decrease but increased, recorded in 2012 there were 85 million to 107 workers and the total number of entrepreneurs in Indonesia as much as 56,539,560 units. However, in 2020, Indonesia is feared to experience another economic crisis for the third time due to the Covid-19 pandemic. Therefore, the government began to do many ways to anticipate the occurrence of economic crisis.

D. Mortality

Mortality is one of the three components of the demographic process that affects population structure. The high low rate of population mortality in an area not only affects population growth, but is also a barometer of the high level of public health in the area (Bagus, 2008).

Death not only occurs in old age but death can befall anyone both young and old. Death is related to social, economic, customs and environmental issues. Death is the event of permanent loss of signs of life that can occur at any time after the birth of life, so death always begins with the existence of life. Death never exists if there is no life whereas life always begins with a live birth (Good, 2008).

A live birth is the event of the complete discharge of the baby from a mother's womb regardless of the length of pregnancy and after the separation occurs, the baby breathes and has life signs such as heartbeat, muscle movements and others. In addition to being born alive there is also the name of stillbirth, stillbirth is the event of the disappearance of life signs from the baby before the baby is removed from the mother's womb.

To find out a death in the area or place of need of data that records the death. Data sources that record deaths are obtained from vital registration results but in Indonesia is still not running. Therefore population census, survey, hospital, nutrition service and police station become a source of data that records the death of a person in an area today.

For now, the death rate in Indonesia is increasing due to the spread of the COVID-19 virus. Vulnerable people such as the elderly and have a history of genetic diseases (heart disease, asthma, cancer) have a serious impact if exposed to COVID-19 can lead to death. Not only elderly people or people with a history of disease but people with poor immunity can also cause death when they are affected by COVID-19. Therefore, this pandemic is very worrying for Indonesian people because the virus that has symptoms such as cold disease can cause death if people ignore it.

As is known deaths related to economic problems, when the COVID-19 pandemic appeared in Indonesia the economy began to shake many businesses that rolled out and workers in layoffs. This causes some people to lose income making it difficult to meet their daily needs. With such problems it is not possible for the occurrence of death.

E. Economic Conditions during the Covid-19 Pandemic

Indonesia is faced with many problems in the economic aspects as a result of the Covid-19 pandemic. Economic conditions in Indonesia seem alarming, the global economy in 2020 is expected to fall like the depression of 1930, not like 2008 or 1998. This condition also triggered a decline in trade and even international trade. In Indonesia itself various sectors must be constrained in the operating process, such as factories that have to stop the operation process because conditions do not allow.

economic conditions in Indonesia and its recovery efforts are currently a new focus in handling efforts. This economic trend became the topic of Economic studies in Pandemic: Asa Ekonomi and Recovery Measures held by the Executive Institute of Students of the Islamic University of Indonesia (LEM UII), online on Tuesday (30/6).

Lecturer of Management study program of Institute of Technology & Business Ahmad Dahlan Jakarta, Muhammad Sarwani, S.E., M.M. as a speaker explained the impact of termination of employment (layoffs) in large numbers, as part of the economic crisis. "Layoffs themselves are certain. The Ministry of Manpower itself reported that there are 2.9 million employees who are laid off (as of May 2020), while kadin (Indonesian Chamber of Commerce and Industry) is actually higher, there are 6.4 million employees," he explained.

Not only mass layoffs, from the part of the business owners themselves also found losses. "In addition to layoffs, demand, supply, production, lags. Then the efforts so rolled out, yes it's definitely as we often see," he added.

Senior journalist and management lecturer also delivered some estimates of economic weakening due to the pandemic. Among them is the decline in Indonesia's economic figures in several quarters. "In Q2 2020, it is expected to decrease by 3.8 percent. Then in the third quarter is expected to decrease by 1.6 percent. So if successive minuses, Indonesia is already in recession," he said.

Sarwani added the impact of the economic downturn globally. "Even the world economy will decline by seven percent, the worst since the second world war," he said.

In the face of economic weakness, anticipation measures are needed in the future. The government cannot stay silent, or stagnate in taking steps. "This weakening can be anticipated with several policies. First national economic recovery (PEN). Then the easing of PSBB carefully, malls, markets, offices have started to open in the transition period, in addition the government is also trying to accelerate economic reforms (Bill Cipta Kerja)," explained Sarwani.

In addition to restoring through policy channels, the government can also provide assistance to the community. "Then it can be by stimulating the purchasing power of the community, which is not only based on bansos. Then develop community activities. Accelerate the realization of fiscal stimulus. As well as providing assistance to MSMEs," he added.

✓ Hurdle Recovery

Although economic recovery measures must be announced immediately, it is undeniable that in the recovery efforts encountered obstacles. Sarwani underlines this obstacle. He said that this recovery effort is not an easy thing. "Supporting economic growth tends to be low, judging by the low consumption of households. Where household consumption is the focus of 60 percent of GDP", he explained. In addition to purchasing power, public spending interest also decreased. "Now people who have money tend to be tubes," he concluded.

Sarwani said if jobs are not opened soon, new problems will arise. "Unemployment is only 6.4 million employees, over time it will also become free of its own economy that will be borne by the state," he said. It will also affect the ability (Skill) of the workers. "Because they don't work for a long time, their skills will be missed. It needs re-skilling and up-skilling, which of course comes back again the cost is also great," he stressed.

The assistance provided by the government to stimulate MSMEs did not run smoothly in the distubisinya. From Sarwani's exposure, only a small amount of aid has been distributed. "From the stimulus provided by 123 Trillion, only absorbed 0.06 percent. So one percent does not exist as of May 2020. So how will the economy recover if things like this become obstacles," he said. (FSP/RS)

III. RESEARCH METHOD

This type of research is qualitative through phenomenological approach.

IV. DISCUSSION

A. Women's Resilience in Changing Family Behavior during the Covid-19 Pandemic

Until now, Covid-19 is still spreading throughout Indonesia by showing an increasing number of patients. This is the enormous challenge for women to be resilient from physical distancing to large-scale social restrictions (PSBB) that are required to provide strong family resilience.

Like the example of R. A Kartini who has a courageous attitude, optimistic, independent, and unanimous, they expected determination to be applied by Indonesian women in the face of the Covid-19 pandemic. The figure of women in the family has a very important role. The major education is in the family environment played by a mother. Mothers give birth to intelligent children as the nation's next generation.

Surely the education provided is not only intellectuality. But it is also very important to provide religious, physical, psychological, social, and sexual education. The situation of the Covid-19 pandemic requires the role of women who must be resilient to changes in behavior in family habits through education.

Without alienating men, it is in the hands of women that the educational success of children in every change in behavior.

1. Application of Gernas

This change in behavior can be started from the application of Gernas (Healthy Living Community Movement) in the family. According to Permenkes No. 74 of 2015, there are three strategies that can be done in Gernas. The first strategy, community empowerment, is carried out in order to create awareness, willingness, and ability of individuals, families, and community groups.

Second strategy, advocacy, conducted in order to gain support as policies and resources required. The third strategy, partnership, is carried out to support community empowerment and advocacy in order to maintain and improve health.

The application of Gernas during the Covid-19 pandemic was carried out by a woman who early in the small sphere first in the family as the role of a wife and even a mother.

The application applied by Gernas to the family is 30 minutes of physical activity every day by exercising, eating fruits and vegetables every day, washing hands with soap or hand sanitizer (if emergency), cleaning the surrounding environment, and so on.

2. Women's Toughness

So complex is the toughness of women, especially in the times of the Covid-19 pandemic. Women in families continue to meet the needs in every condition, including the Covid-19 pandemic.

At first it felt so heavy by still carrying out all the roles at the same time and space. Especially mothers who also have to WFH (Work From Home), can still perform all roles in the family. But in the end it can make it fun to think positively.

Mother as a woman meets 3 needs, namely physical needs, psychic needs, social needs, and spiritual needs.

3. Physical needs

Mother meets the needs by making the house as a comfortable place to stay even though staying at home (at home only) during the Covid-19 pandemic. The positive side of this Covid-19 event is the opportunity to gather to spend time together at home that usually has their own busy outside.

Mothers as women can take advantage of physical closeness to children with a variety of productive activities. Mother's interaction with children by discussing the Covid-19 outbreak. In addition, mothers who have careers can be more accompanying children to study at home even though WFH (Work From Home). Mother also prepares healthy foods and drinks that can maintain stamina to prevent the transmission of Covid-19. Joint exercise can also be done at home with the mother as the instructor.

4. Psychic needs

Women in the family provide education in the form of psychic attitudes in the face of Covid-19. Like the exposure that has been reviewed and aired on Liputan 6.com (17/04), the condition of Covid-19 can make us paranoid to affect psychological pressure.

Women meet psychic needs by socializing about covid-19 awareness so that families do not worry excessively. After providing education that makes the family's psychic calm in the face of this outbreak, women from home can socialize through social media based on accurate sources.

5. Family Education

Social needs, women can provide education to families in the form of social attitudes during this pandemic. You can invite your family to make a donation, such as by making your own mask that will be given to the community, especially medical personnel who are more in need. More importantly, the mother figure provides education that is not doing social isolation as a necessity that can be applied by the family.

6. Spiritual Needs

Women remind families, especially children, to draw closer to God Almighty. As the creator, it was only him who gave the Covid-19 outbreak and raised it again. This pandemic condition also makes women in the family teach to keep loving each other.

So great is the time management that women have with behavioral changes in habits in the family. Often at the same time must be able to complete work in the affairs of home and office.

A. Changes in People's Spending Behavior During the COVID-19 Pandemic

Although the COVID-19 pandemic caused a lot of business turnover to decline and the economy slowed, it did not necessarily decrease the purchasing power for shopping. Because, according to Twitter data, conversations about spending increased by 60% since March 2020 when compared to March last year.

Interestingly, the moment when people have to comply with the rules of Large-Scale Social Restrictions by being at home alone, makes them more likely to shop online. Judging by the volume of Tweets, as many as 89% of Twitter users in Indonesia made online purchases in the first quarter (one) of 2020.

To better understand the changing behavior during the pandemic, Twitter also conducted surveys in six countries in Southeast Asia, such as the Philippines, Indonesia, Malaysia, Singapore, Thailand, and Vietnam. The point is to help businesses understand consumer behavior better in the present.

1. Shop online

According to data from Toluna, Haris Interactive in the period end of July, as many as 59% of Twitter users in Indonesia shop online for products that are usually purchased offline. There was a 2% increase in early July, which shows people's tendency to shop online. Meanwhile, according to the GWI survey, the household needs that many Twitter users buy online are fashion products such as clothes and shoes (26.9%), beauty products (12.1%), personal care (12%), vitamins (11.6%), and gifts (8.6%).

2. Increasing use of online payments

Although the country's economy is running slowly, it does not necessarily make people's purchasing power weaken. As evidenced by the data of 38% of Twitter users in Indonesia who use online banking services more often. The increasing use of online banking features was followed by the growth of online shopping which also crawled up. This also demands that banks provide a safe and practical service for transactions with a greater face value on e-commerce platforms, such as computers/laptops or mobile phones.

3. Find product information and recommendations on Twitter

When everyone is connected in cyberspace, social media platforms are not just for simple communication. This can also be a medium to show products for businesses. Because as many as 41% of Indonesians on Twitter find new brands based on recommendations on social media

4. Easily tempted free shipping and discounts for online shopping

Undeniably, attractive offers from sellers can determine whether someone will shop or not. Based on Twitter's findings, there are five things that consumers consider to do online shopping. Free shipping (56.5%), coupons/discounts (55.6%), other buyer reviews (54.1%), number of likes or positive comments on social media (41%), and easy return policy (35.4%).

5. Tempted by video ads

Interesting promotional content can encourage potential consumers to buy a product. Like the findings in the GWI survey, that 36% of Twitter users tend to buy advertised products. In addition, according to Twitter data, there was a 124% increase in video consumption in Indonesia. This suggests that promotional content in the form of videos that are now being contested, could be a tool to attract new potential consumers.

B. Saving Shopping Strategies during the Pandemic

Although the economy is sluggish as a result of a prolonged pandemic since the beginning of 2020, spending continues to accelerate. Like not knowing the situation, there is a need that keeps us from spending sparingly and makes us spend. For example, the need for gadgets to support online school children, the need for additional desks and chairs so that parents and children can work and school more comfortably at home, add air conditioning so that families can be comfortable spending time at home alone, add internet services, buy printers, or shop for personal needs that are already purchased such as monthly needs, skincare, children's clothing, and so on.

In an uncertain financial situation during a pandemic like this, we certainly need to spend less and spend more carefully. Because, if all of the above needs are met, but income is being choked, it could lead to new financial problems, such as depleting emergency funds, draining savings, or worse, adding to the debt. You don't want this to happen, do you? Well, in order for you to still be able to meet your needs wisely, check out the seven saving shopping strategies in the following pandemic.

1. Budget a monthly budget

The main principle to keep your income from being drained for spending is to set a maximum budget of spending, such as 10% per month. This means you should only spend the maximum amount to meet your needs. Allocating this budget is important to avoid you from impulsive spending. By allocating one-tenth of your salary for spending, you still have another 90% to use for: 30%-40% monthly fee, 30% for investment, protection, and savings, and 20%-30% to pay credit installments if any.

2. Set priorities, shopping according to the most urgent needs

If it turns out that the need you want to buy is greater than 10% of the budget you have budgeted, then it's time for you to make the scale a priority. For example, in the era of school from home (SFH) and work from home (WFH) as it is

today, of course the need for internet is more important than the need to buy additional air conditioning. You can also suspend bike shopping in order to buy more urgent needs, namely gadget devices to support SFH or WFH.

3. Prioritize shopping for discounted products, promos, or cashback

In times of pandemic like this, many online stores and marketplaces are slashing prices and providing promos. Physical stores in malls also serve discounts and open online stores to keep their products selling at a time when the economy is weak today. So, don't rush to buy things. First find the products you're after and compare the prices of those products in multiple online stores or marketplaces. It aims to get you the best price.

4. Avoid shopping with debt

No one knows when the pandemic will take place. So, no one can predict when the economy will be depressed. In the midst of this sluggish economy, it is important that you do not increase costs. Therefore, abstain from shopping using debt, let alone large interest ones such as credit cards, unsecured credit, or online loans. Try to use a credit card only for 0% installments or pay the bill directly in the following month. This is to avoid interest that adds to the cost.

5. If quality, may also consider secondhand goods

If you have an urgent need that can not be delayed, but the budget available does not allow to buy new products, there is no harm in considering buying secondhand items that are still primed. For example, you need an extra desk and chair to work and study at home, or a printer for example. Currently there are several marketplaces that you can visit to browse secondhand items, including the items you are looking for. Not bad, the price can be trimmed more than 30% of the price of new goods.

6. Saving for large expenses

If the budget that you have allocated is not enough to buy necessities, then the solution is not in debt. Instead, save this budget a few months until your funds are sufficient to buy the required items.

7. Customize your lifestyle with the contents of your wallet

Live life as it is, according to the ability to fill the wallet. This admonition can be your savior through the uncertain situation as it is today. If your current emergency fund is not ideal – i.e. at least three times for singles and at least six times for those who have a family – then do not waste it on tertiary outposts. If you want to cycle, there is no need to shop for bicycles that cost up to tens of millions of Rupiah. Similarly, the hobby of collecting plants. If you still have debt installments, plus drag income, there is no need to force yourself to buy plants up to millions of Rupiah. There are many plants sold under Rp50,000 that are no less beautiful and can add to the beautiful atmosphere at home.

C. Pandemic Covid-19, BPS Survey: Online Shopping Trends Rise, Majority of Millennial Women

The results of the Central Bureau of Statistics (BPS) survey revealed that millennials spend more online, following the government's advice to stay home during the Covid-19 pandemic. BPS in the social demographic survey impact of Covid-19 was cited in Jakarta, Wednesday (3/6/2020), getting the results that female millennials spend more online than millennial men.

"A total of 54 out of 100 millennial respondents who shopped online during the Covid-19 pandemic were women," BPS wrote in its official statement. The survey also showed female millennials chose to stay at home by 45 percent on the grounds of maintaining self-health and family. Thus, these millennials prefer to shop online than millennials.

In quantity of online shopping during the pandemic, millennials also dominated compared to baby boomers or generations born from 1945 to 1965, although this senior generation of respondents were more numerous. However, BPS did not reveal in this survey how much online shopping millennials made during the Covid-19 pandemic.

Meanwhile, in general online shopping became a trend during the Covid-19 pandemic, shown by a 31 percent increase in online shopping activity, as much as 28 percent decreased online shopping and the rest remained.

The decrease in online spending was due to a decrease in revenue from the Covid-19 outbreak. For online shopping, the BPS survey said 51 percent was spent on groceries, health (20 percent), pulses or data packages (14 percent), the rest of finished beverages and electricity spending.

"With the gathering of families at home, the level of food shopping both raw materials and ready-to-eat foods becomes higher," bps explained.

D. Guide for Women Who Want to Shop For Clothes After The Mall in Jakarta Open

Many people can't wait to go to the mall. In addition to wanting to go for a walk, you may need to buy clothes for work or daily use. Considering corona virus is still a concern, going to the mall or shopping for clothes certainly needs to be done with care. In addition to wearing masks and keeping your distance, here's a guide you need to know before shopping for clothes at malls or boutiques.

1. Get Started

Shopping for fashion beforehand is not something that needs to be done with preparation. Not infrequently buying clothes occurs suddenly even impulsively when finding interesting options. But after Corona spread, everything needs to be done carefully. Stylist Susie Hasler also suggests you prepare a list for the items you want to buy.

It may sound excessive but this way can prevent you from being in the mall for too long so that the risk of contracting COVID-19 decreases. In order not to waste

money, also look at the collection of clothes in the closet to make sure you don't buy the one you actually have.

2. Browse First on Online Sites

To Dailymail, Susie suggested before you go you first browse the collection of the targeted brand. Then choose the one that suits your tastes and needs as a shopping reference. Just think about what kind of style you want so as not to get confused and think too long in the store.

3. Wear Something Comfortable

When hangout to the mall many people choose stylish clothes to look maximum. But Susie suggests you wear comfortable clothes only when shopping during the Corona pandemic. Considering lingering in a store or mall is not recommended, you need more casual and comfortable clothes because only need to buy what is needed let alone the queue to pay can be longer because of 'social distancing'.

4. Know your Body Shape

It is also recommended if you already know the fashion style that matches the body shape. As long as COVID-19 is still haunting, locker rooms are not recommended to use. Therefore, know the size and shape of the body to be able to choose the right clothes. For example if you have a large apple body shape on top, avoid choosing a patterned top or cutout to display a more balanced silhouette of the body.

5. Know skin tone

This method is something that people rarely do when shopping for fashion. That is to analyze and know what color suits the skin. One way to find out is to try on clothes in a well-lit place and see if they make your eyes, skin, and hair more intense. If in doubt, Susie says you can choose navy blue or burgundy red because it almost matches all skin tones.

6. Make Sure to Know the Dress Size

In order not to have to try on fashion, look at the fashion size guide or shoes of the target brand and know which one suits you. Each brand usually has a different sizing so do not get the wrong size even though many brands receive a change. If necessary, first measure your chest, waist, arms, and thighs as a reference before shopping.

7. Stop Buying Compulsive

Susie Harper also suggested that it's time for you to stop compulsive shopping. He claimed to often find women who had piles of clothes but felt they had nothing to wear. That's because they often choose when they find clothes that are considered good but do not have matching matches in their closets. To save more during this uncertain period it is worth buying what is needed and can really be used only.

V. CONCLUSION

The occurrence of changes in public consumption patterns as a result of the coronavirus outbreak that hit Indonesian society, the role of women occupies a strategic position in building a family economy where almost all areas

of life are deteriorated both from aspects, behaviors, economic aspects and other aspects, social interactions that have been limited due to the outbreak that plagued so that many formal and formal meeting agendas can not be carried out properly

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