Analysis Factors of Community Lifestyle Change during the Covid-19 Pandemic

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Abstract: The COVID-19 pandemic that started to enter Indonesia in early 2020 and has been hitting Indonesia for more than a year. The government issued an emergency response policy for the COVID-19 pandemic. Government policy aims to minimize the increase in the number of infected victims. Several government policies include physical distancing, work from home and school from home, as well as implementing health protocols in the form of washing hands, wearing masks and using hand sanitizer. These policies change people's lifestyles, from healthy living behaviors to social interactions that occur in the community. This study aims to analyze the factors of changes in people's lifestyles and social interactions during the COVID-19 pandemic. The data source for this research is a survey conducted by BPS regarding the impact of COVID-19 throughout Indonesia with a total of 87,379 respondents. Respondents came from representatives of major islands in Indonesia, namely Sumatra, Java, Kalimantan, Sulawesi, Bali, Nusa Tenggara, Maluku and Papua. The data presented by BPS is quite complete and makes it easier for researchers to carry out further statistical data processing. Data analysis was carried out by factor analysis and correlation analysis using SPSS 24 software. The results of the analysis showed that the factors influencing changes in people's lifestyles were community knowledge (46%), education (30%), family support (18%) and punishment. (6%). This public knowledge includes knowledge about government policies, knowledge about health protocols, and knowledge about the dangers of the covid-19 virus. Education has a very large correlation with the knowledge possessed by the community. This is shown by the higher the level of education, the higher the knowledge of the community and the better the behavior of the community in preventing the spread of the Covid-19 virus.

1 INTRODUCTION

The COVID-19 pandemic has had a tremendous impact on people around the world, both in terms of social, economic, political, cultural and population numbers in the world. At the time of writing this article, the number of people who died was 4,172,525 people (worldmeters.info, 25 July 2021), it is even possible that in the future the number will increase along with the discovery of the delta variant which is 50 percent faster in transmission and more deadly. because it mutates a copy of itself in the body faster than other variants (kompas.com; Why the Delta Variant is More Contagious than the other Corona Virus Variants, 23 July 2021). In the future, the chance of transmission will still increase considering that the vaccination process has not yet reached all communities and has not increased community compliance with health protocols.

The government is trying to carry out various programs to combat the virus pandemic as a form of protection for the health of citizens. These various programs include campaigning for the community to always carry out 5M (using masks, washing hands, maintaining distance, avoiding crowds and reducing mobility), providing cash assistance to affected and underprivileged communities and running a vaccination program in stages.

It is hoped that the various programs and policies carried out by the government can be carried out by the community and form group resilience that encourages residents to fight this virus independently. as a precaution against the corona virus.

This paper aims to examine the changes in society caused by the COVID-19 pandemic. What are the factors that cause these changes at the individual or community level. How fast is the change in people's

behavior that is expected to be able to prevent the spread of COVID-19 more broadly.

Research conducted by Rukiat (2021) on "Changes in People's Habits during the Covid-19 Pandemic in Pamijahan Bogor". The results showed that in general the changes in people's habits that emerged during the Covid-19 pandemic were habits in maintaining cleanliness, reducing activities outside the home, wearing masks, keeping a distance, and maintaining a clean and healthy lifestyle. A clean lifestyle has also become a habit of the community during this covid-19 pandemic, so many people often do mutual cooperation in cleaning the environment and eating nutritious food to avoid covid-19. There are many inhibiting factors that are felt by the community during this covid-19 pandemic, one of which is that many people are not aware of the importance of healthy and clean living, lack of adequate facilities, and limited activities for the community. For this reason, the community is encouraged to apply PHBS (clean and healthy living behavior). PHBS is a form of embodiment of a healthy life orientation in the culture of individuals, families, communities that aims to improve, maintain, protect health both physically, mentally, spiritually, and socially. Through PHBS, it is hoped that the community can recognize and overcome own problems and can apply healthy ways of living by maintaining,maintain and improve their health, (Notoadmodjo S, 2007).

Research conducted by Zuly Daima et al (2020) on "The Impact of the Covid-19 Pandemic on Learning Behavior, Social Interaction and Health for FKIP Students, University of Palangka Raya". The results of the study were the impact of the covid-19 pandemic on students in lecture activities, namely the adjustment of online lectures, because some were constrained by internet signals. Social communication in cyberspace is increasing, as a result of not being able to meet face to face in person. Students become more concerned about health behavior, which is widely applied, namely washing hands. The COVID-19 pandemic has had an impact on learning, social and health behavior. However, from the obstacles experienced, students become more adaptive, namely recognizing technology that can support learning achievement, increasing social interaction through online communication and increasing the application of a healthy lifestyle.

Research conducted by Noer Soetjipto (2020) on the Resilience of East Java SMEs through the Covid-19 Pandemic. Research shows that people's behavior regarding the COVID-19 coronavirus pandemic and its impact on the national economy, especially the

micro, small and medium-sized business actors, are almost paralyzed and on the verge of bankruptcy. Efforts made by the government are to allocate hundreds of trillions of funds to support the industry. A number of incentives and subsidies have been prepared to support MSMEs and private corporations to be able to survive the COVID-19 pandemic. One of the budgets was launched to guarantee new working capital loans to encourage the growth of the Micro, Small and Medium Enterprises (SME) sector. The budget prepared to carry out the guarantee is Rp. 125 trillion.

According to Yogi (2021) Changes in Shopping Behavior After the Covid-19 Pandemic, namely during a pandemic like today, people do online shopping instead of having to go to the mall. Related personas who appear to be extensively involved with eCommerce services are those with an interest in the auto, home and living accessories, and fitness categories. These three goods affect consumption and the brand economy. From this, we can see that in the future people's potential is more home oriented, personal oriented and socializing more to the online pattern".

Based on the information that the author got from kompas (2020) Community Behavior Patterns Change During a Pandemic, What Should Brands Do?. Before the Covid-19 pandemic, people were still free to carry out their normal activities outside their homes. This is different if you look at current conditions because almost all activities are carried out from home. The reason is clear, namely to break the chain of the spread of the corona virus. In this shift in behavior patterns, technology has a vital role. Call it video conferencing technology. Imagine if in a crisis situation like now there is no this technology, learning activities or working from home can be hampered. In addition, technology has an important role in providing entertainment to the public when they have to be at home for long periods of time.

Citing Dailysocial.id, Thursday (14/5/2020), a series of surveys conducted by DailySocial and Populix found that entertainment applications were one of the applications most frequently accessed by smartphone users during the pandemic. In the survey, as many as 66 percent of respondents said that entertainment applications are a must have for them. Streaming or over-the-top (OTT) media service providers also noted a better increase in content consumption from users in recent months. Changes in people's behavior like what is happening now are predicted to continue until the pandemic is over. Seeing these conditions, brands must be keen to see opportunities. Marketing workers must understand

how their brand will interact with consumers in the future or post-pandemic.

Sociologically the COVID-19 pandemic has resulted in unplanned social changes, a social change that occurs sporadically and is not wanted by the community (Soekanto and Sulistyowati). Even in certain circumstances can trigger life problems and chaos. The impact of community uncertainty in dealing with the COVID-19 pandemic has caused social disorganization in all aspects of people's lives. However, society is basically dynamic and undergoing change. Society cannot be imagined as a fixed or static state, but a process that is constantly changing with different degrees of speed, intensity, rhythm and tempo (Sztompka, 2017).

Currently, the impact of the COVID-19 pandemic has forced society to adapt to various forms of social change that it causes. Various kinds of problems that exist have presented the impetus for social transformation in society. In fact, it is not impossible that the life and order of humanity will experience a shift in a direction and form that is much different from the situation before the pandemic struck. The face of the world after the Covid-19 pandemic may never return to the situation as it was before. Thus, all forms of community activities and activities carried out in the pre-pandemic period must now be forced to be adjusted to the health protocol standards set by the government.

2 METHODS

Research on changes in community behavior patterns during the COVID-19 pandemic uses quantitative research methods with secondary data analysis techniques. Secondary data analysis in quantitative research is a quantitative research technique that is used to find out the description of a data sourced from the research results of a data provider institution such as BPS, Ministry and Service that can be used for further research needs (Nanang Martono, 2010). Secondary analysis is an empirical exercise that applies the same basic research principles as research using primary data and has steps that must be followed like other research methods (Willey et al., 2017).

The data in this study consisted of secondary data. Secondary data comes from the Central Statistics Agency (BPS) which has conducted a survey on community behavior during the COVID-19 pandemic and a socio-demographic survey on the impact of COVID-19 on the community. The Social Demographic Survey of the Impact of COVID-19 and

the survey of community behavior during the COVID-19 pandemic used the Non-Probability Sampling design which is a combination of Convenience, Voluntary and Snowball Sampling to get as many participation responses as possible within 1 week of survey implementation(Tim BPS Covid-19 Statistical Task Force, 2020a, 2020b).

The data source for this research is a survey conducted by BPS regarding the impact of covid-19 throughout Indonesia with a total of 87,379 respondents (Tim BPS Covid-19 Statistical Task Force, 2020b). Respondents came from representatives of major islands in Indonesia, namely Sumatra, Java, Kalimantan, Sulawesi, Bali, Nusa Tenggara, Maluku and Papua. Based on gender, male respondents were 44.77% and female respondents were 55.23% (Tim BPS Covid-19 Statistical Task Force, 2020a). Characteristics of respondents based on occupation include ASN (State Civil Apparatus) amounting to 27.93%, and those who are not ASN 72.07% (Tim BPS Covid-19 Statistical Task Force, 2020a). Based on the age of the majority of respondents under 45 years old, with the following division 17-30 years (27.24%), 31-45 years (41.71%), 46-60 years (27.27%), >60 years (3.62%)(Tim BPS Covid-19 Statistical Task Force, 2020a). Meanwhile, based on the education of the respondents, they are as follows: SD/ SMP (2.5%), SMA/SMK (25.6%), DI/DII/DIII (10.54%), DIV/S1(46.23%), S2/S3 (15.13%) (Tim BPS Covid-19 Statistical Task Force, 2020a).

The stages of quantitative research are carried out in detail to facilitate researchers in conducting data analysis (Burhan Bungin, 2011). The stages of the research carried out were (1) Search/search for data from the Central Statistics Agency (BPS) page, (2) Coding data related to data types and categories, (3) data analysis and interpretation of data coding results. The data retrieval process is carried out by searching the BPS web data (www.bps.go.id). The search is carried out very easily, simply by clicking the "search" button and writing "covid-19 survey", and about 10 results of the BPS survey that have been carried out appear. One of the surveys with the theme of changing people's lifestyles during the pandemic is the basis of this research.

After finding the data, the researcher then studied and coded based on the type of category that had been determined. This coding is used to make it easier to analyze the data and to answer research questions. Some of the data used from the results of the BPS survey are (1) Public knowledge regarding government policies related to COVID-19; (2) Community compliance with health protocols, (3)

Perception of the effectiveness of implementing health protocols, (4) Response to people infected with COVID-19 in the surrounding environment, (5) Adaptation of new habits, (6) Application of health protocols, (7) Perception the possibility of being infected or infected with covid-19, (8) The most popular media for covid-19 information, (9) Changes in spending. These data are used as basic data which is further processed by correlation analysis and factor analysis.

The last research stage after coding the data is data analysis. The analysis carried out by the researcher went through several stages, namely (1) descriptive analysis; (2) Correlation analysis to see the relationship of variables, (3) data interpretation. Descriptive analysis of the researchers only looked at the description of the data presented by BPS and then interpreted the data. Correlation analysis is done to see the relationship or correlation between two or more variables to see the relationship of the data. The final analysis is a factor analysis used to see the most influential factors in changing people's behavior during the COVID-19 pandemic (Suseno, 2012). The last stage of data analysis is data interpretation. Interpretation is done by conducting a study based on the theory that has been done (either using theory or critiquing theory based on data findings).

3 RESULT

The data presented include descriptive data regarding (1) public knowledge about covid-19 (government policies, the dangers of covid-19, and health protocols); (2) Public compliance with health protocols, (3) Perception of the effectiveness of implementing health protocols, (4) Reasons for not complying with health protocols. It is important to know public knowledge related to COVID-19 so that policy makers are able to make the right strategy for the community in minimizing victims of being infected with the Covid-19 virus. Indicators to measure the level of public knowledge are public knowledge about government policies, knowledge about the dangers of the covid-19 virus, and knowledge about health protocols. Based on a survey of the highest knowledge of the community regarding health protocols (98%), then the dangers of the virus (87%) and finally about government policies (82%). Looking at the percentage of respondents' answers, the public's knowledge is quite good in understanding this covid-19 pandemic.

Community compliance is measured to determine the level of community compliance in complying

with health protocols during a pandemic, especially when doing activities outside the home. The indicators used to measure the level of compliance are wearing masks, using hand sanitizers, avoiding handshakes, avoiding crowds, washing hands with soap and maintaining a minimum distance of 1 m. The survey results from the level of community compliance can be seen in table 1. Based on the survey results presented in table 1, the average level of compliance of the Indonesian people is in the good category on the indicators of wearing masks and avoiding handshakes. While in the good enough category because there are still many who violate, namely the indicators of using hand sanitizer, avoiding handshakes, avoiding crowds, washing hands and maintaining a minimum distance of 1 m.

Table 1: Level of Community Compliance with Health Protocols.

No	Indicators	Survey Results		
		Always	Rarely	Never
1	Wearing a mask	91,98%	2,02%	0
2	Using hand sanitizer	77,71%	16,97%	5,32%
3	Avoid handshakes	81,85%	14,06%	4,10%
4	Avoid the crowd	76,69%	18,76%	4,56%
5	Washing hands with soap	75,38%	19,25%	5,37%
6	Maintain a minimum distance of 1 m	73,54%	20,98%	5,48%

Source: Researcher data processing, 2021 and BPS, 2020.

Respondents' perception that health protocols are very effective for prevention from being infected with COVID-19 according to gender. The indicators used to measure perception are wearing masks, using hand sanitizers, avoiding handshakes, avoiding crowds, washing hands with soap and maintaining a minimum distance of 1 m. The survey results show that the perception of the female gender is better than that of the male gender. The overall results show that all people, both male and female, have a good understanding that maintaining health protocols can prevent being infected with COVID-19. The survey results can be seen in table 2.

Table 2: Respondents' Perceptions that Health Protocols are Very Effective for Prevention of Covid-19 Infection by Gender.

No	Indicators	Gender	
		Female	Male
1	Wearing a mask	94,5%	88,6%
2	Using hand sanitizer	89,4%	82,3%
3	Avoid handshakes	94,2%	85%
4	Avoid the crowd	94,6%	87,6%
5	Washing hands with soap	93,3%	85,9%
6	Maintain a minimum distance of 1 m	92,6%	83,7%

Source: Researcher data processing, 2021 and BPS, 2020.

Based on the survey, there are several reasons why people do not apply health protocols, namely (1) the price of masks, face shields, hand sanitizers or other PPE tends to be expensive, (2) work becomes difficult if you have to apply health protocols, (3) officials or leaders do not set an example. and (4) following others. The percentage of survey results can be seen in Figure 1. Based on Figure 1, the reasons expressed by the most respondents were because there were no sanctions, no Covid-19 sufferers in the surrounding environment, and reasons for work.

Correlation analysis was conducted to determine (1) the relationship between the education variable and the compliance variable with the health protocol, (2) the relationship between the respondent's age and the level of compliance with the health protocol. Compliance with health protocols can mean that people have made changes to their lifestyle since the COVID-19 pandemic. Based on the results of data processing with SPSS, the correlation coefficient between education level and adherence to health protocols is 0.68. According to Soegiyono, the correlation coefficient value from 0.6 to 0.799 indicates a strong relationship (Bambang Prasetyo, 2013). With this coefficient score, it means that the level of education has a strong effect on adherence to health protocol compliance. The result for the correlation coefficient of the respondent's age variable and health protocol compliance is 0.52. According to Soegiyono, the correlation coefficient value of 0.4 to 0.599 indicates a moderate relationship.

The results show that age has a not too big influence on health protocol compliance. The results of this analysis mean that education at lower levels of education is carried out using a different and more massive method. The results of the analysis show that the factors that influence changes in people's lifestyles are public knowledge (46%), education (30%), compliance with health protocols (18%) and punishment (6%). This public knowledge includes knowledge about government policies, knowledge about health protocols, and knowledge about the dangers of the covid-19 virus.

4 DISCUSSION

These changes in people's behavior occurred in a fast time due to the Covid-19 pandemic. Sociologically, the pandemic, Covid-19 has resulted in unplanned social changes, a social change that occurs sporadically and is not wanted by the community (Soekanto and Sulistyowati). Even in certain circumstances can trigger life problems and chaos. The impact of community uncertainty in dealing with the COVID-19 pandemic has caused social disorganization in all aspects of people's lives. However, society is basically dynamic and undergoing change. Society cannot be imagined as a fixed or static state, but a process that is constantly changing with different degrees of speed, intensity, rhythm and tempo (Sztompka, 2017).

The changes experienced by society occur at various levels of life with variations. In the health sector, changes in people's habits that emerged during the COVID-19 pandemic include habits in maintaining cleanliness, reducing activities outside the home, wearing masks, keeping a distance, and maintaining a clean and healthy lifestyle. A clean lifestyle has also become a habit of the community during this covid-19 pandemic, so many people often do mutual cooperation in cleaning the environment and eating nutritious foods to avoid covid-19. (Rukiat (2021) on "Changes in People's Habits during the Covid-19 Pandemic in Pamijahan Bogor"). Related to public awareness in maintaining health, there are also inhibiting factors that cause these habits to slowly become an inherent culture. There are many inhibiting factors that are felt by the community during this covid-19 pandemic, one of which is that many people are not aware of the importance of healthy and clean living, lack of adequate facilities, and limited activities for the community. (Rukiat (2021) on "Changes in People's Habits during the Covid-19 Pandemic in Pamijahan Bogor"). Meanwhile, based on data compiled by BPS, the obstacles are also influenced by the lack of strict government sanctions, people do not experience it

directly and reasons for work. Related to this, the community is encouraged to implement PHBS (clean and healthy living behavior). PHBS is a form of embodiment of a healthy life orientation in the culture of individuals, families, communities that aims to improve, maintain, protect health both physically, mentally, spiritually, and socially. Through PHBS, it is hoped that the community can recognize and overcome their own problems and can apply healthy ways of living by maintaining, maintain and improve their health, (Notoadmodjo S, 2007).

Changes in lifestyle also occur in the realm of education. The COVID-19 pandemic for students has an impact on carrying out lecture activities, namely the adjustment of online lectures, because some are constrained by internet signals. Social communication in cyberspace is increasing, as a result of not being able to meet face to face in person. Students become more concerned about health behavior, which is widely applied, namely washing hands. The COVID-19 pandemic has had an impact on learning, social and health behavior. However, from the constraints experienced, students become more adaptive, namely recognizing technology that can support learning achievement, increasing social interaction through online communication and increasing the application of a healthy lifestyle. Research conducted by Zuly Daima et al (2020) on "The Impact of the Covid-19 Pandemic on Learning Behavior, Social Interaction and Health for FKIP Students, University of Palangka Raya".

Even in the realm of communication behavior, society is also changing. Before the Covid-19 pandemic, people were still free to carry out their normal activities outside their homes. This is different if you look at current conditions because almost all activities are carried out from home. The reason is clear, namely to break the chain of the spread of the corona virus. In this shift in behavior patterns, technology has a vital role. Call it video conferencing technology. The role of technology is increasing in this pandemic situation, considering that various kinds of learning activities or working from home are facilitated by the development of this technology. In addition, technology has an important role in providing entertainment to the public when they have to be at home for long periods of time. People's Behavioral Patterns Change During a Pandemic, What Should Brands Do? (Kompas, 2020). Entertainment applications are one of the most frequently accessed applications by smartphone users during the pandemic. In the survey, as many as 66 percent of respondents said that entertainment applications are a must have for them. Streaming or

over-the-top (OTT) media service providers also noted a better increase in content consumption from users in recent months. Changes in people's behavior like what is happening now are predicted to continue until the pandemic is over. Seeing these conditions, brands must be keen to see opportunities. Marketing workers must understand how their brand will interact with consumers in the future or post-pandemic. Dailysocial.id, Thursday (14/5/2020),

Even in economic activities, related to buying and selling materials for daily needs, people experience changes. According to Yogi (2021) Changes in Shopping Behavior After the Covid-19 Pandemic, namely in a pandemic like today, people do online shopping instead of having to go to the mall. Related personas who appear to be extensively involved with eCommerce services are those who are interested in the auto, home and living accessories, and fitness categories. These three goods affect consumption and the brand economy. From this, we can see that in the future people's potential is more home oriented, personal oriented and socializing more to the online pattern" (Yogi, 2021).

The various changes that occur in society are forced as a result of changes that occur in the surrounding environment, especially as a result of the Covid-19 pandemic. Society must adapt to various forms of social changes that result. Various kinds of problems that exist have presented the impetus for social transformation in society. In fact, it is not impossible that the life and order of humanity will experience a shift in a direction and form that is much different from the situation before the pandemic struck. The face of the world after the Covid-19 pandemic may never return to the situation as it was before. Thus, all forms of community activities and activities carried out in the pre-pandemic period must now be forced to be adjusted to the health protocol standards set by the government.

The question then is, why can society adapt? One theory that can explain it is the theory of behaviorism. This theory explains that the behavioristic learning process prioritizes behavior change as a result of the learning process. Changes in behavior are caused by the interaction between stimulus and response. This learning theory is oriented towards better behavior. (Arthur W. Staats, 1996, Behavior and Personality, Springer Publishing Company) A change in behavior in society is a response due to a stimulus caused by changes in nature, especially the Covid-19 pandemic. The response made by the community is one form of adaptation, which can be said to be a change that occurs in society.

5 CONCLUSIONS

The factors influencing changes in people's lifestyles were community knowledge (46%), education (30%), family support (18%) and punishment. (6%). This public knowledge includes knowledge about government policies, knowledge about health protocols, and knowledge about the dangers of the covid-19 virus. Education has a very large correlation with the knowledge possessed by the community. This is shown by the higher the level of education, the higher the knowledge of the community and the better the behavior of the community in preventing the spread of the Covid-19 virus.

Based on the survey, there are several reasons why people do not apply health protocols, namely (1) the price of masks, face shields, hand sanitizers or other PPE tends to be expensive, (2) work becomes difficult if you have to apply health protocols, (3) officials or leaders do not set an example. and (4) following others.

The results of the analysis show that the factors that influence changes in people's lifestyles are public knowledge (46%), education (30%), compliance with health protocols (18%) and punishment (6%). This public knowledge includes knowledge about government policies, knowledge about health protocols, and knowledge about the dangers of the covid-19 virus.

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