

The Internalization Process of ASN Consumptive Behavior in the Era of the Covid-19 Pandemic (Overview of Reality Construction on State Civil Apparatus in Rejang Lebong Regency)

Lisa Adhrianti¹, Alfarabi², Remon³
{lisaadhrianti@unib.ac.id¹, alfarabi@unib.ac.id², remonsensei@gmail.com³}

Jurusan Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Bengkulu^{1,2,3}

Abstract. The Covid-19 pandemic is an event that results in major changes in the social dimension of society, this has received widespread recognition of the importance of the value meaning of this pandemic event as a truth in the wider community and individuals to carry out and adjust changes in attitudes and behavior. Economic conditions that have changed drastically, especially consumption patterns, have received the most attention, the emergence of the phenomenon of consumptive behavior, especially among state civil servants, occurs when work from home policies and social restrictions are enforced, worries and shifts in lifestyle lead to behavioral changes in making choices. shopping. The understanding within the state civil apparatus individually or in groups of the economic situation has formed internalization, this reality becomes a basis that consumptive behavior is the result of the construction of thought and the influence of the social environment.

This type of research is qualitative with a phenomenological approach, data collection techniques through in-depth interviews, observation and documentation. Informants in this study were State Civil Apparatus in Rejang Lebong Regency. The results of this study indicate that the internalization of consumptive behavior can be seen through the stages of decision making and motivation of state civil servants in purchasing, namely the actions to be taken based on the influence of the government, society and producers so that purchasing decisions become irrational, then in the motivation that arises in the civil apparatus. the state is fear and worry that triggers consumptive behavior.

Keywords: Internalization Process; Social Reality Construction; Covid-19 Pandemic; Consumptive Behavior

1 Introduction

The era of the Covid-19 pandemic gave rise to a new phenomenon that stood out, namely lifestyle changes. People's lifestyles have changed in carrying out social interactions via the internet, especially in the economic field due to physical distancing, social restrictions and the application of health protocols. This causes the use of the internet to become increasingly

massive in its role in various business activities. In an uncertain situation, the internet is considered to be an opportunity to keep running the economy through an online/digital format. This phenomenon is also in line with the Industrial Revolution 4.0 which emphasizes every business activity using information and communication technology. The increasing growth of internet use and its applications during the implementation of the work from home policy has also contributed to the increase in the results of the survey of internet users in Indonesia. Restricted activities forces many people do all their activities at home, the pandemic conditions have changed people's consumption behavior, this is due to the shifting of activities outside the network (offline) to being in the network (online). The continuous use of smartphones creates a stimulus to find something in the available online space, manufacturers see this opportunity by continuously pounding with advertisements, promos and big discounts so as to create construction in consumers.

Based on the survey, the Central Statistics Agency distinguishes between the period before and during the pandemic based on government policies related to the work from office (WFO) of the state civil apparatus (ASN), namely March 17, 2020, so that the pandemic period begins in April 2020. Based on data compiled by BPS, The average increase on products sold in the marketplace on the period April 2020 - June 2020 (pandemic period) recorded an average increase of 20% from the previous months (BPS 2020). This apparent reality shows a significant increase in the consumption behavior patterns of ASN who use online media as a tool to fulfill their needs and desires. In the State Civil Apparatus (ASN) in Kab. Rejang Lebong, based on the results of the initial pre-study, showed almost the same symptoms as the situation in Indonesia on general. Online shopping activities have become routine and have increased sharply since the work from home (WFO) regulations were enacted, this should be a concern that the high levels of consumption can lead to waste. The existence of an online shopping culture is a gap for business people to provide advertisements, promos and discounts that can change the consumption culture. This is in line with the experiences revealed by several ASN during the Covid-19 pandemic.

“During working from home, my expenses actually increased because I had to pay internet fees and buy quota, because my activities at home often made me open several applications and websites via smartphones and laptops. every day using the online media with a time average of 10-13 hours in total. Before the Covid-19 pandemic, online shopping was already there, but the conditions are now getting used to and online shopping become hobbies because i don't dare to leave the house and often to do the shop online on online shopping applications such as Shopee, Tokopedia, Facebook, Indomaret online, and the Grab application. In addition, there are advertising offers, discounts, promos and shipping costs into consideration, items that are often purchased are basic necessities at Indomaret, bags, clothing and cosmetics through shopee or tokopedia and culinary food on facebook and grab applications, for various buying prices. Such as cosmetics for Rp. 600,000, bags for Rp. 300,000, clothes for Rp. 350,000, for basic needs it depends on available stock, also food and drinks via grab depending on the price and taste.” (Furgeri, pre-research interview on 26 January 2021).

Changing circumstances require adjustment in carrying out various activities. The presence of online shopping culture forms a similar point of view among ASN, that online shopping culture makes it easier for them to determine various desires even though it is hindered by the pandemic, but the existence of online space seems to be the most appropriate solution to meet their various consumption needs. This is considered as an internalization process in the formation of a new social construction of online shopping behavior. ASN appears to have identified itself with various online shopping applications that shape new consumer behavior

through digital media. It is interesting to see and describe how the internalization process of the ASN of Rejang Lebong Regency went during the Covid-19 Pandemic.

Formulation of the Problem

Based on the background that has been described, the formulation of the problem in this study is: How does the process of internalizing the consumptive behavior of ASN Kab. Rejang Lebong in the Covid-19 Pandemic Era?

2 Theoretical Review

2.1 Online Media and Consumptive Behavior

Online media is a communication channel that connects various application platforms and websites through the internet. The various facilities provided by this media provide convenience and comfort, where buyers do not need to leave the house, especially during the Covid-19 pandemic, goods are sent directly to the address with cheap and sometimes free shipping costs and can be paid on the spot (COD). The changes in consumer behavior using smartphones as part of their lifestyle, are the entrance to the emergence of consumptive behavior, this is based on every access to any media, advertisements, promos and discounts will appear in various forms that can attract consumer interest.

In addition, two-way communication carried out by producers in order to pay attention and explore consumer interest in a product through online media more or less affects consumer behavior because they feel cared for and are a form of responsibility for the quality of goods that have been purchased. Broadly speaking, online media that used to do business consist of Marketplace, E-Commerce, online Shop. The behavior of today's society has shifted to follow the direction of the internet development which is controlled by the owners of large capital. Through various online media, there are continuous attacks on consumers by displaying interesting content, this is done based on observations on the way of life of consumers who depends on the internet for various activities. Consumptive behavior is caused by the habit of following a new culture that appears in the community, stems from a trend, modernization and something that has attracted the attention of many people such as viral and endorsed content that has emerged recently.

2.2 Covid-19 Pandemic and Lifestyle Changes

Changes in people's lifestyles against the Covid-19 pandemic have given rise to an online culture that definitely applies health protocols on its implementation. Online culture is a way of life for people who use the internet in their activities, various social activities can be done using smartphones or laptops through online media such as studying, doing business/shopping, working and others, it is enough to do it at home which automatically applies health protocols. This lifestyle change on the one hand is a very positive thing but on the other hand it can cause negative things in the form of dependence on online media. In addition, lifestyle changes also change following a fashion and trend.

2.3 Social Construction of Reality

Social construction of reality is a social process through actions and interactions between individuals and a group of individuals that creates a reality that is owned and experienced together subjectively. This theory interprets reality based on the construction built by each individual based on knowledge, experience, education and a certain social environment, so as to create a common understanding of what is called reality. According to the theory of the construction of social reality that communication in principle is an effort to provide an understanding of the meaning, norms, roles and work rules in the process of social interaction. This theory explains that reality is formed collectively by people who actively carry out social processes through their interactions and actions both between individuals and other groups, so the theory of social reality construction and symbolic interaction is an inseparable part in providing influence and meaning about the meaning of symbols used in communication (Siregar, 2018, p. 5).

The stages of construction based on the perspective of Berger and Luckman's theory occur dialectically through social interaction starting from three forms of reality that form the entry concept to explain the series of processes of creating reality, namely subjective reality, symbolic reality and objective reality. Then it also occurs through a simultaneous process with three moments of externalization, objectification and internalization. Internalization is a process in which individuals identify themselves with social institutions or social organizations in which the individual is a member. There are two basic understandings of the internalization process in general; first, for the understanding of 'my neighbor' is the understanding of the individual and other people; second, the understanding of the world as something meaningful from social reality. (Siregar, 2018, pp. 5–6).

3 Methodology

This study uses a qualitative research approach with an explanatory type. In this study, researchers chose to use in-depth interview techniques and use data collection techniques through documentation and books. The in-depth interview technique was used by asking the informants related to the theme being studied. The informants in this study were ASN in the Regional Government of Rejang Lebong Regency.

4 Results and Discussion

Internalization is a process in which individuals and groups experience socialization or the process of transmitting knowledge from their socio-cultural world into a subjective reality for themselves. The results showed that the objective reality underwent a transformation to a subjective reality which was manifested in his belief in seeing a reality that was outside of him, thus creating motivation in doing online shopping. The stimulus to do online shopping is based on the interpretation of needs by each individual, the way they make decisions in choosing the type of goods, quantity, quality, price, offer and place for online shopping is a very individualistic realm in determining factors for the emergence of a decision to buy. In a pandemic situation, the State Civil Apparatus (ASN) makes quick and confident decisions in determining what to buy. The results of the internalization process interviews with 8 informants showed that online shopping during the pandemic had become a habit. The types

of goods purchased are basic needs as well as culinary, snacks and various other goods. The quantity of goods purchased has increased to anticipate future needs by hoarding food ingredients as stock supplies. The decision to buy goods is determined based on low prices, discounts, certain trends and social interactions. Then many purchases are made without a prior plan, this is due to the spontaneity of access to social media, e-commerce and marketplaces while at home. The opinions expressed by the informants are a form of self-motivation in viewing the world based on the results of the response to messages they received during the Covid-19 pandemic.

ASN has self-control to find and determine what to buy based on experience and knowledge. When the subjective reality of consumers is influenced by society, there can be a shift into an objective reality, this condition depends on the individual consumer whether he accepts the online shopping system or not. The informants' self-concepts in this study individually have received knowledge dissemination from the community based on their beliefs to make purchasing decisions and become an incentive to do online shopping. Purchasing decisions are the final process of consumers in determining purchasing decisions for goods or services, after going through various in-depth analyzes of perception, culture, social and personal. The stages in decision-making begin when consumers analyze the problem of needs and desires and then look for information on a reference group that can have a significant influence such as the government, the public, the social environment and the producer. The informants in this study seemed to be panic in making purchases, the problem that appeared was how to buy goods without having to leave the house, if an item ran out, it was rare or the price became expensive in the future. The decisions taken include online shopping consumers to accumulate and collect basic needs while at home, consumers also often buy culinary and snacks to feel happy. Consumers prioritize quantity over quality because of the influence of attractive offers in the form of prices, promos and discounts. Then consumers also often make purchases without a plan because of the influence of social interaction.

Thus, consumers' self-motivation to fulfill their needs and desires during a pandemic is a desire that arises as a result of fear. The impact of this fear will change the habits and behavior of consumers in making purchases. Fear causes irrational thoughts so that it is difficult to control the purchases that will be made, not taking into account the impact that will be caused. Consumer perceptions and attitudes come from consumer motivation, the informants in this study seem to have the same motivation in buying goods. The motivation of consumers in this study is first, to support primary needs because of fear if the economic and health situation worsens due to the pandemic. Secondly, to get attractive offers in the form of low prices, discounts and promos. The third is for fun, which is happy when doing online shopping both to fill time at home and to get involved in social groups.

5 Conclusions and Suggestions

5.1 Conclusions

The internalization process in consumers is a subjective reality which means that the control in doing online shopping is within itself but in the process it also accepts the objective reality of the reference group which has a significant influence, namely from the surrounding environment, so it is very decisive when consumers make purchasing decisions and also be a source of motivation for consumers. Fear/worry about the Covid-19 pandemic situation has

made ASN in Rejang Lebong Regency more consumptive and able to encourage behavior/lifestyle changes to further increase online shopping activities without having to leave the house.

5.2 Suggestions

Further research can examine the process of externalization and objectification of a social construction phenomenon from changes in people's lifestyles in the digital era. Practically it can be suggested that the ASN in Kab. Rejang Lebong and society in general to be wise in doing online shopping by considering the need factor and carefully in determining the choice of a credible online shopping place.

References

- [1] Baudrillard, Jean . 1983. *In the Shadow of the Silent Majorities*. New York: Semiotext.
- [2] Koentjaraningrat. 1993. *Kebudayaan, Mentalitas dan Pembangunan*. Jakarta. Gramedia Pustaka Utama.
- [3] Kriyantono, Rachmat. 2006. *Teknik Praktis Riset Komunikasi*. Jakarta: Kencana Prenada Media Group.
- [4] Moeleong, Lexy. 2002. *Metode Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- [5] Morrison, 2015. *Periklanan Komunikasi Pemasaran Terpadu*. Jakarta : Kencana.
- [6] Soedjatmiko,Haryanto. 2007. *Saya Berbelanja Maka Saya Ada : Ketika Konsumsi dan Desain Menjadi Gaya Hidup Konsumeris*. Yogyakarta : Jalasutra.
- [7] Baiduri, Ratih. 2013. Pergeseran Gaya Hidup Perempuan Kota : Studi Kasus Konsumsi "Fashion" di Indonesia. *Jurnal Keluarga Sehat Sejahtera*, Vol.11, No.22, hh. 21-28.
- [8] Lestari,Sri. 2015. Shopping Online Sebagai Gaya Hidup. *Jurnal Ilmu Sosial*, Vol.14, No.2, hh. 24-41.
- [9] Fatmawati,Noor. 2020. Gaya Hidup Mahasiswa Akibat Adanya Online Shop. *Jurnal Pendidikan Ilmu Sosial*. Vol.29, No.1, hh. 29-38.
- [10] Pebrianto,Fajar. 2020. Riset: Belanja Online Meningkat Pesat di Tengah Pandemi Covid-19.
- [11] Diakses tanggal 1 September 2021, <https://bisnis.tempo.co/read/1331198/riset-belanja-online-meningkat-pesat-di-tengah-pandemi-covid-19/full&view=ok>