

## **Economic Sector during the COVID-19 Pandemic: Indonesian Instagram Users Behaviour**

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### **Abstract**

The coronavirus disease (COVID-19) pandemic has become a “major disaster” for Indonesia. Communities became confused after the Government instructed people to “Stay at Home” and “Work from Home” in order to end the spread of the coronavirus. Many people feel that the Government's decision is detrimental because not everybody can work from home. There were many employee reductions in several companies and did not have a steady income. This study attempted to find out the use of Instagram as one of the popular media during the COVID-19 pandemic in Indonesia on economic impact. This study employed the semiotics method to analyse the #stayathomeindonesia hashtag on Instagram from 20 March 2020 to 5 April 2020. It was revealed that during the COVID-19 pandemic, Indonesian Instagram users used the platform to post their activity at home. Indonesian behaviours on Instagram amid the COVID-19 pandemic include posting homemade food, children’s drawings or colourings at home, and food order through online applications. So that the online-based economy more benefited than the offline-based because of limited activities outside the home due to appeals for staying at home.

### **Keywords**

Instagram, Behaviour, COVID-19, Pandemic, Indonesian.

## **Introduction**

Coronavirus disease (COVID-19) is a newly discovered disease caused by a coronavirus (Rothan & Byrareddy, 2020; Sun, Lu, Xu, Sun, & Pan, 2020). Most people infected with the COVID-19 virus experience mild to moderate respiratory disease and can recover without needing any special treatment (Zheng, Ma, Zhang, & Xie, 2020). However, older people and those with underlying health conditions, such as cardiovascular disease, diabetes, chronic respiratory disease, and cancer, are prone to more significant illness (Velavan & Meyer, 2020; Zheng et al., 2020). When an infected person coughs or sneeze, the coronavirus can spread through droplets of saliva or nose discharge, so one needs to practice the coughing or sneezing etiquette (World Health Organization, 2020a). Because the symptoms experienced by those infected with the coronavirus are not always visible, even resembling ordinary influenza, the coronavirus is initially considered not too dangerous (Yuan, Yin, Tao, Tan, & Hu, 2020).

Because COVID-19 is a novel virus associated with respiratory diseases, some countries do not have any social-economic preparation to handle this situation (Remuzzi & Remuzzi, 2020). Even if the novel coronavirus is in the same family with the more familiar SARS and MERS (Kemenkes, 2020a), not a lot of countries, including Southeast Asian countries, are ready to face this infectious disease (Chen, Yang, Yang, Wang, & Bärnighausen, 2020; Guarner, 2020). COVID-19 is the most recently discovered coronavirus infectious disease. Prior to the discovery and start of the pandemic in Wuhan, China, in December 2019, this virus and disease had been unknown (World Health Organization, 2020b). Coronavirus is not-mosaic, consisting of nearly half the genome of various beta coronavirus lineages. Coronavirus genomic features and probable human connection to viral characteristics and virulence need further study (Paraskevis et al., 2020).

Weather factors also help to rapidly spread the COVID-19 and prompt a pandemic, including in Indonesia (Tosepu et al., 2020). Currently ranked as the fourth most populous country in the world, Indonesia is facing the same problem as other Asian countries (Das, Keeffe, Sivaprasad, & Rao, 2020). Indonesia is one of the countries affected by COVID-19. On 2 March 2020, Indonesia recorded its first coronavirus case (Nugroho, 2020). Recent updates showed that as of today, confirmed cases have increased by 181 people, which brings the sum up to 2,273 COVID-19 confirmed cases. Meanwhile, 14 patients have recovered which brings the total recovery to 164 patients and 7 more patients died which make up the 198 recorded death (Kemenkes, 2020b). As new data and information on the novel coronavirus and the outbreak's statistics become available at an unparalleled

pace, critical questions remain unanswered. Precise answers cannot be obtained to forecast the nature of the outbreak. Therefore, there is confusion about the available official data, particularly concerning the actual (infected) baseline number, which can lead to ambiguous results and inaccurate estimates (Anastassopoulou, Russo, Tsakris, & Siettos, 2020). Until now, there is no specific medicine to cure COVID-19.

Although the world continues to depend on traditional public health initiatives to solve the COVID-19 pandemic by 2020, various emerging innovations can now be used to incorporate and improve strategies for public health (Ting, Carin, Dzau, & Wong, 2020). As a potential new therapeutic approach, the Indian conventional medicinal plants specifically target SARS-CoV-2 and its pathways (Vellingiri et al., 2020).

Nevertheless, uncertainty continues to become an integral part of the decision-making process, especially in high-risk situations (Petropoulos & Makridakis, 2020). The Indonesian government recommends its citizens to consume nutritious food, do some physical exercise, get enough rest, consume vitamins, fruits and vegetables, wash hands frequently, as well as wear masks when feeling unhealthy and leaving the house to maintain a healthy condition and enhance immunity. However, strategies and essential functions of different government bodies still need to be further improved in regard to discrepancies and limitations. The current response to COVID-19 is currently being used as a window of opportunity to improve health conditions and placing Indonesia on a course toward a healthier society (Djalante et al., 2020). During the COVID-19 outbreak, medical staff should be ready to treat patients and should have more preparation and experience caring for COVID-19 patients (Shi et al., 2020).

Furthermore, psychiatric care should be provided not only to affected people in the general population but also to the vulnerable groups such as in people in detention, nursing homes, and shelter centers. Many who have survived the infection may feel the survivor remorse, while those who have lost their loved one may experience sadness. Therefore, mental support is significantly needed (Liebrenz, Bhugra, Buadze, & Schleifer, 1920). Community pharmacies and pharmacy staff also play a crucial role in minimizing the “community transmission” stage of COVID-19 through proper detection, referral and management of possible cases and customer education about self-care to prevent the infection transmission - including hygiene, correct use of face masks, and evaluation of symptoms according to the Government instructions (Amariles, Ledezma-Morales, Salazar-Ospina, & Hincapié-García, 2020). This is a war-like situation. Similar to troops, doctors, and healthcare workers who work with COVID-19 patients require additional allowance and rest/leaves to resolve physical and mental exhaustion (Misra, 2020).

President Joko Widodo (Jokowi) and his team have taken and carry out several measures to prevent and inhibit the spread of coronavirus, one of which is conducting rapid tests. It seemed that Jokowi is more interested in imitating the way South Korea treats COVID-19, which was conducting a rapid non-lockdown check. The rapid test is a simple screening method to detect an infection in the body. There are various ways to perform a rapid test. However, after a short time, the Government's effort was criticized due to the questionable accuracy of the rapid test. Apparently, the rapid test that uses blood sampling is not meant to diagnose whether a person is COVID-19 positive, but only for screening (early detection). In addition, the Government has appealed for the public to "Work from Home" to achieve "Social Distancing" and limit the spread of coronavirus. COVID-19 generally has a significant influence on the educational environment, particularly in Indonesia's educational system. Traditional and structured learning that emphasizes the engagement between teachers and students in the classroom has shifted to distance learning outside the classroom (Abidah, Hidaayatullah, Simamora, Fehabutar, & Mutakinati, 2020). Students are also forced to stay at home to inhibit the spread of the virus until an indefinite time. However, the "Social Distancing" and "Work from Home" have not shown significant results. People are bored because they have to stay at home for long periods and are desperate for social interaction, especially school children who get bored more easily.

Child safety specialist UNICEF Indonesia stated that staying at home is the best way to avoid transmission of the coronavirus or COVID-19, thus the call for physical distance during the ongoing pandemic. Stay at home should be made into a fun activity and be an opportunity to foster good communication between parents and children (Rikin, 2020).

Even though many office workers must work at home, there are still those who carry out their usual activities with improved hygiene standards. The "Social Distancing" policy has also greatly affected many companies because their income drops dramatically. Therefore, it can be said that this pandemic is damaging, and the situation makes various sectors of the upheaval, especially for economic sectors. These problems led to the reduction of employees in several companies because of the sake of maintaining security in the corporate environment. Whereas high employee turnover will cause a decrease in organizational performance. Whereas high employee turnover will cause a decrease in organizational performance (Ratnasari & Lestari, 2020).

Based on the background issue and previous studies, it was found that many studies discuss COVID-19 in relation to medicine and health. COVID-19 is rarely associated with behavioural problems, especially the behaviour of Instagram users on economic impact.

Therefore, this study observes the use of Instagram during the coronavirus pandemic by Indonesian users on economic impact.

## Materials and Methods

This research used the qualitative approach. The key emphasis was on qualitative research using methods to determine and understand the relevance of social or human problems for individuals or organizations (Creswell & Poth, 2017; Listiorini, Asteria, & Sarwono, 2019). For this analysis, researchers used the semiotics approach. It is a scientific or research method for detecting signals. Signs are tools humans use to find their way in this world (Peirce, 1977). This research specifically used the semiotics approach of Charles Sanders Peirce, which suggests a triangle of meaning theory composed of three main elements, namely signs, artefacts, and interpreters.

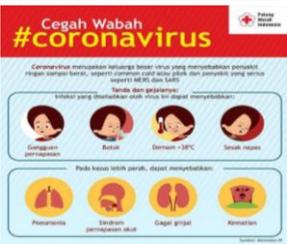
**Table 1 Data analysis process**

Sign	Information
Icon	Added text and pictures
Index	Provide the signals in the post
Symbol	Review of the signs which appear in the scene cut and later identified

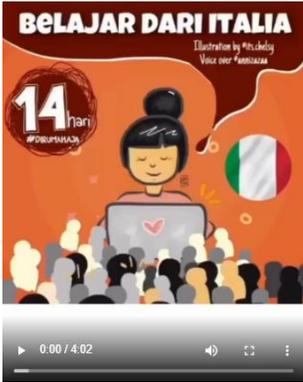
Data was collected from Instagram, which consists of the #stayathomeindonesia hashtag during the COVID-19 pandemic in Indonesia from 20 March 2020 to 5 April 2020. The researcher selected ten photos using the purposive sampling technique, which is the determination of certain criteria.

## Results

**Table 2 Data analysis (March 24, 2020)**

Sign	Information
Icon	
Index	Information related to signs and symptoms of coronavirus, from mild to severe symptoms
Symbol	Raising people's awareness of coronavirus and maintain personal health during coronavirus pandemic

**Table 3 Data analysis (March 25, 2020)**

<b>Sign</b>	<b>Information</b>
Icon	
Index	A video containing messages to learn from the Italian coronavirus outbreak
Symbol	A campaign to encourage Indonesians to learn about the coronavirus outbreak in Italy, related to the impact if people are not obedient

**Table 4 Data analysis (March 27, 2020)**

<b>Sign</b>	<b>Information</b>
Icon	
Index	Two glasses filled with liquid (beverage) on a brown wooden table
Symbol	Making a dish at home (in the form of a beverage) can be a way to deal with boredom and bring family members closer together

**Table 5 Data analysis (March 29, 2020)**

<b>Sign</b>	<b>Information</b>
Icon	
Index	A dish (Crab in sauce) on a black skillet
Symbol	Homemade food is safer (in terms of hygiene and nutrition)

**Table 6 Data analysis (March 30, 2020)**

<b>Sign</b>	<b>Information</b>
Icon	
Index	A girl is holding a picture on a piece of white paper that has a picture of a house. There is an Indonesian flag at the top of the house, and is titled “Stay At Home”
Symbol	Concern can come from anywhere and anyone, even from a young girl. A picture is a message for many people

**Table 7 Data analysis (March 31, 2020)**

<b>Sign</b>	<b>Information</b>
Icon	
Index	A girl smiling while holding a piece of paper (with a picture of a house and four people/one family) which also has the words “Stay At Home For Indonesia”
Symbol	Concern can come from anywhere and anyone, even from a young girl. A picture is a message for many people

**Table 8 Data analysis (April 2, 2020)**

<b>Sign</b>	<b>Information</b>
Icon	
Index	A mother who is on a motorcycle wearing a black mask with a child whose head is covered with plastic
Symbol	Protecting the family or other people is an obligation for the community. Not only in a big way, but also in simple ways

**Table 9 Data analysis (April 3, 2020)**

Sign	Information
Icon	
Index	Pasta served in a white bowl
Symbol	Food became a new activity amid the Indonesian coronavirus outbreak

**Table 10 Data analysis (April 4, 2020)**

Sign	Information
Icon	
Index	The screenshot is proof of food order from an online food order application
Symbol	No need to leave the house just to buy food, because it can be done through an online application

**Table 11 Data analysis (April 5, 2020)**

Sign	Information
Icon	
Index	A paper on a table that contains drawings on which there is a pencil
Symbol	Drawing becomes one way to overcome boredom while staying at home during the coronavirus pandemic

## **Discussion**

### **1) Maximizing Oneself during COVID-19 Pandemic**

Staying at home for a long time will undoubtedly be boring for people who hold social roles. Social interaction is needed to meet the needs of life. However, due to the COVID-19 pandemic, people must stay at home whether they like it or not for an undetermined period. Fewer activities after the COVID-19 pandemic claimed to be an opportunity to complete more tasks.

### **Stay at Home**

Therefore, during the COVID-19 pandemic, even though people are forced to stay at home, they can still do many things, even making donations for the medical staff who are struggling with the COVID-19 pandemic. Making a contribution to the country during the coronavirus pandemic can be done by anyone and can be done by staying at home. If people go out of the house, even though the virus may not infect them, it does not mean that they cannot transmit the virus to others. The virus could accidentally be in the clothes or also in that touches public facilities. Although it is not significant, at least the people's action can help to reduce the Government's workload, because currently most of the Government's resources are allocated to deal with the coronavirus pandemic. Therefore, now is an excellent time for people to take action that can help to save the country.

### **Learn by other Cases**

Indonesia must learn from Italy, which is one of the European countries with a high daily mortality rate and has even become the centre of a coronavirus pandemic in Europe. In Italy, the coronavirus pandemic is considered trivial by the public, which worsens the impact and escalates the situation. Although people who use masks are often ridiculed, it does not mean that those who wear masks have been exposed to the coronavirus.

### **Using of Online Application**

People who stay at home can still buy food through online applications. So, in line with what has been instructed by the Government, people can still enjoy the desired food without leaving their homes. Especially in this situation, many restaurants or food stores that work together with online applications also give discounts, so people can still enjoy the food at prices at relatively similar prices.

The community needs to realize that small acts done at home are one of the solutions in stopping the spread of the coronavirus. Therefore, the negative impacts due to the boredom of staying can be minimized, especially in the midst of the COVID-19 pandemic.

## **2) Entertainment during COVID-19 Pandemic**

Repeating the same daily activities can certainly cause boredom. Therefore, doing fun things is a must to overcome boredom while staying at home. During the COVID-19 pandemic, people should keep themselves happy like normal days. Everyone has a way to create entertainment while staying at home because entertainment can decrease boredom so that people can stay at home for a long time. Based on the collected Instagram post, it was revealed that the activities done while staying at home in the middle of a COVID-19 pandemic are drawing or colouring, and also making homemade food.

### **Drawing or Colouring**

Drawing or colouring becomes one form of entertainment, especially for children who may get bored easily when they have to stay home every day for an undetermined time. Besides being a form of entertainment during the social distancing period, drawing and colouring activities can hone children's artistic talent. In addition, through various Instagram posts, it was also found that drawing or colouring activities were used to encourage one another throughout the community to stay at home during the coronavirus pandemic and help stop the spread of the virus.

### **Making Homemade Food**

Cooking at home can also be a way to overcome boredom while staying at home. In addition to being a form of creative outlet through making food, cooking at home also ensures quality food because the cooking process is more hygienic, and the ingredients healthier and more nutritious. Moreover, in the midst of the COVID-19 pandemic, a balanced nutritional and nutritional intake is needed, making homemade food a must for every family. Creativity in processing food as you wish can also be realized through this activity, so that what we cook matches the food we want.

### **Gathering of Family Members**

Bonding in the family also becomes more substantial because of the high intensity of meetings, and spending time with family members becomes longer than usual. The

COVID-19 pandemic can be a moment where as quiet family members who rarely meet, eventually can spend more time at home.

## **Conclusion**

The conclusion that can be drawn from the analysis showed that the behaviour of Indonesians on Instagram while staying at home during the COVID-19 pandemic is maximizing themselves by posting information related to the coronavirus (including what can be done during the COVID-19 pandemic). In addition, one of the forms of entertainment while staying at home during the coronavirus pandemic is spending time with family to make homemade food together. Drawing or colouring can also be an activity for children who get bored easily because they have to stay at home for a long time. Besides entertaining (drawing or colouring activities) can also hone children's artistic abilities and talents. Various posts that use the hashtag #stayathomeindonesia also urge people to take care of each other in order to break the spread of the coronavirus by protecting themselves from the outside (wearing masks) and limits meeting others through the use of online applications to buy food, shopping, and so forth. So that the utilization of various things through online-based applications such as purchasing food, goods, etc. massively keeps turning the online-based economy in the middle of the COVID-19 pandemic. But for the offline-based economic sector experienced a lot of income decline during the COVID-19 pandemic took place because the government urged people to stay at home so as to narrow down community activities.

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