

## **Social Perception on New Normal (Case Study on Millennial Generations at North Sulawesi Indonesia)**

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### **ABSTRACT**

The purpose of this study is to explore the social perceptions of the millennial generation in implementing the adaptation of new habits during the Covid-19 pandemic. This research was conducted using descriptive quantitative research methods. The online survey was selected using the google form application. The data were taken from 400 respondents of State Higher Education (PTN) students in North Sulawesi as representatives of the millennial generation. The google form application is used to distribute questionnaires to target respondents. From the results of this survey, it can be explained that when the COVID-19 pandemic in the North Sulawesi millennial generation responded by perceiving several things that had been conveyed. Millennial generation respondents indicate that the level of millennial optimism for the sustainability of this life is well felt. Respondents positively respond to an optimistic attitude that routine millennial activities can still be carried out during the Covid-19 pandemic. Millennials in North Sulawesi also believe that the central and local governments can handle this pandemic.

**Keywords:** Millennial, North Sulawesi, Pandemic Covid-19, Public State Higher Education

**JEL Classification Codes:** D70, D71, D79

### **INTRODUCTION**

The reopening of shopping, cafes, cinemas and other entertainment centers in the new normal era could make economics roll over again. It also provides opportunities to the millennial generation to get out of the 'cage.' They can "hang out" during school/college hours. It might happen to cause online learning policies and AKB policies can run together. This study aims to observe the millennial generation's perception of the new normal era. The research was carried out in the millennial generation of North Sulawesi, especially for students. North Sulawesi Province is one of the provinces in Indonesia whose economic growth rate is relatively high, which cannot be separated from the problem of the Covid-19 pandemic (Turambi & Wuryaningrat, 2020). The millennial generation is a layer of society that feels affected by the reduced social activities on campus.

### **RESEARCH METHOD**

#### **Design and Procedure**

This research was conducted using descriptive quantitative research methods. The online survey was selected using the google form application. This research was conducted for four months (September to December 2020) to prepare preliminary observations, data collection, and data analysis. To represent the millennial generation in North Sulawesi, diploma three, diploma for or undergraduate students, undergraduate and postgraduate students are selected, 17 to 35 years of age in all state universities (PTN) in North Sulawesi, namely Manado State University. (Unima), Sam Ratulangi University (Unsrat), Manado State Polytechnic

(Polimando), Manado Health Polytechnic (Poltekes), and Manado State Islamic Institute (IAIN). The number of population members based on data from PDDIKTI (Higher Education Database) as of September 2020 was 61074 active students. From calculations with the Slovin formula, a sample target of 397.39 respondents can be determined or rounded up to 398 respondents. Then, to maintain the representation of each tertiary institution in North Sulawesi, the sample target number was divided among respondents by considering a large number of students. The percentage distribution of respondents is 20% each of all state universities in North Sulawesi.

## RESULTS AND DISCUSSION

A sample of 400 respondents in this study indicated statistically the number of samples representing the number of members of the millennial generation population, especially public university students in North Sulawesi.

**Figure 1. Perceptions of Respondents' Belief during the Covid-19 Pandemic**

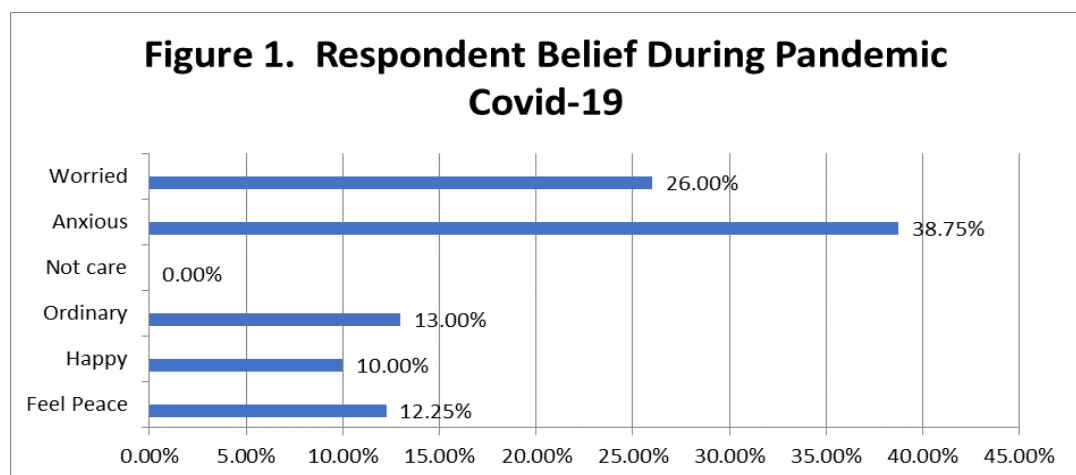
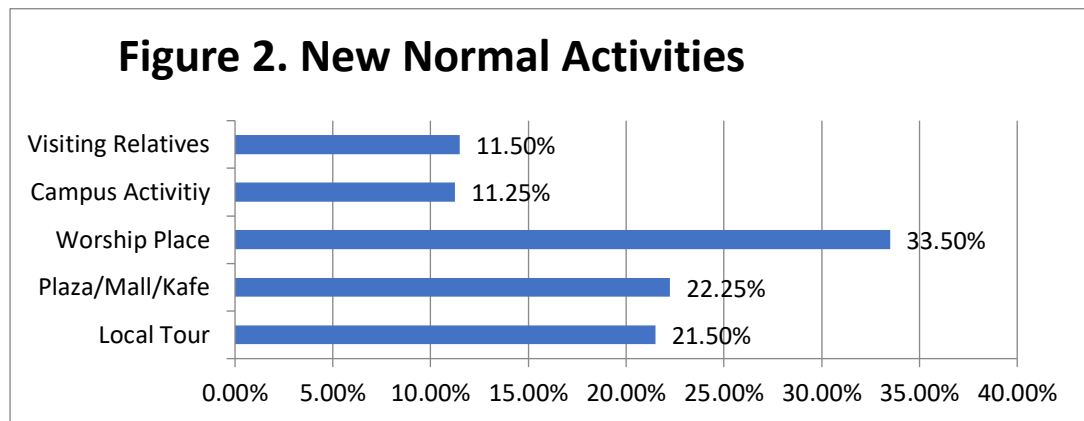


Figure 1 shows that the feelings felt by respondents during the Covid-19 pandemic were mostly anxiety (38.75%) and worried (26%). If these two things are added, 64.75% of the millennial generation in North Sulawesi feel anxious and worried that the Covid-19 virus would infect them. On the other hand, millennial respondents in North Sulawesi perceive happiness (10%), peace, and comfort (12.25%) during the Covid-19 pandemic. However, the numbers are relatively small, and these results are interesting when most feel anxious and worried; some millennials still feel sufficient. Happy, peaceful, and comfortable. This seems to be a result of the Covid-19 pandemic; the environment is calmer than before. On several occasions, Covid-19 has provided opportunities for the earth to be healthier, with healthier air and water quality (Lokhandwala and Gautam, 2020). In addition, there are a small proportion of about 52 respondents who consider the Covid-19 pandemic to be a regular thing, not something that needs to be overlooked or worried about excessively.

**Figure 2. Implementation of New Normal**



On June 23, 2020, North Sulawesi Province began implementing new normal, marked by Governor Regulation (Pergub) Number 44 of 2020, concerning guidelines for adapting new habits to a productive and safe covid-19 society in North Sulawesi Province. Through this Pergub, the economic wheels and places of worship in North Sulawesi were allowed to return to rotate with several health protocol requirements that must be implemented. Shopping centers have begun to open, domestic flights to favorite tours can be visited, restaurants have started to serve on-site meals, and several other activities. The latest thing is that starting in early December, cinemas have started to reopen, of course, by implementing strict health protocols.

Figure 2 shows that the millennials of North Sulawesi are pretty responsive to this new normal policy. Figure 2 showed evidence when the new normal policy was implemented by 33.50% of respondents. Most of the millennials started going to places of worship to give thanks, pray together with their parents or other friends, and meet and reunite with other congregations/people. For the millennial generation, opening a place of worship has its blessings. There is usually a special community for youth and adolescents in places of worship, a society where young people worship together. It seems that this result can indicate that the religious level of the community is still good; therefore, the joy of the new normal may be responded to by going to a place of worship.

Covid-19 and policies at home and studying from home do force young people to be limited to leaving the house, including going to campus, including visiting relatives who may be outside the region. So, when the new normal policy was applied, the respondents responded with a relatively high number, namely as much as 22.50% and 21.50% of the respondents they would or had gone to malls/cafes and did local tours. One of the respondents by phone explained he/she choose to go to the mall/cafe explained that they went to the mall to 'cuci mata' (wash their eyes) to release fatigue due to the 'lockdown.' Other respondents also stated that they prefer to go to cafes with their peers to "hangout." One respondent explained to the mall to wash his eyes and shop for Christmas needs. The interview session at one local tourist spot (Tomohon) provides information from several millennial informants that local tourism was their choice to get rid of boredom and boredom when they were more often at home for months.

In addition, 11.50% and 11.25% responded to visits to relatives and going to campus. This number is not too high, possibly due to the campus that is still closed, so going to the campus to hang out is not a good idea. The opportunity to go to campus is only used to take care of study affairs. Then the number of visits to

relatives is also not high. It is possible because most relatives are still in one area (village) or are pretty close together who may still be visited regularly. The result is to confirm the conjectures that have been presented in the introduction. In the introduction, it is stated that the millennial generation has relatively high social needs. This IMR can seem to be used by them to meet their social needs.

**Figure 3. Perception on Government (Center and Regional)**

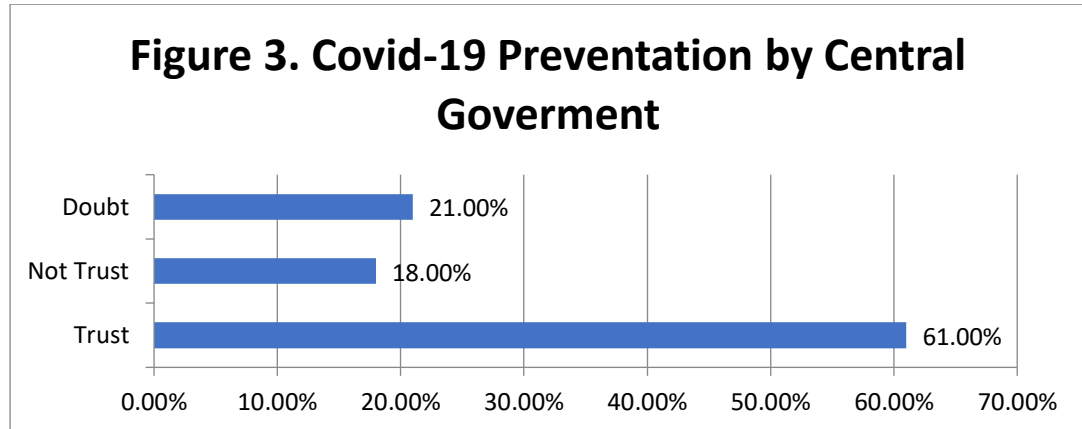


Figure 3 refers to the level of respondents' confidence in the central Government's ability to cope with the Covid-19 pandemic. 61% of respondents dominantly have confidence in the central Government, the remaining 21% of respondents feel doubt, and 18% do not believe in the central Government's ability to overcome the Covid-19 pandemic. Thus, most still feel the belief that any policies taken by the Central Government to deal with the pandemic can overcome the spread of covid-19. The Government has issued a procedure that begins with forming the Covid-19 task force, an appeal to live and work from home, which has since been developed into large-scale social restrictions (PSBB), which have begun to be implemented by several local governments. This policy forces people not to do many activities outside the home, not crowd, limit worship meetings, and not go to school or college until the latest provision of millions of covid-19 vaccines. For the economic sector affected by Covid-19, the Indonesian Government is not standing by in dealing with this situation. Several stimuli have been issued, including those divided into three sectors, fiscal, non-fiscal and economic.

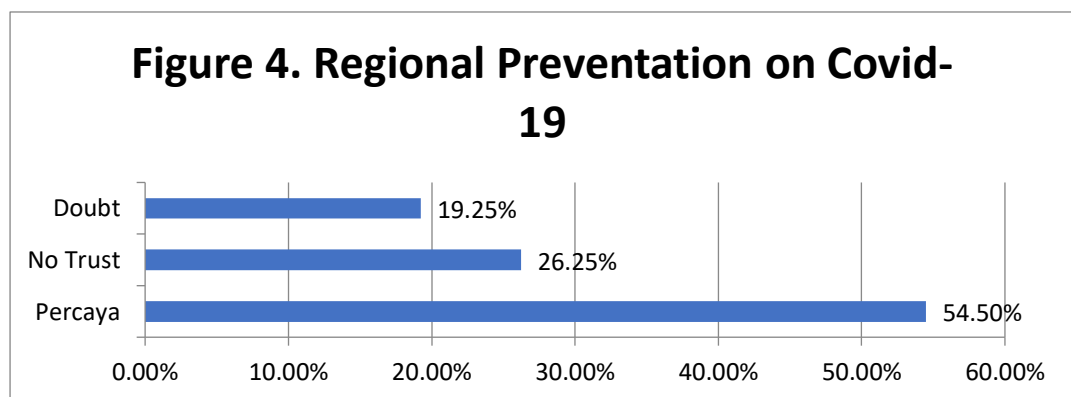


Figure 4 describes the results that are not much different from figure 3, regarding the level of respondent confidence in the ability of local governments, in this case, the provincial and district/city governments, to overcome the Covid-19 pandemic. 54.50% of North Sulawesi millennials still believe in their local Government to solve this Covid-19 virus problem. 26.25% of respondents do not believe, and 19.25% of

people are hesitant about the local Government to resolve Covid-19. However, suppose the response of distrust and doubt is added. In that case, 45.50% millennials in North Sulawesi Province are not sure that the Regional Government can overcome the crisis caused by Covid-19; this number is considered relatively high, although it is still smaller than respondents who believe in the Local Government.

In the current era of regional autonomy, regional governments can issue their policies following their regional authorities, including their policies in overcoming covid-19 (Mentang & Londa, 2019). This autonomy has been found several times through reporting in several national media that the provincial and central governments are not well synchronized, including the unsynchronized policies to deal with the Covid-19 pandemic in Indonesia. Several national media explained that the central covid-19 task force issued data on the number of new confirmed positive covid-19 numbers, which the local Government often denied. For instance, *detiknews.com* reported (Wuryaningrat, et. al, 2018) that the Governor of Central Java stated that the number of covid19 positive confirmed in Central Java should be smaller than Central data. It happens due to a delay in data.

## CONCLUSIONS

From the results of this survey, it can be explained that when the COVID-19 pandemic in the North Sulawesi millennial generation responded by perceiving several things that had been conveyed. Millennial generation respondents indicate that the level of millennial optimism for the sustainability of this life is well felt. Millennials with characteristics: socializing and building community need to engage their desire to continue their routine activities such as carrying out worship, visiting relatives, working, studying, and still doing traveling activities even if it's just for '*cuci mata* (eyewash).' In addition, millennials are indicated that they believe. They have positive expectations that life must continue even though the Covid-19 pandemic conditions limit their space. They think that the pandemic will pass because of the reasonable efforts of the Government.

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