

IMPLICATIONS OF SOCIAL INTERACTION IN PANDEMIC PERIOD FOR THE MILLENNIAL GENERATION

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Abstract: *We created the context of this research by looking at the many problems that exist that the Covid 19 virus has a huge impact on social interaction. Therefore, our team conducted research on changing social interactions in society with the aim of knowing that changes in social interactions that occurred during this pandemic would have a good or bad impact. Later in this study, there will be several questions regarding the views of a student about social interaction in Indonesia during the Covid 19 pandemic. The questions contain (1) Will interacting through virtual media be more effective than direct interaction? (2) Has social interaction during the pandemic changed in a negative direction?, and there are several questions that contain the negative and positive impacts of changes in social interaction during the pandemic. Later this research will use a quantitative approach method by collecting some data through a questionnaire on the google form that has been created. After that, the result will be that social interaction during a pandemic like now has changed in a positive direction. We recommend research to the general public and students. The limitation in this study is that our team only used responses via questionnaires from students of the Faculty of Economics and Business, Airlangga University batch 2021.*

Keywords: *Social Interaction, Covid 19 Virus, Society*

Abstrak: Konteks penelitian ini kami buat dengan melihat banyaknya permasalahan yang ada bahwa virus Covid 19 berdampak besar terhadap interaksi sosial. Oleh karena itu, tim kami melakukan penelitian tentang perubahan interaksi sosial di masyarakat dengan tujuan untuk mengetahui bahwa perubahan interaksi sosial yang terjadi selama pandemi ini akan berdampak baik atau buruk. Nantinya dalam penelitian ini, akan ada beberapa pertanyaan terkait pandangan seorang mahasiswa tentang interaksi sosial di Indonesia pada masa pandemi Covid 19. Pertanyaan tersebut berisi (1) Akankah berinteraksi melalui media virtual lebih efektif daripada interaksi langsung? (2) Apakah interaksi sosial selama pandemi berubah ke arah negatif?, dan ada beberapa pertanyaan yang memuat dampak negatif dan positif dari perubahan interaksi sosial selama pandemi. Nantinya penelitian ini akan menggunakan metode pendekatan kuantitatif dengan mengumpulkan beberapa data melalui kuesioner pada google form yang telah dibuat. Setelah itu, hasilnya interaksi sosial di masa pandemi seperti sekarang ini berubah ke arah yang positif. Kami merekomendasikan penelitian kepada masyarakat umum dan mahasiswa. Keterbatasan dalam penelitian ini adalah tim kami hanya menggunakan tanggapan melalui kuesioner dari mahasiswa Fakultas Ekonomi dan Bisnis Universitas Airlangga angkatan 2021.

Kata kunci: *Interaksi Sosial, Virus Covid 19, Masyarakat*

INTRODUCTION

Humans are also called social creatures. In this context, of course, humans will need each other and cannot live alone. This can be seen by the existence of social interaction which is very important to add information and establish communication. Therefore, we conducted research on the problem of changing social interactions in the midst of the Covid 19 pandemic with the aim of finding out whether changes in social interaction in Indonesian society have a positive or negative impact.

Since the Covid 19 pandemic, many things have changed, one of which is social interaction. Many adjustments must be made regarding social interaction in the current pandemic era, where we cannot meet in person because we have to keep our distance from each other. Therefore, this research is very important to find out what changes in social interaction occur in Indonesian society caused by the Covid 19 pandemic, as well as to know the response or responses of some students whether these changes have a positive or negative impact.

The first case of the Covid 19 virus occurred in Wuhan, China at the end of December 2019. Coronavirus Disease 2019 or commonly abbreviated as Covid 19 is an infectious disease whose cause is SARS-CoV-2 which is a type of corona virus. Covid 19 can be transmitted in several ways, including: accidentally inhaling saliva or droplets that come out when a person with Covid 19 sneezes or coughs, touches his nose or mouth but does not wash his hands first after handling an object that is exposed to a small part of the saliva of a Covid 19 patient, and close contact with Covid 19 patients. The Covid 19 virus usually attacks the respiratory system and can spread quickly, causing respiratory problems, severe lung infections (pneumonia), and even death. The Covid 19 virus has spread to almost all countries in the world, including Indonesia. There are so many impacts that are felt from the

entry of the Covid 19 virus in Indonesia. The existence of the Covid 19 pandemic has caused social interactions that could initially be done directly to be completely limited, because during a pandemic like now social interaction can only be done through technology.

Humans are social beings who certainly cannot be separated from social interaction. Social interaction is a dynamic social relationship, meaning that this relationship is always changing because of actions and reactions that influence each other. Social relations themselves consist of relationships between individuals and individuals, relationships between individuals and groups, and relationships between groups and groups. Dynamic social relationships have characteristics, including: (1) Conducted by 2 or more people, (2) There is communication between actors using language or symbols, (3) The time dimension is past, present, or future, and (4) There is a goal to be achieved as a result of the social relationship.

In the discussion of social interaction there are two conditions, namely social contact and communication. Social contact is not only limited to face-to-face interaction but also makes contact by not meeting directly by utilizing technological sophistication such as through mobile phones or social media and conference applications. Communication is the process of delivering information from one party to another with the intention of influencing each other. In social interaction, communication becomes important because of the intention to express good behavior to each other in attitudes, speech, and even gestures to convey certain messages.

From the statement above, it can be concluded that this study will ask about how the Covid 19 pandemic can change social interactions that occur in society? In addition, it will also be asked whether the changes that occur have a positive or negative impact? Therefore, our team conducted this study with the

aim of finding out the answers to these questions by taking samples from several students who would be surveyed through questionnaire data.

METHOD

Types of Research Methods

Methods Survey research method with a quantitative approach is the method chosen in this study to answer research questions. Survey research can be said as a method of collecting data obtained by asking individual questions either in person, on paper, by telephone or online. The definition of survey research is a procedure in which the researcher conducts a survey or provides a questionnaire or scale on the sample to describe the attitudes, opinions, behaviors, or characteristics of research respondents.

Data collection technique

Collection in this study was carried out by filling out questionnaires on Google Forms which were distributed online through social media, namely Line and Whatsapp groups. Questionnaires are a method of gathering large amounts of information that are relatively easy, fast, and efficient. By filling out a questionnaire, we can also get data from a large sample of people. The collection of data taken is also relatively fast because the researcher does not need to be present at the time of filling out the questionnaire. The questionnaire that we distributed contains several questions and statements related to their views on social interactions that exist in Indonesian society during the current Covid-19 Pandemic Period. The research respondents were 47 students of the Faculty of Economics and Business, Airlangga University Batch 2021. Random sampling technique (Random Sampling) from members of the student population of the Faculty of Economics and Business Universitas Airlangga Batch 2021.

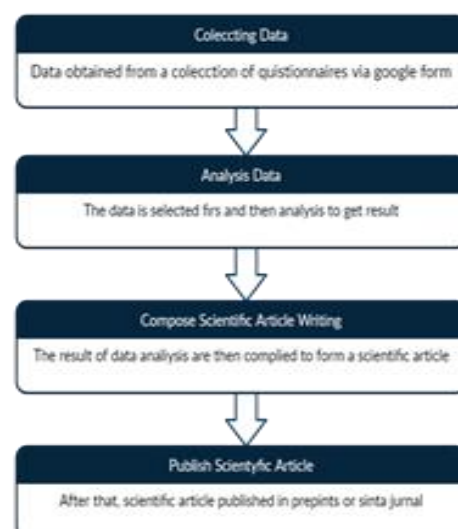
We chose students to fill out the questionnaire because the younger generation as digital natives are expected to be literate in technology by using social media to express themselves. From this, personal branding will appear which can give a positive impression because it has a different character. Sources of data are taken based on answers from various respondents. In addition, other data sources such as journals, papers, and internet sources are also used to support the research.

Data analysis

In quantitative research, data analysis is an activity after data from respondents or other data sources have been collected. In this study, we used descriptive statistical data analysis techniques. Descriptive research is research that seeks to describe a symptom of events or events that occur in the present, where researchers try to photograph or take an event or activity that is the center of attention and then describe them as they are.

Research Method Flow

The following is the arrangement or flow of the method in the research that we made through a questionnaire on the google form.



RESULTS AND DISCUSSION

Based on the results of a survey through a questionnaire using descriptive statistical data that has been made by our team with several questions addressed to students of the Faculty of Economics and Business, Airlangga University batch 2021, it shows that social interaction in the current pandemic period is changing in a positive direction, an example of changes that can occur. taken is about the mindset of people who are starting to open up or become aware to share with others and help people who are more in need. In addition, their responses to virtual interactions are less or less effective than in-person interactions.

If seen from the positive side, this virtual interaction can make it easier for students in terms of teaching and learning, because it is considered much more effective and can attend more than one meeting with a double device. In addition, with virtual interactions, we also become more aware of increasingly advanced technological developments. When viewed from the negative side, this virtual interaction has problems with the internet network and is considered more difficult, because sometimes the information or explanation being taught is not clear. Below is a collection of questionnaire data that was filled out by several students with an average age of 17 years and over via a google form that was created by our team.

Gender	Total
Female	29 students
Male	18 students
TOTAL	47 students

Survey results by students of the Faculty of Economics and Business Universitas Airlangga

Study program	Number of
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	Responses
Accountancy	11 students
Management	6 students
Economic development	6 students
Islamic economics	24 students
Amount	47 students

The data shows responses or responses from study programs that have answered or filled out a questionnaire that has been made by our team with a total of 45 students.

Student responses from the Faculty of Economics and Business Universitas Airlangga

Question	Yes (particip ant)	No (particip ant)	Yes (per cent)	No (per cent)
Are virtual interactions more effective than face-to-face interactions?	6	41	12.8 %	87.2 %
Has social interaction during a pandemic like now changed in a negative direction?	20	27	42.6 %	57.4 %

The data shows the responses or responses from students of the Faculty of Economics and Business regarding the

questions contained in the questionnaire that has been made by our team.

Humans are social creatures who certainly need social interaction in their lives. The definition of social interaction is a reciprocal relationship in the form of mutually influencing actions between individuals, individuals with groups, and between groups. In the context of social interaction there are two conditions, namely social contact and communication. Social contact is a relationship between two parties who react to each other and become the beginning of social interaction, while communication is a process of delivering information from one party to another with the intention of influencing each other. In social interaction, communication becomes important because of the intention to express good behavior to each other in attitudes, speech, and even gestures to convey certain messages.

Corona virus or commonly called Covid 19 is a virus or bacteria that attacks the respiratory system and can cause symptoms of mild illness to death. This disease is spread through respiratory droplets from coughing or sneezing. The Indonesian state, with all its efforts, is still fighting this virus as well as in other countries. Covid 19 not only has an impact on health, but also has an impact on social groups. Through this research, it will aim to find out whether changes in social interaction that occurred during the pandemic have a good or bad impact through the views of several students of the Faculty of Economics and Business Universitas Airlangga batch 2021.

Based on the research that we have analyzed using descriptive statistical data, there are many positive responses that are felt from changes in social interaction during this pandemic. From the questionnaire data that has been filled out by 47 students of the Faculty of Economics and Business, Universitas Airlangga batch 2021, it can be concluded that as many as 87.2% stated that changes in social interaction during the current

pandemic were deemed ineffective. This limitation of social interaction causes students to find it difficult, one of which is network constraints in online learning. In addition, the limited distance between students and lecturers makes everything must be done online, starting from doing assignments, presentations, delivering material, etc. According to the table data that has been presented, as many as 42, 6% stated that social interaction during this pandemic has changed in a negative direction, while as many as 57.4% stated that social interaction during this pandemic has changed in a positive direction. One of the positive impacts can be seen from the mindset of people who are starting to open up or become aware of sharing with others and helping people who are more in need. According to them, although social interaction is considered limited, not optimal, and is still carried out online, there are still many actions that reflect social interaction that can be carried out directly. An example that we can take is from the actions of the community who care for others by distributing basic necessities to the less fortunate. These actions are expected to help meet their daily needs. Other than that,

From the statement above regarding the problems in social interaction that have changed, a solution can be given that it is actually okay for us to meet, gather, and greet each other as long as we maintain and comply with health protocols by keeping our distance. Because after all this Covid 19 pandemic is still there and we don't know when it will end. Therefore, it would be better for us to keep ourselves by not ignoring the existing health protocols. In addition, the best solution to this problem is to comply with regulations made by the government with the aim of stopping the spread of the Covid 19 virus.

This solution is considered quite right because considering the Covid 19 virus that still exists and by complying with the regulations made by the government, it will provide a sense of security, comfort,

and a healthier life. We as a society should not violate the policies that have been made, because if we violate these policies this pandemic will never end and we also cannot live a new normal era as we should. On the other hand, the government has also carried out various ways ranging from counseling and socialization so that people stay at home if there is no interest. Later, with this solution, it is hoped that it will provide benefits and comfort for all of us to unite to face the Covid 19 pandemic

CONCLUSION

The conclusion of the research that we made can provide answers or descriptions of problems in social interaction in society. That the changes that occur have a positive impact on our lives. If you look at the digital technology side, the changes have progressed quite significantly. This can help and make it easier for those of us who were initially less familiar with the world of technology until now who are quite familiar with technology that is increasingly sophisticated. From the survey that we have made, it shows that the positive impacts felt from this change in social interaction include: ease of long-distance communication, work or activities carried out at home are felt to be more flexible and affordable,

Furthermore, later this research will be recommended to people who still violate regulations or policies that have been made by the government with the aim of making them aware of the dangers of the Covid 19 virus. We also realize that this research is far from perfect because we only examine the responses of several students of the Faculty of Economics and Business, Airlangga University batch 2021. In addition, the lack of students who filled out the questionnaires made this research less than perfect.

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