

SOLIDARITY BUYING AS THE SOLUTION OF COMMUNITY DEVELOPMENT IN NEW NORMAL ERA

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Submission date: 10-May-2023 12:55PM (UTC+0700)

Submission ID: 2089254507

File name: 6213-13230-1-PB.pdf (240.45K)

Word count: 5436

Character count: 30023

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SOLIDARITY BUYING AS THE SOLUTION OF COMMUNITY DEVELOPMENT IN NEW NORMAL ERA

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Abstract: This research problem study discusses the impact of COVID-19 globally on economic activity, namely the level of consumption that occurs in an undesirable situation due to the impact of the fear of lack of equipment and equipment during the COVID-19 period. Apart from influencing production, consumption also influences. Namely, the emergence of a phenomenon called panic buying through the minds of some people is getting less controlled due to more fear. This research discusses the presence of solidarity buying as a solution to helping each other by continuing to carry out economic activities from the closest scope and can be carried out alternately and then distributed to parties who have an impact on their lives due to COVID-19. This research aims at community empowerment by helping each other in the surrounding environment, but economic turnover can run through solidarity buying which is not only individual but more concerned with social life amid the conditions of COVID-19. By using research that is a qualitative approach with several methods so that it can help the process to achieve a desired result. For the first to use development research (Development Research). Research and development is a process to develop a new product or improve an existing product, which can be justified. The results of the study show that solidarity buying can maintain the unfinished economic chain during the COVID-19 period through tolerance in purchasing goods or food from small and medium enterprises. The conclusion from the research is that the new normal period requires increased tolerance between humans as an economic continuity of life by not doing panic buying and continuing to run the small and medium economy by buying existing products as needed.

Keywords: Solidarity Buying, Development, New Normal Era.

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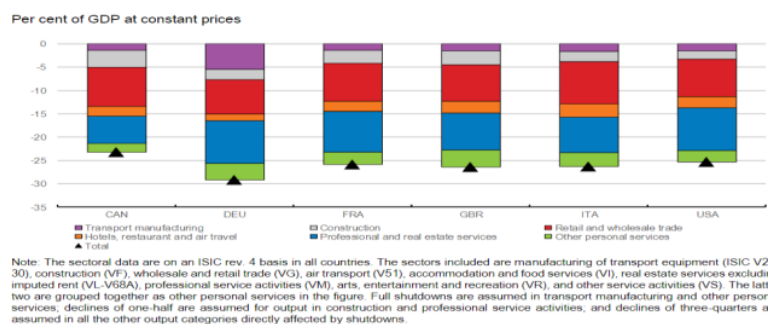
Introduction

The world is currently experiencing the impact of the new coronavirus disease (COVID-19), this outbreak appeared in early 2020, the World Health Organization (WHO) is coordinating global efforts to manage the impact and declared covid-19 as a global pandemic on March 11, 2020 (WHO, March 26, 2020). The scale impact is unprecedented, and research suggests that it may take more than a decade for the world to recover, socially and economically (United Nations, March 25, 2020) and is projected significantly at the 2030 Sustainable Development Agenda (SDGs) progress discussion.

On March 27, G20 countries pledged \$5 trillion to survive in the global economy against COVID-19, while the United Nations launched a Global Humanitarian Response Plan for COVID-19. The pandemic initially started in wuhan city, Hubei province, China and Taiwan has brought many new challenges to public health in various countries that are very surprising to almost all citizens in the world, including Indonesia.

The coronavirus (COVID-19) pandemic has created major disruptions in the economy and business life, regardless of whether they can continue their operations or not. These disruptions create a wide range of impacts on companies and many of them are struggling financially. The COVID-19 crisis has also exposed major vulnerabilities in the company's operations and supply chain related to working conditions and disaster preparation. The government has taken extraordinary steps to try and address epidemic, such as social distancing and a massive cessation of economic activity, as well as issuing aid and recovery packages to support impacted and struggling companies and workers. Many companies have also stepped in to contribute to containment efforts and to soften the economic blow to workers and their supply chains. However, government and business responses may also have unexpected risks as the case remains unresolved and the impact is still ongoing.

The COVID-19 crisis presents the greatest danger to the global economy since the financial crisis (OECD, 2020). The crisis severely disrupts economic activity and, as the updated UN report shows, impacts almost all Sustainable Development Goals (UN, 2020). COVID-19 also creates huge challenges for small and large businesses around the world. Citing evidence from the latest survey shows major barriers to corporate activity, including supply chain disruptions, cash flow problems, and an inability to meet delivery services. Declining demand for imported goods and services, increased risk aversion in financial markets, and a decline in business confidence will also significantly affect companies (OECD, 2020). As can be shown in the following figure that shows the initial impact of economic activity.



Gambar 1. Dampak aktivitas ekonomi dari pandemi COVID-19

Based on the latest OECD data on the economic impact of the crisis and related control measures, it shows that "the overall direct initial blow to GDP levels is usually between 20-25% in many major developed countries." but different ones, affecting different levels of their ability to operate, demand for their products or service.

From the situation and problems of the COVID-19 pandemic, various strategies are needed to maintain the economic activities of the community on their respective environmental concerns because if only expecting national stimulus, it requires a process and time while the impact of COVID-19 on communities in various regions continues to run (Sugianto; Mujiatun; et al, 2020). Therefore, through a strategy that is closest to community activities independently, namely by maintaining and improving the sustainable economic pattern of households through solidarity buying of small businesses in their respective environments by purchasing their products. Not only that, every household should also be able to transact normally by not causing panic buying because of fears and worries about necessities during the COVID-19 pandemic.

Solidarity is also supported by previous research conducted by Cammet & Lieberman (2020) on building solidarity which is the concept of social solidarity and its usefulness to

overcome the public health epidemic is quite intuitive. When leaders call for solidarity, the public generally understands what they mean. In line with the analysis that considers the opportunities and exchanges associated with biomedical prevention, treatment, and mitigation modalities. Solidarity is the unity of feeling or sentiment among a group of people who have the same goals or interests, although there are internal differences and inequalities that can undermine unity. Building solidarity implies harmonization of shared interests, so that individuals become believers that what is good for others is simultaneously considered good for one's own. Solidarity is rooted in both instrumental motivations, such as the expectation of mutual material gain, and in terms of other devotions and preferences, in the sense that the individual derives pleasure from the rest of the group, the well-being and pain of the loss of the members of the group.

In this study would like to introduce about solidarity buying as part of the so-called food exchange (exchange of food) and exchange of creativity (exchange of creativity) of each member of society. This new home business isn't great. At the individual level, people are also not looking for the most profit. They're just trying to maintain their family's social resilience. Local governments and social institutions that receive donations from the community for social security (14) also obliged to support solidarity buying. Thus, this research will conduct a discussion on solidarity buying as a solution to community empowerment in the new normal era.

Literature Review

Some basic ideas and discussions of Social Solidarity by definition, social solidarity is described as an attachment between individuals in society, a source of consensual morality, and a way for society to pursue social order (Edward Tiryakiyan, in Jeffrey Alexander and Philip Smith 2005).

Inspired by Emile Durkheim who has strong beliefs in society; that the community will function on its own to benefit its members (1995 and 1984). Durkheim's theory of social solidarity is essentially a response to Herbert Spencer, Sumner Maine and Ferdinand Tönnies, who say that as people become more individualistic, solidarity will not exist in modern society (Durkheim, 1984, Tiryakiyan, in Alexander and Smith, 2005). For Durkheim, overemphasized individualism and claimed the decay of society because modernism is flawed; because society will always need a social order regardless of the complex state of modern life that they have to face (1984). Durkheim argues that society will always represent itself within individuals, making the sense of society make them more real but not monopolize them convincingly.

Although Durkheim's views and ideas on social solidarity are full of criticism, on many occasions his ideas are considered useful, especially with regard to discussions of social solidarity in natural disaster situations that can occur at any time. Durkheim seemed to provide the basis for a discussion of social solidarity in the disaster. That applies in Durkheim's view of social solidarity in chaotic situations as catastrophic, as he points out in his theory of extreme instability. For him, extreme instability, such as in crime, violence, and disaster, can encourage people to work with each other to normalize the situation, it can trigger communities to fight for a balanced situation again, encouraging them to share responsibility, called social solidarity. Durkheim believes that society will find its social ties to engage with each other.

Confirming Durkheim's research, Lynn Letukas, Anna Olofsson, and John Barnshaw (2009) on media reporting in the United States and Sweden confirms that during disaster situations, social solidarity is strengthening in areas where people are not affected to help those affected. In this case, they see the important role of the media in building public sympathy as the basis of social solidarity. Similarly, Emily Chamlee-Wright (2006) and Christopher Cooper and Robert Block (2006) who studied New Orleans fundamentally shared their feelings of sadness over the

devastating aftermath of the disaster encouraging people to participate in joint action to overcome adversity. situation during disaster recovery.

Agreeing with Russell Dynes (2002) and Jon Ingleton (1999), Chamlee-Wright saw that self-help communities restore social capital to work together to address the need for safety and health facilities not provided by formal public institutions such as governments, created as social solidarity. Mahdi and Sakamoto and Yamori made it clear that while important, social solidarity in disasters is not an automatic mechanism. It takes some conditions to function. This can include political, economic, and social, embodied in the form of environmental systems, local trade, and local humanitarian organizations. Wening Udasmoro and Joachim Tridiatno (2012), however, it reminds us that while it sounds good, understanding social solidarity in disaster situations needs to be connected to the way people view disasters, for example those related to religious beliefs, greatly affecting the way they see each other and the way they bind themselves in collective action. Therefore, there is a need to look at social relationships before and during disasters, which will tell us a lot about the religion, politics and social climate in disaster-stricken areas, and how they change or sustain post-disaster events.

In the field of economics, also known as buying frenzies. The term **panic buying** and **buying frenzies** is the behavior of purchasing goods in quantities that are outside the limits of normal needs, but consideration of buying frenzies behavior is based on price discrimination between times (Courty & Nasiry, 2016). While panic buying behavior is more based on concerns about the availability of goods in the future (Shou et al., 2011). Buying frenzies make people dare to buy at a higher price because of the vagueness of the valuation of an item (Courty & Nasiry, 2016; Kendall, 2018). Another difference can be seen in the following example: In the COVID-19 outbreak phenomenon, people buy masks because there are fears of the depleted supply of masks, this is called panic buying. But in, buying frenzies occur because people are worried about the increasingly unreasonable price of masks, so buy a lot and dare to buy at any price on the market.

Differences in panic buying, impulsive buying, and compulsive buying can be explained as follows: Another term similar to panic buying is also in terms of shopping behavior is impulsive buying. Impulsive buying behavior is the behavior of purchasing goods with little or no consideration after the result of a sudden and strong push (Amos, Holmes, & Keneson, 2013; Block & Morwitz, 1999). The similarity between these two behaviors lies in the lack of consideration and is the result of a sudden and strong push. However, the difference is in impulsive buying, the lack of consideration and sudden encouragement is based on utilitarianistic (usefulness) and hedonic (fun) motives, low self-control, and positive mood (Iyer, Blut, Xiao, & Grewal, 2019).

Another term equivalent to *impulsive buying* is *compulsive buying*, both of which are equally categorized as adiksi behavior. Leite and Silva, (2016) ; Lourenço Leite, Pereira, Irdi, and Silva (2014) explained that *compulsive buying* does not fall under the criteria in the *5th Diagnostic and Statistical Manual of Mental Disorders (DSM-V)* and is generally associated with *obsessive-compulsive disorder*. Some diagnostics of *compulsive buying* are maladaptive consumer behavior, excessive shopping, and disrupting the functioning of personal social life (Faber, O'Guinn, & Krych, 1987; Maraz, Griffiths, & Demetrovics, 2016).

In a study conducted by Andras and Tamas (2020) conducted in Hungary on panic buying that occurred as a result of COVID-19 explained that the threat of this virus caused an intensive panic response in March 2020. The majority of respondents in this study reported that they experienced an increase in spending in the first week of this stage of the crisis. Furthermore, Andras and Tamas stated that the threat of COVID-19 has a major impact on the entire retail sector in Hungary as a result of changes in customer spending behavior. Based on the survey results from the study, there was a big change in shopping frequency, store preferences, spending, product preferences and

rejection of an item. Therefore, the resilience of small and medium enterprises must be maintained through mutual purchase of the products produced (Harahap & Mujiatun, 2016),

Method

In this study using qualitative approach (Sugiyono, 2008) with several methods so that it can help the process to achieve an outcome that wants to be intended. For the first use development research (*Development Research*). research and development is a process to develop a new product or improve an existing product, which can be accounted for (Aslichati, 2014). It can also be interpreted that the research method takes some data from a research that is then developed into a new knowledge. Metode is used because it plans to develop a journal or research article that fits the research problem.

Result and Discussion

The COVID-19 crisis caused financial and liquidity problems for many companies as a result of business reductions or cancellations. Phas a turn of impact on workers, whose income and livelihoods are at risk. While some companies have been able to protect their workforces from such repercussions and choose to retain and pay employees during the suspension of their activities, many companies have had to lay off workers or reduce their working hours. In March 2020, the ILO estimated that the impact of COVID-19 will result in an increase in global unemployment of between 5.3 million (low scenario) and 24.7 million (high scenario) (ILO, 2020).. New unemployment figures emerging from the affected countries suggest that the impact may already be greater than the high scenario.

Not only the above impacts of COVID-19, but globally also occurs in economic activities, namely the level of consumption that occurs in less desirable situations because of the fear of shortages of EQUIPMENT and equipment COVID-19. In addition to affected production, consumption is also affected. Namely the emergence of a phenomenon called *panic buying*. The imagination of some people is getting less controlled. There's more fear. Therefore, they try to make their own 'security' by preparing the needs of food staples.

Conditions that occur in *panic buying* such as in supermarkets in various parts of the world began to have difficulty meeting the needs of soaring demand. At first only masks and *tissues* were quickly lost on the market. Furthermore, chemical fluids for disinfection begin to be quickly absorbed and immediately disappear on the market. After that, people, especially the middle and upper-middle classes, flocked to shop for food more than usual. Of course there are consequences, phenomena *panic buying* also causes goods to run out quickly and scarcely, causing prices to increase.

In such situations, another phenomenon arises. Creativity and innovation at any level become mainstays to be able to survive. The huge informal sector in Indonesia is certainly very affected. They have to do business also from home, the promotion must still be run either directly or indirectly because if there is no promotion then the product will also not be widely known by the public who are likely to become prospective consumers (Pradesyah, 2020). The promotion can be done through social media because it is still in a pandemic condition because through social media it becomes a media that facilitates cooperation between users who produce content (Akrim, 2020). Service sellers must also look for strategies to stay viable for the next few months. Behind the rising prices, other commodity prices are stagnant, even tend to fall. Creativity at home alone is colored by the level of productivity of individuals or groups to produce something they have never

done before. People started making masks out of fabric with various modifications. In the neighborhood we are also on making snacks for sale (Mujiatun, 2017).

In this context, *the presence of solidarity buying* becomes important as a solution to help each other continue to carry out economic activities from the nearest scope and can be done alternately and then distributed to parties that impact their lives due to COVID-19. This *solidarity buying chain* can be done without any encouragement from the government because every community or individual can do it themselves directly, for example we buy goods produced by friends, neighbors, and or colleagues. That is, we buy something from others as a form of solidarity, not just because we really need it. This form of solidarity is needed to maintain social cohesion, strengthen mutual attitudes, foster family attitudes, and of course support the establishment of "social security" in a more dignified manner. In addition to solidarity to be a chain of liaison but most importantly the production of our friends can be bought *and profit* also because the product is purchased.

The concern at the moment- in a crisis and difficult situation - not allow-income families rely on governments or social institutions. They also maintain his dignity by expressing the hidden potential in him. Therefore, *solidarity buying* plays a role in maintaining the dignity of our community members. *Solidarity buying* is also part of our consciousness to fight *panic buying*.

The term *panic* in sociology is a form of collective behavior (Oliver, 2013; Quarantelli, 2001). The term collective behavior refers to actions that appear suddenly, spontaneously, not routine activities, and tend to be non-normative (Oliver, 2013). Zhao et al. (2016) classify *panic buying* as collective behavior. In behavioral sciences, especially psychiatry, panic is closely related as panic disorder or panic attacks (Parks, 2013). The characteristics of panic in the perspective of psychiatric disorders are characterized by repeated, sudden, and unexpected panic attacks (Parks, 2013). In particular, Strahle and Bonfield (1989) were more likely to attribute consumer panic to collective behavior through sociological studies. However, both from a sociological and psychiatric point of view, panic is equally characterized by sudden behavioral traits.

If it is further linked to *panic buying* in the COVID-19 issue, this phenomenon has the same common thread, which is happening suddenly and uncontrolled. Shopping panic or commonly termed as "*panic buying*" can be explained as consumer behavior in the form of actions of people buying products in large quantities to avoid shortages in the future (Shou et al., 2011).

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Ho, Chee, and Ho (2020) explain the *panic buying* problem in Singapore that occurred after the disaster response status increased, people bought goods to maintain food supplies. Andras and Tamas (2020) also found that as many as 87% of people involved in the survey reported that they made extra purchases to increase inventory at home in certain product groups.

The term proposed by Arafat et al. (2020) to answer the cause of *panic buying* from consumer behavior factors, namely the perception of scarcity of goods. That is, *panic buying* can occur because many people judge that there are certain items that will be rare in the event of an outbreak of the disease. Arafat et al. (2020) assess that the perception of scarcity is also related to insecurity and instability of a situation.

The lack of information needed by the public from the authorities as well as the rise of fake news also we believe has an effect on the occurrence of *panic buying*. According to Cheng (2020) watching the news and the vagueness of information affects the panic in the individual. This is also supported by research conducted by Garfin et al. (2020) on the influence of media exposure to public anxiety and stress related to the COVID-19 crisis. Exposure to this media can be related to information on the scarcity of resources and daily needs (Roy et al., 2020).

Conclusion

In the case of COVID-19, people may experience psychological conflicts, namely between trying to maintain routines by facing the uncertainty of the end of the pandemic. Uncertainty also related to the consumption of goods means uncertainty in the availability of goods. In the present, the ambiguity that occurs is combined with a threat that is invisible to the five senses like a virus. Fears and concerns are exacerbating the spread of misinformation. Panic arises when individuals think that there is information hidden or only partially disclosed related to the outbreak, because fear of the unknown often triggers anxiety and panic reactions. It emphasizes the importance of clear and convincing news or information from trusted sources.

In this context, the presence of *solidarity buying* becomes important as a solution to help each other continue to carry out economic activities from the nearest scope and can be done alternately and then distributed to parties that impact their lives due to COVID-19. This *solidarity buying chain* can be done without any encouragement from the government because every community or individual can do it themselves directly, for example we buy goods produced by friends, neighbors, and or colleagues. That is, we buy something from others as a form of solidarity, not just because we really need it. This form of solidarity is needed to maintain social

cohesion, strengthen mutual attitudes, foster family attitudes, and of course support the establishment of "social security" in a more dignified manner. In addition to solidarity to be a chain of liaison but most importantly the production of our friends can be bought and profit also because the product is purchased.

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