GEN Z EXPLORATIVE STUDY ON TOURISM ACTIVITIES IN THE PANDEMIC COVID-19

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ABSTRACT:

The Corona virus disease 2019 (COVID-19) has been declared a global pandemic by WHO, this disease is caused by SARS-CoV-2. The management program that has been implemented by the Government of Indonesia is Large-Scale Social Restrictions (PSBB) and now is the New Habit Adaptation or new normal. This effort was made to reduce the spread of COVID-19. This research was conducted to identify how the activities of Generation Z during the Covid-19 period. The formulation of the problem within this research is how was the activities of Generation Z during Covid-19? The method used is descriptive analysis method. The population in this study is the millennial generation. The research method was carried out by interviewing the millennial generation. The subjects of this study were 50 people of generation Z, aged 17 to 30 years old. The data analysis technique used in this study is a qualitative data analysis technique which refers to the phenomenological research method. The results show that the view, generation Z in handling Covid-19 is very worrying, the attitudes and actions taken are good, while government policies take less effective action, because the government is not ready to appreciate government performance in responding to Covid-19, health protocols, pay less attention to hospitals Covid-19 reference, slow distribution of social assistance, quick response at the start of the pandemic. Meanwhile, Generation Z's attitude towards tourism is that they agree to travel after the pandemic is over, because they are free to travel whenever and wherever they want.

Keywords: Activities, generation Z, Tourism

I. INTRODUCTION

The Corona virus disease 2019 (COVID-19) has been declared a global pandemic by WHO, this disease is caused by SARS-CoV-2. The management program that has been implemented by the Government of Indonesia is Large-Scale Social Restrictions (PSBB) and now is the New Habit Adaptation or new normal. This effort was made to reduce the spread of COVID-19. Lately, the world is preoccupied with one pandemic, and Indonesia is no exception. This problem is caused by a virus that triggers the flu, coughing and shortness of breath but results in death. This virus is called Corona, to be precise COVID-19 (Coronavirus Disease 2019). The number of patients recovering from Corona Covid-19 in Indonesia continues to increase significantly every day. As per today’s data, Monday (5/10/2020), 4,140 people have successfully recovered from the Corona Covid-19 virus. So, the accumulative total is 232,593 Corona Covid-19 patients in Indonesia who have been declared cured and negative for Corona Covid-19 to date. Regarding the addition of positive cases, there are 3,622 people today. The accumulative total so far has 307,120 people confirmed positive for Corona Covid-19 in Indonesia. The increased number of deceased today is 102 people. So, the accumulative total in Indonesia there are 11,253 Corona Covid-19 patients who have died to date. (Prastiwi, 2020). Humans are social creatures that allow direct interaction so that the spread of the Covid-19 pandemic is increasing rapidly. So that the Government is preparing a lockdown rule to break the barrier against the spread of the coronavirus or COVID-19. Because of this virus, people's activities in various countries have been disturbed, so that people in the world have to remain silent at home to prevent the corona virus from spreading. Then the economies in various worlds have also declined because of this virus (Siahaan, 2020). The study according to (Utami et al., 2020) states that there needs to be more efforts in handling this COVID-19. The application of the new normal must be balanced with high compliance from the...
community in preventing COVID-19 so as not to add new cases. The New Habit Adaptation Process (IMR) must be consistently implemented starting from wearing masks, maintaining distance, washing hands, not making physical contact, increasing endurance through nutritional intake and exercise. In addition, several other OTAs have also conducted campaigns to maintain tourism optimism as well as see trends in tourist attractions that tourists want. Although, according to the World Travel and Tourism Council (WTTC), it is estimated that it will take 10-35 months for the tourism industry to return to normal, it all depends on the mindset of tourists that determine the sustainability of the tourism industry going forward. According to research (Gunagama et al., 2020), they have examined the impact of the COVID-19 pandemic on tourism in general, a study of the general view of the coronavirus outbreak on the future of world travel and tourism. This research was conducted to identify how the activities of Generation Z during the Covid-19 period. The formulation of the problem in the study of how was the activity of Generation Z during the Covid-19 period?

II. LITERATURE REVIEW

Z Generation

Z Generation contains people born in 1995-2010. They were born during the transition in technological development. The existence of all-in-one technology causes Z Generation to like instant things in the work process. This affects their mindset and the way they work. Generation Z grows along with various technological innovations such as smartphones, social media, and others. Life for them has become very dependent on this technology. Most of the time, they prioritize the popularity of social media by doing sensational things. The attitude of Z generation is still being paid attention to and cannot be concluded with certainty like the previous generation. This matter because at this time most of them are still in the adolescent phase. Broadly speaking, they tend to follow the Y generation style starting from their attitudes when working, socializing, and communicating. Z Generation likes a flexible and family-oriented atmosphere. Many prefer working in teams to working alone. Generation Z mindset is more open to change and innovative to develop new things. However, some said that generation Z did not really care about the conditions around them and were individualistic in facing a problem (Wijoyo et al., 2020).

Z Generation Traveler

Research (Putra et al., 2020) explains that what makes the highest attractiveness and the factor that can appreciate tourists from tourist destinations for tourists is the quality of the environment in the destination itself. According to (Cheblì & Ben Said, 2020) 6 important components of a destination, such as attractions, accessibility, facilities, available packages, activities, and additional services. Of all the external factors mentioned by experts have the same goal but have different ways of understanding each individual. The contributing factors are internal factors such as culture, religion, shopping, gastronomy, attractions, events, sports tourism. As for tourists in determining tourist destinations: internal, external, natural travel, and situational variables. Internal factors relate to personal aspects such as motivation, attitude, lifestyle and others. Meanwhile, external variables are related to factors related to goals, family and social influences. The nature of the trip is seen from the size of the trip and travel time including the activities that are planned to be carried out on the trip. According to (Haddouche & Salomone, 2018) states that there are 4 new dimensions in making tourism selection decisions, namely flexibility, location and travel time, social composition, and stages of travel.

Generation Z Tourism Activities

Generational differences in travel habits are often a topic among many studies. Not discussing between generations, the members of generations Y and Z are presented as homogeneous groups. It should be emphasized that there are no common views with academics about the birth year of each generation. Generation Y and Generation Z members are creators and early adopters of new trends, who are familiar with new technologies, are optimistic, non-linear thinkers, innovative in problem solving (Slivar et al., 2019). Generation Z characteristics influence their travel habits, making the purchasing behavior described earlier tourism specific. The shift toward placing value on experience, rather than material things is evident. 57% of Americans continue to save money specifically for travel, while this trend is emphasized more on Millennials while 68% do the same. Generation Z has a lot in common with Generation Y, from this generation, although some features are more visible in it, these features are very different in many ways. Generation Z is a generation that is open to the world and new things, not only technology but also related to exploring new places, where social media is their main form of communication. The hallmark of this category is often a preference for virtual relationships, rather than building real interpersonal relationships. Generation Z people are very open to the world and willing to undertake various forms of tourism, even though they often lack resources because they are not professionally employed and dependent on their parents. Therefore,
due to financial constraints, this group dominates household recreation, with family or friends. A survey conducted by Expedia Group Media Solutions in 11 countries in 2017 and 2018 revealed that Generation Z most often travel for rest (59%), visit family (41%), attend special events (26%), or for entertainment purposes (21%). Expedia Group Media Solutions’ analysis also shows that 84% of people from Generation Z think social media plays an important role when doing the travel planning.

III. RESEARCH METHOD

This research uses descriptive analysis method. The population in this study is the millennial generation. The research method was carried out by interviewing the millennial generation. The subjects of this study were 50 people of generation Z, between 17 and 30 years old. The data analysis technique used in this study is a qualitative data analysis technique which refers to the phenomenological research method of von Ecksrtberg (in Hasbiansyah, 2008) explaining the steps in phenomenological analysis, namely the formulation of research questions, data that results in situations (life experience text), make descriptive narratives that describe the results of dialogue or interviews with subjects interpreting generation Z's communication style. Furthermore, analysis, interpretation and configuration of meaning are carried out.

IV. RESULT AND DISCUSSION

From the results of interviews with Generation Z women and men in handling Covid-19, the authors found several views and attitudes of Generation Z in handling Covid-19, including:

**Generation Z's view of handling Covid-19**

From the results of interviews with Generation Z, women and men, there were different views on the handling of Covid-19, there were 4 genders who answered that the virus should not be underestimated, 5 genders who answered that the virus was bad for health, 12 genders who resisted the virus were bad for the country's economy, 5 genders answered making their lives locked up, 3 genders who answered disrupted lectures (online), 2 genders who answered gave many trials of challenges to mankind, 5 genders who answered could be destructive in aspects of life, 2 genders answered a virus that was getting worse uncontrolled, 2 genders who answer the virus that will never be finished, 6 genders who answer the corona virus are dangerous, 6 genders who answer public awareness in carrying out government policies.

From the results of the above observations, from the viewpoint of Generation Z, the handling of Covid-19 is very bad, because considering the current state of Indonesia is sad, such as things that are happening today, including: bad for health, bad for the country's economy, making life locked up, lecturing disturbed (online), giving many trials and challenges to mankind, destructive in aspects of life. This is supported by research conducted (Reiner et al., 2020) which found that the use of masks in public reached 95%, this means that it is sufficient to correct the worst effects and for the rise of epidemics in many countries.

**Generation Z's attitudes and actions towards Covid-19**

From the results of interviews with Generation Z, women and men, there were Generation Z's attitudes and actions in handling Covid-19, there were different answers, 15 genders answered following government policies, 8 genders answered following health protocols, 2 genders answered healthy lifestyles, 8 gender answered don't go if it wasn't urgent, 3 gender answered minimizing activities outside the home, 7 gender answered keep thinking positively, 7 gender answered doing activities at home. From the results of the observations above, from the attitudes and actions of Generation Z towards Covid 19 carried out by Generation Z, namely: helping to remind others to remain obedient, patience and humility in the face of a pandemic, snoring when someone is gathering, be more careful and respectful and empathy to all parties. This, supported by research conducted by (Bavel et al., 2020) explains that three main factors hinder prevention: (1) people do not value the risks they run, (2) it is against human nature for people to shut themselves off in isolation, rigid as a way to protect others, and (3) people often unconsciously act as an ongoing danger to themselves and others. So this research could provide some insight from past century work on related issues in social and behavioral sciences that could help public health officials reduce the impact of the current pandemic. This is also done by research (Gaidhani et al., 2019) showing the results that the attitudes and preferences of Generation Z in theory, it can be concluded that companies can predict and build a workplace suitable for them which will ultimately have an impact on organizational performance. The same thing was done by research (Alrubaiee et al., 2020) showing the results that the level of adequate knowledge, optimistic attitude, level of
anxiety, and high performance in prevention behavior against COVID-19, so that it can highlight gaps, especially in knowledge and attitudes. them against COVID-19.

**Generation Z's views, attitudes and actions regarding government policies on Covid-19**

From the results of interviews with Generation Z, women and men, there were Generation Z's attitudes and actions regarding government policies on Covid-19. It was found several gender answers, 7 genders answered, good, 17 genders answered poorly, 22 genders answered fairly well and 4 genders answered poorly applied.

From the results of the above observations, the majority of gender answers answered quite well, because government policies were rather ineffective by specific communities. The majority of gender answers answer well, because the community can comply, the spread can be minimized, The majority of gender answers answer that the application is poor, because the government is not ready to appreciate the government's performance in response to Covid-19, health protocols, pay less attention to covid referral hospitals, slow distribution of assistance social, responsive at the start of a pandemic. This is supported by research (Kamenidou et al., 2020) showing the results that provide marketing communication practices that target young people to raise awareness so that Generation Z can react to government assistance. The same thing is also supported by research (Rudolph & Zacher, 2020) showing the results that working together to overcome the challenges facing Indonesia today, so all work together to navigate the COVID-19 pandemic. This was also done by (Cho et al., 2018) showing the results that the relationship between voluntary motivation, attitudes and work performance is specific to the Generation Z volunteer segment. "Job training suitability" was found to be an important moderator for enhancing the relationship between Gen Z volunteer attitudes and job performance.

**Generation Z's attitude as tourists during the Covid-19 period**

From the results of interviews with Generation Z, women and men, there are Generation Z attitudes about tourism during the Covid-19 period, finding that 50 genders agree that travel after the pandemic ends.

From the results of the above observations, the majority of gender answers agreed to travel after the pandemic ends, because they are free to travel whenever and wherever they want. In this study, researchers conducted a survey of the type of tourism desired by gender. The survey results prove that the tourist attraction towards the types of tourism is very diverse, but dominated by natural tourism, the beauty of nature is missed during the area quarantine by most people. This is related to the respondents’ intrinsic motivation to get out of pressure during the quarantine period. The sectors affected include destinations, transportation business, travel agents, and other supporting businesses such as hotels, restaurants, and so on. Keep in mind that the behavior of tourists after this pandemic ends to provide an overview of tourism trends after this pandemic ends. In addition, it can be used as an estimate of the recovery time for the tourism sector after the pandemic is over, judging by trends in tourist behavior. This is supported by research (Wachyuni & Kusumaningrum, 2020) which found that travel preference was (78%), or the majority of respondents said they would return to travel. Approximately (65%) will return to tourism in the near future, namely 0-6 months after the pandemic is declared over, the type of tourism the respondents want is natural tourism (66%). The majority of the desired tours are short, i.e. 1-4 days. The survey results show that the mean value of travel intentions is higher than travel anxiety.

V. **DISCUSSION**

From the results of interviews from respondents, it can be seen that the view of generation Z in handling the corona virus both female and male gender expresses more concern about the many corona viruses that are very dangerous and generation Z's view of the virus is very rush which has been in the world today. This is supported by research conducted (Reiner et al., 2020) which found that the use of masks in public reached 95%, this means that it is sufficient to correct the worst effects and for the rise of epidemics in many countries

From the results of interviews conducted by researchers, from the attitudes and actions of Generation Z towards Covid-19 carried out by Generation Z, most of the attitudes and actions taken are to help and remind others to remain obedient, patience and humility in the face of a pandemic, snoring if any who were gathered, were more careful and respectful and empathetic to all parties. This, supported by research conducted by (Bavel et al., 2020) explains that three main factors hinder prevention: (1) people do not value the risks they run, (2) it is against human nature for people to shut themselves off in isolation rigidly as a way to protect others, and (3) people often unconsciously act as an ongoing danger to themselves and others. Therefore, this research could provide some
From the results of interviews conducted by researchers, the views, attitudes and actions of Generation Z regarding the government policies of Covid-19, most of Generation Z responds to government policies to take less effective action, because the government is not ready to appreciate government performance in response to Covid-19, health protocols, pay less attention to the same covid referral hospital, slow distribution of social assistance, quick response at the start of the pandemic. This is supported by research (Kamenidou et al., 2020) showing the results that provide marketing communication practices that target young people to raise awareness so that Generation Z can react to government assistance. The same thing is also supported by research (Rudolph & Zacher, 2020) showing the results that working together to overcome the challenges facing Indonesia today, so all work together to navigate the COVID-19 pandemic.

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From the results of the research above, the researcher in this case concluded that the view, generation Z in handling Covid-19 is very worrying, the attitudes and actions taken are good, while government policies take less effective action, because the government is not ready to appreciate the government's performance in response to covid, health protocols, pay less attention to covid referral hospitals, slow distribution of social assistance, responsive at the start of the pandemic.

VI. CONCLUSIONS

To conclude, generation Z in handling Covid-19 is very worrying, the attitudes and actions taken are good, while government policies take less effective action, because the government is not ready to appreciate the government's performance in responding to Covid-19, health protocols, pay less attention to Covid-19 referral hospitals, slow distribution of social assistance, responsive early in the pandemic. From the results of this research interview, there are suggestions to improve government policy in dealing with Covid-19 more wisely. While the suggestions for further research, the writer of suggestions can take a wider object, can add variables and can add more respondents. Therefore, future research can replicate this research in other areas of Indonesia.

REFERENCES


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