



Millennial Generation of Go-Food Transactions in The Era of New Normal

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ABSTRACT

Since the COVID-19 pandemic, the Central Government of the Republic of Indonesia has announced policies related to COVID-19 prevention to carry out all activities from home. To meet primary needs, one of which is food and drink during the COVID-19 pandemic in the era of new normal, the millennial generation prefers to use food delivery service. The problem in this research is finding an understanding of the millennial generation in using Go-Food during the COVID-19 pandemic in the era of new normal. Also, identifying the millennial generation's understanding of Go-Food can be one of the factors causing the high rate of fraud. This study used a qualitative descriptive method with triangulation (combined) data collection techniques. The research instrument is a questionnaire (google form) to find the key informants who are determined through the purposive sampling technique. Furthermore, key informants are interviewed to obtain in-depth information. The informants of this research are the millennial generation who use Go-Food in the Denpasar and Badung areas. Based on the research results, the millennial generation prefers to use Go-Food to make it easier to fulfill their needs during the COVID-19 pandemic. Uniquely, the millennial generation has chosen to study self-taught and use the internet to find out how to use Go-Food. Factors from the millennial generation's understanding of the features Go-Food that make them experience problems or fraud when shopping using Go-Food.

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1. Introduction

Along with the development of globalization, it has entered a new era, namely the Industrial Revolution 4.0 which has made changes to the way of thinking, living and relating to one another (Prasetyo & Trisyanti, 2018). According to Shwab in Prasetyo & Trisyanti (2018) the industrial revolution has undergone four changes, namely: 1) The industrial revolution 1.0 that occurred in the 18th century found a steam engine that could mass produce goods, 2) The industrial revolution 2.0 that occurred in the 19th to 20th century which caused lower production costs due to electricity consumption, 3) Industrial Revolution 3.0 which occurred in the 1970s with the use of computerization, and 4) Industrial Revolution 4.0 which occurred around the 2010s with intelligence engineering and the Internet of Thing (IoT) as the person in charge of movement and liaison between humans and machines.

Because there is the internet that can be used in addition to searching for information, the internet is also used for communication, searching for news, buying and selling transactions, and as a means of seeking entertainment. One of the information or news that can be accessed by the public is information related to health. Information or news that is currently being discussed in early 2020 is COVID-19. The World Health Organization (WHO) states that COVID-19 is a contagious disease caused by a corona virus which can cause disease in animals and humans. COVID-19 which was first discovered in Wuhan City has been determined to be a global pandemic by WHO. Symptoms that can be caused by this disease are cough, runny nose, fever, to more severe ones such as MERS and SARS. The symptoms experienced can be mild symptoms that appear gradually. However, some researchers suggest that this virus will worsen the condition of patients if they have comorbid diseases or patients with pre-existing medical conditions (World Health Organization, 2020).

The President of Republic of Indonesia Joko Widodo issued a policy through an appeal issued by WHO, to make efforts to prevent the spread of the virus, one of which is by implementing social distancing or now the term has been changed to physical distancing. Social distancing or physical distancing is an effort to maintain social distancing. This condition causes people to work from home, study from home, worship from home, and do other activities from home (Nurhalimah, 2020). Government policy to establish Government Regulation (PP) Number 21 of 2020 concerning Large-Scale Social Restrictions or Pembatasan Sosial



Berskala Besar (PSBB). Large-Scale Social Restrictions or Pembatasan Sosial Berskala Besar (PSBB) is a limitation on the activities of residents in an area suspected of being infected with COVID-19 in order to prevent the spread of COVID-19. The PSBB policy is different from the policies for home quarantine, hospital quarantine, and regional quarantine (Cable News Network, 2020).

The central government of Republic of Indonesia has officially announced the plan to implement the era of new normal as a policy to run the economy in the midst of the COVID-19 pandemic. The era of New normal during the COVID-19 pandemic was intended to prevent a catastrophic economic crisis. Many countries have prepared for the era of new normal (Akbar & Benedict, 2020). Changes in people's lifestyles during the COVID-19 pandemic affect the activities of all groups, including those aged 20-40 years or who are often called the millennial generation. Millennial generation is a generation that lives at the turn of the millennium. According to Yuswohady (2016) Millennial generation is a generation born in the early 1980s to 2000s. According to Hidayatullah et al. (2018) the millennial generation is a generation that likes something instantaneous, which means they don't want to be burdened by time in achieving their desired goals.

To meet primary needs, one of which is food and drink during the COVID-19 pandemic and to support the characteristics of the millennial generation who like something instantaneous, the Go-Jek service application is starting to be widely used. According to Azizah & Adawia (2018) PT. Go-Jek Indonesia, which was built in 2011 by Nadiem Makarim, is the first start-up in Indonesia with status decacorn. Go-Jek is engaged in transportation services between motorcycle taxi drivers and customers. Go-Food is one of the service features provided by Go-Jek which serves food delivery services in Indonesia. The existence of an application that provides a food delivery service makes it easy for consumers to buy food without leaving the house or office.

This research was conducted to find out 1) Does the millennial generation choose to shop using the feature of Go-Food during the COVID-19 pandemic in the era of new normal? 2) Can the millennial generation understand how to make transactions using the feature of Go-Food? 3) Can the millennial generation's understanding of the feature of Go-Food be one of the factors causing the high rate of fraud? With the aim of knowing the millennial generation who chose to shop using Go-Food during the COVID-19 pandemic in the era of new normal, as well as understanding the millennial generation regarding how to transact using the feature of Go-Food and the relationship between understanding and the high number of frauds on the feature of Go-Food.

2. The Theoretical

2.1 New Normal

The government of Republic of Indonesia has officially announced a plan to implement the era of new normal as a policy to run the economy in the midst of the COVID-19 pandemic. The era of new normal during the COVID-19 pandemic was intended to prevent a catastrophic economic crisis. Many countries have prepared for the era of new normal (Akbar & Benedict, 2020). According to Monoarfa in Praghlopapati (2020), he said that in conditions of new normal, everyone must use a mask, hand sanitizer, and also wash their hands with soap. Then, physical restrictions will also be put in place. According to (Muhyiddin, 2020) a new normal life requires a very drastic cultural change in people's behavior.

2.2 Consumer's Behavior

According to Anang in Khoirinnisa et al. (2016) the habits and behavior of millennial generation aged 20 to 40 years have a high level of enthusiasm for the use of technology. This also affects the attitudes and behavior of millennial generation, in their research the impact of technology has two influences, namely, a positive influence and a negative influence. The positive influence is to make it easier to interact and find information. The negative influence is liking something instantaneous, behavior will be selfish and interaction to the environment will be bad enough. At the time of COVID-19, which required them to do social distancing, work from home, even city areas lock-down or lock down. This condition resulted in limited normal activities and traffic. In addition, the fulfillment of food and beverage needs has begun to change. If previously consumers were still able to go out to buy their basic needs, due to the COVID-19 pandemic, consumers had to buy online, take away, or home delivery (Elfita, 2020).

2.3 Millennial Generation

According to Achmad, Poluakan, Dikayuana, Wibowo, & Raharjo (2020) the industrial revolution 4.0 changes human development as it should, interaction patterns have become simpler thanks to the help of social media technology, but not all generations are able to adapt to the industrial revolution 4.0 including the millennial generation, there are positives and negatives in the development of this technology. Changes in the way the millennial generation thinks about the environment such as belief systems (beliefs), values, and attitudes (attitudes). According to Yuswohady (2016) Millennial generation is a generation born in early 1980

to 2000. Millennial generation is a generation that likes something instantaneous, which means they don't want to be burdened by time in achieving their desired goals (Hidayatullah et al., 2018).

2.4 Go-Food

On April 8, 2015, PT. GO-JEK Indonesia, which is owned by Nadiem Makarim, has officially launched its newest service called Go-Food. Go-Food is not only influenced by technology, but also by customer needs. Go-Food is one of the service features provided by Go-Jek which serves food delivery services in Indonesia. Activities carried out by Go-Food provide information and introduction to culinary products (Fahri & Isnaini, 2020). Go-Food provides a variety of culinary products with archipelago to modern flavors that follow current trends. Because Go-Food partners do not only consist of luxury restaurants, but some also consist of small community businesses, such as street vendors, to food made by the UKM industry (Lutfiah, 2019)

2.5 Decision Making

According to Kotler (2011), the consumer's decision to buy is a collection of a number of decisions. There is a structure in each decision-making which consists of several components, namely, decisions about the type of product, the form of the product, the brand that the consumer chooses to buy, the level of the seller, where the product is purchased and at what store, the number of products, the number of products to be purchased, purchase, payment method. Meanwhile, according to Tjiptono (2010) there are two dimensions that can influence buying a product, namely, a) the rational dimension is a dimension that can influence someone to buy a product for rational reasons such as quality, price, distribution and so on, b) the power dimension. attraction is a dimension that causes interest or interest in a product such as the aroma of the product, taste, shape, color and so on.

3. Research Methods

This research using a qualitative descriptive method with data collection techniques performed by triangulation (combined). According to Sugiyono (2013) data collection techniques are strategic in research, because the main objective in research is to get data. In this study, researchers used questionnaire data collection techniques (lift) and interviews. Questionnaire (Google Form) researchers use to look for key informants during the COVID-19 pandemic to comply with government regulations for social distancing. After distributing the questionnaire, the researcher used purposive sampling technique in order to determine the key informants. Then the researchers conducted interviews with key informants through the application zoom meeting or video call via whatsapp in order to comply with government regulations for social distancing. Researchers used interviews in order to obtain in-depth information. The informants in this research are the millennial generation who use Go-Food. The location of this research was conducted in Denpasar and Badung.

4. Research Findings

4.1 Go-Food as a Shopping Media during the Pandemic of COVID-19

a. Life Style

Based on the results of interviews with informants, since the pandemic of COVID-19 in Indonesia has made many changes to the lifestyle of the millennial generation. Changes to the lifestyle of the millennial generation which require them to wear masks when traveling outside the house, to maintain their distance (social distancing), use hand sanitizers, and always wash their hands. This also greatly affects the lifestyle of the millennial generation who loves to travel. They limit themselves when they leave the house and also have a diet that prefers to use Go-Food as a mediation to buy food and drinks.

b. Current culture / trends

Based on the results of interviews with informants, current culture or trends are a situation that follows the changing times, both in terms of fashion, technology and daily habits. Indirectly, the change in the lifestyle of the millennial generation forms a trend. Many of the millennial generation have made Go-Food a trend during the pandemic of COVID-19.

c. Perception of the ease of shopping

Based on the results of interviews with informants, most of the millennial generation like everything that is instant or practical. With the existence of Go-Food, it makes it easier for the millennial generation during the times of the pandemic of COVID-19, even though it has started new normal but there are still many millennial generations using it.

4.2 Ways for Millennial Generation to Understand the Use of Go-Food

a. Self-taught

Based on the results of interviews with informants, some of the millennial generation prefer to understand something self-taught. That's because they are more comfortable and more understanding if they find out on their own without having to ask other people around.

b. Internet

The Internet functions as aspects of providing information that has no limitations, so that any information can be obtained freely. As time goes by, the development of science and technology makes the need for internet networks more extensive, including in Indonesia. With the internet, it makes it easier for the millennial generation to learn and find out new things out there. Based on the results of interviews with informants, most of the millennial generation choose to find out how to understand something via the internet.

4.3 Go-Pay as a Payment Tool during the Pandemic of COVID-19

a. Utilization of Go-Pay

Based on the results of interviews with informants, during the pandemic of COVID-19 the use of digital wallets (Go-Pay) can avoid the risk of spreading the virus and there is no need for physical contact. Thus, the millennial generation prefer to pay with Go-Pay than using cash, because of safety and ease of use.

b. The advantage of using Go-Pay

Based on interviews with informants, besides safety and easy to use Go-Pay also provides a lot of promo discounts that make the millennial generation more interested in using it.

5 Conclusion

Based on the results of interviews and discussion, the conclusions of this research are:

- a. The development of technology and information in the era of the Industrial Revolution 4.0 affects the lifestyle of the millennial generation which encourages them to like everything that is obtained instantly and practically. This is directly proportional to the characteristics of the millennial generation described by the author.
- b. Since the issuance of a decision regarding the implementation of the era of new normal by the Central Government of Republic of Indonesia, all aspects of society have changed. The change in lifestyle in the era of new normal is also felt by the millennial generation. The most significant change felt was the fulfillment of basic needs, namely food and beverages. To meet these basic needs, the millennial generation chooses to use Go-Food in fulfilling their needs in the era of new normal.
- c. The efforts made by the millennial generation to understand the use of the feature Go-Food use two ways namely, self-learning (self-taught) and using the internet. This self-taught method was accompanied by the use of the internet as a supporting medium for fulfilling information regarding how to use the feature Go-Food.
- d. The millennial generation's understanding of the use of Go-Food can be used as one of the factors supporting the high number of frauds on Go-Food because of a wrong understanding by the millennial generation. This can be seen from the constraints experienced by users. In addition, the inability of the millennial generation to filter correct and wrong information when searching for information on the internet is another supporting factor.

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