



## Generation Y Behavior Change In Bandung City In Receiving News Covid-19

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### ARTICLE INFO

Article history:  
Received: Jun 30, 2022  
Revised: Jul 17, 2022  
Accepted: Jul 25, 2022

#### Keywords:

Behavior Change,  
Behaviorism,  
Generation Y,  
Internet,  
Covid-19 News.

### ABSTRACT

The city of Bandung has significant changes that are also felt by its people, especially the people in the Y generation group who are so many in the city of Bandung. This change in behavior is caused by the large reception of Covid-19 news on the internet and the high use of the internet in the city of Bandung, this study aims to determine the change in behavior in generation y in the city of Bandung in receiving news of covid-19 on the internet. The research method used is a descriptive qualitative method. The theory used is the communication theory of Behaviorism developed by Jhon B. Watson (1878-1958). The results of this study state that the changes in behavior that occur are very diverse, namely, changes in behavior to individuals who always use cashless payments, changes in work styles, namely more dominant working WFH (Work From Home), significant changes in healthy lifestyles, changes in behavior to not being used to spending too long outside the home, behaving more calmly in facing situations and conditions, behavior change becomes concerned about the development of the pandemic, caring about himself and his surroundings. Researchers concluded that Generation Y in Bandung City has very diverse behavior changes.

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### 1. Introduction

The city of Bandung is known as a city that has a variety of tourism developments, ranging from natural tourism destinations, education, entertainment, culinary and shopping. Along with the COVID-19 pandemic, the social activities of the people of the city of Bandung have certainly experienced significant changes. This change is based on changes in the behavior of each individual in it as well as several unexpected developments, such as the issuance of rules regarding social restrictions, stopping the use of public transportation, travel restrictions and so on. This unexpected development made the shift in activities that were previously carried out physically, to migrate to activities carried out digitally in cyberspace such as the presence of online learning (online learning), online work (Work From Home), banking digitalization, digitalization of shopping, and so on. Digitalization which is growing so rapidly during the pandemic has made internet use even higher. In Indonesia, the province with the most internet usage is West Java with 35,100.61 people, followed by Central Java with 26,536,320 people and East Java with 26,350,802 people.(APJII, 2022). With this figure, the city of Bandung as the capital city of West Java province certainly contributes greatly to the contribution of the largest number of internet users in West Java.

The internet makes various information easy to get through smartphone access. Among the ease of accessing all information that can be obtained by the people of Bandung, Internet use via smartphones has reached 82.85% of the total population and 72.82% of them through social media internet access(BPS, 2020). With this high number, information can be accessed easily and quickly, including information about Corona Virus Disease 2019 (COVID-19). Information about Covid itself was first discovered in Wuhan, China. Namely, a new type of betacoronavirus called Coronavirus Case 2019, or better known as COVID-19 by the World Health Organization. COVID-19 spreads very

quickly because it can spread directly from person to person through droplets, physical contact, and contaminated surfaces (kemenkes.co.id). With the outbreak of COVID-19 cases in Indonesia, 1,368,069 people positively affected by the virus and 37,026 people who were positive for COVID-19 were declared dead.(Ministry of Health, 2021).

Based on a report from the Ministry of Health (2021), DKI Jakarta is the province with the highest number of confirmed COVID-19 cases in Indonesia, followed by West Java and other provinces. Data from the Ministry of Health conveys that the COVID-19 pandemic which has lasted for almost two years does not appear to show a continuous decline which marks the end of the COVID-19 pandemic. The government has also formed a COVID-19 task force with the aim of responding to information needs related to the development of COVID-19. In an effort to overcome this, the government urges the public to participate in disseminating information on the spread of COVID-19 so that it can be prevented together through the internet.

However, the dissemination of this information creates behavioral changes in affected individuals, as is the case with generation Y in Bandung, who tend to be able to use the internet but are not as advanced as the next generation, so that it allows generation Y to experience more behavioral changes in receiving news of COVID-19. In addition, the people of Bandung are dominated by Generation Y and the generation after it, namely Generation Z. This statement is supported by data from Portal Bandung (2022) from 2.44 million residents of Bandung City, 51% of whom are dominated by the millennial generation (generation Y) and generation Z.

In the age range of generation Y is in the age group 20-24 to 40-44. It can be seen in the figure that the number of numbers in the previously mentioned age group is dominantly higher than in other age groups. Based on its own definition, generation Y is a group of generations born from 1980 to 2000. Thus, it can be estimated that the age of generation Y is in the range of 22-42 years in 2022 (BPS, 2022).

Several researchers have studied behavioral changes, such as:Sari (2021)which examines how changes in people's social behavior in carrying out wedding ceremonies. Then another research conducted by(Zis, et al., 2021)examines behavioral changes that have an impact on communication behavior which was originally done face to face to face to screen. In addition, there is also research conducted by(Ismail et al., 2021)and also(Boer et al., 2020)which analyzes people's consumptive behavior in shopping, as well as how online media and the millennial generation play a role in the emergence of COVID-19 news.

The results of previous studies show how the COVID-19 pandemic affects social behavior, communication behavior, and consumptive behavior. Meanwhile, no research has been found on behavioral changes experienced by individuals, whether consciously or not, besides that there has been no research that examines how information can change habits and activity patterns in Generation Y, both from lifestyle, buying and selling transactions, and the other side of society. behavior change is generally based on the background of each individual. Therefore, it is necessary to conduct further research on changes in communication behavior, especially in generation Y who are affected by receiving news of COVID-19.

## **2. Method**

Qualitative method is the method used in this research. The city of Bandung is the research location that will be chosen by researchers in this study. The majority of the population of the city of Bandung with an age range of 22-42 years if it is included in the generation group category, it is included in the Generation-Y/NetGen group.The people of Bandung are the subjects of this research,



especially the people of Bandung in the Generation-Y / NetGen group, where this group was born in 1980-1995 or with an age range of 27-42 years in 2022. In this study, the sampling technique used is non-probability sampling technique. In qualitative research, the sampling technique that is often used is purposive sampling, which is a sampling technique or informant based on data sources and certain considerations. Thus, it will be easier for researchers to observe the object or social situation under study. This study uses data collection methods to meet the completeness of appropriate information through interviews, observations, and book references and internet searching. This study uses data analysis techniques according to Miles and Huberman (1984) namely Data Collection, Data Reduction, Data Display, and Conclusion Drawing/verification. To facilitate the research, the researcher uses a source triangulation credibility test, where later the researcher will check information from various sources or informants that have been set in the previous sub-chapter.:

### 3. Results And Discussion

Based on research conducted by researchers related to behavioral changes in generation Y in the city of Bandung in receiving news of COVID-19 via the internet, in this sub-chapter the researchers show the results of the researchers' findings based on data collected previously through the interview stage with informants. In the translation of the data from the interview, the data is divided into several parts according to the predetermined unit of analysis. The results of the interviews are presented in Table 1 and Table 2.

**Table 1**  
Introspectionism Analysis Unit Interview Results

Sub Analysis	Informant 1	Informant 2	Informant 3	Informant 4	Informant 5	informant 6
Awareness in receiving covid news on the internet	Always receive news of COVID-19 on twitter Using internet access	Frequently receive COVID-19 news on Instagram and Facebook	Receive news of COVID-19 on social media instagram and twitter	Receive news of COVID-19 on tiktok and pop up browser	Receive news of COVID-19 on online news portals and instagram	Receive news of COVID-19 on tiktok and online news portals
Dominant information appears	regarding the number of deaths, the number affected, and advice on the spread of the virus	Usually I often receive news about COVID-19 about its progress, to what extent is it?	This is more dominant in the COVID-19 news about the importance of a healthy and clean lifestyle during the pandemic	the most dominant and accepted COVID-19 news regarding vaccine appeals, what about vaccines	the number of deaths or those affected by the news of the restrictions in some areas	COVID-19 Vaccine News
Interested in following the development of information	Interested if important	Interested because everything is important	Following for talk	interested, if the information is correct and not boring	I continue to follow COVID-19 news on the internet because it is more up to date	Yes, I have followed it until now. Because the information has become daily news intake



**Table 2**  
Psychoanalytic Analysis Unit Interview Results

Sub Analysis	Informant 1	Informant 2	Informant 3	Informant 4	Informant 5	informant 6
Changes in behavior that are experienced to become habits	Become an individual by liking and becoming a habit of using non-cash for buying and selling transactions.	Become an individual by liking remote work culture	Lifestyle is healthier than ever	Become accustomed to being at home and can't stand to linger outside the house.	Quieter behavior with flexible working hours	follow the development of covid and care for yourself and the environment

### 3.1 Discussion

In this section, the researcher discusses further about the results of interviews that have been conducted by researchers to six informants and is associated with the theory that researchers have used in this study. In addition, researchers processed the data that had been collected in the discussion sub-section, which would answer the formulation of research problems with changes in the behavior of generation Y in the city of Bandung in receiving news of COVID-19 via the internet. Here is the discussion.

#### a. Introspectionism

As a result of the COVID-19 outbreak in Indonesia, it has had many positive and negative impacts on society. Moreover, the existence of internet technology facilitates the process of sending and receiving news every day to the public. Based on this, it certainly has a felt impact on the community related to attitudes and behavior, especially in groups of people based on their generation, namely generation Y / millennial generation who have many cases of behavior change due to the pandemic and continuous news reception. Lyons (2004) in(Son, 2016)revealed that Generation Y is a generation that grew up in the booming internet era, which is an era where many of them use instant communication technology such as e-mail, SMS, and social media such as Facebook and Twitter. According to De Meuse and Młodzik (2009) in(Paramita & Kartika, 2020)Generation Y was born between 1980-1995. Regarding behavior change, Watson (1878) said that the theory that examines behavior change has indicators of introspectionism (which analyzes the human psyche based on subjective reports). These reports were obtained from several questions and answers from research informants.

Awareness in receiving covid news on the internet, according to Mitchel V. Charnley in Romli (2014) said that "News is the earliest report about a fact or event that is true, important and interesting for most readers and related to the interests of the audience".(Rohaya, 2013)The internet is a collection of computer networks that connect various sites, both individually and in groups. Based on these theories, the COVID-19 news on the internet is news that is obtained using gadgets, laptops, computers, and other advanced technology through various facilities available on the internet. Based on the results of interviews with the six informants conducted by researchers, they often receive news of COVID-19 through internet access, such as on social media such as Twitter, Instagram, Facebook, and pop up browsers. This is in accordance with the internet theory according to(Rohaya, 2013)which has Internet Telephone and Teleconference facilities, where these facilities are currently being developed by various digital developments with the holding of social media, and in line with the



results of research (Strasser et al., 2022) where the consumption of COVID-19 news obtained from social media has increased.

Dominant information appears, according to (Spirit, 2020) Corona Virus is a respiratory system disease that is infected by a collection of viruses such as flu symptoms, fever, cough, sore throat, headache, to severe respiratory infections and high fever in sufferers. Based on this definition, COVID-19 has always been a news topic in various media in Indonesia, especially internet media. Based on this, COVID-19 news has always been a topic of public discussion, especially with the internet connection making it easier for information to be received quickly and of course every individual receives COVID-19 news with different topics, for example, informant 1 answered that he received COVID-19 news. What is more dominant is about the death rate, the number affected, and what will the sustainability of this pandemic be like in the future. In contrast to the second informant, he received news of COVID-19 more often about its development to what extent it was enough. Then the third informant replied that the news he often received about COVID-19 was about the importance of a healthy lifestyle during the pandemic. He continued, the 4th and 6th dominant informants received news of COVID-19 about vaccination. And the 5th informant is more accepting of COVID-19 news about restrictions on crowd locations and those affected by the virus.

Based on the results of interviews regarding COVID-19 news about what is more dominant, it produces answers that are overall different for each individual generation Y than answers to news acceptance in the same theme. This is in line with the research results (Zis, Effendi, et al., 2021) Changes in Communication Behavior of Millennial Generation and Generation Z in the Digital Era which states that the behavior of receiving information for each individual in millennial and Z generations is different from one another.

Interested in following the development of information, According to Notoatmodjo (2007) in (IPTP Sari, 2013) states that behavior is an activity of the living creature concerned. In addition, according to the Big Indonesian Dictionary (KBBI) behavior is an individual's response or reaction to stimuli or the environment. Regarding the definition of behavior, in this case the behavior of Generation Y in the city of Bandung has the activity of receiving COVID-19 news. Based on the theory of Behaviorism John B. Watson (1878 – 1958) behavior, including the response (response) is caused by a stimulus (stimulus). If the stimulus has been observed and known, the response can be predicted. In this case, the stimulus in question is the COVID-19 news which was responded by generation Y informants.

Based on the presence or absence of interest in this, the six informants answered that they were interested in getting information about COVID-19 as well as following its development on the grounds that it was important for them to consume during this pandemic so as not to miss out on information. Based on interest in receiving news of COVID-19 supported by research (Bahfiarti & Arianto, 2022) that the message regarding COVID-19 is still a need for information for the public and (Casero-Ripollés, 2020) who said that since the pandemic and coverage in various media, news has become a valuable resource for society. In addition, this is in line with research from (Zis, et al., 2021) said that millennials and generation z in using devices and receiving information have become a daily habit and this is considered important, as well as research conducted by (Boer et al., 2020) who said that online media is a public space that is considered important as a reference in improving people's information literacy.

#### **b. Psychoanalysis**

Behaviorism was born as a reaction to introspectionism (which analyzes the human psyche based on subjective reports) and also psychoanalysis (which talks about the invisible subconscious). Based on the theory of Behaviorism John B. Watson (1878 – 1958) behavior, including the response



(response) is caused by a stimulus (stimulus). If the stimulus has been observed and known, the response can be predicted. In this case, the stimulus in question is the news of COVID-19 which was responded by generation Y informants in the city of Bandung with a response to changes in behavior in the psychoanalytic sub-analysis. Regarding behavioral changes that occur in individuals based on the psychoanalytic sub-chapter supported by research (Sharot & Sunstein, 2020) where the process of behavior change occurs because of the three values of perspective in humans, namely instrumental values, hedonic values, and cognitive values. Based on this description, researchers can have appropriate answers regarding changes in the behavior of generation Y in the city of Bandung in receiving news of COVID-19 via the internet, namely based on the answers of informants. Informant 1 experienced a change in behavior to become an individual who always uses non-cash payments so that it becomes a habit to avoid viruses that stick to cash, this is in line with research conducted by (Sari, 2021) which shows that the behavioral changes that occurred during the COVID-19 pandemic are aimed at reducing the spread of the virus and for the common good, also in line with research (Ismail et al., 2021) which shows the intensity of the use of non-cash money during the pandemic has increased significantly.

The second informant experienced a change in his work style, which was more dominant in working WFH (Work From Home) than before working continuously in an office where the atmosphere was boring and became a habit. In addition, the 3rd informant experienced significant changes in lifestyle, namely becoming a regular exerciser, maintaining diet, sleeping patterns, and making it a habit. He continued, the fourth informant experienced a change in behavior to become not accustomed to spending too long outside the house until it became a habit for him, this is in line with the research (Huckins et al., 2020) who said that as long as students received news of COVID-19 during the pandemic, they had decreased physical activity and visited fewer locations. The 5th informant experienced a change in behavior to become an individual who behaved more calmly in dealing with situations and conditions until it became a habit and finally the 6th informant experienced a change in behavior that initially did not want to know about COVID-19 news after frequently receiving the news he became cares about the development of the pandemic, cares about himself and his surroundings

#### **4. Conclusion**

Based on the research focus to describe how the behavior changes of Generation Y in the city of Bandung in receiving COVID-19 news via the internet as well as the discussions that have been described previously, it can be seen that they admit that they often receive COVID-19 news through internet access and with internet facilities such as Teleconference and Internet Telephone is social media as well as COVID-19 news that is dominantly received regarding vaccinations, healthy lifestyles during a pandemic, death rates, numbers affected by the virus, to news of restrictions on crowded places. Frequently receiving news of COVID-19 not only fosters behavior following the developments regarding COVID-19 which are considered important, but also fosters new changes in individuals, namely behavioral changes. Behavioral changes that occur are in line with the behaviorism theory of John B. Watson (1878 – 1958), His theory focuses his attention on aspects that are directly felt in language behavior and the relationship between stimulus (COVID-19 news) and response (behavior change) to the world and its surroundings. . According to this theory, all behavior, including the response (response) caused by the stimulus (stimulus). If the stimulus has been observed and known, the response can be predicted. Behaviorism was born as a reaction to introspectionism (which analyzes the human psyche based on subjective reports) and also psychoanalysis (which talks



about the invisible subconscious). His theory focuses his attention on the directly perceived aspects of language behavior and the relationship between stimulus (COVID-19 news) and response (behavior change) to the world and its surroundings. According to this theory, all behavior, including the response (response) caused by the stimulus (stimulus). If the stimulus has been observed and known, the response can be predicted. Behaviorism was born as a reaction to introspectionism (which analyzes the human psyche based on subjective reports) and also psychoanalysis (which talks about the invisible subconscious). His theory focuses his attention on the directly perceived aspects of language behavior and the relationship between stimulus (COVID-19 news) and response (behavior change) to the world and its surroundings. According to this theory, all behavior, including the response (response) caused by the stimulus (stimulus). If the stimulus has been observed and known, the response can be predicted. Behaviorism was born as a reaction to introspectionism (which analyzes the human psyche based on subjective reports) and also psychoanalysis (which talks about the invisible subconscious). If the stimulus has been observed and known, the response can be predicted. Behaviorism was born as a reaction to introspectionism (which analyzes the human psyche based on subjective reports) and also psychoanalysis (which talks about the invisible subconscious). If the stimulus has been observed and known, the response can be predicted. Behaviorism was born as a reaction to introspectionism (which analyzes the human psyche based on subjective reports) and also psychoanalysis (which talks about the invisible subconscious).

The behavior changes that occurred in generation Y in the city of Bandung got six different behavior changes for each individual, namely, behavioral changes to individuals who always use non-cash payments so that it becomes a habit to avoid viruses that stick to cash, experiencing changes in the style of work that is more dominant in working WFH (Work From Home), significant changes in lifestyle, namely being routinely exercising, maintaining eating patterns, sleeping patterns, to making it a habit, behavioral changes being not accustomed to spending too long outside the home to become a habit in him, changes in behavior into individuals who behave more calmly in dealing with situations and conditions until it becomes a habit, and changes in behavior that initially did not want to know about the news of COVID-19 after frequently receiving the news, he became concerned about the development of the pandemic, concerned about himself and those around him

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