
Staynomic: The Near One, The Easy one, The Small One

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Abstract

Currently, the pandemic is still an unavoidable part or close to us. Everything is related to service businesses, especially tourism, will have an impact. Therefore, this is critical to address it as information and an effort to provide solutions for the development of tourism service businesses significantly affected by the spread of this virus. Services in the developed theories like the Soul of service say [1] it represents a creation of taste from an activity. In the Soul of service, the taste is rooted in the sense of security and comfort. It requires much consideration in the development of the affected tourism business. Through this paper, the author tries to provide solutions for the development of tourism service businesses by observing the socio-economic situation and subsequently employing an analogy and developing it into several existing social theories. Hence, it enhances a tourism development concept during this pandemic.

Keywords: behavior, anxiety; socio economy; service and commoditization

I. INTRODUCTION

This writing is an effort to provide a solution to the development of the tourism business situation during this pandemic. It is paramount because many parties are involved and feel its impact, especially in the tourism business. Therefore, the study model proposed in this research aims to provide information as a description or design of the development of the affected tourism business. It is due to changes in behavior, values, and consumption patterns that affect the production process in the tourism service business. The source of this writing uses various literatures relating to a myriad of socio-economic events in the community. Subsequently, it employs an analogy [2], resulting in a design that the author uses as a pattern or idea as the subject of this research.

Staynomic is an analog of the stay at home, which through this writing will lead to a new awareness of the growth of social-economic activities based on the immediate environment as producers and markets.

II. LITERATURE REVIEW

1. Logic and Analytics

The current restrictions on the mobility of people's activities become a burden on many people both socially and economically. It causes immense pressure on the activities of daily life. Several opinions say that how the influence of mobility on meeting people's needs affects particular pressure such as psychology. It is in line with Riyono's thought [3], people's decisions to travel or having a massive digital influence on people's decisions will influence people's interests by more than 85%. This information emerges a certain impetus that can change a decision made later.

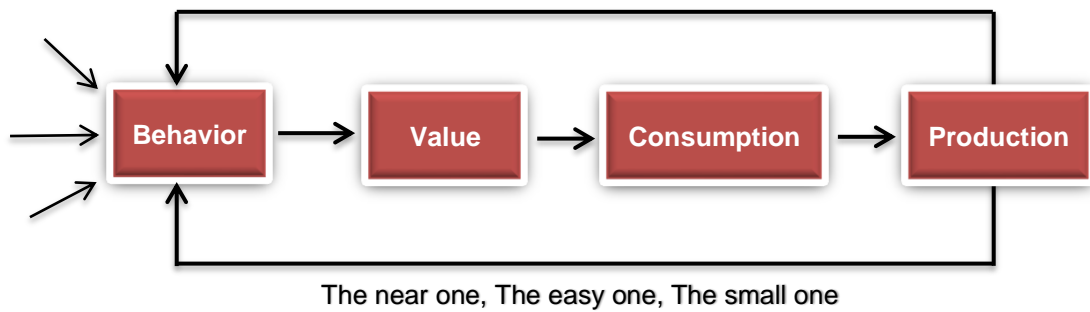
It is in line with a behavioral theory that behavior change is influenced by environmental situations such as socio-cultural, technological, and economic [4]. With elements of this situation, the author considers the need to change behavior as the most significant part of the decision system and its change in the value of life. Those are operationalized which leads to economic activities in general. For example, because there are changes in behavior so that people's choices also change. Therefore, the most substantial part of the concept of behavior is to know the possible channels that influence behavior and how the strength of the influence of a choice on behavior changes.

This consideration is an important part because changes in behavior, in general, will affect the things that form the basis of a choice of values [4]. It can put immense pressure on people's decisions. Therefore, the prevailing values and life will describe how the behavior of the community. For example, in this study, a person's interest will affect the recognized value. In this case, what we can observe is a person's need for an item. It will cause new behavior. It will become a new value for the item because of or from the new value. The level of need will be known so that it can be a substitute or a compliment.

Through this research, it illustrates that changes in behavior will affect changes in circulating values. Consequently, the changes in behavior affect the amount of information about a disease. For example, zoning, the death rate, or objects that affects the needs of people doing outdoor activities [5]. Therefore, it leads to the formation of value. In this study, it explores something needs to be formed from the existence of culture and the environment. Hence, with news about things that make people depressed, It creates value in society. Changes, in the results of this study, are the shift changes from the value of need as a pleasure to safety [6]. Because this change in value represents a value as meaning, it impacts the next pattern as a choice of consumption pattern. In other words, consumption that occurs provides a substitute or a compliment. It depends on the effect that occurs through the diagram below. Thus, if someone requires an item, then it receives pressure so that a certain value is formed. The consumption pattern will change indirectly. It means it will also alter the pattern of production.

Changes that occur between behavior and the production process are formed due to changes in value and consumption. The author believes is more in the form of anxiety [5], as a caution in behaving and determining values. This concept is what the author concludes with caution by shopping and travels carefully in the nearest place or called with staynomic.

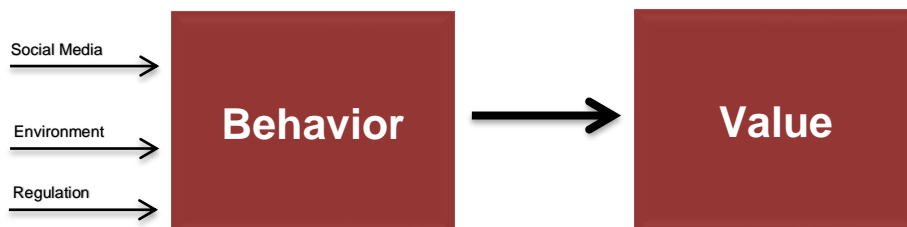
Figure.1. Framework of Staynomic



2. Intuition

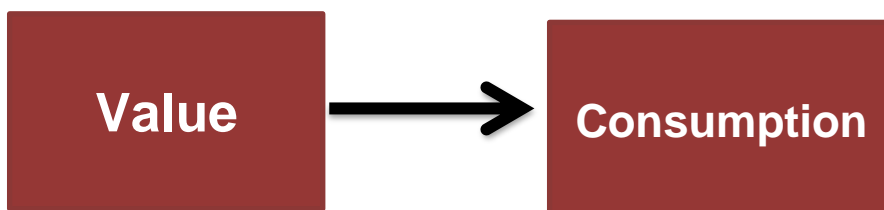
This research is an analogous process of several theories about how the occurrence or influences of behavior on the value beliefs hold that encourage behavior change [2]. The key thing from this analogy is how to combine several theories, as shown in the image below, into a new assumption or a new theory applied in society.

Figure 2. Behavior illustrates value



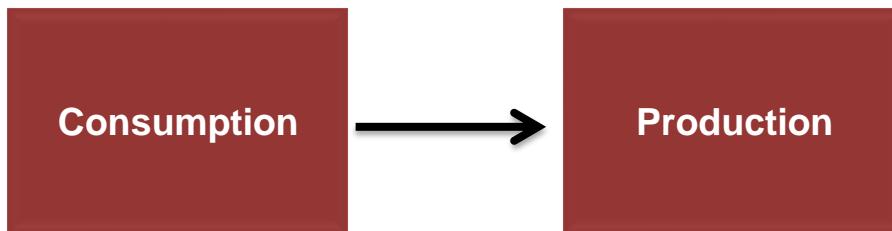
Behavior as an act formed from the existing information and environmental situations will directly or indirectly reflect on the expectations [7] and beliefs or values as a quality life [6]. For example, a process psychologically will consistently be a consideration for humans to act for their lives to attain happiness [8].

Figure.3. Belief in value affects consumption



In line with that, the tendency occurs to receive a meaningful value. What happened in choosing is always trying to be realistic to get what is needed [6]. In this condition, the author believes the existence of a habit is a new pattern, which constitutes the basis for service changes.

Figure.4. Production Pattern is formed by Consumption Ways.



The marketing concept will also affect the production model after recognizing the new consumption pattern[4], especially in the service businesses. It has intangible, perishability, and variability [1] characteristics.

From these patterns, the author will place it into the research by employing an analogy that the availability of goods is constructed due to changes in behavior that occur. Therefore, the situation formed is critical to know as a new lifestyle service that occurs in the community because it will affect socially and economically, or demonstrates the potential to become a pattern as a spirit of commoditization due to its presence as an option for easy things that are close to small or staynomic.

III. RESEARCH METHODS

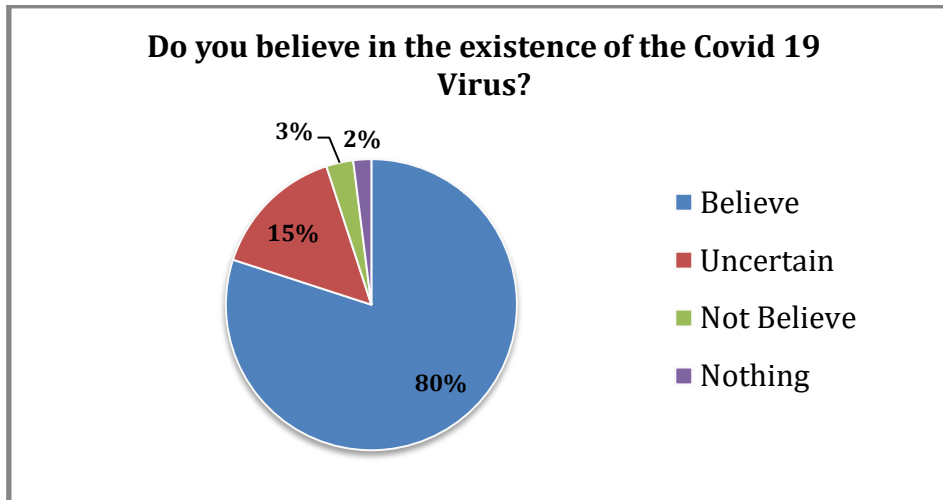
In this study, the authors point to ideas that become operational concepts because of the need for information to be carried out immediately and communicated to tourism service actors to determine attitudes as a contemporary thing. Therefore, this method is more directed at the productive age group of 18 to 45 years old with 50 respondents. The research methodology begins with a literature study and continues to a simple descriptive quantitative method with tabulations analyzed for easy reading as practical knowledge.

IV. FINDINGS AND RESULTS

As a study of behavior practice, this paper describes the situation that occurs and can be taken as an idea that tourism business actors need to know as a business strategy. As shown in Table 1, this contains a comprehensive knowledge base that this Covid 19 virus is substantive. Therefore, this position presents a strong impression of the community attitude of respondents

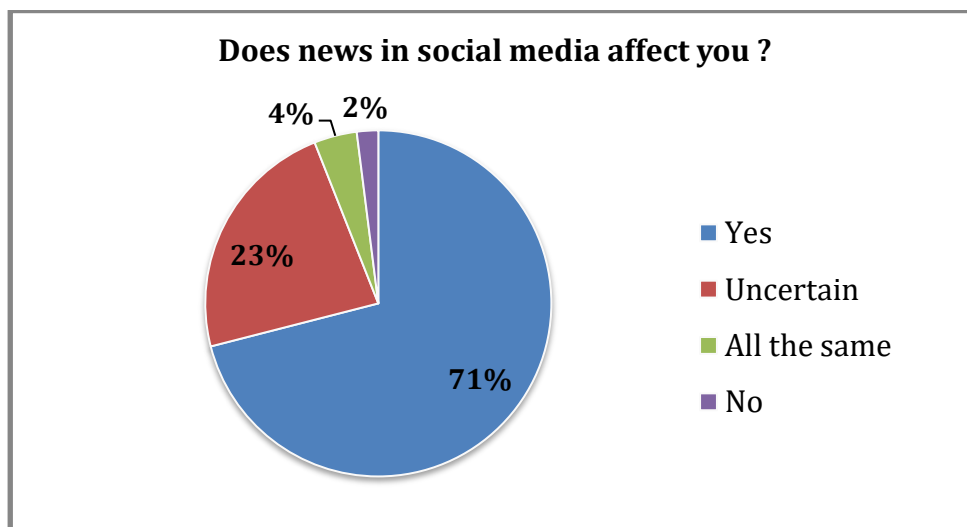
who are aware of the potential threats, where 80% of respondents have confidence that the virus exists.

Table.1



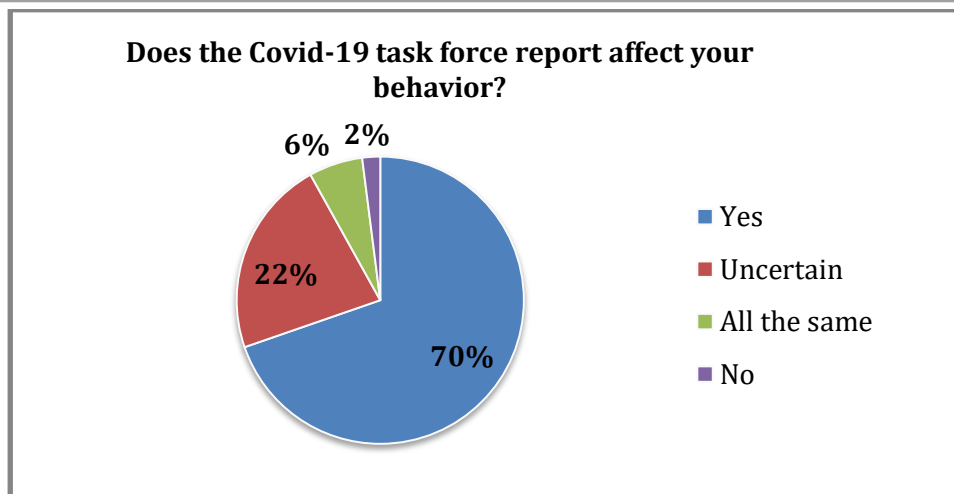
Following such a situation, it becomes a belief in the respondent's choice of how overpowering social media influences this behavior. In table 2, it is reflected which is 71%, thus making social media the information needed.

Table.2



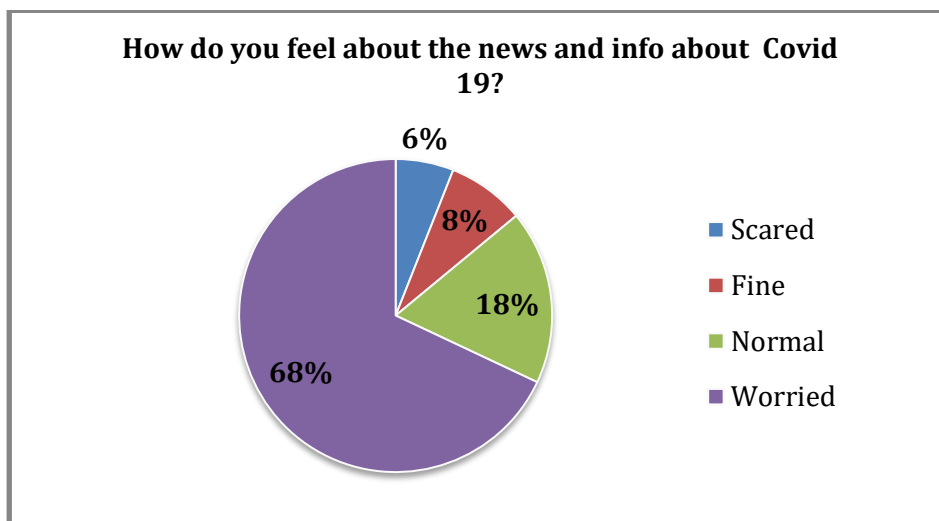
Likewise, with the public, the role of the task force report on COVID-19 regarding the spread is also paramount. Table 3 shows that government news is still a preferable measure for the public to seek information to guide them.

Table.3



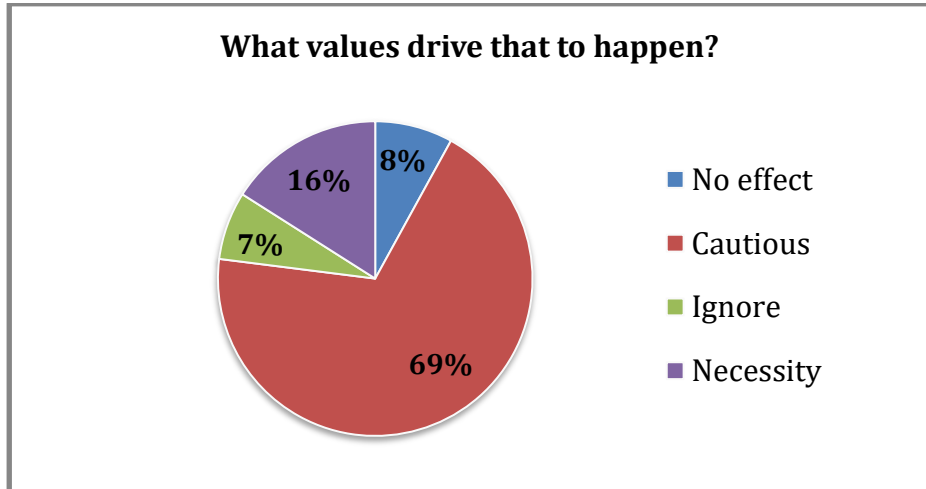
In line with table 3 above, then in table 4, which because of the dominance of news [10], it turns out to be able to form anxiety [6], so that it will constitute certain behaviors as value beliefs [7], where anxiety is not fomo but more as being uncertain, afraid of being infected.

Table.4



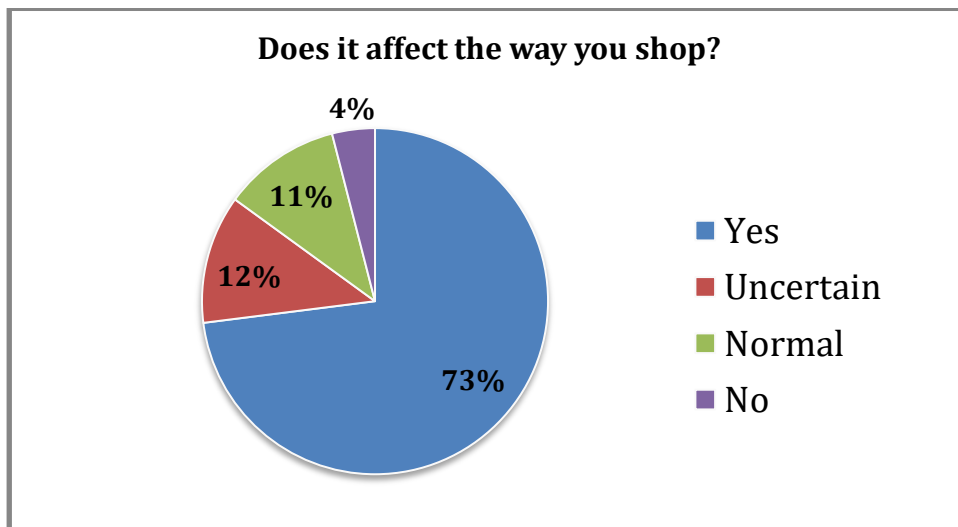
Anxiety as a result of the influence of information [11], in society, will form the value to be careful. It is because people perceive that information is followed because it is accurate. This can be noted in table 5 with the prudence of 69%, meaning the magnitude of behavior acknowledging the prevailing values, making values a fundamental thing that happens in society so that it is important to pay attention to.

Table.5



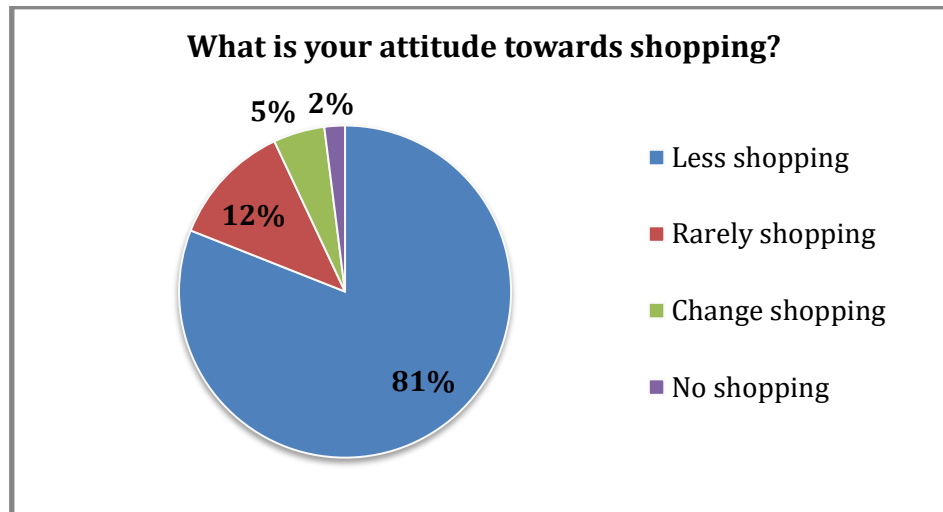
With the strength of values that occur in the community, it can be perceived that the needs happen. It means the value of prudence is an important new market to be addressed. It can be identified in table 6 with a reasonably considerable influence, namely 73% of respondents who transform the way of spending or consume [6].

Table.6



Subsequent consequences that arise are a result of changes in consumption or spending patterns. It will form a contemporary production pattern with less or more modest volume. Table. 7 describes almost 81% change in how to produce or trade. This choice can occur because of the economic value [4] or the safety value [5].

Table.7



V. DISCUSSION

From the results of this study, the analogous process explains there has been a change in behavior to services as a result of this pandemic. It impacts changes in consumption patterns and how to produce goods, in this case, in the tourism service and business sector. With the occurrence of diversification products as an effort to develop a business amidst the importance of the value of life [12], their needs are fulfilled by carrying out economic activities closest to the necessities of life [13] through various commoditization of needs as a market .

VI. CONCLUSION

The fundamental part of the discussion in this research is an activity by analogizing several contemporary theories by observing the daily socio-economic activities of the community that forms from Covid 19. That people's behavior that reflects the values they hold has changed the way of consumption, which then is this way of consumption also change the production process, this is because the people who require it change, events as an effort to develop an effort to stay alive, therefore the theory that concludes is that the occurrence is easy for the existing goods, staynomic: the near one, the easy one, the small one.

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