

ONLINE SHOPPING AS CULTURAL DISORIENTATION DURING COVID-19 PANDEMIC FOR WOMEN COMMUNITY LEADERS AND CADRE IN VILLAGE: SYSTEMIC FUNCTIONAL LINGUISTICS APPROACH

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ABSTRACT

Research basis in finding out whether there is cultural disorientation during Covid-19 Pandemic that happen to women community leaders and cadre in a village '*Banjaragung Jombang*'. Case study with systemic functional linguistic approach: transitivity is used in this research. Findings show that there is cultural disorientation in doing online shopping seen in aspects of salience, mood, conflict, and relapse. The women community leaders and cadre tend to think that online shopping is essential, enjoyable and easy but they tend to have self-motivation to keep doing online shopping and get trouble in economy and time consuming which gives impact in their work. The novelty of this research is that the social case can be investigated through linguistics.

Keywords: Online Shopping, Cultural Disorientation. Covid-19 Pandemic, Women Community Leaders and Cadre, Village

A. Introduction

It is essential to investigate online shopping as cultural disorientation because during pandemic, the Indonesian government limits social activities. The condition makes people to keep social distance and limit their daily activities to gather with others. Many people are reluctant to fulfill their need by purchasing goods face to face but they choose to do online purchase since it is easier and people get more knowledge to understand about online purchase application (Rose and Dhandayudham, 2014; Kashif, Rehman & Javed, 2020). This research goal is to know whether people get a negative impact or not to use that online shopping. The research is significant to conduct to give theoretically and practically contribution to solve the case in society, especially related with women community leaders and cadres as the public figure in a village. The research has filled the gap because many researchers have not discussed about online shopping as cultural disorientation in women community leaders and cadres who have to keep in touch with people in the village more often and becomes a good representative. Some researchers have conducted analysis about the prevention using too much internet (Király, et.al., 2020; Shamvique, 2020; (Siste, et.al. 2020; Maharani, et.al., 2019; Trotzke, et.al., 2015), analysis in online shopping addiction for women and men (Gunuc & Keskin, 2016), analysis in online business in Covid-19 pandemic (Taufik & Ayuningtyas, 2020); (Sari, et.al., 2020; (Mardiani, Rahmansyah & Al-Rizky, 2020; Kusumastuti, 2020; (Ayu & Lahmi, 2020), analysis in online shopping for housewives (Taswiyah & Imron, 2021), analysis in shopping addiction for the young and students (Tanoto & Evelyn, 2019; (Mustomi, et.al., 2020), analysis in shopping addiction to teachers (Kaur, Maheshwari & Kumar, 2019), analysis in life style and shopping addiction (Prasetyo, 2017). Novelty of this research is in finding out the cultural disorientation by using systemic functional linguistics theory. The online shopping as cultural disorientation is included in a psychology matter (Murali, Ray & Shaffiullha, 2012; Boyd, 2010).

B. Research Method

Case study is applied in this research as a research design explored by describing qualitatively and uses systemic functional linguistic approach. Participants of this research are women community leaders (a village secretary, a village finance staff, a general case staff of village, a village community welfare staff and a community healthy cadre in Banjaragung Jombang village. The instrument used is a questionnaire adapted from (Shamvique, 2020: 25-27). The items questioned are salience, mood, conflict and relapse and analyzed in transitivity to find the online shopping as cultural disorientation by analyzing the verbal process (Santosa, 2003).

C. Discussion and Result

The formation of online shopping as cultural disorientation during covid-19 for women community leaders and cadre is existed in table 1 below.

Table1. Online Shopping as Cultural Disorientation during Covid-19 for Women Community Leaders and Cadre

No.	Statement	Aspect	Valuation	Transitivity	Σ	Σ
1.	online shopping is essential	salience	agree	attributive relational process	5	100%
2.	online shopping is better than offline shopping	salience	agree	attributive relational process	2	40%
			disagree		2	40%
			totally agree		1	20%
3.	it is much time consuming for online shopping	salience	agree	attributive relational process	2	40%
			disagree		1	20%
			totally agree		2	40%
4.	there is appearance of happiness during or after doing online shopping	mood	agree	existential process	3	60%
			disagree		1	20%
			totally agree		1	20%
5.	online shopping gives negative impact to work	conflict	agree	material process	4	80%
			disagree		1	20%
6.	online shopping gives negative social impact	conflict	agree	material process	1	20%
			disagree		4	80%
7.	online shopping gives impact to economic problem	conflict	agree	material process	3	60%
			totally agree		2	40%
8.	online shopping increases during Covid-19 pandemic	salience	agree	material process	1	20%
			disagree		1	20%
			totally agree		3	60%
9.	there is self-strong motivation to do online shopping	relapse	agree	existential process	3	60%
			disagree		1	20%
			totally agree		1	20%
10.	online shopping is for beauty appearance rather than for main needs	salience	agree	mental process	2	40%
			disagree		2	40%
			totally agree		1	20%

Salience Aspect

Salience aspect is measured based on statement number 1, 2, 3, and 10.

Statement number 1 'online shopping is essential' is realized in attributive relational process which means that the participants are showing their characters. All the participants (100%) agree that online shopping is essential. The data show that there is assumption of cultural disorientation to do more shopping in an online way.

Statement number 2 'online shopping is better than offline shopping' is realized in attributive relational process which means that the participants like online shopping better than offline shopping as much as 40%, like offline shopping better than online shopping as much as 40% and definitely like online shopping as much as 10%. Data show that there is a balanced opinion on quality between online shopping and offline shopping so that there is also assumption of possible cultural disorientation in the future.

Statement number 3 'it is much time consuming for online shopping' is realized in attributive relational process which means that the participants like spending much time in doing online shopping and it has become their character proved as much as 40% participants agrees and 40% participants totally agrees in spending much time for online shopping but only 20% participants who disagrees. Data show that the participants tend to spend much time for online shopping which belongs to cultural disorientation.

Statement number 8 'online shopping increases during Covid-19 pandemic' is realized in material process which means that Covid-19 has given a great influence to do online shopping shown as much 60% participants totally agrees, 20% participants agree, and 20% participants disagrees. Data show that the participants know that there is assumption of cultural disorientation to do online shopping more.

Statement number 10 'online shopping is for beauty appearance rather than for main needs' is realized in mental process which means that the participants feel better to do online shopping because they think they can purchase goods for beauty appearance as women are normal to take care their performance. It is proved with data as much as 40% agrees, 20% totally agrees, and 40% disagrees. Only 40% of the participants do online shopping for main family daily needs.

Based on the salience aspect above, the participants are dominant to think that online shopping is essential for them, online shopping is better than offline shopping, they spend much time to do online shopping, they do online shopping more during Covid-19 pandemic, and they tend to do online shopping for beauty appearance purpose as the form of cultural disorientation.

Mood Aspect

Mood aspect is measured based on statement number 4. The statement number 4 'there is appearance of happiness during or after doing online shopping' is realized in existential process which means that happiness exists during they do online shopping or after doing online shopping as much as 60% agrees, 20% totally agrees, and 20% disagrees. Data show that the participants tend to feel happy during or after they do online shopping.

Conflict Aspect

Conflict aspect is measured based on statement number 5, 6, and 7.

Statement number 5 'online shopping gives negative impact to work' is realized in material process which means that online shopping tends to make their work worse proved with 80% of participants agrees but only 20% of them disagrees. It has presented a cultural disorientation.

Statement number 6 'online shopping gives negative social impact' is realized in material process which means that participants do not get a problem in their social relation relates to statement number 3 that they have spent much more time to use their gadget but they do not neglect their surrounding seen as much as 20% of participants agrees and 80% of participants disagrees. Statement number 6 shows that the participants have no cultural disorientation in social relationship.

Statement number 7 'online shopping gives impact to economic problem' is also realized in material process which means that they get trouble in economy after doing online shopping. It is presented from the data that 60% of participants agrees and 40% of them totally agrees that they get problem in economy after spending their money for online shopping which performs a cultural disorientation.

From the statement number 5, 6, 7 above presents that the participants tend to get problem in their work and in their economy because of online shopping as cultural disorientation as much as 80% negative impact in work and 100% in family economy.

Relapse Aspect

Relapse aspect is measured based on statement number 9. The data show that the participants are dominant to have self-strong motivation to do online more and more online shopping realized in existential process as much as 60% of participants agrees, 20% of participants totally agrees, and 20% of participants disagrees. From the data, the participants tend to have cultural disorientation to be more anxious to do online shopping.

Online shopping becomes one of problems that must be solved because it causes problem seen in both economy side and psychology side which is mostly presented in attributive relational process, existential process, material process, existential process, and mental process in systemic functional linguistics as the novelty. The findings support the statement stated in Boyd (2020), Murali, Ray, and Shaffiullha (2012), and (Shamvique, 2020) that online shopping is a psychology case that can be a cultural disorientation.

D. Conclusion

The online shopping as cultural disorientation during Covid-19 for women community leaders are dominant in salience, mood, conflict, and relapse aspect realized in linguistics in attributive relational process, existential process, material process and mental process. There is still left gap which can be explored by the future researcher related with the conflict aspect because this research has not discussed deeply about the cause how the online shopping gives negative impact to the work.

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