The Relationship of the Use of Masks and Face Shield, Physical Distancing, Handwashing, with Business Continuity at Griya Candramas Traditional Market as Prevention Measures for the Covid Outbreak 19: Phenomenography Approach

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Abstract

The study aims to determine the relationship between face masks, face shields, physical distance, and handwashing with business continuity in traditional markets as a precaution against the Covid 19 outbreak during New Normal Life. The research, a phenomenographic study, is located at Griya Candramas Traditional Market in Sedati District, Sidoarjo, East Java. Data collection is carried out from April to June 2020, consisting of primary and secondary data. Data collection is carried out through in-depth interviews and observations of 35 traditional market traders who sell traditional markets every day at Griya Candramas Sedati Sidoarjo. The research uses a qualitative method. The use of masks and face shields to cover the face, maintain distance, and diligently wash hands, can form behavioral habits and become a new culture so that traditional traders' businesses can be sustainable. Based on the research results, masks and face shields, physical distance, and handwashing are very safe to use and do by the community and traders in interacting so that a new habit is created. The unique culture can become a protocol in traditional markets to be comfortable working and sustain traditional traders' businesses.

Introduction

The relaxation of social distancing rules that are previously implemented to reduce the coronavirus spread has begun. Regarding the New Normal Life, Peaceful Life with Covid-19, as stated by President Jokowi, the relaxation of regulations is carried out by adhering to health protocols to suppress the emergence of a spike in new cases. What is meant by New Normal is a new order to adapt to Covid 19, where Covid-19 still exists. New normal life itself is a scenario to accelerate the health and socio-economic aspects to eliminate Covid while remaining productive. Medical protocols, such as wearing masks and face shields, washing hands with soap, and maintaining distance, are now mandatory when in public spaces, including traditional markets. Traditional markets are places where sellers' and buyers' activities are carried out directly in the form of retail temporarily or permanently with a limited level of service. Every business will want to be sustainable, especially amid the current pandemic where trade is not normal, so that income is getting lower.

Sellers and buyers can carry out direct transactions without intermediaries, including several social interaction processes that affect decisions and satisfaction between sellers and buyers in the traditional markets. In terms of location, traditional markets are always close to residential areas. The research location, the Griya Candramas traditional market, is a place where researchers shop daily. Before the COVID-19 pandemic, all traders never used masks and face shields, kept their distance, and were diligent in washing their hands with soap. Healthy Behavior and Health Protocols are now emerging so that every trader must wear masks and face shields, keep their distance, and handwashing every day. The behavior has become a new culture in today's traditional markets.

The functions of traditional markets for the regional economy are: 1) as a source of retribution for the market area as a place of exchange of goods, 2) as a center for the development of a populist economy, 3) as a center for regional money circulation, 4) as employment. Thus, traditional market businesses' sustainability must be continuously improved, especially in the current conditions, which require a new normal life through predetermined health protection. The above phenomenon also applies to traditional market traders. Researchers can see every day using masks and face shields, maintaining distance, and handwashing to sustain the trading business's continuity following health protocols during a new normal life. Healthy behavior, health Protocols, and community Support are new cultures so that traditional traders' businesses can be sustainable. Traditional traders consciously carry out sales activities every day following the health protocols of a new normal life. The use of masks and face shields, physical distancing, and handwashing will give birth to new behaviors of traditional traders, which will support the sustainability of traditional market businesses, and at the same time, protect/prevent the spread of the Covid 19 virus.

Problem Statement

Based on the research background above, the question of the research is: Why the use of face masks, face shields, physical distancing, and handwashing equipped with healthy behaviors, health regulations, and community support will become a new culture following the health protocol in a new normal life period?

Review of Related Literature

The Minister of Health issued a Decree of the Minister of Health number HK.01.07 / MENKES / 382/2020 concerning Public Health Protocols in Public Places and Facilities. This regulation was passed on June 19, 2020. According to the Minister of Health, public places and facilities are places where people carry out social life activities and activities to fulfill their daily needs. The movement and gathering of people in public areas and facilities pose a significant risk of potential transmission of COVID-19. The community must make lifestyle changes with new structures and adaptations to new habits to live productively and avoid COVID-19 transmission.

Healthy Behavior

According to Ajzen in The Theory of Planned Behavior (TPB), new behavior can be formed if it meets three beliefs: individual beliefs about the consequences of conduct, the surrounding community's views, and the behaviors' control. An individual's belief in the consequences will determine the direction of his behavior. When a person believes that implementing health protocols will have a positive impact on the health of himself, his family, relatives, and the surrounding community, he will be more willing to implement the health protocol in an orderly manner. Conversely, if someone has different beliefs or views, such as the virus will die by itself due to heat or self-immunity (out of nowhere) to the virus, there is no need to be vigilant. People with the wrong beliefs will not be disciplined in applying health protocols.

Individual confidence in implementing health protocols needs to be built through broader and more intensive socialization through various media. Understanding the importance of correct health protocols must be taught massively and sustainably, both by the government and different social elements. In addition to socialization, to instill individual belief, psychoeducation is needed through various counseling by various parties that are well equipped beforehand. Opinions in the surrounding community's views, significant people around them will strengthen or weaken one's intention to implement health protocols. If the surrounding community supports, even facilitate a person to implement health protocols in a new normal life, he will not hesitate to run it over and over again. He feels increasingly accepted by the public when he does it. On the other hand, when family, neighbors, bosses, coworkers, or friends argue that the health protocol is excessive, a person will feel reluctant to do it regularly. When vigilance behavior is made fun of and even ridiculed by the surrounding community, a person will feel ashamed of carrying out health protocols.

The public's mistaken belief in the health protocol needs to be corrected through approaches to community leaders or trusted figures. Religious leaders, company leaders, community organization leaders, to the head of neighborhood association need to be regularly briefed on the need for health protocols. They need to be vigilant to differentiate between myths and facts about Covid-19. If community leaders already have correct beliefs about health protocols, they will spread that belief to followers, members, or citizens.A person's belief in controlling or directing his behavior in carrying out health protocols is also influenced by supporting factors around them. Even if someone already has the confidence to implement health protocols, the lack of a few supporting factors will make him give up. So the availability of masks, hand sanitizers, improper spatial planning to maintain distance, lack of health facilities, and strict sanctions for rule-breakers are crucial. It is natural because he feels in vain with what he has done so far. Confidence in controlling behavior is built through government efforts with society's elements to ensure the adequacy of supporting factors and stricter sanctions for health protocol violators. Without adequate support, a person's belief will inevitably stop at the intention of following health protocols, but they cannot genuinely manifest themselves into the new normal behavior. Are we ready to develop new normal behaviors? Hopefully, the answer is not the "up to" "button.

Health Protocol

The Minister of Health issued a Decree of the Minister of Health number HK.01.07 / MENKES / 382/2020 concerning Public Health Protocols in Public Places and Facilities. This regulation was passed on June 19, 2020. According to the Minister of Health, public places and facilities are places where people carry out social life activities and activities to fulfill their daily needs. The movement and gathering of people in public areas and facilities pose a significant risk of potential transmission of COVID-19. The community must make lifestyle changes with new structures and adaptations to new habits to live productively and avoid COVID-19 transmission. Public places and facilities are one of the locations for community activities that will support the economy's sustainability and become a factor for the spread of COVID-19. Health protocols are urgently needed to carry out activities in public places and prevent the transmission of COVID-19, in the study, traditional markets.

Community support

Efforts to prevent and overcome COVID-19 cases require community support. Community compliance and discipline in implementing non-clustered health protocols, maintaining physical distance, using masks and face shields when leaving the house to diligently washing hands, and support for traditional traders for mutual security are significant.

New behavior/culture

Changes in people's behavior as the key to a new normal life to avoid the transmission of the coronavirus that causes COVID-19 to make the community the subject. Changing behavior will become a new habit and culture in society. Previously, there were no activities in traditional markets that used masks and face shields, kept your distance, washed your hands diligently, but with new habits, now all new behaviors are carried out and lived in. If the behavior is carried out continuously, it will create a new culture.Culture is often defined as a set of instructions that are followed by individuals who are members of certain social members, which tell about how they perceive the world, how to deepen it emotionally, and how to behave in relationships with other humans, Allah SWT, and the natural environment (N. Bocken, Rana, & Short, 2015). The main focus of ethnography is work to describe the culture and to understand other ways of life, as well as the way of life of others (Aktinson & Hammersley, 1998; Gómez, 2012; Pérez & Baena, 2016; Sisto & Zelaya, 2013).

Traditional market

According to Landra (2019), traditional markets are places where sellers and buyers meet, characterized by direct buyer-seller transactions. Buildings usually consist of stalls or outlets, booths, and free bases opened by sellers or market managers. Business continuity (Bloom & Kotler, 1975; N. Bocken et al., 2015; N. M. Bocken, Short, Rana, & Evans, 2014; Boons, Montalvo, Quist, & Wagner, 2013; Gallagher, 2018; Kolk & Van Tulder, 2010; Nosratabadi et al., 2019), written by Rahmad Widiyanto, traditional markets are developed with indigenous traders. Traditional markets usually arise from the general public's needs for a place to sell manufactured goods. Consumers who need certain items for their daily needs can get them there. Presidential Regulation of the Republic of Indonesia Number 112 of 2007 defines traditional markets as markets built and managed by the Government, Regional Governments, Private Business Entities, State-Owned Enterprises, and Regional Owned Enterprises. It also includes cooperation with private parties and business actors in the form of business entities. Shops, kiosks, stalls, and tents are owned/managed by small and medium traders, non-governmental organizations or cooperatives with small businesses, and small capital. The process of buying and selling merchandise is carried out through bargaining.

Sustainability / Sustainability Effort

Understanding sustainability

The company/business entity is founded to maximize the wealth of its capital owners (profitability). Besides that, other goals are no less important, namely, maintaining their business's sustainability (survive) in competition. The objective of business sustainability can be interpreted as maximizing the business entity's welfare, which is the present value of the business entity towards its prospects. The business sustainability principle assumes that the business entity will continue to operate throughout the project completion process, agreements, and ongoing activities. According to Khaeruman and Hanafiah (2019), a sustainability strategy will provide a competitive advantage for companies. A sustainability strategy will affect every value created in the company, so the company will always think of staying sustainable, which will affect all aspects of the company's operations. (Birkin, Cashman, Koh, & Liu, 2009; N. Bocken et al., 2015; N. M. Bocken et al., 2014; Boons et al., 2013; Gallagher, 2018; Geissdoerfer, Vladimirova, & Evans, 2018; Gilbert G. Lenssen, 2019; Girardon, 2019; Issa & Issa, 2014; Liu, 2013; Neumeyer & Santos, 2018; Nosratabadi et al., 2019; Pereira, Giantari, & Sukaatmadja, 2016; Schaltegger, Lüdeke-Freund, & Hansen, 2012, 2016; Weissbrod & Bocken, 2017; Willis, 2018; Wüstenhagen & Boehnke, 2017).

Framework
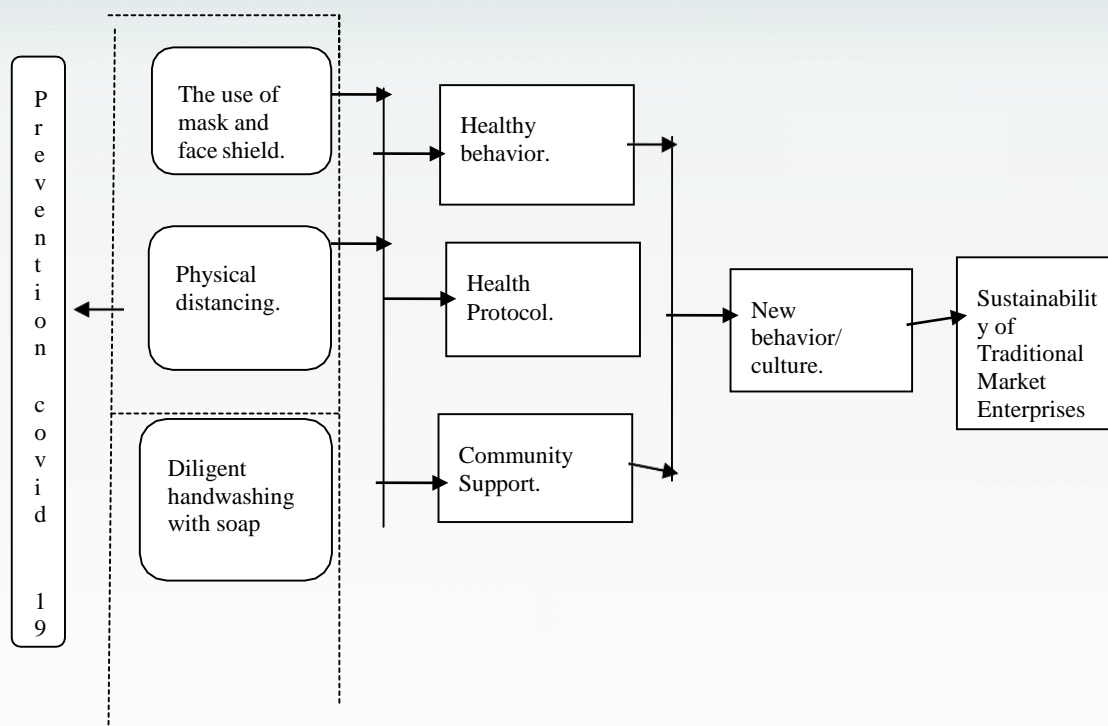
Research Methodology

Type and Research Design

The interviews are conducted in-depth in a dialectic form, which continued and stopped at a point until there is no progress. Researchers do not take notes during the interview but record the interview using smartphones to avoid informants' partial responses. The average time taken for the researcher during the interview is 1-2 hours. The determination of validity and reliability in phenomenographic research uses three criteria: communicative and pragmatic validity Sin (2010) and reliability as interpretive awareness Sin (2010) mentions validity in the phenomenography method as credibility. It is not the same as research with quantitative methods, which test the reliability of research on the quality of research instruments. The data obtained were measured by validity (internal and external), reliability, and objectivity. In data collection, communicative validity is achieved by 1) building an interpretation community to ensure an initial understanding between informants and researchers about the research being carried out, 2) using two open principle questions to encourage informants to identify and explain what informants understand about the use of masks and face shields, maintaining distance, washing hands diligently, maintaining the continuity of trading businesses following health protocols during the new normal life, 3) using advanced dialectical questions during interviews to help researchers ensure that they understand informants' explanations for the use of masks and face shields, maintaining distance, and diligently wash hands in trading activities in traditional trades every day.
Pragmatic validity is achieved by asking questions that require informants to show what kind of statements are in practice and observe the informants' reactions to specific interpretations of their statements to maintain a trading business that adapts to health protocols while living a new normal and prevents Covid 19. Reliability as interpretive awareness is achieved when obtaining data while remaining oriented to the way informants understand the use of masks and face shields, physical distancing, and handwashing in maintaining the continuity of commercial businesses following health protocols during normal life only at the observation and interview stages. At the analysis stage, validity is obtained by interpreting informants' statements regarding the use of masks and face shields, physical distancing, and handwashing diligently in the current normal protocol situation. Then, the interpretation results are shown to the informant to ensure that the interpretation was valid. Sin (2010) argues that informants' explanations can be done informally and formally, and sustainably. The rearrangement is useful as an opportunity to capture its purpose, correct mistakes, obtain additional information, and if it is recorded, what has been

said cannot be said to be a misunderstanding. Reliability in the analysis stage is achieved in the same way as in the interview stage. Sin (2010) argues that reliability is the dependence that centers on whether retesting can be done. It is done so that throughout the analysis, the researcher must remain focused on how the informant understands the use of masks and face shields, physical distancing, and is diligent in washing his hands. The researcher's honesty and the accuracy of the researchers' perspective on informants are the main focus. Thus, to create closeness between the study's results and the possibility of future replication, dependence, or dependence becomes the main focus.

The purpose of data analysis is to determine the inhibiting factors and awareness of the use of masks and face shields, physical distancing, and handwashing to maintain the continuity of trading businesses following the health protocols during a new normal life. Data is a product that is interpreted by researchers (Novacovici, 2013). Construction data results from the interaction between researchers and data sources, while data analysis is a reconstruction. Data processing, according to the phenomenographic approach, is pure induction processing. The analysis is carried out with a continuous iterative process between what the informants understood about using masks and face shields to maintain distance and diligently wash their hands and influence their interpretation. The first is done by obtaining a general understanding of the satisfaction of using masks and face shields to maintain the trading business's continuity in line with health protocols while living a new normal life. It is done by reading each interview several times. Then, researchers do the grouping according to each conception. According to Glasser and Strauss in Sin (2010), categorizing events can be started by grouping them by name, function, or other reasons. Researchers have started to look for each category's characteristics at the stage of looking for basic groupings. These steps can be done on an ongoing basis but need to be stopped at a certain developmental level.

The second stage is to re-read the note points to systematically search what the informants understand as awareness of the use of masks and face shields to maintain the trading business's continuity in line with health protocols during a new normal life. The main focus is on the meaning of the statement concerning the statement's context as a whole. After analyzing the comments of each informant, the informants' words are then compared. First, comparisons are made in each group from the first-stage analysis. The next stage is to compare statements between groups. At this stage, the informant's information can be transferred to another group or a shift. The researchers also try to integrate the categories and characteristics. In addition to entering classes based on their factors, the researcher also identifies whether each category's attributes are appropriate.

Analysis and Discussion

In the early stages of the analysis, the researcher re-read the points that the author has recorded to get the informants' general understanding of using masks and face shields, physical distancing, handwashing and being equipped with healthy behavior, health regulations, and community support. The new culture is then created to maintain the trading business's continuity, following the health protocol while living a new normal life. From reading the points, the informants suggest various definitions of consciousness. Furthermore, the meaning of consciousness is grouped based on the keywords that have been identified. The grouping of interview points begins with understanding common keywords. The first commonality identified is the awareness of the use of masks and face shields in traditional markets. The second similarity is the formation of a new culture in activities in conventional markets every day. Finally, the third is the continuity of people's trading businesses in traditional markets. In the next stage, the researchers also looked for points in common with informants' statements about factors that hinder and encourage awareness of the use of masks and face shield, physical distancing, and handwashing to maintain the continuity of the trading business according to health protocols during the new normal life. In this case, the researchers connect the points with the previous analysis phase results to conclude.

The Process of Understanding Awareness of the Use of Masks and Face Shields

The informants understand the awareness of the use of masks and face shields as previously described. The use of masks and face shields, physical distancing, and handwashing supported by healthy behavior, health procedures, and community support create the new culture, aiming to maintain the sustainability of trading businesses in traditional markets. It is also related to

implementing the New Normal protocol, one of the steps to prevent Covid 19. The discussion is arranged based on the points of each trader's statement, departing from the understanding of the information.

The use of masks and face shields, physical distancing, and handwashing

Various points regarding the use of masks and face shields, physical distancing, and handwashing are supported by healthy behavior, health procedures, and community support to create a new culture related to the sustainability of Indonesia's trading business. Thirty-five traditional trader informants state that traditional markets implement the New Normal protocol, which is one step to prevent the spread of Covid 19. They state that, in essence, they are aware of the use of masks and face shields, physical distancing, and handwashing are supported by healthy behavior, health procedures, and community support so that a new culture was created. It is one of the steps to prevent the spread of Covid 19, which is related to the sustainability of trading businesses in traditional markets and the results of implementing the New Norms protocol. Market Traders: *Overall awareness of masks and face shields, physical distancing, and diligent hand washing is good; it just needs to be trained every day to become a culture when selling. But we think it's good and it can be done if we traders want to protect ourselves and our consumers, so here we protect each other.*
From the point of the statement, it can be seen that overall, traders understand the question. They know the use of masks and face shields, keep their distance, and are diligent in washing their hands related to the sustainability of trading businesses in traditional markets and the results in implementing the New Normal protocol. Based on the informant's response to the awareness of masks and facial fields, physical distancing and handwashing are supported by healthy behavior, health procedures, and community support. A new culture is created for the sustainability of trading businesses following the health protocols.Community support is beneficial, starting from socializing to traders to providing full support in the use of masks and face shields, physical distancing, and handwashing as previously explained that the use of masks and face shields is only related to the sustainability of trading businesses in traditional markets, but also concerning the results of implementing the New Normal protocol. It can be seen from the points stated by the informants P-1 to P-15. The support can be in the form of masks and face shields, provision of handwashing and soap preparations, regulations, and the provision of rewards and punishments, for the avid merchant and his compromise. If it does not get support from the community, and it is not done correctly, it will become an obstacle in increasing awareness of using masks and face shields as previously explained. Behave politely by implementing health protocols. From the informants' statements, it can be concluded that the informants are experienced and do it themselves.

Good manners

The indication can be seen in the statement section P - 16. Indication of willingness to implement/comply with health protocols can be seen in the statement section from P-17 to P-20. The variable focuses on the informants' attention because the merchant's education level usually affects grammar, manners, and behavior.

New behavior / new culture

Do market traders want to use masks and face shields, do physical distancing, and wash their hands diligently? Traditional market traders have received socialization. What makes the difference is a new behavior or a new culture where there was no previous case. Indications of awareness and willingness to use masks and face shields related to the sustainability of trading activities in traditional markets can be seen in statements P -3, P-5, P-12, and P -13.

One way of prevention

The use of masks and face shields, physical distancing, and hand washing are supported by healthy behavior, health regulations, and the community. A new culture is created to maintain

the continuity of trading businesses. Following health protocols during a new normal life is one of the precautions of the spread of Covid 19 P-4, P-6, P-12, and P -14.

Conclusion

The concept of using masks and face shields, physical distancing, and hand washing has been applied to the traditional market traders of Griya Candramas Sidoarjo. Healthy behavior, health rules, and community support traditional market traders in implementing it. There is a change in behavior that creates a new culture in which every traditional market trader in Griya Candramas uses masks and face shields, keeps the distance, and is diligent in washing their hands. Hence, it must be developed and thought about maintaining the sustainability of the trading business. It can continue if the data provided can be done correctly according to health protocols at the time of a new normal life. All of these steps are part of preventing the spread of Covid 19.

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