



## Reconstruction Of The Concept Of Work Based On Media Exposure Related Crisis During The Covid Pandemic

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### ABSTRACT.

The Covid pandemic caused a health crisis, job cuts, and poverty. The number of job cuts due to emigrants makes everyone have to think again about the meaning of work. This study aims to reconstruct the concept of work according to the young generation after they were exposed to information about the crisis caused by the covid pandemic. This research uses a qualitative descriptive approach with research subjects of 15 students who are still active and studying while working. Data collection by conducting interviews via *google meet* during August-September 2021. Data analysis using NVivo software was carried out thematically by using *word frequency queries* and *text search queries* to show Informant statements related to a theme. The results showed information related to the pandemic crisis they got from social media. Data analysis using NVivo found reconstruction of the concept of work during the pandemic was: Gratitude, Sacrifice, Pleasure and Hope. The concept of jobs occupies the inner *self* with dimensions: **Gratitude** - still have a job; **Sacrifice** (tired of college while working); **Pleasure** (financially independent), and **Hope**: earn better after graduation. The Informant's assessment of media influence balanced between *the Third Person Effect* and the *Second Person Effect*.

**KEYWORDS:** Perception: Career Concepts; Covid ; Media Exposure

### INTRODUCTION

The COVID-19 pandemic harms the economy, especially in terms of tourism, trade, and investment (Nasution, Erlina, and Muda 2020); (Gössling, Scott, and Hall 2020); (Hoque et al. 2020). As a result of slowing economic growth, many workers get the sack. Of course, when family members are no longer working, education is often sacrificed. The number of students illustrates early semester (August 2020); in the middle of the semester (around October 2020), some resigned for cost reasons.

Survey of Indonesian Institutes of Science, Labor Research, Development Agency of the Ministry of Manpower and Demographic Institute, Faculty of Economics and Business, the University of Indonesia in 2020 mention 2,160 respondents show 62.7 percent of workers aged 15-19 years experienced layoffs due to the Covid-19 pandemic (Firmansyah and Pandamsari n.d.). The abundant stock of young workers who are not capable by the ability of workers aged 23 years and under makes them sacrificed.

With the reason of covid, they accepted the termination of employment.

The primary motivation for the younger generation to enter the job market is to fulfill their basic needs and actualize themselves (Calk and Patrick 2017).

The Central Statistics Agency noted that the population of Indonesia until September 2020 was 270.20 million people, an increase of 32.56 million people compared to the population census ten years ago. The composition population of Indonesia, dominated by Generation Z (as much as 25.87 percent) and Millennial (as much as 27.94percent). Thus, Indonesia's population is almost by the productive age (Kompas.com n.d.).

The younger generation is essentially planning for the future and achieving dreams. Apart from working, some of them also struggle to get the highest possible education if they are laid off; Of course, future knitting plans are challenging to achieve. This condition is in line with the task of early adult development proposed by Hurlock (Ahyani and Astuti 2018) which states that in late adult

development they seek economic and financial independence.

Information related to the covid pandemic that caused various layoffs was accessed by them through their social media. The results of research from Mansur stated that the younger generation actively uses social media and actively seeks information (Mansur et al. 2020). As a native digital media who always uses cellular, the younger generation must be exposed to information about the impact of covid on the world economic crisis and the economic crisis in Indonesia. This fact by McLuhan (Griffith, Seidman, and McLuhan 1968) about the media extending into human hands, and the world becoming a global village is increasingly evident. Digital technology makes it easy for humans to transmit and reproduce information from various parts of the world quickly and easily. The assumption is that media users become media extensions, because the data is used for media purposes.

This study wants to reveal what is experienced by the younger generation (aged 20-30) about careers with factual data and phenomena that can be observed empirically. The information for this research is Mercur Buana University students who have worked or owned a business; at the same time, they also took higher education before the covid pandemic. Samples were taken using Snow balling. Status before the pandemic as a basis for knowing the impact of the pandemic on their careers.

Based on that background, the focus of this study is, "How to Reconstruct Career Concepts Based on Crisis Information for Young People during the Covid-19 Pandemic?" The purpose of this study is: To analyze how the younger generation interprets the concept of work?

### 1.

### 2. METHOD

The study aims to understand the career experiences of young people during pandemics with descriptive qualitative approaches, interviews via *google meet*, and written questions.

The use of google meet is certainly not as effective as conducting interviews and direct observations. Therefore, the researcher tries to conduct repeated

interviews and probe the answers that require confirmation from the respondent.

This study explores individual life experiences. Experience is the appearance of an external experience, while consciousness basing on memory, image, and purpose.

Words and sentences in qualitative research are analysed by providing details to understand various patterns and forms of research objects. The coding of interview results uses NVivo software to help form the main categories according to the data source (Agustinus Bandur 2016). The coding is done thematically (pattern coding) by labelling the text according to the main topic. The collected data is then analysed using a word frequency query in the research themes. Then use a word query in the form of a word tree to show the Informant's statements related to these words.

The final step is to interpret the research findings to create meaning from data collected from the experiences and feelings of the research subjects about career concepts during pandemic times.

### 3. RESULT

This research informant is a *Public Relations* student from semester 5 to 8, aged 20 - 30 years. They before and after the pandemic has worked, managed family businesses, or had personal companies.

Table 1: Informant Profile

Number	Name	gender	Age	Employee Status
1	Er	M	25	Permanent Employees
2	HR	W	23	Permanent employee
3	MNJ	M	24	Contract
4	NN	W	25	Part timer
5	OM	M	23	Permanent Employees
6	RK	M	30	Permanent Employees
7	RSD	W	24	Permanent Employees
8	Ar	W	22	Permanent Employees
9	He	W	24	Contract Employment
10	Mj	W	20	Permanent employees

11	FA	W	21	Permanent employees
12	SSP	M	21	Part timer
13	RL	M	22	Part timer
14	EN	W	23	Owner
15	JDJ	M	26	Family Business

Source: (interview, 2021)

The study subjects consisted of 8 women and seven men. They work in various institutions. Some are banking, pharmaceutical companies, *travel agents*, boutiques, and chocolate shops, producing home-grown tempe and online motorcycle taxi partners. Although in pandemic conditions, eight informants are permanent employees, one business owner, one is a managing family business, two informants contract status, and three *part-timers*.

### Media Habits of the Younger Generation

Media Habits are related to the type of media and frequency of media consumption. The results showed that all informants no longer accessed mass media regularly. The most intensely access social media with *smartphones*, and They have Instagram, Twitter, YouTube, Tok-tok, and Facebook accounts. By accessing social media, informants expose their latest information.

The informants spent between 2 and more than 6 hours accessing social media. HR informants (working as *quality control* at pharmaceutical companies) access the minor social media. Work does not allow him to use a *smartphone*. While NN and RSD informants do more *Work From Home*, they limit themselves to accessing social media.

Although actively using social media, all informants access news portals unintentionally. They access the news portal because flashes of news content appear on Instagram. If the information is interesting, they will access the portal. Nevertheless, they rarely read in full the statement that news portals convey. News portals they access, among others: tempo.co; Kompas.com. CNN Indonesia; Detik.com; Liputan6.com; Kumparan.com; Tirto.id, Indozone.id; IDN Times, Narasi TV, Line Today, and official Account of the Ministry of Health on Instagram.

### Memories of the crisis caused by Covid

Informants have read information about the crisis due to covid in the mass media and social media. Information about the problem often appears on their social media. The results of data processing with NVivo show *the word cloud* crisis due to covid that the informants remember.

Figure 1:

Word Cloud The informant's memory about the crisis caused by Covid using NVivo word frequency query



Source: (interview, 2021)

The data above is further processed by querying the memory of the informant about the crisis, especially the economic crisis, as shown in the following picture which is the result of the researcher's analysis using N-Vivo (with *word query*) based on the answers from the respondents.

Figure 2:

Word tree The informant's memory about crisis caused by Covid using *word queries*



Source: (interview, 2021)

Currently, many companies in Indonesia have to lay off their employees because of reduced financial conditions. The economic crisis occurred due to the *lockdown* policy; *merchants deserted buyers*, *Ojek online deserted orders*. The economic crisis led to

reduced employment, resulting in layoffs and an increase in unemployment. Shopping centres (*malls*) due to the covid pandemic is also one of the causes of the economic crisis. Informants also recalled about many *vendors* going bankrupt and some contract employees being jobless.

From the NVivo result, the memory of 14 informants about a covid crisis at a high level. They were able to mention essential issues in detail and call the problem exposed to the media. While one Informant's recollection of crisis information is very low, the Informant does not mention any information about the crisis in the media. This condition occurs in informants who access media less than 2 hours per day.

Table 2: The level of the Informant's confidence in the credibility of the information source

Gender	Media Credibility		Sum
	High	Average	
Women	5	3	8
Man	4	3	7
Sum	9	6	15

Nine informants stated the credibility of the media they read was high, while six informants rated the credibility of the information they read at a moderate level.

### Work Concept

The explanation of the concept of work involves aspects of opinions, judgments, feelings, expectations, and subjective responses of informants related to their experiences. The results of interviews with 15 informants were processed by Nvivo10 using the query word frequency.

The results showed that to describe the concept of work, the most common words appear are: gain (6 times), and responsibility (6 times); life (4 times), needs (4 times), family (3 times), and obligations (3 times).

Employment is described as a profession to earn capital (*income*, the primary source of income) for the cost of continuing education and the cost of living. The concept of work describes gaining knowledge and

experience and getting relationships and (communities) from the workplace.

Based on the description above, it can conclude that work is a concept associated with economic independence, described as a profession to earn income to finance the needs of life and continue education. To get this information, the informants were asked about their current job. Based on NVivo *wordcount query*, the most frequently occurring keywords were occupation (11 references); covid (7 references), alhamdulillah (5 references); merchant (5 references), etc.

From the words that appear most often, it is concluded that generally respondents respond to the crisis during this pandemic by relating it to work, gratitude and trade. The three vocabularies appear, because for them still having a job during the pandemic is a blessing.

Alhamdulillah they often come out during interviews, as a reinforcement for the gratitude they offer to God because they are still given income during the pandemic. Respondents also saw that the worst thing that could be done if they experienced termination of employment was to trade. Informant with the initials ER, grateful for still having a job and a full salary without deductions. The FA informant said his position was normal as usual, despite a pay cut at the start of the pandemic. At the same time, informants RK and Er stated that their companies were not included. In the sectors affected by the pandemic, so thank God it *had* no impact on employment. It's just that the working system becomes WFH and WFO. It was related to job keywords, informants.

Related to opinions regarding work, MNJ informants stated that with WFH, working is easier as long as there is internet access. OM informant's employment is severely affected due to covid. Salaries have only been paid 50% since April 2020 to date. But the Informant is grateful, still has a job and income. Informant Mj is very much pursuing his work. "Thank God when all companies have a crisis due to covid, I am not affected by layoffs," he added with gratitude.

The second key is the word covid. The RL informant stated that regulations during the pandemic caused passenger numbers to decrease and employee salaries also reduced.

This answer is in line with the Informant's statement Hr. At the beginning of the Covid-19 pandemic, toothbrush production at the factory where Hr worked remained stable, but since February 2021, there has been a reduction in contract power. While EN claimed sales of Muslim fashion products and chocolate production decreased. Other informants argue that pandemic covid is very detrimental to traders who use imported raw materials. JDJ is a tempeh trader that uses imported soybeans; its price is currently surging sharply. Despite the fear of work during the covid pandemic, the keyword *alhamdulillah* (5 referrals) shows informants remain grateful for all the situations they face.

It can be concluded that the informant stills are grateful to have a job (i still, although there are informants who had experienced a pay cut. In addition, the work of informants is severely affected by Covid. Some informants are worried about getting laid off, making informants work more seriously. Informants with backgrounds of entrepreneurs complained that pandemics caused product sales to decrease, while tempeh entrepreneur informants complained that the price of *imported* soybeans that are raw materials of tempeh jumped sharply.

According to word frequencies, informants' feelings about his work are the words that most often appear: Covid, creation, sadness, impact, feelings, and crisis.

Covid caused Er to appeal to everyone in his neighbourhood to use a mask, while the FA informant was grateful to work still even though b. While SSP informants (*Grab food*) are happy because they can help people who can not get out of the house during the pandemic by delivering food, Informant He was worried about employee reductions because production declined since early January-April some new employees no pay off. Informants EN expressed sadness because not only himself, all workers and employers in Indonesia also felt the impact of the pandemic.

Informant Hn amid pandemic covid proud and happy for the work pursued, because ensuring the quality of the drug makes him feel the work sought is beneficial for many people. While the MNJ informant felt very concerned, sad, covid made everything change. Informant OM added his feelings of sadness, anger, and

confusion because his *job desk* became unclear. The Informant even had to sell sugar in his office. "It's completely outside of my job," said the om informant. However, the keyword Covid also describes the gratitude of RK informants who can still work without experiencing layoffs and still get the same wages as before the pandemic.

The feelings of the informants are based on the word sadness. "How to pay for college and how to finance living in a country in the event of layoffs? MJ informants cried for fear of imagining it happening.

The feeling of informants is grateful to still have a job (income) in the middle of the pandemic, although informants had experienced a pay cut. The work of informants is severely affected by Covid. The concept of work occupies the inner *self* and becomes a priority for informants—the following structure is the work environment, family, and community. The idea of work structurally has dimensions: 1) a sense of **gratitude** - still have a job; 2) **Sacrifice** (tired of college while working); 3) **Pleasure** (financially independent), and 4) **Hope**: earn better after graduation.

### Discussion

Career or job is essential in human life. By working, humans can meet the needs of life. Likewise, the results showed that work made them economically independent and not a burden on the family for adolescents. But research (Dias, Joyce, and Keiller 2020) shows that the COVID-19 pandemic is hampering the career prospects of young people, whose consequences have a prolonged negative impact on their economic independence. Moreover, many young people work in the hardest-hit sectors during the COVID-19 crisis: for example, hospitality, tourism, and non-food retail (Gössling, Scott, and Hall 2020), (Hoque et al. 2020).

The results showed that information due to the Covid crisis occupies the deepest self-structure. The description of a career is influenced by the structural, cultural, and temporal context in which an individual resides. This answer aligns with research (Cohen and Duberley 2021) that the first dimension is individual perception of the challenges and obstacles experienced in work. The second dimension is time-related to the 'story' and

'chronology' of the individual's life. The third dimension associated with career concepts is an individual's identity, including affiliation, values, *self-efficacy*, and self-esteem.

When referring to research (Tomaszek, K., & Muchacka-Cymerman 2020) fear of COVID-19 traumatized, anxious about the future, and caused them depression (Mahmud, M. S., Talukder, M. U., & Rahman 2020). This answer is understandable because a career measures a person's success ('career imagination'). However, the younger generation in this study can still be grateful because they are lucky to be laid off by others. For the sake of future careers, they are willing to struggle to divide their time between college and work, in the hope that they will get a better-income job, because (Dias, Joyce, and Keiller 2020) *the younger generation is the workers who usually occupy the lowest income among other generations.*

The Informant's reception regarding crisis information is in line with the Informant's perception of media credibility. This answer means informants access social media more than news portals or official websites related to Covid information. Even to get information, the way the younger generation **is:** access social media, then access news links *shared* through social media. They do not take the initiative to seek knowledge through news portals or official websites. This is also true in China (Dhamija, Chaudhury, and Saldanha 2020), as well as Germany (Bendau, A., Petzold, M. B., Pyrkosch, L., Maricic, L. M., Betzler, F., Rogoll, J. & Plag 2021). In addition to finding information, social media was used to communicate during the covid pandemic. Suppose the Informant of this study seeks information through social media. In that case, it turns out that journalists also use social media as a source of information to find news in supporting their work (Suraya 2019). Social media has a significant influence on the working patterns of journalists. The journalist even admitted to interviewing several sources for monitoring their opinions and comments on social media.

Four informants stated that they were not influenced by media messages on their perceptions of opinions about work. So far, the media is only used to find information. They are economically more stable with more income

than other informants. Informants who assess a direct media influence (*Second Person Effect*) or exist indirectly (*Third Person Effect*).

*The second person effect* occurs when individuals (a) recognize the influence of media on themselves, (b) estimate that the media most likely influence others, and (c) follow actions because they see others as equally likely to be affected by the media. There are very few recent studies related to second person *effects*, including research on the impact of fake news (Lee 2018). Second-person effects on advertising messages (Huh, DeLorme, and Reid 2008), and research on people's willingness to engage in solving various problems in society (Frederick and Neuwirth 2008). In contrast to *the second-person effect*, there is much research on the third-person effect, for example, research on the impact of fake news on third-person perception (Liu and Huang 2020); (Corbu et al. 2020) and third-person perception in posting food photos on Facebook (Pham, Shancer, and Nelson 2019). *The third-person effect* predicts that people tend to assume media messages have a more significant impact on others than themselves. It happens because there is a personal bias. People access information from various media to get the latest news with their environment, but that information only affects others, but not on themselves.

#### 4. CONCLUSION

Based on the results of data processing and data analysis, it concludes:

5. Work is a concept that has to do with economic independence, experience, relationships; the form of responsibility; Followed by competence.
6. *The concept* of work occupies the inner *self*, the main priority structure, the structure of the work environment, the family, and others. The idea of work has dimensions: 1) **Gratitude** because in a crisis condition due to covid still has a job 2) **Sacrifice**, despite feeling tired of having to go to college while working; 3) **Pleasure**, because it is financially independent, does not to their parents, as well as 4) **Hope, they will** earn better after graduation.

7. Access to social media and mainstream media must really get a filter so that there is no anxiety with news related to layoffs that occur everywhere during the pandemic.

## 8. LIMITATION AND STUDY FORWARD

Further research is needed that explores the possibility of the younger generation's perception of other types of work, especially outside the formal sector, which inevitably must be done as an effort to get out of the crisis.

## 9. ACKNOWLEDGEMENTS

We thank the Dean of the Faculty of Communication Sciences, Mercu Buana-Jakarta University, the Head of the State Polytechnic of Creative Media (Polimedia). Thank you also to the Head of Padjajaran University, PCCS Fikom Unpad 2021, and Dr. Sri Wahyuning Astuti, who has edited this manuscript.

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