

COVID -19 and The New Normal in Local Governments: The Impact Analysis of Implementation of The New Habits Adaptation Policy on The Usage of ICT in West Java Province, Indonesia

Karman ¹, Amri Dunan ^{2*}, Edi Prihantoro ³, Ahmad Budi Setiawan ⁴, Bambang Mudjiyanto ⁵,
Djoko Waluyo ⁶, Ari Cahyo Nugroho ⁷, Gonang May Perdananugraha ⁸

^{1,2,4,5,6,7,8} National Research and Innovation Agency, Indonesia.

³ Masters Program in Communication Studies, Gunadarma University, Indonesia.

Email : ¹ karm002@brin.go.id, ^{2*} amri003@brin.go.id, ³ edipri@staff.gunadarma.ac.id,

⁴ ahma109@brin.go.id, ⁵ bambangmudjiyanto26@gmail.com, ⁶ djoko21@brin.go.id,

⁷ aricahyonugroho@gmail.com, ⁸ gonang.may.perdananugraha@lipi.go.id

Abstract

The Provincial Government of West Java, Indonesia implements the New Habit Adaptation Policy-AKB to control the Number of COVID-19 Patients. This article describes a qualitative study in three city in West Java Province, namely Bandung City, Bekasi City, and Depok City, to investigate the impact of implementing the AKB policy on social ICT use. Semi-structured interviews with 30 netizens at the city, district and village levels were conducted by three academician and three well-trained communication masters students. This data is complemented by data from FGDs with Communication master students and discussions with academics and is also complemented by literature studies and documentation related to the implementation of AKB policy. Results show that the COVID-19 pandemic positively impacts the acceleration adaptation use of ICT in society. Various Micro, Small, and Medium Enterprise-MSME activities online, the learning process distance, digital literacy, and digital public services have become the community of a need during the COVID-19 pandemic.

Keywords— New normal, COVID-19, ICT, adaptation

Introduction

Case Corona Virus Disease 2019 (COVID-19) was announced for the first time in Indonesia on March 2, 2020, by President Joko Widodo (Jokowi). Government confirms that cases 1 and 2 afflict a mother (64) and daughter (31) in

Depok, West Java. Both infected COVID-19 from Japanese citizens who had come to Indonesia in February 2020 (Retaduari, E. A, 2020). Hose many days then, on March 10, 2020, WHO Director-General Tedros Adhanom Ghebreyesus sent a letter to President Jokowi. The letter contains a request that Jokowi declare

an emergency national. WHO also stipulates COVID-19 as a pandemic.

Through Presidential Decree (Keppres) No. 7 of 2020, Group Task Acceleration Handling COVID-19 (Sabila, 2022). By substance, the New Habit Adaptation (AKB) policy is adopted from guidelines that have been created by the WHO and the Government through the group duty acceleration response to COVID-19 (Herdiana, D., 2020). AKB period is not a change structure but precisely could change behavior and culture family (Azizah, N., 2020). Change behavior public in AKB because existence learning social. The community carries out the process of observing, imitating, and strengthening in implementation of AKB (Zaenudin M. et al., 2021). Therefore, society need counseling and outreach about application protocol health during the AKB (Putri, A. N. G & Pertiwi, F. D., 2021).

Then, on May 1, 2021, the total case positive in Indonesia reached 1,672,880 cases, with the Amount Dead by national reached 45,652 people (Kompas, 2021). Province West Java is one of the affected provinces critical of the existence of pandemic COVID-19. This reflected from amount case positive as of May 1, 2021, reached 281,959 cases, with amount death all over West Java reaching 3.751 people (Puji, S., 2021).

Application Large-scale social restrictions (PSBB) in Bandung from April 22, 2020, to May 5, 2020. PSBB in the city of Bandung is extended to step second from May 6, 2020, to May 16, 2020, ago next to step third from May 20, 2020, to May 29, 2020 (Salfatiera, F. & Hidayat, D., 2021). West Java Province has to take an attitude for acceleration handling supporting COVID-19 continuity economy society, then taken policy strategic with implementation AKB or synergizing new normal era aspect health, social culture and

economy. For that, Governor set amount of Regulation Governor related to AKB, namely Regulation Governor West Java Number 48 of 2020 concerning guidelines implementation Micro-Scale Social Restrictions in response to COVID-19; Regulation Governor West Java Number 60 of 2020 concerning imposition administrative sanctions against violation orderly health in implementation PSBB and AKB in the handling of COVID-19. Other AKB policies is Regulation Governor number 63 about guidelines evaluation public health risks and AKB for prevention and control of COVID-19.

Implementation of AKB poured with clear following Regulation Governor of the West Java number 63 Years 2020 in Article 1 Number 10 says:

" Adaptation habit New next one abbreviated as AKB is effort acceleration supportive handling of COVID-19 continuity economy synergistic society aspect health, social and economic ".

Meanwhile, with the management of this pandemic, the government was forced to leap to the Dynamic Governance stage, namely Bureaucracy 3.0. In stages, this government sued to adapt and respond to various changes and produce adaptive policies that ultimately will create governance and adaptive Governance. According to Neo and Chen (2007), Dynamic Governance is the government of choice policy that could adapt to the latest development. It is an uncertain environment and changes very fast, so various policies and institutions of government are permanently relevant and effective in reaching the destination period.

In context, handling COVID-19 adaptive governance is about how the government could produce policy capable of fortifying the state

and society from the global impact of the pandemic through collaboration between multi-level and multi-parties. Meanwhile, workers tend to reduce online activities during AKB and permanent to-do activity physique (Rizki, M., Maulana, A., Prasetyanto, D., & Widiyanto, B.W (2021).

Nevertheless, the COVID-19 pandemic has pushed the acceleration of adaptation technology and improved the need for digital skills and digital literacy in society. Besides that, the development of technology, information, and communication in the digital era provides many changes in various aspects of life. Rapid development moment this push role strategic information as authorized capital development. In order to realize Indonesian people, become something public based on knowledge so that could parallel with nations forward. This thing becomes a vision Indonesian nation. There are seven of his dream for Indonesia in 2085. Written dreams moment President of the Republic of Indonesia Jokowi when visited Merauke, Papua on December 30, 2015, the are:

1. Source Indonesian power people who are intelligent outperform other nations of the world.
2. Indonesian people respect tall pluralism, culture, and religion and uphold tall values and ethics.
3. Indonesia has become the center of education, technology, and world civilization.
4. Community and apparatus government is free from the behavior of corruption.
5. Wake up infrastructure that is evenly distributed throughout Indonesia.
6. Indonesia has become an independent country and the most influential country in the Asia Pacific.
7. Indonesia is a barometer of the growing world economy.

It is supported by the Indonesian government's vision, as stated in the golden Indonesia vision year 2045. The only prayer is HR development and mastery of science and technology.

The Adoption of technology information and communication is experience enhancement as proven in many studies. Two years final, this adoption and adaptation to technology information and communication experienced rapid development. With the existence of the current COVID-19 pandemic, push this digital transformation has become more natural. That is the implementation development of public information, the faster. Development performance is the commitment of the Indonesian government against the Global Information Society Development convention in the World Forum Summit on the Information Society - WSIS held in Tunisia in 2005. Since then, Indonesia has made various efforts to build the Indonesian information society. President, The Republic of Indonesia, emphasizes the Development of the Indonesian Information Society or " Indonesian National Vision Gold 2045". That Thing will be realized through the development of Industry 4.0. The Indonesian government also stipulates digital transformation as one of the four mainstreaming within plan development period medium (RPJMN) 2020-2024. Mainstream digital transformation is the effort to optimize the digital role of technology in increasing the competitive power nation and as one source of growth Indonesian economy to front. Mainstreaming strategy digital transformation consists of the aspect stabilization ecosystem (supply) and utilization (demand) and the management of advanced technology. The inside Plan Strategic 2020-2024 Ministry of Communication and Informatics mentioned that the digital transformation in question covers digital transformation in the economy, government, and society.

Adopting technology information to the public creates transformation social, transformation departing social from digital technology. With so, change revolutionary in society moment This is very development-driven technology information and communication. Transformation social going to public information moment this has promoted the liberalization process information which is functional increase accountability public capacity society.

Referring to Okeleke & Stryjak (2015), the concept of a digital society is centered on the interaction among government, the business world, and facilitated citizens with digital technology. The digital society also benefits social-related economics by enhancing efficiency and productivity and enhancing citizens' welfare and living standards. Kenechi Okeleke and Jan Stryjak, in their book *Building Digital Societies in Asia* (2015), share level digital society become multiple levels:

First is the emerging digital society. Alternatively, Step digital base society. Second is the transitioning digital society. In Step transition, use a digital device already personalized by the individual. Third, advanced digital society. In the last level, people connected with digital technology almost in whole activity life. For example, CCTV and activities are then cross-connected with the smartphone through managed internet by the government. Thus, the government could see how to level density and cross a region through digital devices. Temporary composing of The Digital Society Index (DESI) has been conducted through a framework concept that refers to the "International Digital Economy and Society Index -IDESI" (European Union, 2020).

Through the survey, respondents requested to fill in indicators on the prepared questionnaire of the five dimensions of the Digital Society:

- 1) Connectivity: Deployment of broadband infrastructure and its quality;
- 2) Source Power Human: Skills required to utilize the possibilities offered by the digital society;
- 3) Use by citizens: Various activities carried out by residents who are already online;
- 4) Technology Integration: Digitization of business and development channel online sales;
- 5) Digital Public Service: Digitization of public service, with a focus on *e-Government*.

Dimension Connectivity - test deployment and use fixed and cellular broadband access in the community. The most crucial dimension area is sub dimensional Utilization of Cellular Broadband. Temporary that, in dimensions Digital Skills, will consist from compiled indicators of sub-dimensional Advanced Skills and Development. On the dimension of Digital Technology Integration specialized in digitization business to society will be seen. Society's digital strategy creates field-related work competition and a growth economy community-based digitalization. Temporary that for dimensions Digital Public Service is dimensioning for seeing access Public to service government based on electronics. Based on the exposure above, the article aims to analyze the impact implementation of the AKB policy on the use of ICT in society. In data exploration, study this use framework DESI concept (European Union, 2020).

Methodology

This study was drawn from the responses of 30 interviewees living in Bandung City, Bekasi City, and Depok City, West Java Province and was selected through non-representative

purposive sampling. Three academics and three trained communication studies masters students conducted 30 semi-structured lasting 50–70 minutes. Interviews were conducted between January and February 2022. Interviews were conducted via Google Meet and Zoom, conducted in Indonesian. It was first tested on two participants and subsequently refined following discussions among the team members. Interviewees were informed about the purpose of the study. They were asked about the impact of implementing the AKB policy on social ICT use. With the participants' permission, all interviews were recorded and transcribed verbatim. A pseudonym reflecting the region and gender of the participant is used to protect confidentiality.

This data is complemented by data from FGDs with Communication master students and discussions with academics related to the implementation of AKB policy. The FGD method based on practically and cost is a cost-effective, flexible, practical, elaborative data collection method and can collect more data from respondents in a short time (Streubert & Carpenter, 2003). In terms of validity, the FGD method is a method that has a high level of face validity and is generally oriented towards research procedures (Lehoux, Poland, & Daudelin, 2006). Data analysis was performed using the M. B. Miles and Hubberman (1984) model. Triangulation is done to conclude.

Results

The following results are a policy analysis based on the DESI conceptual framework, namely connectivity, human resources, internet use, technology integration, and digital public services (European Union, 2020).

- **Connectivity**

Based on results observation and interview and document data, most informants state that there

is an internet signal near the place. Meanwhile, a small part of respondents states no there is an internet signal. Although there is any challenge in connectivity, including the network not stable, so that connection often disconnected, the internet network is not always Yes, there is a problem cost data plan, electricity off or rain result in internet signal is lost. Part another who lives in the blank spot area said no, there is signal same once.

“Internet connection has an effect on increasing WFH activities during the COVID-19 pandemic ” (Interview, February 19, 2022).

Mainly informants state that one month could Secrete cost about 50 thousand up to 100 thousand rupiahs for internet access. Then only a little spend costs internet access above 400 thousand rupiahs. Mainly, public during COVID-19 pandemic, access the internet from home. During COVID-19 pandemic, internet access tends to be more frequent than frequently. That Thing is because part of significant activities works at home or Work From Home-WFH and studies students and students in progress online from home.

The community hopes that the parties' government could ensure high-speed internet connectivity in place area stay them. Internet connectivity and access become essential for the Public during and after the COVID-19 pandemic.

- **Human Resources -HR**

According to UNESCO (2018), digital literacy is the ability to access, manage, understand, integrate, communicate, evaluate, and create Information safely through digital technology for employment, decent work, and entrepreneurship. In Indonesia, activity communication accounts for 36% of the average time spent online or more than other activities

such as social media, recreation, and browsing (World Bank, 2021). According to Index National Digital Literacy (Kominfo, 2020), Indonesia scores 3.38 out of 5 on the sub-index communication and collaboration. This show still has not yet reached number 4 or good in the sub-index.

That thing relevant with the data collected based on field observations and interviews that trend public during the COVID-19 pandemic using ICT as a tool communication main inactivity every day. Media used include social media and applications message such as Facebook, Instagram, Twitter, TikTok, and WhatsApp. Meanwhile, in communicating and collaborating Public using Zoom or Google Meet, inactivity work every day. Temporary, according to other informants, the public perspective during a pandemic tends to choose communication online compared than offline.

" In various activities, people tend to choose online meetings rather than face-to-face to avoid contracting COVID-19" (Interview, February 17, 2022).

Trend Public using ICT in communicating and collaborating during the COVID-19 pandemic is also necessary to be supported by critical thinking in detecting disinformation or frequent hoaxes circulating on social media. Aspect thinks critical refers to the ability to analyze, compare, and evaluate by critical credibility and reliable sources of data, information, and digital content. Think good critical promote skills think like that to environment and the office.

- **Internet Use**

The COVID-19 pandemic forced a social distancing policy to minimize the spread of the COVID-19. Ministry of Education and Culture responds with policy study from home via online learning. Indonesia is not alone in looking for a solution for participants to teach

to stay learn and fulfill their education rights. Until April 1, 2020, UNESCO noted that at least 1.5 billion children aged COVID-19 affected schools in 188 countries, including 60 million in Indonesia.

Indonesia is also facing several challenges, including inequality of ICT infrastructure between schools in the city's prominent and regional rural areas, the limited human resources of teachers who control ICT in learning, internet access, and unpaid quotas evenly throughout schools in Indonesia. According to the informant, there is an impact positive with the COVID-19 pandemic adaptation fast technology. According to the informant, there is a positive impact with the COVID-19 pandemic accelerating technology adaptation.

" The positive impact of COVID-19 in addition to gathering more often with family is also becoming more familiar with ICT devices such as Zoom and Google Meet" (Interview, February 18, 2022).

With the current demands of learning distance far with ICT, teachers must be more professional and have digital competence in times of crisis and not predicted (Li, B., 2020; Manco-Chavez et al., 2020). Innovation learning with technology Up expected learning process distance to be far more effective and efficient in the future (Marchlik, P. et al., 2021).

- **Technology Integration**

The situation in the time of the COVID-19 pandemic hinders the activity of marketing MSME. Restrictions on social activities cause many MSME to experience setbacks. Condition pandemic the COVID-19 made all people in Indonesia and even the world attempt to avoid risk for the sake of no exposed virus. The COVID-19 has impact significant not only to

the health of humans but also disturbing the health of the world economy (Sugiarti et al., 2021). Including MSME in who is in the area rural experience problem in promoting goods trade. The minimum knowledge inhabitant village about digital marketing resulted in the more complicated business development during the early days of the COVID-19 pandemic. However, slowly, gradually, people in rural adapt and learn digital marketing to integrate with existing platforms and marketplaces such as *Shopee*, *Tokopedia*, and *Buka Lapak*. That thing the express informant in FGDs as follow:

“Common application Pikobar and existing marketplace the could be utilized optimally by the community for To do SMEs and obtain updated information ” (Interview, February 19, 2022).

The MSME actors encountered disclose that they also carry out other online businesses, such as becoming a reseller, pay per click, and paid to review to fulfill their needs during a time of the pandemic.

- **Digital Public Service**

The Electronic-Based Government System (SPBE) is a maintenance government that utilizes technology information and communication to forgive service to user SPBE. This thing, as stated in the Regulations President No. 95 of 2018 concerning The Electronic-Based Government System. SPBE addressed for realizing system management government that is clean, effective, transparent, and accountable and services public quality and reliability.

Governance and management system government based on electronic National is also needed to increase cohesiveness and efficiency system government based on electronics. Revolution technology information and communication (ICT) give opportunity for the

government to do innovation development state apparatus through application SPBE or e-Government. It is a maintenance government that uses ICT to give service to agency government, apparatus state civil, perpetrator business, community, and parties other. SPBE realizes government maintenance that is open, participatory, innovative, and accountable. The collaboration between agency government in doing affairs and duty government for reach destination together, improve quality and range service public to public broad and pressing level abuse authority in form collusion, corruption, and nepotism through application system monitoring and complaints Public based on electronics.

Concerning public service, Indonesia is making the expected "*Satu Data Indonesia*" program later could strengthen with Big Data Analytics " as a tool for making data-based public policy. In the study, temporary World Bank (2017) mentioned that implementation of Big Data on sector government has high potential for increasing performance government in public service. The government can use Big Data to increase existing services and take advantage of new data sets to push the availability of new public services for society. Much sufficient coverage of potential Big Data implementation in this area, among others: improvement supervision of procurement and flow finance, service health for the community, improvement quality monitoring of public utilities, improvement service education for the community, improvement service registration land/land with use image satellite (drone), upgrade service security with utilizing predictive analytics related with information action crime in an area. One informant disclosed that the development of ICT could simplify and speed up public service basis so that a more appropriate target, efficient, and adequate budget in government area.

" I like today's public digital services because they are faster and cheaper and transparent" (Interview, February 10, 2022).

With the existence of Big Data, maker policy could use a variety of new data like image satellite data, mobile data, IoT data, and other data to produce indicator economy alternatives as a base for composing new policy in real-time. Much sufficient coverage for potential Big Data implementation in this area. Among others: Enhancement urban planning and transportation, reference statistics official more government reliable, improved endurance food through analysis of weather and images satellite, upgrade service employment and help arrange policy from sector environment live. Meanwhile, by applying machine learning for media online and on social media, the government can become more responsive to citizen sentiment, at a time leading to dimension new will involvement in society.

Discussion

Based on the results of the data analysis above, the implementation of AKB on the use of ICT in the West Java Province, Indonesia, faces many challenges. Data show that pandemic has shown how much depends on man to digital ecosystem in various sectors public, like education, health, and the developing economy. Challenge that in the form of appearance various risk threatening digital security online safety of internet users, particularly for the perpetrators the economy is getting digitized.

Besides that, HR needs people who have critical thinking besides having competitive digital skills so that they are capable of collaborating and competing in the global market with HR from other nations. Akyazi et al. (2020) identify skills needed in the sector technique civil and conclude that civil engineering needs dominate

digital skills from the level base until advanced, including big data, AI, and intelligence business. Partly big digital jobs and related digital skills work, video, photo, editing and creation graphics, and making digital content, has becomes intermediate digital skills fascinating good worker nor famous company. During the COVID-19 pandemic, in storm disconnection connection work, human resources with permanent digital skills exist and are needed in the job market in the digital age.

Temporary, aspect Internet use experienced enhancement during the COVID-19 pandemic because various activities work online. Though so, the problem of unavailable internet access equally throughout Indonesia is the problem of learning distance far nor in the Work From Home-WFH process. There are an acceleration of technology adoption, including in the learning process, economic and social activities in rural and urban areas, and change in patterns and cultural communication from offline communication to used communication online or in a hybrid way.

Meanwhile, during the COVID-19 pandemic, MSME in rural regions started cooperation with the existing marketplace. It is conducted for permanent guard sale results the earth online. Thus, MSME remain to keep going exist and sell the merchandise using the existing marketplace. Technology integration digital among public rural with the existing market place realize creation AKB in social and economic activities.

Aspect digital public services are also experiencing acceleration with the COVID-19 pandemic. Readiness in government centers and government areas makes SPBE a challenge alone during a pandemic. The existence of Smart City, Smart Village, and Smart Island to be something must fast realized to use becomes a digital ecosystem with a supported digital

society that has good digital literacy and skills. Therefore, system government based on electronics could be realized to realize the right development program target and effective and efficient budget development.

Conclusions

The study's objective is to analyze the impact of AKB policy on the use of ICT in society. Based on results and analysis, the impact of AKB policy on the use of ICT in society in West Java, among others, in terms of connectivity that is unavailable internet access stable and even throughout Indonesia impact productivity and quality communication and collaboration public in activity life every day. Then, on the digital HR aspect, namely: HR are needed who have the industry's critical thinking, digital literacy, and appropriate digital skills. The aspect of internet usage shows that the COVID-19 pandemic impacted people's internet use increase. It is for the learning process distance far for students and Work From Home for Apparatus State Civilians who do not on duty give public service straight away. Temporary aspect integration of digital technology impacts the shifting of the MSME sales process during the COVID -19 pandemic from conventional to digital marketing so that more cheap, fast, and extensive the marketing.

In comparison, aspect digital public services impact more public services transparent, accountable, fast, and free of corruption and nepotism. This thing is in tune with the government's mission to realize system government based on medium electronics encouraged moment this for produce data-driven policy, namely "Satu Data Nasional". AKB policy during COVID-19 pandemic precisely impacts ICT adaptation and adoption positively for the public province of West Java, Indonesia.

Recommendation

1. In order to achieve equitable connectivity for all Indonesian people, it is hoped that the Ministry of Communication and Information Technology will prioritize the development of internet access and networks in areas where there are remote populations compared to remote areas where there are no people.
2. In order to realize Indonesian human resources who have good digital literacy, it is hoped that the "Digital Talent Scholar Ships-DTS" training of the Ministry of Communication and Information carried out on participants who have never received DTS training so that they are right on target and budget efficiency.
3. In order to realize Optimal Digital Public Service for Public should take advantage of big data analytics and artificial intelligence so that free corruption, collusion, and nepotism as well as faster and more accurate.

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