

PENGARUH PEMBATASAN SOSIAL SAAT PANDEMI COVID-19 TERHADAP INTENSITAS PENGGUNAAN JASA *PROXY BUYING* DI INDONESIA ATAS PRODUK ASAL KOREA SELATAN

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INTISARI

Kebijakan pembatasan sosial akibat Pandemi Covid-19 berimplikasi pada transisi ruang aktivitas dari ruang fisik berpindah ke ruang virtual. Regulasi tersebut menyebabkan tingginya intensitas penggunaan ruang virtual saat masa karantina, termasuk untuk hobi terkait *hallyu* Korea. Oleh karena itu, penelitian ini bertujuan untuk: (1) mengidentifikasi profil sosio-demografi pengguna jasa *proxy buying* di Indonesia, (2) menganalisis perubahan *trend* pengeluaran oleh pengguna jasa *proxy buying* sebelum dan saat Pandemi Covid-19, dan (3) menjelaskan *trend* intensitas pengeluaran dalam linimasa grafis kebijakan pembatasan sosial Covid-19. Metode penelitian menggunakan deskriptif kuantitatif, tujuan ke-1 dan ke-3 dianalisis dengan analisis deskriptif dan tujuan ke-2 dengan statistik deskriptif. Data yang digunakan bersifat primer dan dihimpun melalui kuesioner dengan jumlah sampel minimal 96 responden yang ditentukan melalui perhitungan Lemeshow.

Hasil penelitian menunjukkan bahwa berdasarkan aspek sosio-demografi, konsumen jasa *proxy buying* dapat dibedakan berdasarkan domisili dominannya selama pandemi, jenis kelamin, usia, pendidikan, pekerjaan, platform media yang digunakan, dan lama waktu akses konten Korea. Terdapat *trend* kenaikan konsumsi ditandai dengan meningkatnya pengeluaran untuk jasa *proxy buying* selama pandemi dengan peningkatan tajam pada tahun 2020. Lonjakan rerata pengeluaran sebesar 6,43% mengindikasikan perubahan konsumsi jasa *proxy buying* terbesar muncul saat transisi ruang pertama kali terjadi ketika kebijakan PSBB berlaku. Adapun variasi frekuensi pengeluaran bervariasi, secara umum terjadi kenaikan pada jumlah konsumen dengan frekuensi konsumsi jasa *proxy buying* yang meningkat.

Kata kunci: *proxy buying*, Covid-19, transisi ruang, pembatasan sosial.

***THE EFFECT OF SOCIAL RESTRICTIONS DURING THE COVID-19
PANDEMIC ON THE INTENSITY OF THE USE OF PROXY BUYING
SERVICES IN INDONESIA FOR PRODUCTS FROM SOUTH KOREA***

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ABSTRACT

The Covid-19 pandemic has become a global pandemic which has led to a social restriction policy. This has implications for the transformation of human activity space which initially occurred in physical space and then moved to virtual space. Restrictions on physical and social activities result in high-intensity use of virtual space during the quarantine period, including for hobbies related to Korean hallyu. Therefore, this study aims to: (1) identify the socio-demographic profile of users of proxy buying services in Indonesia, (2) analyze changes in spending trends by users of proxy buying services before and during the Covid-19 Pandemic, and (3) explain trends spending intensity in the graphical timeline of the Covid-19 social restriction policy. The research method used is quantitative descriptive in which the 1st and 3rd objectives are analyzed with descriptive analysis and the 2nd objective with descriptive statistics. The data used is primary and collected through a questionnaire with a minimum sample size of 96 respondents determined by Lemeshow calculations.

The results of the study show that based on socio-demographic aspects, consumers of proxy buying services can be differentiated based on their dominant domicile during the pandemic, gender, age, education, occupation, media platforms used to access Korean content, and the length of time access to Korean content. In addition, there is a trend of increasing consumption marked by increased spending on proxy buying services during the pandemic with a rapid increase in 2020. The increase in average expenditure of 6.43% indicates that the most significant change in consumption of proxy buying services happened when the spatial transformation first occurred when the Large-Scale Social Restrictions (PSBB) policy was enacted. As for the variations in spending frequency, there was an increase in the number of consumers with the increasing frequency of consumption of proxy buying services.

Keywords: proxy buying, Covid-19, spatial transition, social restrictions.