

FACTORS CAUSING THE INCREASE OF CREATIVITY OF INDONESIAN SOCIETY DURING COVID-19 PANDEMIC

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Abstract

The Covid-19 Pandemic not only always has a bad impact on human life, but it also has a positive impact on the Indonesian people, one of which is the enhancement of creativity of Indonesian society during the Covid-19 pandemic. As we know, during this pandemic, there are a lot of creativities created in Indonesian society, starting from the aspects of fashion, business, entertainment, and so on. However, what are the factors that cause those creativities? Therefore, this article was written to discuss and examine what factors or reasons that cause to the enhancement of creativity of Indonesian society during the Covid-19 pandemic.

Key words: Factors, creativity, Covid-19 Pandemic

INTRODUCTION

What comes to your mind when you hear the word Covid-19 Pandemic? The majority of people will think spontaneously about viruses, lockdowns, positive corona numbers, and so on. Almost everyone will imagine about the negative things that have been caused by the Covid-19 pandemic (Ahluwalia, 2020; Guru et al., 2021; Isnain et al., 2021). But, what exactly is Covid-19? COVID-19 (coronavirus disease 2019) is a disease caused by a new type of coronavirus, namely Sars-CoV-2, which was first reported in Wuhan China on December 31, 2019 (Nuraziza et al., 2021; Panganiban1 & Madrigal, 2020; Rahman Isnain et al., 2021). COVID-19 can cause symptoms of acute respiratory problems such as fever above 38 ° C, cough and shortness of breath for humans (Maskar et al., 2021; Mastan et al., 2022; Sulistiani et al., 2020). In addition, it can be accompanied by weakness, muscle aches, and diarrhea. In patients with severe COVID-19, it can cause pneumonia, acute respiratory syndrome, kidney failure and even death (Pratomo & Gumantan, 2021; Rahman, 2021; Sengkey et al., 2020).

Until now, Covid-19 pandemic is still continuing. The government also issued policies (such as PSBB (Large-Scale Social Restrictions)) and urged the public to comply with health protocols in order to reduce the spread of Corona virus infection (Fernando et al., 2021; Saputra & Pasha, 2021; Tuhuteru, 2020). This causes limitations in carrying out activities for each individual, because the government urges to carry out activities at home as much as possible (or people call it Work From Home), starting from meetings with

clients, conducting seminars via online, even carrying out teaching and learning activities via on line (Nabila et al., 2021; Oktaviani, 2021; Susanto & Puspaningrum, 2019).

This situation certainly keeps the majority of people at home and traveling less frequently (Adhinata et al., 2021; Nadir et al., 2021; Novitasari et al., 2021). Therefore, many think that the Covid-19 pandemic will only have a bad impact on people's lives (Aguss et al., 2021; Fitri et al., 2021; Phelia et al., 2021). But, are you aware that the Covid-19 pandemic will not only have a negative impact, but also have a positive impact in the midst of society? One of the positive impacts is the increased creativity of the community, for example, as many people have started to open trading businesses online, the emergence of various kinds of fashionable mask creations, the creation of face shields (face shields), and others (Sohrabi et al., 2020; Suwarni & Handayani, 2021; Yudiawan et al., 2021).

LITERATURE REVIEW

Much of the work focus on creativity and well-being comes from working with vulnerable individuals such as persons with disabilities, metallic health problems, or an aging population (Bratsberg, 2012; Nani & Safitri, 2021; Series, 2018). In fact, entire fields of art therapy have emerged as a result of the perceived link between creativity and well-being as a way to improve mental health (Hootsuite, 2019; F. M. Sari, 2016; Schrape, 2018). Smith suggests that art therapy facilitates improved mental health, as it allows patients to experience and express difficult emotions, provides a distraction, and can induce positive emotions through the process of creation (Afrianto et al., 2021; Mandasari, n.d.). This mechanism has also been suggested to be applied outside this vulnerable population. In recent years, the relationship between creative activity and subjective well-being has also been explored in normal adult populations such as medical professionals (Muliyah & Aminatun, 2020; Rahmania & Mandasari, 2021; F. M. Sari, n.d.). Of course, creative engagement is not limited to artistic activities. In contrast, creativity exists across domains (Ayu & Zuraida, 2020; Program & Pendidikan, 2021; D. M. Sari et al., 2018). Extending the scope of creativity to a variety of everyday creative activities and using experiential sampling on a large sample (n = 658) of young adults, it found that involvement in creative activities led to increased positive affect and development later in life, supporting the idea that creative engagement leads to increased well-being. Creative engagement, whatever its form, is usually self-driven and intrinsically motivated, and is one of the main psychological factors that can lead to greater development (Febria Lina & Setiyanto, 2021;

Hendrastuty et al., 2021; F. M. Sari & Wahyudin, 2019). Consequently, several reviews have proposed creative activities as interventions to promote well-being and development (Anuar et al., 2020; Fatimah et al., 2021; Mandasari & Aminatun, 2019). Although the effects of artistic creativity and everyday creativity on well-being have been studied and established, there appears to be no investigation into the effects of functional creativity focusing on problem solving and, in particular, engagement in creative problem-solving processes on well-being (Damayanti & Sumiati, 2018; Nauvallia & Martini, 2020; Yunitasari & Sintaro, 2021). This study attempts to fill this gap by focusing on creative process engagement from a sample of employees.

Then, what are the factors that have led to increased creativity in the community, especially Indonesia in the midst of the Covid-19 pandemic? Therefore, this article was written to find out and research about the factors that influence the increasing creativity of Indonesian people during the Covid-19 pandemic.

METHOD

The method used in this research is Descriptive Qualitative Method. Descriptive Qualitative method is a broad inquiry method that uses unstructured data-collection method, such as focus groups, observations, or documents. The data collecting technique used in this study was to conduct a survey using Google Form 'Questions (questionnaire). This research was conducted from October to November 2020. The aim from conducting this survey is used to find out student's perception about factors that cause increasing the creativity of Indonesian society during Covid-19 Pandemic.

The subject of the research are the students from Academic Writing Class (PI 18 AB) and there are about 30 students who contributed in giving their responses regarding the questioners distributed on Google Form, and the object of this research is student's perception. This research is using perception's question as the instrument of data collecting. In this survey, there were about 5 questions submitted to participants. The questions in this survey discuss student perceptions about the factors that cause increasing the creativity of Indonesian society during Covid-19 pandemic. The available answer choices are "agree, neutral, and disagree".

RESULTS AND DISCUSSION

1. Result

After conducting a survey by distributing questioners to other students in Google Form, here are the results obtained regarding student responses to some of the questions raised in the survey which was conducted from October to November.

This is the table for the result of the questions that have "agree, neutral, and disagree" answer choices:

No	Questions	Answer		
		Agree	Neutral	Disagree
1.	Do you often feel bored because you were always at home during the Covid-19 pandemic?	96,7%	-	3,3%
2.	During the Covid-19 pandemic, did you spend more time surfing the internet (e.g watching videos, chatting, or just sharing about something with someone?	96,7%	3,3%	-
3.	In your opinion, the Covid-19 pandemic can change the way people convey information? For example, using social media to share informative and creative videos about online learning, preventing the spread of Covid-19, cooking tutorials, and so on?	66,7%	33,3%	-
4.	Do you agree that the creation of various kinds of	80%	16,7%	3,3%

	fashionable masks during the Covid-19 pandemic is creativity created by some people because they want to look fashionable even though they wear masks?			
5.	In your opinion, the number of people who change their mind set to open an online business (such as food, clothing, etc.) is one of the creativities created and a way for them to keep making money during the Covid-19 pandemic?	90%	10%	-

2. Discussion

From the data above, we can see that the Covid-19 pandemic has a significant effect on people's lifestyle and way of thinking. So what does this have to do with the factors that led to increased creativity during the Covid-19 Pandemic? Let us discuss it in detail. Starting from the first and second questions, the majority of people agree that they feel bored because they always have to be at home. Likewise for the second question, the majority of people spend a lot of time using the internet to communicate or just share information to family, friends, or co-workers. These two things can be factors that cause a person's creativity to increase. When someone feels bored with monotonous activities, they tend to do or find new things that can treat the boredom they feel.

Then, the second is interaction. When someone interacts or has a discussion either in person or virtually, they will tend to exchange ideas. This activity of brainstorming, this is what will grow new ideas (creativity) that have never been done by others, for example someone takes part in a webinar on how to open a business in the midst of the Covid-19

pandemic, after completing the online seminar that person begins to think and find a suitable and profitable business idea to undertake during this Covid-19 pandemic.

Next, the answers to questions number three, four and five. It can be said that situations and conditions act as factors that encourage someone to be more creative. The interactional perspective used in new research on creativity reveals that creativity is a product of the strong interaction between human and their circumstances. We can see from the answer to question three, 66.7% of people agree that the Covid-19 pandemic can change the way people convey information. As we know, many people make creative videos about how to prevent Covid-19, starting from using animation, and so on. There are also many people that share cooking tutorial videos, new recipes, and so on.

In addition, from the answers to questions four and five, the situation in the midst of the Covid-19 pandemic stirred people's creativity, starting from fashion until using new strategies in business (opening an online business). Since the Covid-19 pandemic, many people have created various forms of masks that are not only useful for protecting themselves from droplets, but also have unique and attractive designs. This is because people want to look attractive even though they wear a mask that covers part of their face.

Furthermore, there are many people who are trying to open online businesses in the midst of this pandemic, ranging from selling clothes, household needs, to unique foods. As we all know that during this pandemic people prefer to shop online rather than offline, because they are worried about the spread of Covid-19 which is not over if they have to shop outside the home and of course brands want to avoid crowds. From there, business actors rack their brains so that they can still earn income amid the Covid-19 pandemic. They began to be creative to create unique products, and of course marketed them online.

From the explanation above, we can say that the factors that influence the increase in the creativity of the Indonesian people in the midst of the Covid-19 pandemic are feelings of boredom with monotonous activities, interaction (exchanging ideas) with other people, and also the environment that surrounds them.

CONCLUSION

The Covid-19 pandemic not only has a negative impact on the lives of the Indonesian people, but there are also positive impacts that we can find, one of which is increasing the creativity of the community amid the Covid-19 pandemic. The creativity created in the midst of the Covid-19 pandemic does not mean it was created without the accompanying

factors. From the research that has been done, it can be concluded that the factors that led to the increasing creativity of the community amid the Covid-19 pandemic are feelings of boredom with monotonous activities, interaction (exchanging ideas) with other people, and also the environment that surrounds them. The factors mentioned above are the reasons that encourage people to think creatively and try new things, as well as create unique innovations. It can be seen by some of creations that have been crated around us, for example such as the creation of many creative and educative videos about preventing the spread of Covid-19 on social media, the creation of fashionable and trendy masks, and many people are trying to build or starting a new business through an online shop and so on.

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