

A Case Study of Communication Pattern at Traditional Food Corners in Central Java

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Abstract—This study aims to look at communication patterns in social change during the Covid-19 pandemic in Salatiga. Salatiga has received an award from the Ministry of Domestic Affairs as the most innovative new normal city facing the Covid-19 which is interesting to be investigated. The theoretical framework employed in this research are Social Change and Interpersonal Communication Theories. This research employs a qualitative research approach with an exploratory case study method. The participants were traders in Angkringan; Food Corners designed traditionally. The results of this study show that the interpersonal communication of Angkringan traders becomes the capital skill which is very useful in pandemic situations. Trust had been found among sellers and buyers because of interpersonal communication skills. Based on this study, interpersonal communication became marketing strategy in the pandemic. These findings were enhanced by the pandemic interpersonal communication model.

Keywords— communication pattern, social change, covid19

I. INTRODUCTION

Angkringan is one of the most popular Food Corner for Javanese people. This name is taken in Javanese language "Sego Kucing" Sego in Javanese language interpreted as rice and Kucing is the name of animal "cat". One of the factors that make this kind of culinary popular is low price.

In addition to the cheap price, another thing that is the attraction of the consumers is the atmosphere of "conversation" and very flexible interaction between sellers and buyers. If in restaurants, buyers or consumers rarely interact with the seller, Angkringan provides a good "Ngewongke Wong" (Well Mannered) atmosphere. Even the type of communication is interpersonal communication with very close distance. Less than one meter. The distance becomes an important point in social communication because it is an intimate social distance. Therefore, it would create effective face to face communication.

However, this situation has changed since Covid19 struck the world, no exception to Indonesia. The number of patients since March 2020 has always increase, even up to over 100,000. This encourages the Indonesian government from the central to regional level to issue a Physical distancing policy in reference to the WHO's advices. With social distance, it certainly changes the style of communication and social interaction.

The social change took place in Salatiga. A small town in Central Java. Central Java is one of the provinces in Indonesia with a population of more than 30 million people which is also one of the regions with over 10,000 positive patients covid19.

Salatiga also the first Town in Indonesia to implement the Physical Distancing in crowded public space especially at the traditional market.

The policy adopted one of Vietnam's cities which also went viral on various social media timelines. It is unique to research the changes in communication and social interaction of Angkringan traders/ sellers in the town who first implemented Physical Distancing in public spaces in Indonesia.

This research is expected to find "How do sellers adapt to the physical distancing which is Distance is the most important factor in serving consumers in Angkringan?"

II. LITERATURE REVIEW

A. Social Change Theory

"Nothing endures but change" (Heraclitus 540 – 480 BC). Therefore, change will always occur in human civilization, as well as human life in the society especially in groups and subgroups. Social life certainly influences changes in the development of social change concepts. There are two Important Theory in Social Change Theory. First, the classical theory of social change and Second, the modern theory of social change. Social change is a reality which is proven by reality and facts such as depersonalization (mental paralysis), conflict and debate around the norms that exist in society. Including changes to communication act from no distance to physical distancing.

George Friedmann [1] explains that "Changes is production processes involves changes in the social Relationship of Those engaged in production and in that way effect every aspect of society. This concept certainly provides occasion for change, including communication in a relationship among people who use communication. Wilbert More on his essay "order and change: Essays in Comparative Sociology"[2] Defining social change as an important change of social structure and what is meant by social structure are patterns of social interaction behavior. Communication is an important part of the interaction certainly also has an important role. Particularly in the Indonesian Society that is currently experiencing covid19 pandemic, therefore it is very

impactful to change the communication patterns of Angkringan traders in Salatiga.

B. Social Interaction Theory

Social interaction could be applied as a “foothold” in the theory of social change where every development of social change theory must be developed from the observation of human interaction patterns. The interactions of classical and modern people are unique and have particularities. There are several interaction tools that also created to support this process. H Bonner in Ahmadi (1999)[3] proposed Social Interaction is a relationship between two or more people, where one individual's behavior affects or changes, or improves the behavior of the other or otherwise. From this definition, it is understandable that interaction allows its participants to control each other's actions. The important things are the intensive communication action that occurs in response in one space and time. Communication, which is social control, ultimately plays a significant role in the process of human interaction. In this research, communication behavior between Angkringan sellers and buyers of course has its own uniqueness.

C. Interpersonal Communication

There are hundreds or even thousands of definitions of communication, but the most significant thing is that communication is the process of sending messages between individuals or groups. Jurgen Habermas[4] explain “In Communicative action participants presuppose that they know what mutual recognition of reciprocally raised validity claims means. Thus, the communication participants actually had an initial perspective before they validated the communication activity. This intends that before the communication is done, they have already made observations. In the past view, Michael Tomasello [5]explained that Conventional communication, as embodied in one or another human language, is possible only when participants already possess. Participant need skills of cultural learning and imitation for creating and passing along jointly understood communicative conventions and constructions.

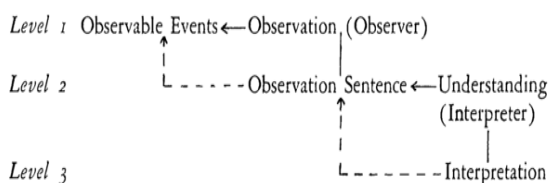


Fig. 1. Level of the observation

These are three point to define interpersonal communications[6]: 1) *Communication from one individual to another*; 2) *Communication Which is Face to face*; 3) *Both the form and content of the communication reflect the personal characteristic of the individuals as well as their social roles and relationship*.

The three points above, has shown that it is realized that interpersonal communication is an intensive, private, immediately responses. Therefore, every detail of communication always has a meaning to strengthen the relationship between participants.

D. Relationship Marketing

Relationship marketing is marketing seen as relationships, networks and interaction. It is aimed at establishing long-term win-win relationships with customers. In approaching a potential customer, relationship marketing has he ambition to climb the loyalty ladder: from prospect over first-time customer, to client, supporter, advocate and partner. Adapted from both Duncan, (2002) and Kotler, (2003); However, marketing is not about selling, it is about making loyal customers. Relationship marketing is built upon the relationship between customer satisfaction, customer loyalty and profitability. In this Research, the emphasis of concept is how to build relationships with consumers until they become loyal and obtain every condition and communication situation.

III. METHODS

This research has using case study research and qualitative approach. In general, case studies are the preferred strategy when “how” or Why questions are being posed, when the investigator has little control over events and when the focus is on a contemporary phenomenon within some real-life context[7]. According to research question, this research has tried to found skill of adaptability of seller and buyer in context of Angkringan as a food corner. Researchers have lived 15 years in Salatiga. Moreover, researcher has visited, observed, discussed and interviewed informants for several times. Data collection technique In-depth interview, and observation. Primary data were collected through in-depth interview. An in-depth interview is a data collection technique through direct and face-to-face question-answers. Observation is interpreted as an activity to observe directly without any mediators Data analysis process using triangulation that are three steps, data display, data reduction and conclusion.

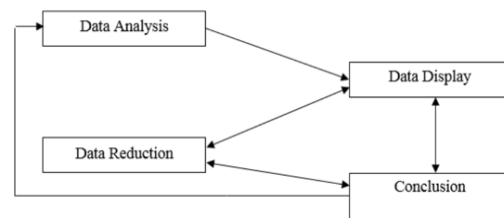


Fig. 2. Interactive Model of Miles and Huberman

The data collection in this research uses two kinds of data collection methods, i.e.:

1. Primary data is information obtained from the first-hand source. Primary data the researchers will use is in a kind of text observation.
2. Secondary data is additional data that help strengthen information in a research. The use of the secondary data is literature studies and images attached in the comment's column.

IV. RESULTS AND DISCUSSION

A. Communication Pattern of Angkringan

In the early 90s, Angkringan in Salatiga was increased and developed. Salatiga is a small town and the population is 193,386 thousand people. Therefore, mobility and movement

of population activity also do not show high intensity. Angkringan is one of the favorite food corners in Salatiga. Despite the development of modern restaurants including fast food restaurant, Angkringan still has its market share. If during this pandemic, Fast Food restaurant are very overwhelmed with the situation of lack of purchasing, they even had to close its shop due to the impact of the pandemic, not so with Angkringan. The others Restaurant treat consumers with tight health protocol like physical distancing and even the servant won't communicate to much while they serve the consumers. They are using mask and stay on the distance with minimum verbal communication. And these is the main problem.

This communication has decreasing the trust from consumers. This is not well-mannered communication. Consumer feels "far away" from good services. Because they had not been involved in the conversation among servant and consumers and treated well with nonverbal communication. The informant said:

"Mending aku tak tuku mangan ning kucingan (Angkringan). Daripada ning kene ora dianggap. Aku ki butuh diwongke dudu di giniin."

("I prefer to go to the Angkringan than here, they do not serve me well. I need to get well served")

Consumers need to be treated by the person who appreciated and respected by good behavior of the servant. It refers to the concept of symbolic interaction. Symbolic interaction is one of the branches of sociological theory that understands the self and the outside world, symbolic interaction is a way of thinking about individuals and communities that interact with each other. The situation became bad or even worst when the servant using bad communication in symbolic interaction. Consumers choose to go to Angkringan. Angkringan continues to operate and serve customers as usual while keep using health protocols.

10 Angkringan are being the subject of research and all are located in Salatiga. These 10 Angkringan are the most consistent and decided to keep selling despite being in the situation of the covid19 pandemic. These are the Profile of Angkringan on the table below.

In one of the interviews with the owner of Angkringan Mangga Dua, the owner supposed that she was forced to keep selling because of economic needs. Although during the pandemic, he extended to sell, but still complied with health protocols.

"La piye yo mas, nek aku yo butuh duit buat kebutuhan sehari-hari. Nek aku ora jualan, yo ora entuk duit, trus sing meh kek i aku duit yo sopo ek?" Tapi yo aku tetep patuh karo anjuran pemerintah, cuci tangan, jaga jarak, tetap nggo masker, walaupun aku ora nyediake rapid test dan lain-lainnya. Biasane pendapatane yo paling entuk untung Rp. 40.000 per day. Lumayan buat bertahan. Nek sebelum pandemi iso Rp 80.000 - Rp.100.000 per day".

("I need money for basic need. If I don't sell, I don't get the money. No one's going to give me money. I adhere to government policy, which is to wash my hands, Physical Distancing, and use the masks. I earn about Rp 40,000 per day. Before the pandemic, I was able to get Rp. 80.000- Rp. 100.000 per day.")

Based on the interview, the authors observed for about 20 days to ascertain the correctness of the data (Triangulation), and found the average profit gained was the range mentioned. The interesting point was that sellers know the risks if they keep operating, but also, they desperately need income in order to survive. In addition, they must comply with health protocols by at least providing water and soap (not hand sanitizer) as well as physical distancing. Also, with the social distancing or physical distancing, it has an impact on how to communicate.

"Yo nek meh ngobrol pasti ora bebas to mas. Kan mulut e ditutupi masker. Jadi omonge ora jelas. Opo meneh suarane cilik men. Ora terbiasa ngobrol koyok ngono kui mas. Soale biasane ono pelanggan kesini kan pengen ngobrol, trus biasane ngobrole juga lama, kadang ono sing ngrok, ngopi juga trus ngobrol-ngobrol sue banget. Tapi aku yo seneng nek ngobrol kui".

("I don't feel "free" in communicating at the moment. Because it was blocked by a mask so that every such word was unclear. Moreover, a low volume of sound. Customers who come here because they want to communicate, smoke, and drink a cup of coffee. And I'm happy with that.")

The seller also said there wasn't flexible to communicate with customers. But he still tried to establish good communication. Because good communication actually makes customers feel comfortable to communicate. Although there is a physical distancing policy, it still does not reduce well manner communication. The seller continues to provide good communication services. Based on observations, the topic of conversation can be family issues, social issues, politics, and covid19 issues.

Waluyo (28 years old) a regular customer (member), also said that he always come to Angkringan about the last five years. One of the purposes he came to Angkringan was to communicate and make a conversation with the seller. According to McCroskey (1997), human communication behaviour is the product of at least two interacting factors: an individual's predispositions (traits) and situational constraints on his or her communication behaviour at a given time (states)[8]. The findings of this study are communication behaviors among individuals that should conform to the situation of health protocols. Such as intonation, more high volume (whereas this is not the character of Javanese people who always use flat intonation[9] slowly in communicating) to make the sound clear even if it is covered in a mask.

On the other hand while interviewing the customers and sellers, they say that they need hanging out. Hanging out has become a necessity and it is a must in daily lives. At least in a week they need 2-3 times to hang out. In an interview with Angkringan owner Mas Pras, he said that he continued to operate during the pandemic because he needed friends to communicate.

"Gini mas, aku ora iso ora ngobrol karo liane. Aku ki butuh sing jenenge ngobrol karo konco. Akeh konco sing teko hanya untuk ngobrol. Yo aku yo butuh. Dewean ning omah ki suntuk karo suwung. Mending aku tetap buka, ben konco-koncoku do teko trus ngobrol. Ya nek protokol kesehatan yo tetap dilakoni. Sing penting nek pas ngobrol ki ora cedak-cedak."

(“Actually, I can not to not communicate with others. Communications became my basic need. I have a lot of friend and they just come to communicate with me. I Was bored to be at home for long time. I chose to stay open for my friends to come. Also, I do health protocols. The most important thing is to keep physical distancing.”)

Communication seems to be a basic need, and also they keep hanging out in the pandemic but still apply the health protocols. Keep the distance even though the concept of West and Turner in personal distance is about 1-4 feet. From interviews, economic needs are not the main reason traders continue to operate, but also the need to interact each other's

Although the communication process changes slightly which has an impact on social change, but does not change the substance of communication. Some changes include 1). Use harsher Intonation (high level Volume). 2). Use nonverbal[10] communication expression such as eye contact, nodding of head, hand gestures, etc.

TABLE I. PROFILE OF 10TH ANGKRINGAN IN SALATIGA

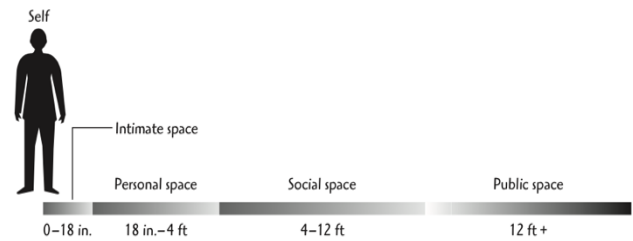
No	Name	Type	Operational	Reasons
1	Mangga dua	Traditional	06.00-12.00 p.m.	Economic needs
2	Mas Aji	Traditional	06.00-12.00 p.m.	Economic needs
3	Kendhi	Traditional	06.00-12.00 p.m.	Economic needs
4	Ngebong	Traditional	06.00-12.00 p.m.	Economic needs
5	Nakula	Traditional	06.00-12.00 p.m.	Economic needs
6	Mas Pras	Traditional	06.00-12.00 p.m.	Hobby
7	Senjoyo	Traditional	06.00-12.00 p.m.	Economic needs
8	DKT	Traditional	06.00-12.00 p.m.	Economic needs
9	Mas Agung	Traditional	06.00-12.00 p.m.	Hobby
10	Mas Kete	Traditional	06.00-12.00 p.m.	Hobby

Source: Primer Data

Based on the data, not all of them have a reason for the economic need to open during the covid-19 pandemic. Three Angkringan continue to operate for hobby reasons. When further explored, the three have the same relative reason that is bored at home and wants to socialize with others, especially just want to keep selling. The point is not only the economic reasons that are the reason to stay open. But also the significant thing is the need to interact and communicate with others. Because communication is the basic need of the human. The average opening hours of Angkringan are 06.00 p.m. to 12.00 p.m.

The findings in this study are that Angkringan still achieves the best seller is due to the pattern of communication with consumers and creates consumer loyalty. The pattern of communication conducted by the Seller (Communicator) with the buyer is interpersonal communication. This is certainly hasn't owned by big restaurants in Salatiga.

B. Personal Distance



This zone includes those behaviors that exist in an area ranging from 18 inches to 4 feet. Personal distance encompasses being as close as holding another's hand to keeping someone at arm's length [11]. You may find that most, if not all, of the intimate relationships you have, are within the closest point of the personal distance zone. The point is Personal distance is likely to be used for your family and friends. The seller treats the buyer like his own family so there has been friendly service. Hall indicates that in the personal distance zone, the voice is usually moderate, body heat is detectable, and breath and body odor may be perceptible.

This zone includes those behaviours that exist in an area ranging from 18 Inches Interpersonal communication considered aspects of Distance, Situation, Face expression, and voice intonation. The most important thing in this communication process is that the buyer always talks personally with the consumer, through one by one communication. The seller always pays attention to the facial expression and the sound intonation of the buyers. This is the Unique factor of Angkringan [12] to make consumers feel comfortable because it is created by the seller. Speaking one on one in the tradition of Salatiga society is one form of manners in interacting.

However, there is a small change in the pandemic when the world is required to use masks and keep the communication distance. This certainly affects the act of communication. Face expressions are blocked by masks covering part of the face. It also affects sound intonation. In addition, there should also be a distance of 1-2 meters between the sellers and the buyers. This certainly affects the act of communication[13]. Therefore there need to be adjustments in communicating.

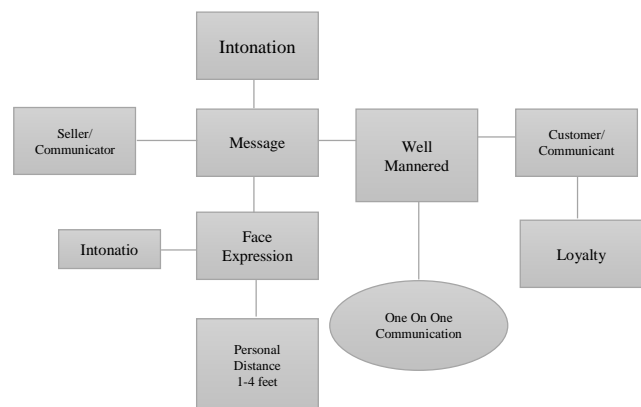


Fig. 3. Communication Pattern in Angkringan (Richard G. Mayopu 2020)

The thing about communication adjustment is to give a more assertive expression. If you smile, you should give an honest eye expression. In addition, the used intonation is to increase the volume when speaking.

Figure 3. is a pattern of pandemic communication in Angkringan Salatiga.

V. CONCLUSION

The important factor to treat the consumers in Angkringan food corner is how to communicate with passion and well mannered. Besides, One on One Communication to consumers is the key strategy of building social relationship. In pandemic situations, many consumers choose to go to Angkringan to enjoy foods and the social environment. What were offered by Angkringan Sellers to costumers are more than just the foods which cannot be obtained from modern restaurants in Salatiga.

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