

PalArch's Journal of Archaeology
of Egypt / Egyptology

Photographing Cashless Society Resistance on New Normal Era

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I Ketut Pasek Alit Darma Putra, Agus Putu Abiyasa. Photographing Cashless Society Resistance on New Normal Era--Palarch's Journal of Archaeology of Egypt/Egyptology 18(4), 6740-6749. ISSN 1567-214x

Keywords: cashless society resistance, new normal, makes transactions easier, non-cash payment, public interest.

Abstract

This study aims at capturing the cashless society resistance in the new normal era. The population is a cashless society in Denpasar, with a purposive sampling technique in decision making. Data techniques in research using interviews, observation, and documentation. The data analysis technique used is descriptive qualitative. The results showed that people especially those who felt non-cash payments helped them in their daily activities. Non-cash payments have been able to survive and are increasingly being used by the community because of the additional circumstances, as well as making daily transactions easier so they can save time. The resilience of non-cash payments will continue and increase as more and more people are attracted to join and it will spread well throughout Indonesia.

1 Introduction

The development of science and technology has brought humans to a dynamic and much different life over time. This development makes social constructs that spread from one individual to another to form a group called lifestyle (Wikannanda et al., 2019). This lifestyle makes people's behavior develop into a more modern direction along with the development of technology to form a new identity for society. One of the developments that have emerged in the consumption pattern of the people, which today is increasingly making non-cash transactions online, which is called the cashless society. This cashless culture is growing in Indonesia for various factors and reasons.

The cashless society is a cultural development in society that occurs as a result of increasingly smooth internet access in Indonesia. The number of internet users in Indonesia in 2020 is recorded at 175.5 million out of a total population

of 268,583,016 residents (Kominfo, 2020). Based on the relatively high number of internet users in Indonesia, the development of internet users in the banking sector should also have increased. However, in reality, based on the data disclosed by Wahyuyana & Perdini(2019), stated the services most accessed by internet users, namely 89.35%, are a type of chat application service and the least accessible activity by internet users from the survey results is banking services which are only by 7.39%. Of course, this is the basis for increasing internet users to be in line with the increased use of digital banking which is part of the non-cash payment instrument movement.

The development of payment systems innovates from year to year as a result of advances in information technology, along with advances in the digitalization system for financial services and payment transaction instruments. Payment system innovation was initially a manual or conventional system that had to carry physical money and join the queue at bank payment counters, then innovated into a payment system with non-cash instruments using APMK (*Card-Based Payment Instruments*) such as ATM or debit cards and credit cards, now transformed with the latest innovation, namely digitizing the payment system with the electronic money model (Manik, 2019).

The use of APMK in Bali Province itself is experiencing fairly rapid growth. Based on data from the Bank Indonesia Representative Office, Bali Province, it can be seen that payment activities using cards (no longer cash) have experienced rapid growth, especially in the second quarter of 2020. Since the COVID-19 pandemic became a global problem at the end of 2019, various community activities are limited, because of the rapid transmission of COVID-19 through direct contact with an infected person. This condition causes the Indonesian people, in particular, to be able to adapt to the situation that occurs. The growing issue of the transmission of the coronavirus occurring through the circulation of cash has led to increased public concern about cash payments, even though the possibility of cases occurring is quite low.

The Indonesian Government through the Spokesperson for Handling COVID-19, Achmad Yurianto, said that the public must maintain productivity during the COVID-19 coronavirus pandemic with a new order called new normal. The new normal order in Indonesia reopens community activities intending to revive the economy of the country and people affected by COVID-19. Therefore, several trading and buying, and selling activities can be carried out, outlets are reopened as usual but still have to meet health protocol standards so that the chain of the spread of COVID-19 can be minimized.

2020 was a tough year for the world when suddenly the COVID-19 outbreak appeared, which initially appeared locally in Wuhan-China, then spread and devastated the joints of the world economy. Global data as of 2 June 2020, shows that there are 6,140,934 people from 216 countries in the world confirmed by the COVID-19 outbreak and 373,548 of them have died. Meanwhile, Indonesian data shows that there are 27,549 people spread across 34 positive provinces of COVID-19, and 1,663 of them have died. When COVID-19 began to emerge at the end of 2019 and began to spread and explode locally in China at the end of January 2020, then spread throughout the world throughout February to the end of May, none of the world's strategic institutions and thinkers (both government and private universities, as well as the World Bank and IMF) take this into account so that the economic outlook

for 2020 and the years thereafter is still predicted with normal assumptions (Muhtiddin, 2020).

Also, to face the new normal era so that the economy can still move, Bank Indonesia launched a non-cash payment system known as the *Quick Response Code Indonesian Standard (QRIS)*. QRIS is a standard QR Code for digital payments through server-based electronic money applications, electronic wallets, or mobile banking. Every QR-based *Payment System Service Provider (PJSP)* provider (including foreign PJSP) is required to use QRIS. This is regulated by BI in PADG No. 21/18/2019 concerning the Implementation of the QRIS International Standard for Payment. Launching QRIS in Indonesia indicates that the government is also aggressively promoting cashless. Based on observational data on the Use of Electronic Money for 2010-2019, it can be seen that the use of electronic money for transactions has experienced rapid growth in Indonesia, this is the basis for Bank Indonesia to issue a QRIS policy for one-door transactions for all types of digital payments. This is also in line with the government's desire to break the COVID-19 chain through direct contact with cash transactions.

According to Martiz (2020), many businesses experienced a slowdown during the COVID-19 pandemic, this was due to the decreasing purchasing power of the community, and people's concerns in making direct cash transactions. The new normal condition indirectly supports a cashless society because the non-cash payment method is now easier to do and people don't have to worry about the spread of COVID-19 through direct contact during cash transactions. Also, non-cash transactions are the most effective step to reduce fraud (Hendrawan et al., 2019). The implementation of non-cash transactions has been implemented in several developed and developing countries in reducing the practice of money laundering. This means that the use of non-cash transactions has been developing for a long time, even before the COVID-19 and the new normal era.

According to Omokugbo & Festus (2020), the cashless payment system is crucial in the economic sector, because connecting the economic sector with other sectors requires transaction activity because non-cash transactions represent a modern economy. The payment system is likened to the blood flow that moves and expands the organs of the economy to ensure the stability of the financial system. Any distortion that arises in the payment system will disrupt the transmission of liquidity in the economy (Kurniati & Nugroho, 2019). To create financial system stability and the effectiveness of the monetary policy, the Indonesian Government must keep abreast of the times. Technological developments make transactions easier and safer.

The cashless society not only makes life easier for a person but also helps authenticate and formalize transactions that are carried out (Kailas, 2020). This helps track and suppress corrections and illicit transaction flows that result in increased economic growth. The expenses incurred in printing and transporting banknotes were reduced. In a country like India, cashless transactions are not widespread and this is due to technological gaps and a lack of proper education. A similar phenomenon also occurs in Indonesia, because there is a gap in Indonesia related to internet access and people are not yet fully able to accept cashless, especially middle-class people who are still not fully touched by the development of cashless technology.

The cashless system is the latest breakthrough for payment methods, where cash is no longer used and is replaced with virtual money (Mumtaza et al., 2020). There are many types of non-cash systems such as the use of mobile banking, credit cards, online wallets, and so on. That can be used to replace the use of physical money. There are several advantages of the cashless system that are indicated to be able to help the economic sector and deal with some of its problems, such as the ease of making transactions every day, reducing the burden of currency printing costs, tracking money movements easily, and it is also hoped that it can reduce the amount of corruption because all digital transactions are processed straightforwardly, transparent, where the money that has been used can be traced back more easily than when using physical money, and lower transaction costs. Entering the new normal era causes a cashless society to be placed in two situations, between surviving because it has become a culture and part of the lifestyle, and slowly being abandoned again due to the unpreparedness of society, in general, to keep up with the development of digital transactions. To determine the resilience of a cashless society, it is necessary to carry out a study to analyze the extent to which the resilience or resistance of this cashless society will take place during the new normal period. Beena (2020) shows that cashless transactions and financial inclusion are like two sides of a coin. These two aspects play a vital role in developing countries like India. The main concept of financial inclusion is to provide financial services at an affordable cost to low-income segments of society. Digital and non-cash transactions pave the way to financial inclusion. This may force smaller vendors to also undertake more structured, disciplined, recordable financial transactions. Padmawidjaja et al. (2020) show that the cashless society phenomenon has become a common phenomenon among the millennial generation, especially for the younger generation in urban areas, who are literate with technological developments. The cashless society is an interesting phenomenon to study because the increase in non-cash transactions during the COVID-19 pandemic was quite high. However, cashless tend to experience problems when faced with a society that is not technologically literate, therefore researchers are interested in conducting this research.

2 Literature Review

The theory of planned behavior is a theory that predicts behavioral considerations because behavior can be considered and planned. It is the theory of reasoned action that was enhanced with the addition of perceived behavioral control. Then this theory was developed again by several researchers, such as Ajzen and Sharma. Wellington et al. (2019) stated that the theory of planned behavior has advantages over other behavioral theories because Theory of Planned Behavior is a behavior theory that can identify a person's belief in controlling something that will happen from the results of behavior so that it distinguishes between the behavior of someone who wants and does not.

Electronic money is a means of payment that fulfills the elements, namely issued based on the value of money deposited in advance by the holder to the issuer, the value of money is stored electronically in a medium such as a server or chip, used as a means of payment to merchants who is not an issuer of said electronic money and the value of electronic money deposited by the holder

and managed by the issuer is not a deposit as referred to in the law governing banking (Manik, 2019).

According to Kotler & Gary (2020), lifestyle describes a person's activities, interests, and opinions (activities, interests, and opinions). According to Kasali (2020) lifestyle is a pattern of money consumption that reflects a person's choice of various things and how to spend time and money. Mowen & Minor (2020) defined lifestyle as how people live, how to spend money, and how to spend time. From some of the definitions above, it can be concluded that lifestyle describes a person's behavior, namely how he lives, uses his money, and uses the time he has. Different lifestyle with personality. Personality describes the deepest characteristics that exist in humans. Often referred to as the way someone thinks, feels, and perceives. Although the two concepts are different, lifestyle and personality are related. Personality reflects the internal characteristics of consumers, lifestyle describes the external manifestation of these characteristics, namely one's behavior.

A cashless society is a condition in which society no longer makes payments through cash. People can use electronic devices such as debit cards, credit cards, or electronic money to make payments. It is a change in which in addition to using cash, people are also increasingly using debit or credit cards to make payments. Society is gradually moving away from paper payment instruments towards electronic payments, namely payments using cards (Wikannanda et al., 2019).

3 Research Methods

The location of this research was conducted in Denpasar City. There is used as the location of this research because the city of Denpasar is the capital of the Bali Province and of course, the development of technology in Denpasar is more advanced than in other areas in Bali, besides that the condition of people who use cashless in transactions is also quite common in Denpasar City. The population in this study is a cashless society in Denpasar. In this study, the authors used the purposive sampling technique in decision-making. This type of research is qualitative research. The qualitative data in this study are the results of interviews with the cashless society in Denpasar. Data collection techniques in this study using interviews, observation, and documentation. In this research, the data analysis technique used is descriptive qualitative, where this type of data is usually in the form of writing and not numbers. In qualitative research, the main instrument is humans, therefore what is checked is the validity of the data. To test the credibility of the research data, researchers used triangulation techniques. After getting saturated data, that is, the information obtained from data sources is the same, so the data obtained is more credible. So on that basis, verification of the validity of the data will be carried out by triangulating the source.

4 Results

Based on the results of interviews conducted with a sample selected through a purposive sampling technique, it was obtained the results of research that discussed the lifestyle of the people in Denpasar City related to the payment system used in everyday life. In this study, the sample was given seven questions, which later the answers would be the result of the discussion in this

study. The questions given to the sample took two subjects, namely the lifestyle and also the transaction habits carried out.

The results of the interviews were obtained regarding the sample income regarding the non-cash payment system which is a trend recently and they said that the non-cash payment system helped ease them in carrying cash everywhere to shop. They stated that non-cash payments were very helpful because it made it easier for them to make transactions and did not have to go to an ATM to withdraw money while shopping. They claim to be very helpful in their daily activities. What causes them to use a non-cash payment system is the ease of transactions and the time and place for transactions that are very flexible so they don't have to withdraw cash in cash and have to find an ATM location.

The question of why using a non-cash transaction payment system is easier to answer by the informant who is a research sample that payments can be made anywhere and anytime. The payments they have to make can be made only by using their cellphones and there is no need to look for an ATM first to withdraw cash in cash. This is considered very helpful for them in their daily activities and is considered very efficient. They said that the carrying of cash was decreasing and only brought it when shopping at places where non-cash payments were not available. The question about the safety of non-cash payments made by informants stated that sometimes they still had doubts. This is because many other customers claim to be exposed to fraud or wrong transactions and make it difficult to refund their money. Many problems occur from customers who state that their money at the ATM suddenly decreases and so on. The experiences of others who are examples of using non-cash payments cause doubts about choosing to use non-cash payments.

Interviews conducted with the research sample also discussed the informants' habits of conducting non-cash transactions. According to the results of interviews, the items they buy using non-cash transactions are usually the goods they buy through social media such as Facebook or WhatsApp which are shared by the seller online or make purchases via e-commerce which is a trend in the community. They easily choose goods through the application after they feel the desired item fits and they immediately make a non-payment to the seller so that the goods they buy are immediately sent by the seller. The use of non-cash transactions used by the sample in shopping activities is said to be on average use two to three times a day. It depends on their daily needs, sometimes on a certain day, they do not use cashless payments at all, even sometimes in a day they use non-cash payments five times or even more. The use of non-cash payments is said to depend on needs and depends on adequate conditions when shopping.

The results of the interview regarding whether they would use non-cash payments in the future stated that it depends on the condition of the economy and technology that is developing in Indonesia and even the world. They stated that they were greatly helped by this non-cash payment, but they also expressed doubts because other customers stated that they had experienced an unwanted event when making non-cash payments. They also said that the existence of non-cash payments made them more consumptive because they felt helped when making payments so that they were influenced to continue making transactions so that they bought items that were not needed. If asked

whether to use non-cash payments in the future, they stated that if the world trend was like that, they would follow it and they felt helped by the existence of non-cash payments even though they became more consumptive.

5 Discussion

The development of payment systems innovates from year to year as a result of advances in information technology, along with advances in the digitalization system for financial services and payment transaction instruments. Payment system innovation was initially a manual or conventional system that had to carry physical money and join the queue at bank payment counters, then innovated into a payment system with non-cash instruments using *APMK (Card-Based Payment Instruments)* such as ATM or debit cards and credit cards, now transformed with the latest innovation, namely digitizing the payment system with the electronic money model (Manik, 2019).

Omokugbo & Festus (2020), stated the cashless payment system is crucial in the economic sector because connecting the economic sector with other sectors requires transaction activity because non-cash transactions represent a modern economy. The cashless system is the latest breakthrough for payment methods, where cash is no longer used and is replaced with virtual money (Mumtaza et al., 2020). There are many types of non-cash systems such as the use of mobile banking, credit cards, online wallets, and so on. Also, to face the new normal era so that the economy can still move, Bank Indonesia launched a non-cash payment system known as the *Quick Response Code Indonesian Standard (QRIS)*. QRIS is a standard QR Code for digital payments through server-based electronic money applications, electronic wallets, or mobile banking. Every QR-based Payment System Service Provider (PJSP) provider (*including foreign PJSP*) is required to use QRIS. This is regulated by BI in PADG No.21/18/2019 concerning the Implementation of the QRIS International Standard for Payment. Launching QRIS in Indonesia indicates that the government is also aggressively promoting cashless. Based on the results of interviews that have been discussed in the research results, it is stated that most of them stated that they were helped by the existence of non-cash payments. Shopping activities carried out by the community are helped by the existence of non-cash payments because they can carry out these activities at a more flexible time and place, making it very easy for them. The convenience felt by the community caused people to be interested in the use of non-cash payments. Non-cash payments make it easy for people who do not need to carry too much cash which is vulnerable to lose or requires them to carry a wallet that is full of cash and also with cash payments requiring them to look for an ATM to withdraw money globally. In today's world, it is considered too time-consuming and inflexible so that it takes up a lot of their time in shopping. Non-cash payments are also currently widely used by merchants so that buyers also have to follow the buying process provided by traders and if they have to make non-cash payments, they must also follow it by making non-cash payments. Many traders use cashless payments during this pandemic to reduce gatherings to reduce the spread of the virus that occurs.

This is what is encouraged by all traders to be able to maintain the existence of their sales so that they use non-cash payments so that they can follow the recommended health protocols and also be able to maintain their sales revenue.

The impact felt by buyers must follow the flow so that they also make non-cash payments to make it easier for them when shopping. Online sales are booming by traders. Sales are made through social media by uploading photos of the merchandise so that buyers can easily select their goods without having to come in person. The sale of goods through e-commerce is also on the rise. Many traders are flocking to sell their wares via e-commerce, which are already of many kinds in Indonesia. That way, buyers can easily choose many types of items they want to buy with flexible time. Thus, the payment required by purchasing goods online is non-cash.

The convenience provided by non-cash payments also has a negative impact. The negative impact given is that people become consumptive in shopping so that they buy things that are not supposed to be purchased and are not needed. The consumptive culture is a culture that is not good and is being tried to be reduced by the Government. Another negative impact is that when shopping online, sometimes the items purchased do not match the picture provided so that satisfaction in shopping is sometimes low. Another impact caused by the use of non-cash payments is wrong transfers or fraud. This is because, with the process that is carried out online, the data is spread online and easily accessed by people who have more abilities and use it to something that is not good. However, this has been overcome by providing good protection and further enhancing safeguarding customer data to avoid unwanted things. That way, customers can feel more comfortable in making transactions.

Shopping activities using non-cash payments are considered very helpful for many people's daily activities. The community feels very helpful and can take advantage of their time by doing other things besides shopping because with non-cash payments they can make shopping transactions with a more flexible time. This provides an attraction for the community, especially for those with busy activities that will feel greatly helped by this non-cash payment. The people interviewed said that they felt this non-cash payment was very influential in their daily activities and helped them a lot in saving their time. They feel that this non-cash payment will often be used in daily activities. They said they followed the trend that was developing in Indonesia. If the trend of non-cash payments is widely used and encouraged, they will be able to follow it well and feel very helped by it. If the development of the economy and technology is accelerating and introducing innovations, they will follow the flow well so as not to be left behind.

Thus, the conclusion that can be drawn is that people, especially those in the Denpasar area, feel that non-cash payments help them in their daily activities. Non-cash payments can survive and are increasingly being used by the community because, in addition to the demands of the changing times, they also facilitate daily transactions, therefore, they can streamline time. The resilience of non-cash payments will continue and increase as more and more people are interested in using them and it will spread well throughout Indonesia.

6 Conclusion

Based on the above discussion regarding cashless society resistance in the new normal era, the conclusion that can be drawn is that people especially those in the Denpasar area feel that non-cash payments help them in their daily

activities. Non-cash payments can survive and are increasingly being used by the community because, in addition to the demands of the changing times, they also facilitate daily transactions so that they can streamline time. The resilience of non-cash payments will continue and increase as more and more people are interested in using them and it will spread well throughout Indonesia.

Suggestion

Based on the conclusions that have been discussed, suggestions can be given regarding the results of this study. The suggestions that can be given are as follows. *For researchers*, the results of this study can be used as new information regarding research that discusses the resistance of a developing event. *For Academics*, the results of this study can be used as a theoretical basis in further research that discusses Cashless Society resistance in the New Normal Era. *For Government*, the results of this study can be used as material for consideration of public interest, especially in the Denpasar area, with non-cash payments so that they can make policies in the next economic process in the Denpasar area and other areas in Indonesia.

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