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Identification of Newspaper Concerns about the Adaptation Plan for Business Strategies Entering New Normal Era in Indonesia

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Abstract---This article identified national newspaper headlines that articulate the business strategy adaptation entering a new normal era. Many studies discuss profitable business strategies in the era of the economic crisis since the Covid-19 pandemic. However, very few have solved an adaptive business strategy without ignoring the safety risks of the danger of the coronavirus. To identify how business practices are adaptive strategies, a search for news sources in national newspapers has been carried out. After collecting data using keyword search, then proceed with descriptive analysis under a phenomenological approach. The analysis covered the themes of coding, revision, evaluation, writing conclusion, and proofreading. All steps were taken to ensure the main points of this finding have answered research questions with the principles of validity and reliability. As a result, 10 newspapers were talking about the preparation of business strategy adaptive entering a new normal era. It is hoped that the concern from various economic experts will be a sound academic contribution and insights as evidence of public interest in challenging times. Therefore, these findings will support the recovery of the current state of national economic status under the government policy to economic normalization as part of the response to the pandemic time.

Keywords---business strategy, COVID-19 impacts, entering a new normal, financial crisis, newspaper voices.

Introduction

At the end of 2019, the World Health Organization (WHO, 2020) confirmed that the coronavirus was initially infected in the city of Wuhan, China which now continues to grow to 12.6 million cases worldwide (Wang & Su, 2020). Acemoglu et al. (2020), report that efforts to stop the increase in casualties have been made in various ways including national locking policies in the red category and social distance in green in every country exposed to coronavirus 2019. At first, all countries worked hard trying to prevent a lot of falling victim. But over time with strict restrictions with the cessation of various sectors of public activities such as the implementation of social distancing and the closure of schools and other crowded places, the country finally experienced a very detrimental impact economically. About this, many studies have examined the impact of implementing policies to stop the spread of the virus which has caused paralysis in various sectors of human life and business activities. One of the studies done by Nicola et al. (2020), has identified a decline in economic activity in the affected Covid-19 countries that have implications for business difficulties because more business transactions go down (Manullang & Satria, 2020; Putra et al., 2020).

Lai et al. (2020), found that the COVID-19 world pandemic has a cumulative index related to all resources and economic status in all affected countries. This is an indication of a very significant correlation between the coronavirus, economic status, and public fear in a country. Maital & Barzani (2020), note that the economic impact of the pandemic is that concern and panic have held back many business activities so they must think about how they see, understand, and emerge from the overall economic impact on their business status with various strategic approaches. It is understandable that although this coronavirus is medically just a health problem like the common cold, the data proves that many have ended in hundreds of thousands of deaths from contracting the virus through the respiratory system. Thus, as stated by Claessens et al. (2014), in overcoming financial difficulties, solutions to their causes, implications, and risks in the future require policies with quick responses. So the recovery approach must be

a nationally aggressive coordinated policy. Finally, national responses such as these have resulted in national crises and economic and business difficulties through massive public restrictions and closure of production centers, and access to production.

Wang (2009), found that the impact of COVID-19 on macroeconomic business and international tourism has demanded the Taiwanese government to implement national policies to limit public movements. Similar regulations are also applied in Indonesia where national policies to close and limit massive public movements cannot be avoided so that the potential setback for business activities will continue before the new normal policy is enacted. Realistically, national policies such as those mentioned above will blunt the wheels of the country's economy resulting in a setback for all economic sector activities and result in long-term economic distress problems, such as increased unemployment, decreased production, and mass poverty thereby reducing the ability to conduct business transactions and pay taxes. Next Lee (2020), argues that in creating solutions for the next steps towards a new normal after the crisis had seriously affected the pandemic, the national policy response implemented by the Chinese government proved to accelerate recovery. Therefore, research on new business strategies is very relevant to be carried out so that the public has material reasons for the preparation of what economic strategies and how they will be carried out in normal times after the national economic crisis due to the epidemic.

Referring to various literature on the current world economy, many accept the implementation of the next step or the new normal approach should be a good opportunity to get out of the country's economic difficulties. Specifically, what they to see the status of the domestic economy which was devastated by a country's pandemic, then seeing Indonesia's gross domestic product, for example, has fallen dramatically to 2.98% starting in 2020 resulted in this study to be identified. With a semi-limited policy during the outbreak, it is hoped that there will not be very heavy impacts in various sectors of the future. However, it is believed that the new normal policy will increase the number of new cases significantly from the beginning to mid-July 2020 to 50,000 cases to an estimated 5% of cases ending in death (Grant et al., 2020). Over time the wave of anxiety, especially efforts to meet the public economy increased so that many people no longer comply with state policies regarding the SOP protocol for the Covid-19 safety protocol. Based on this concern, new normal policies are implemented. So filling this period requires a variety of solutions and breakthroughs that are driven by the country's economic drivers such as business people and policymakers in all sectors of the economy. So one of the ways to understand the support and care of the mass media for government policies is to hear and understand what their voices are in carrying out the normative era of new business. This is very basic because the mass media is a special partner of the government in overcoming and polluting so that the economic hardships end soon. Gates (2020), found that there were two roles of government during the Covid-19, to seek solutions and work that would have no more suffering in the future.

Berwick (2020), have identified that government as policymakers, mass media as a public source of information, and business activities as national economic locomotive must work energetically producing a fundamental reason in preparing for economic recovery in the new normal era. Therefore, the study of entrepreneurial strategic plans to welcome a new normal era must be a priority. It shall be a common reference that ideas and understanding of how to knit a better economy in the next movement era can be a synergistic action according to national plans that intend to stand out from difficult times that has relation to complex economic effects impacted by the COVID-19. Moreover, this study aimed to identify what national mass media concern on the business management plans and strategies that will be applied in response to the demands of a new era to revive Indonesia's economy that has fallen since the pandemic. With the results later it is hoped that it will be easier for economists and business people to continue their role as business players and policymakers to normalize the economy.

Motivation

Fernandes (2020), noted that all nations that were impacted by the COVID-19 have got so serious in economic crisis. This is not an individual nation but it is the world economic concern. Therefore, going back to the Indonesian context COVID-19 has been proven to have a very large impact on national economic growth. This is a very dilemma problem for the government and the public, between continuing public restrictions to avoid the fall of many victims by reopening public economic activities. So on this basis, this study wants to explore the extent to which government policies revive the economy through business activities with nuances of adaptation in the new normal period are voiced by the national mass media. This means that whatever the voice and attention of the mass media towards the government's shared understanding of the way business and industrial activities must be revived using a policy balance. Another encouragement from the author wants to participate in voicing ideas and solutions to conceptual problem solving to economic problems after a total restriction at the beginning of the outbreak of COVID-19.

Understanding economic problems are part of the writer's creativity as an important content of researchers in the academic area while waiting for when the COVID-19 pandemic ends. Plus medical solutions have not yet been found, so academics are challenged to participate in solving problems. So the business issue and the impact of COVID-19 motivated the implementation of this study. So that the findings can later provide new solutions to how business readiness can be more motivated to revive their business with more direction towards success and avoid losses both health and financially.

Literature review

The purpose of this review is to identify business strategy planning in a new normal and adaptive era. The literature review begins with a simple understanding of the newspaper as a means of the latest information with its function to communicate information. In the context of this research, the mass media informs government policies and input from various experts on the adaptation of all business activities in the new normal era to business people and the public. A finding by Liu et al. (2020), shows that communicating health problems was done by involving mass media at the beginning of COVID-19 in many countries experiencing pandemics. This approach was very effective because the media is now easily reached and presented using an internet connection. Newspaper excellence has been tested most strategically in voicing government policies. National newspapers are understood to have a profound effect on inviting many viewers to support the delivery of public information in the new normal era.

While Capelos et al. (2018), stated that news on media has so close relations to public attention and emotion to economic stability during the multiple crises such as the impact from the COVID-19. With the increase in literacy skills and technological advancements and oral and written communication means, the role of mass media is very influential as to enable every national policy involving the media in the new normal era.

Business strategies change from time to time. This is following Cheng et al. (2020), evaluated that the economic impact and hardship of the public due to COVID-19 requires rapid responses from governments in every country affected by a pandemic. They believe that the involvement of national policies and the right strategies will support and improve these conditions. This is very relevant because this economic hardship is closely related to the response of the community or consumers themselves to conduct business transactions. The business strategy used in the past before COVID-19 was very different from the beginning of the coronavirus epidemic. Likewise, business strategies and practices must also be different from those in the new normal era. This is also related to consumer behavior and state policies such as not allowing the collection of busy citizens in a place. Regarding reviving a business after the locking policy, business orders have given a different color to the account.

The findings of Kuckertz et al. (2020), emphasized how difficult it is to start a business in a pandemic and a new normal time when economic hardships are caused by an outbreak. They understand how difficult to start a business after being hit by losses due to the crisis. So they recommend the exclusion of many parties such as the government to make policies that support business people so they can recover quickly while adapting to the current situation where all cities are still not free from the impact of a pandemic.

Method and Materials

Ten national mass media were searched to identify how the government-specific economic improvement policies may support the strategic business practices for sustainable and adaptable activities entering new normal time to in the current Indonesian business environment. Through this chosen design the researcher can easily get intended information over the collapse of the national economy after the COVID-19 plague of the world that has entered the 8th month. After ten data from national newspapers are collected, the analysis continued using a phenomenological approach, a research approach is generally used to understand a phenomenon and situation that occurs or is experienced by certain groups or regions. Smith & Osborn, (2020), suggested that the phenomenological approach is commonly used in qualitative studies as a research method to understand the experience of people in specific places. This data analysis was also inspired by the postgraduate research skill framework of multidisciplinary conceptual study where the data inquiry and organization data leading this as analysis as proposed by the Australian higher research compulsory complaint of the RSD framework (Abdurrahman et al., 2017; Willison & O'Regan, 2007).

Another study Smith & Osborn (2020), also recommends this research approach used by many qualitative researchers for the reason that this phenomenological approach can provide a way of understanding and interpreting the experience of a group of people or events. So through this approach, the researchers have successfully identified the main objectives of the study. The online newspapers that we critically analyze were national newspapers,

academic papers, and other sources of literature. The search was carried out using keywords entering related to the theme of this study such as "government strategies to overcome economic setbacks", "New businesses are under new normal", "COVID-19 impacted economic difficulties", closures of public business activities", etc. Up to the method of searching data, analysis and conclusions can answer the problem of the theme of the study entitled "Identification of Business Solutions Preparation Strategy towards the Next Move after the National Economic Crisis Caused by the Pandemic.

Result

This section presents the finding of newspaper highlight analysis on the strategic business plan to welcome the new normal after the national financial crisis due to the COVID-19 slam in Indonesia. These findings were for ten voices searched from May to early July 2020.

Bisnis.com (in [Azka, 2020](#)) presented the headline voicing real estate developer's review on the company's strategy, concepts, discourse, and re-operation policies for property development efforts entering new normal times as the Coronavirus outbreak issue is still becoming a national concern. These national-level developers were confident that this new concept will be able to absorb many job opportunities after these laborers were cut off by the impact of COVID-19. The concept must be based on the principle of public safety protocols from the coronavirus infection. Here's one of the quotes:

Regarding the new normal condition, we are currently still in the process of reviewing and formulating the company's operational strategy" (participant#1).

Mnews.co.id (in [Rasti, 2020](#)) voiced the role of cooperatives in efforts to recover the economy in the era of new normal by quoting remarks from the cooperative ministry stating that COVID-19 has had a major impact on national economic growth in the business world, especially cooperatives and small businesses throughout the country. The solution, according to the ministry, is that savings and loan cooperatives, micro Islamic banks, and other microfinance institutions can build partnerships in channeling funding to industries and small businesses because they are large enough to be able to restore the epidemic-affected economy. See the following quote:

Cooperatives and small business units experience severe impacts in terms of production, marketing, and financing so they need a lot of support from capital institutions. So cooperatives can also help the small creative economy sector. All cooperatives that are active, of any kind from now on in the era new normal must be integrated with other businesses" (participant # 2).

While the online daily Pikiran Rakyat (in [Hermawan, 2020](#)) also supports the national normal era by voicing digital technology playing an important and strategic role in profitable business activities, especially businesses that have proven their adaptable existence at the beginning of the outbreak, entering a new normal era and after the end of Covid-19. This included the conclusion of a webinar at one of the universities in West Java in a joint technological event consisted of technologists, policymakers, and various business actors. The following are excerpts related to technology:

... if we can do at this difficult time due to Covid-19, it must also be easier to continue in the new normal days. Then the event organizers must pay attention and make how the event can be sustained with the resources we have with the principle of creativity and a positive image... (participant#3).

Detik Finance (in [Hamdani, 2020](#)) expressed their advice to the government to take a new normal time as an opportunity to restore the national economy with a strategic economic policy, but still in the corridor of the rules of the joint safety COVID-19 protocol. In his suggestion to the newspaper, the media quoted the thoughts of economists from the center of economic reform with the belief that this new normal era was underway and this was an opportunity and challenge for economic progress as well as the safety of citizens from the threat of a pandemic. The following excerpts include:

If we look at indicators that have been seen in the first quarter, for example, economic growth is far below government predictions. I think it's also a warning to governments and other regions to simultaneously impose

social restrictions so that domestic economic growth drops so that the recovery process is needed precisely through normality. new (participant #4).

The home business economy is an economic solution in the new normal era. This is one of the good ways the government restores the economic crisis after the coronavirus struck. Likewise, among others, [Liputan6.com \(2020\)](#), covered a speech from the Ministry of Villages and Transmigration. According to this source, a new normalcy scheme is very important to be implemented immediately so that it can improve the national economy which is still suffering from the pandemic.

New normal is indeed a policy that must work, and then quickly return to activity. This is part of relaxation,"(participant#5).

The Smart port implementation plan is a modern logistics solution especially when the nation is entering a new normal era that has been chosen by [Bisnis.com newspaper \(Siswandini, 2020\)](#). This newspaper provided insight into an advanced economic solution. The government must work to improve the logistics sector to fill development in the new normal era and after the COVID-19 virus pandemic. The media also added that collaboration, commitment, and improved management are the keys to success in shaping this smart port through two main indicators; internal and external digitization that leads to digital.

... internal digitization will realize becoming a digital company, while the external focus will realize digital customers, the collaboration of both makes this activity a digital business with three main keys namely commitment, change management and collaboration... (participant#6).

The daily paper of [Tempo.com \(in Widayastuti, 2020\)](#) through speaking to the Chairman of the National Association for Economy Recovery, Perry Warjiyo, raised the contents of proposals submitted by under his institutions consisting of 3 practical steps to support the national economic recovery program in the new normal period. First, the government needs to improve the digitization for the micro business. Second, regional economic development is very priority. Third, building creative economic strength in the new normalcy period. Here is an example quote:

In the future, we need to create to 'new micro-business' based on digital, "Those three practical steps; digital business, regional economic improvement, and building a new creative economy. (participant#7).

[Warta Ekonomi \(2020\)](#), on July 18, 2020 edition highlighted the strategy of the businessmen to maintain and continue the new strategy in the New Normal era. Business actors are urged to immediately adapt to conducting business during a pandemic with new normal adaptation. With the option of shifting business strategy and adaptation must be done. The following quote:

Especially, related to changing consumer behavior and business patterns, due to socio-economic constraints," Indonesia has begun to prepare itself for entering the New Normal era. Although business uncertainty still haunts us all. "There must be a strategy to deal with it with the new approach to normalization of all aspects," (participant#8).

[Merdeka.com \(in Lararenjana, 2020\)](#) daily wrote about the preparation for new normal economic activity in the pandemic era can be done with a variety of activities including making a map of the launch of re-launching, convincing customers of products and services to be more solid, employee safety, digitizing business, restarting business with strategy, maintaining the value of the crisis during the new normal era. The following is a voice quote:

Business preparation is needed to enter the new normal era with the improvement and improvement of strategic and dynamic services not only to consumers but also to employees themselves" (participant # 9).

In rebuilding business in the New Normal era, attention to several things that almost all business sectors show unpreparedness in responding to and managing changes that have never happened before. This is a challenge for entrepreneurs in the new normal or new normality era. So said [Siswandini \(2020\)](#), as delivered by [Bisnis.com](#):

There are some important things you can do to rebuild your business in a new normal time. The first is optimizing existing digital technology. Second, is to reduce direct contact and start making it a habit to communicate online, and third, the collaboration also needs to be improved to create a wider network"(Participant#10).

Discussion

Bisnis.com voiced the plans, strategies, concepts, and policies of property companies were redesigned as their business operation entered a new normal era with principles of protecting customers from the threat of Covid-19. (Ramadhani, 2020). They must be a shared priority among real estate industries. Hamzah et al. (2020), noted that after co-19 there would also be a newer strategy, policy, and protection and social security for workers in the industrial development sector in Malaysia. Therefore, this finding is relevant to the objective of this paper identifying the new strategic adaptable business plans to the national economic recovery agenda in the new normal times during and after the pandemic. At the same time what was revealed by the newspaper was a new government policy that planned to revive the Indonesian economy. This is in line with Loayza & Pennings (2020), finding on the macroeconomic new policy in the era of the pandemic in the most developing world. For these findings to be more in-depth, more practical business studies must be carried out with a broader and deeper scope.

News updates on the new normal period were covered with the role of cooperatives in rebuilding the Indonesian economy to support small businesses after experiencing serious challenges from COVID-19. The news said to help support the steps of small businesses, there must be financial institutions to finance small businesses so they can take part in improving the national economy. Alves et al. (2020), noticed that the crisis management of small businesses, especially financial difficulties during the pandemic. To keep them sustainable, resilience and renewal plans and small business operation strategies have been done in Macau. In the context of Indonesian business and economic recovery, financial institutions such as banks and cooperatives can support small businesses in new normal times. Similarly, McKibbin & Fernando (2020), showed that the world has acknowledged that the impact resulted from an outbreak to macroeconomic. To recover this difficulty, they have seen more countries have implemented various scenarios ensuring the pandemic impacts are solved. Related to these above studies, what newspaper voiced with evidence having strong implications for the main purpose of this study despite its limitations that need further investigation for a deeper understanding.

The importance of technology for the success of small business activities has been widely voiced. The media specialized the role of technology with practical applications that strongly support businesses in preparing marketing and sales strategies in the new normal era. Many newspapers also question how experts can update technology that will empower businesses to compete digitally in approaches that benefit both business people and customers. Papadopoulos et al. (2020), believed that the use of technology in running micro-businesses when the world economy is affected by COVID-19 is the right choice and be a priority. They also saw this new application not only as a profit motive but also as a safety reason for the COVID-19 era. Therefore, this finding is believed to have strong implications from business practices with technology that benefit businesses and protect customers. This finding has already achieved the goal of this research running profitable and salvaging business solutions in times of pandemic crisis where public restrictions cannot be avoided.

The findings from Detik Finance.com related to the voices of those who advised the government is very important for this study which aims to find a new format of homeland business in the new normal era to be able to restore a slumped national economy, so based on the evidence these findings can already be said in line. Thus the findings of this study can provide new insights on strategies and the way business economics is operated in a new era of normal life. de Caro et al. (2020), emphasized on the important strategy of renewing strategy to return to normal business practice. They are convinced with the renewed strategy and design from the government will provide more options for good practices benefiting both entrepreneurs and consumers.

The finding of the home-based creative economy is one very practical solution in economic recovery in the New Normal era. Looking from the way the acceleration of national economic recovery, business activity from home is a contribution to support the government's strategy because it absorbs many workers after they were affected by Covid-19. What was reported by this newspaper was very relevant to the theme of this study towards a new normal era through a home economy strategy through small businesses from home to advance the economy especially the people's economy that was suffering from the pandemic. The study of Bick et al. (2020), pointed out that productive economies can start with a business from home either during or after an outbreak.

Bisnis.com report on the implementation of the new smart port in areas of economic potential is a strategic solution to support the logistics business in the new normal era. The headline of this online media was following the

objectives of this paper which aimed to identify a new business strategy as an important solution to support the national economy improvement through modernization of the logistics service sector entering new economic development amid the pandemic. Barbieri & Darnis (2020), pointed out that the implementation of new technology is a proper solution as well as a practical strategy for improving the economy after COVID-19 disruption. They are convinced that the solution with the approach of modern technology to accelerate the recovery of various crises due to pandemics in many developed countries following the outbreak that can be followed by affected countries avoiding heavy restrictions on economic and public business activities.

A report for the economic recovery was voiced by Tempo.com with the contents of a proposal prepared by the National Economic Recovery Association. The contents of the proposal were prepared in three strategic steps to support the national agenda to restore the economy when entering a new normal, namely the micro-digitization business policy is a strategy to improve the performance of small business units that have been tested for effectiveness and productivity in many countries affected by the COVID-19 outbreak. Yu et al. (2019), note that the Chinese government easily supported all provincial regions with a spirit of efficiency through the digitization of small economy industries in the "new normal" period. So, the voice of Tempo and study from China strongly support this paper which seeks to prioritize economic development in the region and strengthen productive economic industries. It can be concluded that three work plans were voiced and finding abroad have a tight relation that it is possible to succeed in the Indonesian economic context. Therefore, further studies need to be done as part of the evaluation of the implementation of this new normal related policy.

The support and attention of the media for business strategy development in the new era of normal is an important coverage voiced so that synchronization of business operations with the demands of the crisis can be met. It must be admitted that the voice of the media is often more effective than direct calls from the government. Online media coverage as a source of information is very useful in getting business player's attention to adapt to their business climate in the new normal time which is very supportive of this study where optimizing business strategy in COVID-19 is not easy to do. Murashkin & Tyrväinen (2020) finding suggest that conformity in carrying out business to normal is only aided by coverage and studies of digital leadership during the Crisis. The reason was that any publication of state policy would be effectively carried out and quickly reach the audiences through the national scale mass media news delivery. National media voice related to the news of business adaptation to consumer behavior the impact of difficulties due to the crisis has relevance to this study that is trying to seek the importance of business people preparing themselves to enter the New Normal period. Although many media voiced concern over the uncertainty of the domestic business climate, this trend is still dominant even though it is only a very reasonable prediction because indeed the current issue of increasing the infection rate requires a deeper study of its truth.

Various national news has voiced the importance of businessmen returning their activities to adjust to the business climate in the new normal era which greatly helped this research find an answer. Complementing the study with national news about the business strategy agenda entering a new normal era will certainly increase the relevance of the findings data to the objectives of the study being carried out. Although there is also news that does not support government policy towards the adoption of adaptive business strategies entering a new normal era, it will certainly increase the readiness of businesspeople to respond to changes they have never experienced before. As far as searching has been done, researchers have not found this. Baldwin (2020), clarifies that an understanding of the economy and business practices in the difficult times of the COVID-19 pandemic is different from the days of business in the new normal era. At the beginning of this pandemic, the business climate was indeed full of very reasonable panic. But in the current era along with new national policies, the business atmosphere of the business must also change—prioritizing adaptation in all economic practices. For this reason, further studies are needed to obtain more in-depth and complete findings as inputs that greatly contribute to entrepreneurs in the new normal era where the ability to adapt between reviving businesses and adhering to the basic principles of health protocols is highly desirable.

Conclusion

This paper has identified ten main voices articulating business practices adapting to new normal periods as prioritized by the government policy to respond to the COVID-19 impacts. To get this objective, the study analyzed the sustainability and potential strategies of business plans seeking to increase the economic crisis affected by the COVID-19 pandemic. Realistically, ten newspapers were identified have voiced the preparation of a strategic plan with the deep concern of various national economic issues and policy implementation as the useful contributions and intellectual insights to the public interest in resolving economic and business difficulties. Therefore, the finding

from exposure of the collaborative and synergistic work of the mass media and government policies hopefully has contributed collaborative voices and concern to the recovery effort of the current state of economic hardship under the influence of COVID-19.

The voices can be generated into several contributions ranging from the use of high technology to support business operation to providing financial support to those industry and small micro businesses that was collapse impacted by the COVID-19. Apart from that, some papers also voiced their concern to the government's new adaptable policy to support business profitable business while not ignoring the safety of workers as well as costumers as they restart their business in a new normal era with more adaptable. Therefore, to get more detail and a complete understanding of these particular issues, further study with bigger and wider coverage is needed.

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