

Tourism Lifestyle Commodification in Cycling Trends Among the Middle Class in Yogyakarta and Surakarta

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ABSTRACT

The Covid-19 pandemic that is happening in the world today is creating many changes forced by circumstances. Tourism and Lifestyle are one of them. In Indonesia, this research takes the location of Yogyakarta and Surakarta city research on the phenomenon of healthy lifestyle cycling in the morning and Tourism. Commodification is a concept not only concerned with the issue of production of commodities or goods in the sense of economy which narrows about goods traded just but, concerns more than that, i.e. about how goods that distributed and consumed. The concept of commodification is not something new but has happened since ancient times so it seems to have become part of people's lives. Appearance This symptom of commodification is due to the spirit of the money economy to gain profit. In the world of tourism, commodification is also known as tourism, namely efforts to make the community a tourist destination as a tourism product. Cycling leisurely in the morning is an activity that many people do with the initial goal is keeping fit. But in its development into a lifestyle that means not just guarding a fitness body, but Becomes a need existing self. commodification which Becomes a focused study besides describing the mean tour moment. The aim study this is to look commodification tour and style life that occurred in Yogyakarta and Surakarta during the Covid-19 pandemic. Using the method Qualitative with data obtained from the results interview live and observation of perpetrator travel and fans through body bicycle relaxed in a second region

Keywords; Commodification, Covid-19, Sport, Style Life, Tourism.

INTRODUCTION

The Covid-19 pandemic that is happening in the world today started when the United Nations through World Health Organization (WHO) reports that there has been a case of pneumonia in Wuhan City, Province Hubei, China (Zhu et al., 2019), but the cause is unknown (Sohrabi et al., 2020). Case this develop very fast (Anderson et al., 2020), until 7 January 2020, the government China says that pneumonia is a new type of coronavirus or covid-19 (Li et al., 2020).

In response to this, WHO declared Covid-19 a pandemic (Cucinotta & Vanelli, 2020). This addition causes the total number of Covid-19 cases to reach 5,149,021 cases counted since the case was first announced by President Joko Widodo on 2 March 2022. Information on the addition of this case was conveyed by the Covid-19 Handling Task Force on Saturday afternoon and could access by the public through site covid19.go.id. Healed and die Data The same shows that there were an additional 34,699 recovered cases in one day. With thereby, the total case healed in Indonesia until the moment reach 4,481,909 cases. However, on the other hand, the death rate from Covid-19 also increased by 158 cases period time same. In addition, make cases death Covid-19 in Indonesia moment the touch number 146,202 case. Besides that, Task Force also report 520,910 case active Covid-19, an increase of 24,527 cases compared to last Friday. The active case is patients who are still confirmed positive for the coronavirus and are undergoing treatment at the hospital or isolation independent. The government also records that now exists 36,710 people which status suspect Covid-19.

For Indonesia, at the start of the pandemic, taking into account Social Restrictions Large-Scale is a provision that is made by limiting the movement of people and or service goods to control the spread of the virus, as previously stipulated in Constitution Number 6 the Year 2018 about Health Quarantine.

The consideration is the spread of Covid-19, increasing and expanding in numbers of cases and/or deaths, covering regions and across countries as well as having an impact on aspects of the political, economic, social, cultural, defence and security, as well as well-being society in Indonesia. Based on the application of these restrictions, activity Travel has also decreased globally. UNWTO (United Nations World Trading organization) estimates total traveller international in the year 2020 reduce from 850 million to 1,1 billion people consequence of the plague virus corona.

The reduced number of tourists is estimated to cost between US\$910 billion to US\$1.2 trillion. UNWTO (2020) recorded in April 2020 the occurrence declines in journey international as big 97% with a range loss as big \$195 billion, which signify exists restrictions journey in a manner global as a step for reduce the spread of the impact of the spread of the pandemic. Based on the results of a survey conducted by the Ministry of Tourist and Economy Creative, during a manner national pandemic Covid-19, this has resulted from 92% of 5,242 people worker sector tourist feel lost their job and type effort which Very affected is accommodation as big 87.3%, transportation 9.4%, restaurants 2.4% and the remaining 0.97% are other types of businesses that feel loss on pandemic Covid-19 like souvenirs shops, home spa and service tourist other. (<https://economy.business.com>, 2020)

commodification) is something draft that is not only concerned with the problem of production of commodities or goods in the narrow economic sense of goods that are traded but is related more than that, namely about how goods that distributed and consumed. Draft this no something matters something new, but has happened a long time ago so that it seems to have become a part of community life (Keat and Abercrombie, 1990). Commodification symptoms appear because of the economic spirit of money to gain profit. In the world of tourism, commodification is known also as tourism i.e. the effort to make the tourism destination community a tourism product. The terms commodification and commodification sometimes have the same meaning (synonyms), especially in writing that describes the process of making commodities from all something which not yet normal there is in trading

previously. Discussions about commodification in the world of tourism, especially discussions about commodification and authenticity, have emerged since Dean Mac Cannel published his very influential article, namely *The Tourist*, in 1976 (Macleod, 2006). In this study, the commodification that is the focus of research in addition to describing the current meaning of tourism, the commodification of tourism, and the commodification of cycling in the morning activities in association with the Covid-19 pandemic is still a nightmare for most of the world's people. Particularly in Indonesia, many are responding to the pandemic from various perspectives.

LITERATURE REVIEW

There are several relevant studies related to changes in consumer behaviour as a result of Covid-19 which underlies this research including Sigala (2020) "Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research" this study discusses the main impacts, the behaviour, and experience of the three main tourism stakeholders, namely: providers of tourism supply, demand and the government as a policy maker.

The research carried out illustrates the optimism of researchers regarding the Covid-19 outbreak which, although it tends to harm the economy, can be used as an opportunity for social-based entrepreneurs to develop a business model that maintains a balance of profits in doing business and positive social impacts

on the environment in a sustainable manner, so that able to overcome social problems that exist in society. Bianchi, RV (2021).

In-depth research on the impact of consumer behaviour was carried out by Chebli (2020), in *The Impact of Covid-19 on Tourist Consumption Behaviour. A Perspective Article using the Chi-Square Test analysis tool and the Goodness of Fit statistical test*. Researchers are trying to explore the suitability test of the impact of Covid-19 on tourist consumer behaviour and identify the motivations for changing tourist behaviour. The findings show that Covid-19 has a significant effect on changes in tourist behaviour including, choosing a close destination, tourists will prefer tourist objects that are not well known and far from crowds, caring about health and hygiene, choosing private trips rather than groups, travel insurance be important. Ioannides, D., & Gyimóthy, S. (2020). in “The COVID-19 crisis as an opportunity for escaping the unsustainable global tourism path” said that with the existence of Covid-19 a sustainable tourism pattern will occur by itself due to reduced human activity.

Commodification has penetrated the fields of education, culture, religion, the body, desires, and even death. According to Barker (2004), commodities are products that contain use value and exchange value. Commodities are things that are available for sale in the market and commodification is the process associated with capitalism, namely objects, qualities, and signs turn into commodities. A similar opinion was expressed by Irianto, AM (2016) that commodities are the result of human labour (goods or services) that are deliberately produced to be exchanged through market mechanisms. Commodification is the process of making something that is not a commodity or being treated like a commodity that can be traded for profit. Commodification is a fundamental feature of capitalism that makes almost all goods and services, including land and labour, which are not commodities, into commodities. When the views above are summarized, then something that is commodified is not only limited to the results of human work in the form of goods and services that contain use value and exchange value, but also land, and labour, and then extends to the fields of education, culture, religion, body, desire, even death and all that is associated with capitalism. Sports activities cannot be separated from economic principles, because in the course of economic needs, in this case, funds or money is needed for sports activities, more specifically for big events, for example, PORDA, PON, Olympics, or other events.

It doesn't matter when economic principles are applied to sports activities, the most important thing is that these principles certainly don't make sports activities worse, but these principles make the world of sports development in a better direction, and vice versa with sports activities economic life increases.

Sport is a realm of contemporary social life that has been profoundly altered by the economic impacts that have created a way of life known as consumerism. The processes associated with the commercialization of sports seem to increase the profile of the sport as a diversion from the realities and stresses of life throughout the day.

From some of the expert explanations about sports and the economy above, it gives us the idea that the economy is not just a group of individuals or humans carrying out activities, but rather the existence of bonds that cause them to have relationships with one another and have an awareness of their existence in the midst of – among individuals, more specifically the bond that is built is to meet the needs needed in daily activities. Real examples of economic activity in sports activities are, where the needs of sporting events in terms of funding, then for these needs other parties are needed, this is where the role of the sponsor is so that these activities are expected to run well.

METHODOLOGY

Qualitative research is a type of research whose findings are not obtained through statistical procedures or other forms of computation and seek to understand and interpret the meaning of an interaction event of

human behaviour in certain situations according to the researcher's perspective. Qualitative research is research that is descriptive and tends to use analysis. Process and meaning (subject perspective) are emphasized in qualitative research. The theoretical basis is used as a guide so that the research focus is following the facts in the field. Sugiyono (2011), the qualitative research method is a research method based on the philosophy of post positivism, used to research natural object conditions, as opposed to experiments where the researcher is the key instrument, sampling data sources is done purposively and snowball, collection techniques are triangulation combined, data analysis is inductive or qualitative, and qualitative research results emphasize meaning rather than generalization.

Kriyantono stated, "Qualitative research aims to explain phenomena in depth through collecting data as deeply as possible." Qualitative research emphasizes the depth of data obtained by researchers. The deeper and more detailed the data obtained, the better the quality of this qualitative research.

Methods of data collection were carried out through various exploratory interviews with sources, collecting document data, observing the media, and reviewing relevant literature. Sources of research data were taken from relevant primary and secondary data. Primary data can be obtained from government official statements, community institutions, or individual attitudes. Some of the data is recorded in media reports, but it is also documented in the official files of related institutions. Secondary data can be obtained from various references such as the results of studies and research that have been carried out or other important information recorded in various document sources.

RESULTS AND DISCUSSION

The Covid-19 pandemic that is happening in the world today is creating many changes that are forced by circumstances. Tourism and Lifestyle are one of them. In Indonesia, this research took place in the cities of Yogyakarta and Surakarta on the phenomenon of the cycling

healthy lifestyle and tourism. Commodification is a concept that does not only concern the issue of commodities or goods produced in the narrow economic sense of goods that are traded, but concerns more than that, namely about how goods are distributed and consumed (Coupland, J., 1996).

The concept of commodification is not something new but has been going on for a long time so it seems to have become part of people's lives (Keat and Abercrombie, 1990). The emergence of this commodification symptom is due to the spirit of the money economy to gain profit (Weber, M., 2000). In the world of tourism, commodification is also known as tourism, which is an effort to make the community a tourist destination as a tourism product.

Relaxing cycling in the morning is an activity that many people do with the initial goal being to maintain body fitness. However, in its development, it has become a lifestyle that means not only maintaining a healthy body but rather becoming a necessity for self-existence by wearing fashionable sportswear complete with various accessories. Bicycle brands and outfits are a matter of concern not only for casual clothes that are comfortable and absorb sweat, as has become the habit of society so far.

I cycle casually every day during the pandemic, but now I only do cycle every Sunday with friends from the housing community who share the same hobby. When you don't participate in an activity, there is a feeling of being 'less' and you are even tired of answering messages via WhatsApp. (Sonny, in Surakarta, Interview 18 September 2022)

Rafiq, Yogyakarta, has the same experience.

“Really. For me, playing bicycle relieves stress, I can meet community friends,” (Rafiq, in Yogyakarta, Interview 5 September 2022)

By borrowing the term bicycle, Sonny said that once he pedalled, he got everything he was looking for, health, recreation, and socialization with his cycling friends.

Just like Suryanto who also uses a bicycle as a means of dealing with stress by meeting lots of people and ends up eating Soto together.

“So usually, when you’ve finished cycling, for example, stress all day at work, then play bicycles, culinary, or see tourist attractions in reservoirs, mountains, or just eat by the rice fields or rivers and when you come back, you feel refreshed so you’re fresh again.,” (Suryanto, in Surakarta, Interview 18 September 2022).

Meanwhile for Sulisty, a bank employee in Yogyakarta, what he enjoys most about cycling is the twists and turns of the roads he takes and the various obstacles he overcomes. Cycling, he said, evokes memories of the past.

“Stopping at stalls when I was still in college was also a routine activity with my friends during college. It reminds me to be rich when I was a child. So, it’s like being a kid again. So, a small boy who is in an adult body like that. Not much thought,” (Sulisty in Yogyakarta, Interview 5 September 2022)

Setiawan, a manager for a telecommunications company in the city of Surakarta, said he has tried other sports such as badminton and going to the gym. However, he feels that cycling is best suited because there is an element of fun in itself that is hard to explain.

“By cycling, I can get everything, get stress relief, get recreation, and others get existence, socialization with many people too,” (Setiawan in Surakarta, Interview 18 September 2022)

Stress during a pandemic was indeed experienced by many people, and cycling was allegedly able to help relieve stress.

However, even though he routinely cycled during the pandemic, Fandi did this activity not just following a trend that was developing. He admitted that the cycling activities he carried out also aimed to maintain physical fitness and improve cycling performance.

“I’ve always liked cycling, but it’s just for fun, just fun, not routine. It’s different now, what I’m cycling for is to increase performance with weight targets, speed targets, and distance should be. In the past, it was only just for fun,” (Fandi in Yogyakarta, Interview 5 September 2022)

Meanwhile, Adani admitted that she started cycling at the beginning of this year. Adani said that he felt comfortable when cycling. Moreover, he also fell from the motorbike, injuring his waist.

“After trying Seli (folding bike), how come it tastes good, I mean the portion of calories lost is also the same as when jogging. What’s more, I also have an injury, because I’ve fallen from a motorbike. So, my waist sometimes hurts after that fall. So, it turns out that the bicycle, in my opinion, is more comfortable for my waist, so I now cycle more often,” (Adani in Surakarta, Interview 18 September 2022)

The sign-value era is characterized by the transformation from the mode of production to the mode of consumption. Sign values and symbolic values have replaced values Marxian use-value and exchange-value. Consumptive makes all aspects of life into an object that classifies and forms the meaning of the life of advanced capitalist society. The theory of Jean Baudrillard, 1998 concerning Sign Value explains that

people's consumption behaviour is not only based on needs but also on a social recognition system that directs individuals to an item. This kind of behaviour is developed by someone who leads other humans to be consumptive. In a consumerist society, an item marks social status and replaces all kinds of existing social strata. We can find Jean Baudrillard's thoughts on cycling activities at this time when someone doing bicycle sports is no longer because the goal is to live a healthy life but far more because there are values to be shown. Someone buys a bicycle no longer because of necessity but because of the prestige that marks him. A surprising phenomenon occurred where bicycle shops were flooded with orders from bicycles of various brands and at fantastic prices as well. There are even formed clubs for cycling sports lovers in which there is the same social status.

The upper class forms a commensurate community. This is no longer based on rational health reasons, but far more on the appointment of social status. This sign of value consumption behaviour is a characteristic of humans being separated from feedback or views about themselves. Someone in a consumerist society does not think rationally about what is best or worst for his life. People only think about the order of social status markers. Individuals have been absorbed and erased into the game of signs and code institutions. Baudrillard emphasized that the subject of consumption is an arrangement of sign values (Baudrillard, 1998). In the study of sign value consumption, according to Jean Baudrillard, the goal of cycling is no longer to want a healthy body, but rather to show their socioeconomic class status.

Classification of socio-economic class status in society is as follows: 1) Upper socio-economic status. Consisting of very rich/conglomerate people occupying the upper social status. 2) Lower socioeconomic status. It is a society that tends to be lacking in terms of property ownership. It will automatically occupy the lower social status. Coleman, JW, & Cressey, DR (1996) in society, many teenagers, adults, and even the elderly ride bicycles with their communities or with their families. When the pandemic lasted for about two years and during that time the cycling trend started to reappear in society. If observed, the majority of cyclists are the millennial generation who also make cycling a healthy lifestyle. Not only as a means of exercising, but cycling nowadays can also unite us with friends or relatives who may have low-intensity meetings.

This different phenomenon seems to have had a lot of positive impacts on people who want to maintain their health but don't have enough time to do other sports which might take a lot of time. The high level of public interest in the world of cycling has led to many cycling communities during a pandemic, both communities that have been around for a long time or new ones that have emerged because of boredom during the pandemic and were just languishing at home. Cycling seems to be used as a culture, this is due to the high public interest in this sport.

With this trend, of course, there is an increase in demand in the bicycle market which causes bicycle prices to rise dramatically. The selling price of bicycles might normally only be sold in the range of 5 million, but during this cycling, the trend can be sold for tens of millions. The relatively high price is because the stock of bicycles is decreasing day by day due to a large number of bicycle hunters, making bicycles a rare item.

In several cities such as Yogyakarta, for example, when the cycling trend was hyped at that time, bicycle shops even used queue numbers to enter. Because there were so many enthusiasts, the number of people who came to the store was limited. But that doesn't make consumers give up, instead, consumers are increasingly competing to get the bike they are looking for even at a fantastic price.

This cycling trend is very good to continue, but unfortunately, the increase in cycling is not balanced with the awareness of cyclists to obey traffic while on the road. Many cyclists disobey regulations by breaking traffic lights and crowding the streets, for example. Of course, this is detrimental to other road users, so cyclists receive a lot of criticism because of this.

Economic Value in Sports

Until now, it seems that there is still an opinion that sports activities tend to be a waste of money. According to Lutan. (1998), in *Sport in Economic Crisis* suggests that there is a tendentious analysis, rather than for sports activities where millions or even billions of rupiah are better used to alleviate poverty for the people who are still around 140 million. Opinion and analysis are something reasonable.

Furthermore, Lutan 1998, said that carrying out sports coaching requires a lot of funds. When a country or region organizes a sports competition, it will likely require large funds. However, these sports activities may be able to encourage economic growth and even bring benefits, as in the Los Angeles Olympics which was the first Olympiad to apply an economic logic approach through sports business. This statement provides evidence that sports when professionally managed, can bring economic benefits. That is why many countries are scrambling to host sporting events such as the ASEAN Games, Olympic Games, World Cup (soccer), and European Cup.

The economic value of sports is how much the sport is liked by many people and has high entertainment value so that it generates money. The economic value of sport follows the development of slave society and has increased from the feudalism era to the present day of capitalism. In this era of capitalism, remnants of the era of slavery can still be seen in wrestling and boxing, sports are made of high economic value. Sport is positioned as a place for people to make money while exercising. In the world of capitalism, sport is used as a promotional tool for a product as well as a user of the product.

Modern sports organizations have experienced rapid development since the era of industrialization. Sports sociologist expert Guttman, A. (1984) describes that modern sports organizations currently have several dominant characteristics, namely as follows: 1). Sports are no longer associated with religious or religious matters. 2). Sport can be a manifestation of social equality in society. Because there are no more boundaries that could hinder the participation of community members. 3). Specialization is a key to success. If one wants to have a career in sports, an athlete must choose one branch that is the focus of his choice. 4). There is rationalization. This means that with the increasingly complex world of sports, a set of rules is needed so that sports and competition organizations can run well. 5). Bureaucratic. This means that organizations no longer stand-alone, but are related to one another. 6). With The more advanced information technology, every modern sport tries to quantify the course of the match. 7). record breaker. Athletes crave to be faster, stronger, taller, and better.

Consumerism in Sports

One of the activities of consumerism society is drifting into the game. for example, in terms of sports such as football, marathon, fitness centre, gymnastics, and others. Lasch, C. (2018) said that sport is the opiate of consumer society. Sports can forget for a moment from hunger, distress, poverty, and even war. People of this type are always colonized by illusions, images, and appearances. Following are the facts of sports consumerism, according to the global circus, F1 racing net 2005, a television show in England at the Canadian GP was ranked third as the most watched sporting event on television. While the first Champion was the Super Bowl and the runner-up was the Champions League final.

In Canada, when Bernie's circus was held at the Gillies Villeneuve circuit, F-1 was watched by 51 million people. The Champions League final between Liverpool and AC Milan was watched by 73 million people, and the number of viewers for the Super Bowl final reached 93 million people. In England, starting from the 2006 season, the ITV channel will cover all F-1 packages on the three channels ITV1, ITV2, and ITV3. The owner of the F1 broadcasting rights until 2010, since 1997 bought the F-1 rights from the BBC state television, after positioning it as a sports channel with the highest level of exposure. Apart from F-1, ITV

also has the Champions League, World Cup, European Cup, and the World Rugby Championship.

The most frontal clash of football and F-1 occurred in Asia. This was already seen during the ABU (Asia-Pacific Broadcasting Union) congress in Bangkok, in May 2005. The Asian market contains 3.7 billion potential television viewers. And Europeans know Asia is America's freest area. The sports business is difficult to develop. That congress decided that sport remained *prima donna*, that's all Europe wanted to ensure.

Many commentators have argued that sport is not an example of a new dimension of capitalist alienation. Sport not only alienates athletes who are exploited out of control by modern money-making machines, but also spectators as modern consumers who are increasingly passive in general. Often, they watch sports in the comfort of their living room, but rarely actively participate in them. As a result, they are mentally active, but physically passive. That is, it can be said that sport plays an active role in disguising the excesses of consumer culture by providing an escape from the everyday pressures of capitalist exploitation. The capitalist class has dominated sports as a business interest. By transferring it to sport, capitalism has produced new desires and the creation of new use values. The commodification of sports lies in the activities of athletes who are objectified as commodities for consumers. The activities they do are alienate, both to themselves and to the audience watching at home on television.

In this case, Soedjatmiko (2008) stated that sport is a product that is closely related between social control structures, actual experiences, and sports cultural expressions. The commercialization of the Olympic Games is symbolic of sport's pervasive reduction to the intersection between the entertainment industries and consumer goods. Through the idealization of the Olympics which includes youthfulness *and* physical abilities, certain principles arise for consumers. Meanwhile, companies are guaranteed massive profits through *snack bars*, *soft drinks*, and others.

Further Ball, DW, Loy JW (1975) Basically, the benefits of sporting events come from sports consumers. Which includes the main consumers are the audience who directly or indirectly hear, see, and listen to sports activities in the form of matches, exhibitions, or sports shows. They are the potential to generate profits in the sports business. Regulations to eliminate player monopolies, regulate balanced team strengths, and the uncertainty of match results are aimed at getting consumers to watch and want to pay for the spectacle. However, the willingness of consumers to attend and pay does not always depend solely on this. Many things or other factors contribute to increasing or decreasing the number of spectators.

Pherson (1975) states that six factors can affect the rate of consumption of sports, among others, as follows: 1). A set of opportunities related to the timing and reach of a sporting event. In particular, for indirect consumption, the time factor is the determining factor. 2). The economic situation also affects the level of sports consumption, especially the rate of ticket sales. 3). Gender affects the number of consumers. But basically, male consumers are usually larger than female consumers. 4). Marital status or the state of being married and not married also influences the rate of sports consumption. In general, those who are married tend to reduce the frequency of watching it. 5) . Age level affects the number of consumers. There is a tendency for men under the age of 35 to top the rankings in the number of viewers. 6). The ease of reaching the arena or stadium will be easier and there will be more spectators, especially in Indonesia, regional teams also influence the number of spectators.

Sports spectators are a major source of the economy. Speculatively it can be considered to contain psycho-social functions. The following is the concept of psycho-social functioning from Eisenberg, N., & Spinrad, TL (2014). Acts as a combat imaginary mechanism Provide psychic satisfaction through identification with sporting heroes and local communities Allows individuals to participate in subcultural stories through some knowledge of the history and strategies of a particular sport. Stimulate reasoned dialogue about players or teams. Playing a small administration in managing a team and implementing the right strategy, and

Allowing individuals to collect a set of statistics to foster interest in the subject in question. Based on the above, it can be concluded that sports consumers consist of spectators, viewers, listeners, and readers of sports events. They are not just observing but involve cognitive and affective aspects. In its current development, consumers also involve psychomotor, for example, participants in aerobics, healthy heart exercises, asthma, and so on.

Caring for Culture

But as the reality is, fever must be cured. However, because this phenomenon is positive, despite all the clamour for cycling fever, in the context of rejuvenating the city, the government caught this to rearrange some things. For example, transportation systems, incentive systems for bicycle users, and so on. Because we should be grateful that this phenomenon has more positive impacts on life.

Several strategic steps that are welcomed by the government include: First, appreciation. In this case, the government needs to strengthen the role of the community to civilize cycling. So this phenomenon is not a momentary crowd. If necessary, provide subsidies or incentives to this community, such as assistance for mass organizations.

Second, facilitation. the needs of this community in building and extracting these (new) habits. This facilitation takes various forms, starting from strategies and policies, as well as building facilities and infrastructure to support this culture to gain security and comfort—especially in the current pandemic era.

Third, incentives in various forms for those who consistently use this mode of transportation. Incentives can be in the form of indirect things, such as tax cuts, selecting children's schools, and so on. This is done because all of us, not just cyclists, feel the positive impact of cycling;

Fourth, reform. Based on this trend, although it still looks instantaneous, the government is starting to change direction or reform and the transportation system is becoming a mode that leads to environmentally friendly agendas. The consequence is that reinforcement in this system must be clear and real. Including building an industry that supports this new culture.

In general, it can be interpreted that economics is a study of the management of individual material resources, society, and the state to increase welfare. Essentially the values contained therein or the basic principles of economic activity are activities of production, consumption, and or distribution. If we examine in depth these economic activities, in principle, they also occur in sports activities, where the activities come into direct or indirect contact with the principles of economic activity, namely, production, consumption, and distribution. The most obvious example is the clothing and sports equipment industry. thick with economic behaviour.

The pandemic period that is being felt by the people in Indonesia has produced several social impacts. The New Normal era or new normal produces something that sometimes seems unique. One of them is cycling. Perhaps a phrase that can adequately represent that reality is “fever”, which, when related to what is happening, can be described as “bike fever”.

Fever, like its epistemology, is a phenomenon of heating a medium at a certain time. Of course, because Bicycle Fever can be said to be positive, we hope that after this fever goes away, it becomes a habit. From this habit, we are saving cultural milestones. Meanwhile, when referring to social-medical indicators, cycling is healthy. Whatever the initial motive for buying and using it. Especially if used regularly, systematically, and continuously.

The Bicycle Fever phenomenon can be read from another perspective. From the point of view of Economic

Sociology, for example, this phenomenon is an expression of how social classes establish themselves in everyday life. Every social class expresses itself in a space of cultural identity. In that cultural space, each tries to fight over the other's discourse, the entry point of which is to carry out the same actions as the masses.

CONCLUSION

The trend of cycling during the coronavirus pandemic started with people experiencing boredom problems when all activities had to be done from home and people began to realize that they needed sports, such as updating positive information about Covid19 which would degrade immunity.

Consumerism is the notion of a person or group consuming or using goods produced excessively or inappropriately consciously and sustainably. Consumerism does not only consume the use value of the products it buys, but also the symbolic values that arise through these products and can affirm its position in society. In this case, the brand (brand name) is the symbolic value of a product which is important to observe. Attitude to live protected from exposure to the coronavirus. The alternative sport that was eventually found was cycling. This bicycle sport can be found in several areas for various age groups, especially during work holidays. Jean Baudrillard's theory of sign value explains that people's consumption behaviour is not only based on needs but also a system of social recognition that directs individuals to goods. This kind of behaviour is developed by someone who leads other humans to be consumptive.

The struggle for discourse in everyday systems can be denoted in various forms. We can collect data from simple things: the type of bicycle used, cycling friends, places where they hang out, and types of accessories such as helmets, clothes, shoes, and so on. Then on a macro level, of course, the desire to cycle will move the economic axis which has been a bit stagnant for so long. Selling and buying bicycles, repairs and workshops, bicycle accessories, bicycle cafes, and the community. Many parties enjoy its economic and social blessings. Another thing that is no less important is because cycling communitarianism is strong, this situation is good enough to increase the immunity of the perpetrators. We know that social comfort is one of the boosters of human immunity. Conversely, information that frightens consumerism is an attitude that will never be satisfied because its satisfaction is consuming new things that change every time.

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