

# Exploring Of Rural And Urban Attitudes In The New Normal Era Of COVID 19: A Study In Acehese Community

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## **Abstract.**

*This article describes reports on attitudes of communities those who live in rural and urban citizens in the new normal Covid-19 era by a sample of Aceh Utara district and the city of Lhokseumawe, Aceh province, Indonesia. Attitudes are generally understood by people as individual evaluations in a positive or negative sense for objects, events, situations, or other aspects, and allow individuals to predict and change their behavior in life. The data collection was done through direct observation, in-depth interviews, and FGD. The findings of the study show that the attitudes of rural and urban residents are no significant differences in the aspects of knowledge/experience and understanding of the developing reality. However, from the spotlight, the tendency of citizens' behavior looks different between what is known and understood with the appearance of behavior, where the behavior of rural residents ignores the adaptation of the new normal rules, and urban residents generally follow the new normal rules for the Covid-19.*

**Keywords:** Attitudes, Rural-urban community areas, New normal rules Aceh Utara-Lhokseumawe, Aceh Province

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## **I. INTRODUCTION**

The Covid-19 disease outbreak that emerged in Wuhan, China in December 2019 (B.-L. Zhong et al., 2020), and continues to spread throughout the country in February 2020 has killed millions of people. To anticipate the spread of Covid-19, government policies in each country apply new normal rules by prioritizing health protocols following the recommendations of the World Health Organization (WHO), namely wearing masks, maintaining distance, and not gathering in crowded places. The coronavirus epidemic is known in psychology as epidemic and pandemic psychological. Taylor (2019) explains the psychology of a pandemic in a more complex way, namely that pandemic disease affects people psychologically broadly, and massively, starting from the way of thinking in understanding various information about health and illness, emotional changes (fear, worry, anxiety) and social behavior (avoidance, stigmatization, healthy behavior). Also, psychological pandemics can lead to prejudice, suspicion, and discrimination in other groups (outgroups) which can lead to hatred and social conflicts in social realities. These new normal rules are usually applied in the short term, as the coronavirus outbreak ends. LaBarre in 2003 reviewed the opinion of Roger McNamee (Ginting, 2020), that the new normal will always occur throughout human life.

Therefore humans must patiently learn and continue to adapt to develop appropriate responses in the face of the demands of the changes that occur. McNamee added, the definition of "normal" from new normal relates to the time scale, where humans will try to develop appropriate behavior to make life better in the long term. (Ginting, 2020). The context for the 'new normal' applied by the Indonesian government includes more short-term behavior changes as an emergency response to the Covid-19 outbreak. The state of emergency response to the epidemic that is sweeping the country and the rest of the world in this study we call it attitude, so it is complex and easy to understand by all parties. Attitudes are generally understood by people as individual evaluations in a positive or negative sense for objects, events, situations, or other aspects, and allow individuals to predict and change their behavior in life (Atkinsom et.al, 1996 in Ugulu, Sahim & Baslar, 2017). Eagle & Chaiken, 1993 in Rahman, 2014) divide two models of individual attitudes, namely 1) Attitudes from a combination of cognitive, affective, and conative, and 2) Attitudes in the sense of assessment - positive and negative - on a particular object or event that is displayed through intensity certain too. An online survey conducted by BPS (2020), concluded that the Indonesian people generally comply with all government regulations in dealing with COVID-19.

The survey by conducted Etnomark Consulting (2020) on changes in the behavior of urban communities during the Covid-19, concluded that 70% of sociable & community-oriented behavior, 27% positive but self-oriented behavior, and 3% tend to behave ego-centric. A survey conducted by the *Reboan Council*, Ministry of Religion of the Republic of Indonesia (in Ruhana & Burhani, 2020) stated that in general, religious people follow the rules imposed by the government in dealing with Covid-19, so that people's knowledge, attitudes, and behavior become more enlightened. Yanti, et.al (2020) which seeks to identify knowledge, attitudes, and behaviors to prevent SARS-CoV-2 transmission through social distancing, concludes that Indonesian people have good knowledge, attitudes, and behavior towards social distancing as a way to prevent transmission of the coronavirus. Pancawati & Satoto (2020), stated that public knowledge, attitudes, and practices (KAP) towards Covid-19 play an important role in determining the readiness of the community in accepting policies in the form of behavior changes from health authorities. Community observance tends to be influenced by public knowledge and attitudes towards COVID-19.

Evidence shows that public knowledge is important in overcoming a pandemic. The presents this study is an attitude of the Acehnese community – focus on the attitudes of residents who live in rural areas and urban areas with a sample of residents from the city of Lhokseumawe and the district of Aceh Utara—related in the new normal adapt of the Covid-19 pandemic, according to researchers, is interesting to explain scientifically. Because it is suspected that there is an understanding of the conditions that are going on in his life. In general, observations in reality from April-September 2020 provide information that communities living in urban areas tend to

follow recommendations that have been socialized by the government through various communication media against the Covid-19. The social reality in the rural areas looks to be less sensitive (slowly) in applying the information to anticipate the Covid-19 outbreaks, such as the application of wearing masks, maintaining distance, or not crowding. The empirical social and cultural activities are still running normally as before the Covid-19 period. Our focus in this study is to describe the reality of community attitudes in the new normal era. Similar research has never been carried out in Aceh, particularly in the study of rural and urban perspectives.

**II. METHODS**

This study was used to analyze naturally field in social realities with a phenomenology method by sample a community who lived in rural areas (samples from the regions of Aceh Utara; Sawang, Matangkuli, Paya Bakong, and Tanah Pasir), and citizens who lived in urban areas (the Lhokseumawe City; Kp Jawa, Mon Geudong, and Cunda). Total informant (interviewed 20 participants; 10 in rural areas and 10 in urban areas). This study is also confirmed by the sample criteria, namely members of the citizen, from young people and adults (male and female), aged 35-60 years, literate, high school education/equivalent to undergraduate, diverse occupations, and willing to be research subjects.

The data collection for this study can be explained as shown in the social reality focus locations in a crowded place; Keude Sawang, Keude Paya Bakong, Keude Matangkuli, and Keude Tanah Pasir of traditional markets- within the districts of Aceh Utara and Lhokseumawe City – starting of observing from April to August 2020, and In-depth interviews and FGD data were taken at the end of July and August 2020. The data analysis procedure of this study was carried out using an interaction model from Miles, et al (2014), that: data reduction, data presentation, and conclusion drawing.

**III. RESULT AND DISCUSSION**

**Rationality of Studies**

This study objective focused observation on social reality was carried out to identify the real conditions of community living in rural areas (in the district of Aceh Utara) and community living in urban areas (in the Lhokseumawe city), such as the daily routine habits of residents related to; wearing masks and avoiding crowds in public crowded places during the adaptation period for the new normal Covid-19 from the end of April-September 2020. Data on field observations in several rural areas Aceh Utara district) showed the empirical reality of the behavior of rural residents in the table the following:

**Table 1.** Description of the reality of rural residents

Residential location	Applied Health Protocols			Gender	
	Wear masks	Keep the distance	Not crowding	Male	Female

Keude Sawang villager	√(-)	-	-	-	√
Keude Matangkuli villager	√(-)	-	-	-	√
Keude Paya Bakong villager	-	-	-	-	√
Keude Tanah Pasir villager	√(-)	-	-	-	√

*Source: Research results, 2020*

The description of table 1 above, shows the results of observations on the reality of this study that, in general, residents in rural areas carry out various activities as usual (before the new normal rule) as if in rural areas without any problems with the social reality that surrounds them (coronavirus the plague). As a result, they (men in various age ranges) rarely apply health protocols when going to the market; wear a mask, keep your distance, or don't crowd. Only a small proportion of them apply health protocols (female). This reality isn't due to citizens 'ignorance of the information on the socialization of the new normal rules that was conveyed by the government through various media during the coronavirus pandemic, but because of the residents' interpretation of the regional reality where their area is far from urban. Meanwhile, the record of the empirical reality of urban residents can be analyzed from the daily activities of residents during the new normal rule of the Covid-19, as presented in the following table:

**Table 2.** Description of behavior reality on the urban residential

Residential location	Applied Health Protocols			Gender	
	Wear masks	Keep the distance	Not crowding	Male	Female
Kampung. Jawa villager	√(-)	√(-)	√	√(-)	√
Mon Geudong villager	√(-)	√(-)	√	√(-)	√
Utuen Bayi villager	√(-)	√(-)	√	√(-)	√
Cunda villager	√(-)	√(-)	√	√(-)	√

*Source: Research results, 2020*

Table 2 above provides information that the reality of the population living in urban areas in the new normal era of Covid-19 adaptation, most of them apply health protocols in carrying out their daily activities; Some wear masks when shopping at the market, or do their daily routine. However, in maintaining social distancing and avoiding crowds, residents still seem less effective. In the market reality, residents greet each other. Only a small proportion of the population don't wear masks (generally men) when shopping at kiosks in their village. Furthermore, information about the reality of social life obtained from several in-depth interviews with urban and rural residents can be described (according to the objectives of this study), such as the following snippets of information.

### The Study Finding

This study aims to explore the attitudes of citizens in the reality of applying the new rules of behavior (new normal) during the COVID-19 period, based on knowledge and understanding of the coronavirus outbreak and the behavioral trends that residents carry out in their lives.

### ***1. Description of the knowledge of the Acehnese community in the New Normal era Covid-19***

From the exploring of social reality in understanding the attitudes (experiences and knowledge) of community living in rural and urban areas, researchers obtained through in-depth interviews and general discussions with some citizens regarding the application of the new normal Covid-19 conditions. P-1 (Male, 37 aged), groceries trader, Riseh-Sawang villager, say: "For me, the new rules are good so that people maintain their health. Moreover... this season the situation isn't clear, yeah if I... I just follow it to be safe and secure. In the city I see people wearing masks (almost all of them are visible). In the village only people who work in cities or other places wear masks. Maybe corona is not here yet. I see that every day our people don't get together in a coffee shop, it doesn't taste right, it has become our culture to sit in a coffee shop for a while before work and come home from work ". (An interview at market traditional of Riseh, Sawang, Aceh Utara, 07/08/2020). The other resident, P-2 (Male, 57 aged), public figure, Keude Sawang villager, mentioned: "His condition is normal. I guess people everywhere are following the rules too.

You have to wear a mask because of the condition of the corona ... just wear it and you won't lose to market shopping. Experience, sometimes many rules don't work smoothly in rural communities, because usually, residents go to the market in a short time... The villagers generally live from farming, yeah from the fields, from the garden directly to the market.... After shopping, they immediately went home .. because they were still wearing work clothes. I think so in the village. But if you want to leave your village, go to town, and want to go to Linto Baro, usually, the residents are already in preparation. After going home immediately. shower .... that's how people in the village". (08/08/2020). While other villagers, in Aceh Utara areas, P-3 (Male, 48 aged), Coffee shop manager, Keude Matangkuli villager, mentioned: "I think this coronavirus is completely wrong, the kind of me who sells this coffee if there is a masked raid it is a problem because residents who drink coffee don't wear masks. Residents who get cakes... .dag digs also at coffee shops, because they don't wear masks, it's hard for us to recognize people with coronavirus, keep getting sick and the *puskesmas* says corona. Yeah, this area doesn't exist yet. It is difficult for us to be coffee traders, yeah, but what more do you want this is my job".

(An interview at Coffee shop, 14/08/2020). Likewise, with the opinion of other residents from the village of Paya Bakong, P-4 (Female, 45 aged), Elementary School Teacher, has been to say: "The rule is for the safety of the community ... I think it is good so that the corona does not spread everywhere. Only if in the village the new rules are like; must wear a mask every day and keep your distance, it has not been absorbed by the community. We see that the average citizen does not wear a mask to the market in his village. Maybe the culture of rural residents is free. In my opinion, new... old rules developed in the countryside. For the members of the community what is important... don't have a warlike before, it is already independent. Maybe the corona

outbreak does not affect rural areas, it's not yet an emergency"(An interview at market traditional, Paya Bakong, Aceh Utara, 10/08/2020). Furthermore, residents of Tanah Pasir Village, North Aceh explained their opinion about the new normal era, P-5 (Male, 35 aged), Phone voucher seller, mentioned: "I think the coronavirus must be watched out for because it is contagious.

Yeah, if someone is wearing it, everyone is wearing it too. But I don't know either.... is there a coronavirus ... yeah, if we follow the news on social media ... we are also affected. Almost every day someone is affected by the coronavirus in other areas. Sick of hearing... news. Maybe it has also entered our area ”(An interview at market Tanah Pasir, Aceh Utara, 13/08/2020).Meanwhile, the views of urban residents regarding the implementation of the new normal era in the COVID-19 situation can also be analyzed from the following results of interviews and FGDs. P-1 (Female, 38 aged), Es Kelapa Muda seller, Mon Geudong villager. He’s mentioned: “My husband and I know that there is a coronavirus outbreak from TV news, yeah.... If we open the news channel....Corona continues, we are also worried if the coronavirus reaches Aceh. When the new normal was implemented, we were also distributed masks by youth groups... I didn't know the name of the group, their clothes were blue and blue. The municipal government also got a mask, yeah I just accept all of them. Then I just use it if I want to sell, yeah ... keep your health safe. For me, let the new rule be so that we are all safe "(An interview, Around of Lhokseumawe Football Stadion, 17/08/2020).Another townspeople, P-2 ( Male, 55 aged), Education of Islamic teacher, Uteun Bayi villager, mentioned that: "We're just looking safe, sir.

There are new rules we follow, in my life, I don't want to make it messy. I always encourage my family and neighbors to follow the rules. The rule also creates problems for us as citizens. I think the new rules imposed by the government are good, such as wearing masks, keeping your distance, and not gathering together during the Covid-19 period, yeah, to avoid being hit by the coronavirus, for our safety too. Yeah, in my opinion, the recommendation is good” (An interview at Mosque of Islamic Center, Lhokseumawe, afternoon, 18/08/2020). Other townspeople's opinion, P-3 (Male, 48 aged) Rice seller, Kampung Jawa villager, that: “For me....the new rule is good... maybe because I am a rice trader here. We urge you to wear a mask and wash your hands ... it's good for your health. If you keep your distance too, especially in cities, all kinds of people can avoid robbery if we keep our distance. Yeah ... by chance the coronavirus came, in my opinion .... we need to take care of ourselves. I see that many people in this city wear masks. But if you don't get together, there are still a few who listen, we see that in coffee shops or cafes it is still crowded every day and night ”(An interviews, ‘Pasar Inpress, Lhokseumawe, 20/08/2020). Almost the same opinion was also conveyed by residents of Cunda village, Lhokseumawe, P-4 (Male, 50 aged) Junior high school teacher: "I support the solutions implemented by the government to overcome the coronavirus.

Because the corona issue isn't clear, all social life systems are damaged. Yeah, it's a shame schoolchildren can't go to normal school. Online school... was effective. In general, our people are still new to online.... Poor parents are also poor people. Certainly can't afford to buy a laptop "(An interview at 'Lom Kupa' shop, Cunda, Lhokseumawe, afternoon, 22/08/2020). As well as the opinion of other residents, P-5 (Male, 53 aged), Public figure, Mon Geudong villager, "It's a bit hard to believe the reason for the coronavirus... ..but because the news has been so incessant for almost a year.... Yeah... we stay alert and take care of ourselves, our families, and our environment. We were told to wear a mask, we just run it, we must also obey our distance. Yeah ... the new normal rule is good ... for the safety of us all. But if you are asked to pray in the mosque, you have to do it rarely... yeah, not praying in congregation... this is the wrong rule... once I understand it ". (An interview at 'Station Kupa' shop, Lhokseumawe City, 23/08/2020) Some information from urban residents, in general, is also not much different from the knowledge of citizens who live in rural areas. It's just that the level of outreach felt by city residents regarding the implementation of the new normal is more significant by the local 'Muspida' (municipal government apparatus), the socialization and distribution of free masks are intensively carried out considering the busy traffic of the city every day, so that information develops quickly to all citizens, as some information expressed by urban citizens regarding the implementation of the following new normal Covid-19:

## **2. *Description of the understanding of Acehnese community on the New Normal era Covid-19***

Theoretically, every information and situation that hits an individual or group of individuals will automatically provide an understanding as well as an assessment of each individual or community member (positive or negative). On the other hand, some people before assessing and making the information as standard knowledge for them, try to find additional information or the source of the information coming. However, some others immediately assess without looking for information or its source of origin to be used as accurate reference material in interpreting the reality of their life. This kind of reality is clearly illustrated by some interviews with the participant - both residents who live in rural areas and urban areas. The following is a description of the information presented by some participants in this study, which implies the reality of citizen understanding/judgment in the applied era of the new normal Covid-19 which shapes and determines people's attitudes in their behavior in everyday life. One of the residents, P-1 (Male, 48 aged), Coffee shop manager, Keude Matangkuli villager. "I think the new regulation (new normal) is being implemented by the government so that the coronavirus does not spread to the village. Yeah... that's good in my opinion. Only in the villages, you rarely wear masks. Maybe residents in rural areas sometimes think that such rules are only for city residents.

Yeah, I wear a mask when I need to go to the city... I don't understand either ". (Interview at the coffee shop, Matang Kuli, Aceh Utara, 14/08/2020). As well as the

opinion of other residents, P-2 (Male, 37 aged), Groceries seller, the Riseh-Sawang villager, mentioned: "For me, the current situation and conditions are not yet precarious, but people need to be aware of it. As long as we care about our health and that of others, that's fine. If we leave the village to go to the city, we better bring a mask just in case. We have a family.... Yeah, we obey so that they also protect themselves from the coronavirus. Yeah, other people might think like that, let's not ignore relaxed people"(08/08/2020). A public figure in the village area of Aceh Utara, P-3 ( Male, 57 aged), Keude Sawang villager, has to say: "This is government regulation, so we are told to wear masks, we just follow them, ask for distance in social relations, yeah ... we just do it. But if when praying to keep the distance violates Sharia law, then we just ignore it. Like in our area, the "Shalat berjama'ah" (Indonesia-term) are obliged to meet the shaf ... yeah, we carry out our worship according to Allah's law. The most important thing is that our beliefs and beliefs should not be forced to change. Indeed, our citizens must know the new regulations issued by the government..... so they can judge the truth ".(An interview at 'Keude Sawang, Aceh Utara, 08/08/2020). While other residents of Aceh Utara areas, interpret the ongoing conditions, P-4 (Male, 35 aged), cell phone voucher seller, Keude Tanah Pasir villager: "Yeah, how about this ... the conditions are already like this, happy or not happy we have to go with the flow to survive the corona disease.

But if in the villages the new rules don't work, I don't think it's because the public's awareness doesn't know about the coronavirus issue. For example, the kinds of health rules about smoking. People also smoke. Let's see, when the news about corona no one cares anymore, corona goes away by itself. The matter of wearing a mask is still used when traveling to the city to keep ashes from entering the mouth, I think so." (An interview at 'Keude Tanah Pasir, Aceh Utara, 13/08/2020) As for the understanding of other residents is also able to describe attitudes in general, P-5 (Female, 45 aged) Elementary High School teacher, Paya Bakong villager: "In my opinion, right now our country is indeed in a state of trial ... yeah, we can do it ... while always praying that all the plagues will disappear quickly. Because of the issue of corona disease, we don't dare to go far. Moreover, the villagers, are already comfortable in their village ... they are used to not being far away. The people here work in agriculture, right? At best, go to Lhokseumawe if there is a need. So, I think it's natural as if they ignore the new rules because they don't leave their village much"(An interview at market traditional, Paya Bakong, Aceh Utara, 12/08/2020). Guided by the reviews of the interview results above, it provides information that true rural residents do not view the condition of the coronavirus as something skeptical and a priori. In reality, rural residents assess (understand) well the conditions of reality that are developing around the world, including in their areas. As a result, no one has been exposed to the coronavirus disease, there is a mismatch between knowledge and understanding with the tendency of behavior that appears in real life.

On the other hand, the condition of the understanding of residents in urban areas during the implementation of the new normal Covid-19 era, actually there isn't a difference. This is seen in some information conveyed by residents such as the empirical description of several interviews. P-1 (Male, 55 aged), an Islamic teacher, Utuen Bayi villager, Lhokseumawe, he's said: "Yeah ... I think we as citizens can only follow the rules made by the government, so we just follow so that we don't question when we leave the house. In my opinion, it is natural, anticipating the development of the coronavirus. However, if it conflicts with religious teachings, such as not being allowed to come near during congregational prayer, it is a wrong rule that we can follow. We also need to provide input to the government so that the regulations made do not disturb Muslims. Yeah, I think so, sorry for the misinterpretation (An interview at Mosque of Islamic Cinter, Lhokseumawe, 17/08/2020). An understanding of other townspeople, [P-2], Male, 48 aged, Rice Traders at Pasar Inpress Kampung Jawa villager, Lhokseumawe City, mentioned: "For me, government regulations ... such as wearing masks, keeping your distance, and washing your hands are right so that people avoid corona disease.

In this kind of market, there are a lot of people passing by ... we don't know whether there are those who wear corona or not. I indeed trade rice as it is very difficult. Yeah, how else is this my job? Yeah, I can do the most, pray that the corona is eliminated by Allah .... to be comfortable, and not worry "(Interview at Pasar Inpress, Lhokseumawe City, 20/08/2020). The same opinion was also given by [P-3, female 33 aged], *Es Kelapa Muda seller*, The Mon Geudong villager, Lhokseumawe city: "I'm a poor person, just looking for a fortune by selling 'es Kelapa Muda (coconut ice)... I hope that the coronavirus will end quickly so that life will get better, not fear, and anxiety. I think everyone hopes so so that the business will run smoothly. The important thing is that our lives are calm, not terrorized by disease, life can be calm and safe... easy to find a fortune, not worrying about our children and our families... in my opinion that's how it's "(Interview at Football stadium around, Lhokseumawe City, 17/08/2020). Other residents [P-4, Male, 53 aged], Mon Geudong villager said: "I understand this; sometimes the news is true and also wrong ... who makes the news and where does it come from. The mass media have been bombarded by the mass media for months, people all over the world will get drunk. If the news in the media disappears. ... yeah the issue of the corona sinking ... I think so.

But we ... must always be vigilant and also save ourselves from all the deadly diseases. For example, in our country, we are asked to wear masks, wash our hands, and keep our distance. just follow it, because it's good for mankind's salvation" (Interview in the 'Station Kupa' shop, Lhokseumawe City, 23/08/2020). Furthermore, the understanding of Cunda residents, Lhokseumawe, [P-5, Male of 46 aged], a teacher at junior high school in the Lhokseumawe city, explained that: "Yeah, I think the new normal policy is good for our health. Wearing a mask doesn't cost a lot of money, it's also comfortable from the ashes. It's good for our health. It's not because

I'm a teacher, but we don't want to be infected with the coronavirus if the virus does exist. As I recall, when I was a child, there was also a *tha'un* (Arabic term) plague... that attacked the inhabitants of the earth. But not for long, this kind of corona was already a year. Yeah, we will protect all of us not wearing coronavirus"(Interview at 'Lom Kupa' shop, Cunda-Lhokseumawe city, 22/08/2020).

Based on the results of in-depth interviews the research team with many participants in rural and urban settlement areas informed that, from the aspect of understanding the adaptation of the new normal covid-19 era, in general, the residents of Aceh Utara and Lhokseumawe, Aceh Province, Indonesia have a very good (positive) understanding of government regulations in breaking the chain of Covid-19 spread. The reality of the knowledge and understanding of citizens living in rural and urban areas is that there is almost no significant difference. differences occur in terms of behavioral tendencies in social life, where rural residents tend not to follow the adaptation of the new normal Covid-19 rules. The community living in urban areas generally follows the existing rules in the new normal Covid-19 era, such as wearing masks, keeping their distance, and not crowd in public places. The study of Ngwewondo, et al (2020) which detected the knowledge, attitudes, and actions of Cameroonians regarding Covid-19 concluded that for all ages, knowledge, and attitudes are important to be aware of and comply with the applicable rules in preventing Covid-19. Li Z-H, et al. (2020) concludes their study that Chinese workers have a strong awareness of COVID-19 but also have some misconceptions.

In addition, lower levels of knowledge and practice related to COVID-19 among older and less-educated workers. Therefore health authorities still need to ensure correct information on COVID-19 prevention and strengthen health interventions, especially for older and less-educated workers. Previous descriptive research in the Indonesian context, Agung (2020) who looks at the reality of people's behavior during the Covid-19 pandemic concludes that information processing and cognitive bias, emotional and behavioral changes, and social influences and conformity are aspects that affect the psychological dynamics of dealing with the coronavirus outbreak. Buana (2020), stated that the ineffectiveness of government policies was due to the cognitive bias of the community, as a result, in reality, there were still many residents who ignored the government's call to implement health protocols in various public places. Partono & Rosada (2020), concluded their study that optimistic behavior displayed by the public is very important. To make the public aware of optimism, the key is to have a strong immune system, share a positive attitude to deal with Covid-19 so that the reality of being exposed to the coronavirus is low.

Therefore, an optimistic attitude is the main key to increasing immunity in the reality of Indonesian society. Citizens have certain reasons why they do not follow the rules imposed by the authorities. so that experiences between citizens are different, according to the cultural context, beliefs, and social systems that develop. Furthermore, the community is now smart in responding to the information that hits them with

various analyzes and existing information sources. What distinguishes and the advantages of this research from the previous survey and descriptive research is that this research is field-based, which is carried out directly and naturally in the realities of life of rural and urban residents. While previous research was more on the study and analysis of media reports and online surveys. The focus of the study is also very different, namely that many studies do not see the importance of people's attitudes in rural and urban areas which may logically differ from one another.

#### IV. CONCLUSION

These studies provide information that the attitudes of rural and urban residential on the aspects of knowledge and understanding/appraisal have no significant differences related to the new normal reality during the Covid-19 pandemic. The obvious difference can be seen in the realm of the behavior of residents in the reality of their lives. The rural residents tend not to follow the new normal rules (not wearing masks, not keeping their distance, and also still being happy to gather) in their social reality (see on observing of table 1). Meanwhile, urban residents tend to absorb the new normal rules well according to their knowledge and assessment. Their understanding is that they are sure to also practice them in the reality of their lives (see on observing of table 2).

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