



Financial Problems Faced by Society: a Social Media Content Analysis

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Article Info

Article history:

Received January 10, 2021

Revised March 1, 2021

Accepted may 27, 2021

Available online June 1, 2021

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Phone number: 081230038302

Keywords:

Financial, Financial Problem, Financial Literacy, Social Media.

Abstract

Muslim society faces various financial problems amid the rapid of financial technology development and the threat of global recession. People must have a good financial literacy in order to deal with various financial problems which arise due to the threat of a global recession. To increase financial literacy, it is necessary to know which category the society has the least. In the other words, it is necessary to know what are financial problems often discussed and faced by the community. This study will discuss what are the financial problems faced by community. The data obtained from social media contents with the financial planning niche. The analysis of this study used qualitative content analysis approach. The results shows that the community has various financial problems, but there is a similar pattern which are the absence of emergency funds and financial planning. In addition, discussions that specifically address financial problems for Muslims are very rare. Increasing financial literacy is very important to be done by various parties to minimize those financial problems. Government support is needed in increasing public financial literacy both directly and through digital media.

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INTRODUCTION

The global recession is a condition where the economy experiences a global slowdown. The slowdown will cause the real sector to hold back production capacity, thereby triggering a reduction in the workforce. As a result, the global recession will affect financial outcomes and reduce people's purchasing power. The Covid-19 pandemic, which lasted from 2020 to 2023, was one of the triggers for economic recession in various countries. Even though the pandemic has ended, the global recession is still a threat to the Indonesian people. Each individual and household needs to prepare themselves to face the worst possibility if a recession occurs in Indonesia

People need to have good financial literacy to face various financial problems that arise due to the threat of a global recession. Financial literacy is knowledge, skills and beliefs that influence attitudes and behavior to improve decision-making and financial management to achieve prosperity (OJK). The Indonesian people's financial literacy index in 2019 shows a score of 38.03% (SNLKI 2019). This means that out of every 100 residents, there are around 62 people who do not have financial literacy. Whereas financial literacy can strengthen the economy and purchasing power which is an important factor in efforts to deal with the threat of recession for society.

Inequality in technology and financial literacy is very visible in society. The data from the Indonesian Ministry of Communication and Information as of June 2023 shows that there were 1,713,103 complaints from the public, of which 16,461 were fraud complaints and 540,410 were gambling complaints (www.kominfo.go.id/statistik). People who do not have good financial literacy will be easily influenced by social media content that leads to online gambling and online loans. Moreover there have been many cases of suicide caused by online loan entanglements (www.jawapos.com). Thus increasing public financial literacy is absolutely necessary.

According to Remund (2010) financial literacy consists of knowledge of financial concepts, ability to communicate financial concepts, skills in managing personal finances, making the right decisions and confidence in planning for future needs. To increase financial literacy, it is necessary to know which category the community has the least. In other words, it is necessary to know what financial problems are often discussed and faced by the community. From these problems it can be seen what financial literacy needs to be improved in society.

This problem can be reviewed from social media. Social media offers a more comprehensive alternative for inquiry into society's concerns. The widespread use of social media in Indonesia lends credence to this. There are presently 63 million internet users in Indonesia, according to the Kemenkominfo (Ministry of Communication and Informatics) and 95% of those people access social networks online (<https://www.kominfo.go.id/>). Thus social media provides the information needed to find out the problems faced by the community.

Research on financial literacy, financial inclusion, and financial planning has been carried out by many researchers (Muhammad Raihan Aulia Firdausi & Rahmatina Awaliah Kasri, 2022);

(Hasan et al., 2021); (Ika Yunia Fauzia, 2020); (Ansari et al., 2022); (Brillianti & Kautsar, 2020). However, research that specifically addresses financial problems faced by the community in terms of social media content analysis has never been carried out.

The community's financial problems, which are hotly discussed on social media, will be explained through this study. This research will select trusted social media accounts which specifically provide financial literacy to the public. The selected content is content in the form of images or photos so that the analysis can be more focused, rigid and directed. The findings of this research are expected to help increase financial literacy and improve people's economic resilience amid the threat of a global recession.

METHOD

The formulation of the problem in this study is "What financial problems are often faced and discussed by the community?", so the research method in this research is descriptive qualitative. Data and information collection is carried out by tabulating the required data sources. The data in this study is secondary data obtained from social media networks.

The unit of analysis is used to select which social media account will be the data source. The social media accounts that will be selected in this study are trusted social media accounts that have been established for more than 10 years and specifically discuss about financial literacy. The first step in the data collection procedure is to search and determine which social media accounts would be the source of the data. Second, researchers would breakdown the financial topics which discussed in the selected social media accounts. Third, researchers would got the data to answer the research questions. The data collection process was self-documented by the researchers.

The data validation technique in this study is the persistence/constancy technique of observation and data triangulation. Persistence in observation, which entails focusing in-depth attention on items that are very concerned with the problem being addressed. Data triangulation is a technique for checking the validity of data that utilizes something other than the data to check or as a comparison against the data.

The analysis technique in this study uses a content analysis approach. Content analysis has been widely used in social science to analyze people's communication (Schwartz H Andrew and Ungar Lyle H, 2015). The content analysis used in this research is data-driven content analysis because it often requires no specific a priori theories or expectations. One only needs to plan the outcomes they are interested in and the types of language features (e.g., words or topics) they would like to associate, and let the data tell the story (Schwartz, Eichstaedt, Kern, Dziurzynski, Ramones, et al 2013). Data-driven techniques can work toward two goals for social science: prediction and insight that are in accordance with the objectives of this study (Schwartz H Andrew and Ungar Lyle H, 2015).

RESULT AND DISCUSSION

The results of searching and determining social media accounts which will be the source of data in this study found companies that focus on increasing financial literacy for the community and have existed for more than 10 years. The company is “ZAPfinance”. This company was started in 1996 when its founder, Dr. Ir. Iwan P. Pontjowinoto, MM, CFP gave birth to the first mutual fund issuance in Indonesia and in 1997 pioneered and initiated the issuance of the first sharia mutual fund in Indonesia. In 2000 the founders of ZAPfinance also spearheaded the publication of the Jakarta Islamic Index (JII) on the Jakarta Stock Exchange, which is currently called the Indonesia Stock Exchange.

Principal Consultant and CEO of ZAP Finance is Prita H. Ghozie, SE(Akt.), MCom., GCertFP, CFP®, QWP, AEPP. In 2007 Prita opened a training class on making their own Financial Plans for employees at IBM Indonesia, whose curriculum became the forerunner of the ZAPfin Financial Planning Certification (ZFPC) training. This class is a free class and is a facility that is a series of IBM ID Club programs for its members. In 2008, ZAP Finance officially operates as one of the leading independent financial planning consultants in Indonesia by launching a website and providing financial planning calculator services for members who register via the web (<https://zapfinance.co.id/>).

At the time this research was written (June, 2023), the ZAPfinance social media account on the Instagram platform had 233,387 followers and 1337 posts. The results of the study found that the content shared on ZAPfinance's Instagram account consisted of financial literacy educational content and examples of financial problems faced by the community. The financial education provided includes the following:

Table 1. Financial Education

Topics	Discussions
Financial Arrangements	Budgeting Financial Management By Women Financial Habits and Mindset Household Finance Financial Arrangements for Various Professions How to Save the Money
Financial Targets	Purchase of Homes, Vehicles, Gadgets Wedding reception Vacation/Homecoming Financial Independence Hajj, Qurban, Waris Pension fund Education Fund Emergency Fund Financial Freedom

Investment	<ul style="list-style-type: none"> Conventional Investment Sharia Investment Sharia Capital Market Property Ownership in Islam
Other Financial Topics	<ul style="list-style-type: none"> Side Income Recession Issues Financial Check Up Self Rewards Financial Mistakes Finance for Students and Freshgraduates Generation Sandwiches Insurance

The first topic is education about financial management which is very needed by society. Based on the results of analysis on zapfinance's social media accounts, the society needs education about regulating income and expenditure posts or budgeting. Even though for some circles budgeting is an easy thing to do, there are still many individuals or households who don't know how to budget their finances. Education about financial management for women is also very important. This is because generally in households in Indonesia women have the responsibility to manage family finances. Likewise with financial management for various professions owned by the community.

Other topics are listed in table 1. This study found that the financial education provided was intended for the general public. Considering that the majority of Indonesia's population adheres to Islam, a more detailed financial education specifically for Muslims is urgently needed. The Muslim community needs to know that there are special rules that need to be considered by Muslims in financial management. Muslims must avoid usury in their financial arrangements. Moreover, there are financial instruments such as zakat, infaq, shodaqoh, and waqf (ziswaf). If every muslim or muslim's household pays attention to the ziswaf post in managing their finances, this financial management will not only maintain certain individual or household welfare but would also improve social welfare. A waqf is similar to an endowment fund but is strongly encouraged in Islam as a contribution to society (Sukmana Raditya, 2020). Indeed, as a government responsibility, poverty alleviation can be significantly supported by individuals' charitable efforts (Kaleem and Ahmed, 2009).

While the financial problems faced by the community are presented in the following table:

Table 2. Problems Faced by Society

Topics	Discussions
Household Finance	Household Problems: affair Long Distance Relationship Single parent
Income	Salary below the regional minimum wage Fresh graduate Get laid off Unstable Income Zero Income Due to the Pandemic
Expenditure	Sandwich Generation Debt Installments No Emergency Fund Inflation Toxic Financial in Relationships hard to save and wasteful
Financial Arrangements	Bad financial habits: Purchasing Luxury Goods Lifestyle Overshopping
Other Financial Problems	Business Finance Trapped in Online Loans Stupid Investment Flexing and Existing in Social Media Paylater

The results of subsequent analysis based on Instagram social media content "@Zapfinance" found that people have various financial problems but there is a similar pattern, that is the absence of emergency funds and financial planning. An emergency fund is a fund set up for emergencies. A common example of this emergency situation is, for example, sudden termination of employment (PHK) which results in loss of income for an individual or household. These conditions can trigger further financial problems such as eroding savings and investments that are owned to trigger debt and the sale of valuable assets owned.

Thus every individual or household really needs to understand the importance of an emergency fund and prepare an emergency fund. The amount and size of the emergency fund can be adjusted according to the needs of each individual or household. Generally, an emergency fund is prepared for one to three years of spending. The hope is that when unexpected things occur, the financial condition of individuals or households can withstand these unexpected things. Emergency funds should be kept in the form of liquid assets in a secure account so they

can be used when needed. Thus, illiquid assets such as houses or land cannot be used as emergency funds because they cannot be converted into cash at any time.

Every individual or household certainly does not want the worst possibilities to occur. However, amid the threat of a global recession, each individual and household needs to be prepared to face various uncertainties in economic and financial conditions. Apart from emergency funds, the community also needs to have a comprehensive financial plan.

Financial planning is a process to achieve one's life goals through planned financial management (FPSB Indonesia). Every individual and household needs to understand the importance of financial planning. Financial planning and its implementation can prevent or overcome financial problems as shown in table 2. Every individual and household needs to understand, own and implement financial planning. Wise financial management and instilling financial discipline through financial planning can prevent negative financial conditions (Ahmed & Salleh, 2016). When individuals and households don't have financial problems, they can focus on other things that are more beneficial. Thus, amidst the threat of a global recession, education about the importance of financial planning and emergency funds needs to be increased.

Moreover, for Muslims who constitute the majority in Indonesia, financial planning guidelines for Muslims cannot be equated with general financial planning guidelines. Financial planning is theoretically part of financial management which in this case is more specific for individuals or households. Individual and household financial management has certain goals which in Islam these goals are not limited to worldly goals but also the goals of the hereafter. So that there are special rules that only apply to Muslims which makes Islamic financial planning different from financial planning in general. Apart from having to avoid usury, in Islamic financial planning zakat, infaq, and shodaqoh take precedence over other expenditure items.

Then apart from religious background, Indonesian people also have a variety of financial conditions and social backgrounds. The services and profession of financial planning are generally only known by the upper middle class and are not affordable by the lower middle class. High and middle income households who carry out financial planning are more likely to be able to accumulate further wealth and benefit from financial planning, compared to low income households (Ahmed & Salleh, 2016). Thus the support of the government and various parties is needed in increasing public financial literacy both directly and through digital media so that all people can avoid various financial problems and can survive the threat of a global recession.

CONCLUSION

The financial problems faced by the community in this study can be divided into several topics, namely household financial problems, income problems, expenditure problems, financial regulatory problems, and other financial problems such as online loan arrangements, paylaters, and fraudulent investments. Increasing financial literacy is very important to be carried out by various parties so that society can survive amid the threat of a global recession. In addition,

discussions that specifically discuss financial planning for Muslims are still very rare. Subsequent research can conduct research on social media accounts with a financial planning niche that is specifically aimed for Muslims.

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