

ABSTRACT

Bandung as one of the favourite tourism destinations in West Java has crowd potential in the pandemic era. It is contrary to the government's call to break the chain of the Covid-19 outbreak in Indonesia. Badan Pusat Statistik survey in 2020 shows that men's compliance in implementing health protocols is still below women's compliance. These differences indicate differences in perceptions between women and men in understanding the importance of implementing health protocols. This study aims to determine how big the perception gap on health messages is between men and women in understanding the 'Ingat Pesan Ibu' campaign and how far the perception of men's and women's health messages is in understanding the 'Ingat Pesan Ibu' campaign. This study uses quantitative research methods with parametric statistical types using *independent sample t-test*. The sampling technique used is *cluster sampling* in Bandung. From this population, samples were drawn using the Taro Yamane formula with an error tolerance of 10% so that 100 respondents were obtained. Based on the results of the *independent samples t-test*, it is known that there is a health perception gap at the *Perceived severity* level: $2.625 > 1.98447$ (H_0 is rejected), *Perceived barriers*: $2.258 > 1.98447$ (H_0 is rejected), and *Self-efficacy*: $2.771 > 1.98447$ (H_0 is rejected). Furthermore, based on the results of hypothesis testing, there was no perception gap at the level of *Perceived susceptibility*: $1.952 < 1.98447$ (H_0 accepted), *Perceived benefits*: $1.409 < 1.98447$ (H_0 accepted), and *Cues to action*: $1.614 < 1.98447$ (H_0 accepted). Based on the mean value of the Health Belief Model sub-variables, it is known that the health perceptions of male and female respondents have reached the final perception level in the Health Belief Model, namely self-efficacy with a mean value of 10.04 for men and 10.88 for women.

Keywords: *Health Perception, Men, Women, 'Ingat Pesan Ibu' Campaign, Health Belief Model*