

# CHAPTER I

## INTRODUCTION

### 1.1 Overview of Research Object

In dealing with Covid-19 pandemic in the pandemic era, the government has carried out various movements to suppress the spread of Covid-19 in Indonesia, one of which is the 'Ingat Pesan Ibu' campaign. The Indonesian Covid-19 Handling Task Force initiated this campaign in October 2020. Reporting from *detik.com* with the title '*Pemerintah Kampanyekan 'Ingat Pesan Ibu' Hadapi Covid -19, Ini Alasannya*' October 1, 2020 edition, Wiku Adisasmito invites public to believe and comply with health protocols. The 'Ingat Pesan Ibu' campaign was created to inform 3M's healthy lifestyle, including wearing masks, washing hands with soap and running water, and maintaining distance to avoid Covid-19. By appointing a 'mother' as a campaign figure, Indonesian people from various cultural and educational backgrounds can feel in the same shoes because everyone is born from a mother. By sticking the word 'Ibu' in the campaign, parents are expected to remind their children to apply excellent and correct health protocols. Therefore, the 'Ingat Pesan Ibu' campaign is coordinated with parents' mainly mothers' participation in Indonesia. The government hopes that citizens will obey the mother's message, namely 3M, so that the Covid-19 virus can be more controlled.

### 1.2 Research Background

Since the beginning of 2020, Indonesia has been hit by the Covid-19 virus from Wuhan, China. This virus has a massive transmission rate with common early symptoms. According to the World Health Organization website, patients with the Covid-19 virus experience mild to moderate respiratory health problems and recover without requiring special treatment. The elderly with comorbidities such as cardiovascular, diabetes mellitus, chronic respiratory disease, and cancer can have a more severe condition. This virus transmits through droplets, known as saliva droplets, and mucus from the human nose when sneezing or coughing. Based on this, the practice of respiratory etiquette needs to be applied ([www.who.int](http://www.who.int)).

Quoted from Kompas.com news entitled *'Diumumkan Awal Maret, Ahli: Virus Corona Masuk Indonesia dari Januari'* 11 May 2020 edition, University of Indonesia Epidemiologist Pandu Riono said that the first case in early March 2020 was already a local transmission, not an import transmission case. Most likely, the Covid-19 virus has entered Indonesia since early January 2020 but was officially recorded in March 2020. Even, the growth of positive Covid-19 cases in Indonesia is still very high. According to the official website covid19.go.id, there were 3,033,339 total positive cases of Covid-19 in Indonesia as of July 22, 2021, increasing 49,509 cases from the previous day.

Although the number of Covid-19 positive cases in Indonesia is still high, the Ministry of Tourism and Creative endeavors to make various tourism places rise again to strengthen the economy. Based on the Sindonews.com website entitled *'Wisata Bandung Jadi Liburan Pilihan Favorit saat Pandemi'* February 12 2021 edition, Bandung was chosen as a favorite tourism destination because many choices tourism places are available, ranging from ecotourism, shopping tours, and culinary. This news shows that Bandung has crowd potency. Quoted from the Bandung City Covid-19 Information Center website, the total number of positive Covid-19 cases in Bandung was recorded at 32,596 cases as of July 22, 2021, an increase of 378 cases from the previous day (covid19.bandung.go.id). The severity of Covid-19 case in Bandung was strengthened by the statement of the Head of Health Department of Bandung, dr. Ahyani Raksanegara in Kompas.tv website entitled *'Kota Bandung Terancam Kolaps karena Kasus Covid-19 Terus Melonjak Tak Terkendali, Ini Kata Dinkes'* June 7, 2021 edition, stated that Bandung is threatened with collapse due to the inability of health facilities to provide maximum services to the community in a comprehensive manner due to Covid-19 cases that continue to increase every day (kompas.tv).

The abundance of Covid-19 positive cases in Indonesia has made the government actively carry out various efforts to suppress the transmission of Covid-19. Indonesian government has carried out several movements, one of which is the *'Ingat Pesan Ibu'* campaign which is initiated by the Covid-19 Task Force. Quoted from Medcom.id news entitled *'Pemerintah Kampanyekan 'Ingat Pesan Ibu' Lawan Covid-19'* 2020 edition, the government has been campaigning

for #IngatPesanIbu since early September 2020 to disseminate health protocols amidst the Covid-19 pandemic. A Task Force spokesman for the Acceleration of Handling Covid-19 Wiku Adisasmito through the Presidential Secretariat channel stated that they choose 'mother' as a figure because she was an important figure in the family. The Covid-19 Task Force hopes this campaign will effectively remind and invite the public to apply the 3M health protocol, namely the discipline of wearing masks, washing hands with soap and running water, and maintaining distance.

Although the 'Ingat Pesan Ibu' campaign that echoes 3M has been realized in various online and offline media, the growth of Covid 19 cases in Indonesia has not stopped. The mutation of Covid-19 virus new types has the potential to cause a spike in Covid-19 cases. Quoted from [cnbcindonesia.com](http://cnbcindonesia.com) entitled '*Mutasi Corona Ganas! 3M Tak Cukup Lagi, Wajib 5M*' December 28 2020 edition, a new type of mutation originating from the UK is easier to infect with a rate of up to three times, which means the burden on health facilities will be even greater. Epidemiologist Griffith Australia, Dicky Budiman in [cnbcindonesia.com](http://cnbcindonesia.com) revealed that 3M is outdated and should be made into 5M, namely washing hands, wearing masks, maintaining distance, limiting mobility, and interacting to stay away from crowds. The 5M campaign is considered to complement the 3M campaign so that the public forms a comprehensive understanding of excellent and appropriate health protocols.

Various media actively participated in realizing the 'Ingat Pesan Ibu' campaign in various forms, such as videos, posters, articles, podcasts, songs by the band Padi Reborn, and many more. This campaign was echoed massively online through mass media and social media or offline through print media such as banner installations and audio playback in public places. As of October 2, 2021, the 'Ingat Pesan Ibu' campaign song by Padi Reborn Band is still often advertised on television as a public service advertisement or as part of a television program. In communication campaigns, mass media tend to be placed as the primary communication channel because it is the only medium that can reach large numbers of audiences (Venus, 2019: 142). Even so, this 'Ingat Pesan Ibu' campaign also exists on social media such as Instagram, Youtube, Twitter, Facebook, etc., through the #IngatPesanIbu hashtag in social media user content.

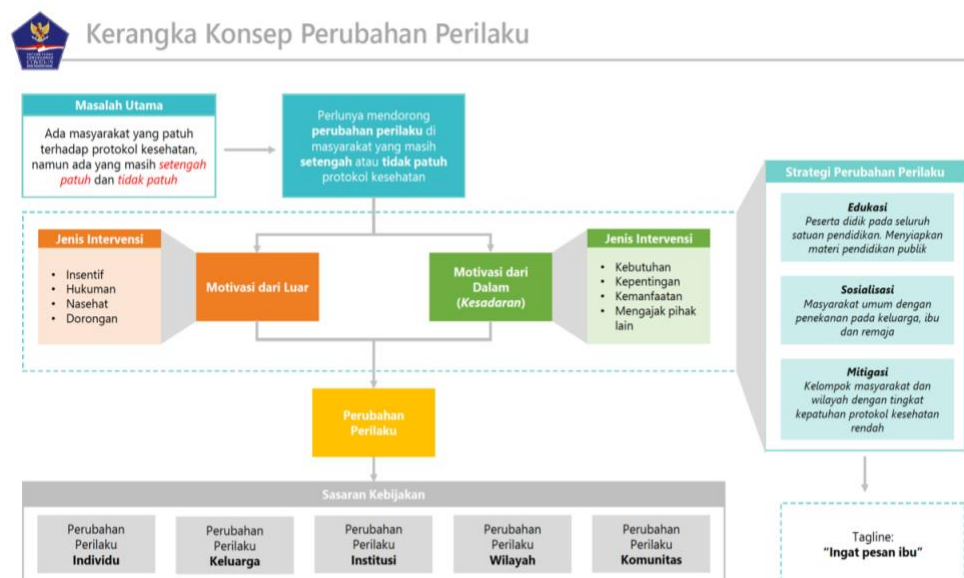
This strategy is seen as effective as the opinion of Rice and Atkin (2009 in Venus, 2019: 153) that the current campaign is starting to migrate from mass media to more interactive social media to build engagement as a sense of community among its users. This prediction is supported by the rapid internet penetration, which has become a tool for social media in various parts of the world. Quoting from the World Stats Internet site, Indonesia is ranked 4th with the highest number of internet users in the world from 2020 to the first quarter of 2021 (internetworldstats.com). Based on this number, it is undeniable that social media has become popularly used as a campaign channel.

The effort in spreading the message through various forms of media by the Covid-19 Task Force is considered appropriate because media consumption is starting to shift to digital. The IDN Research Institute released its findings titled *'Indonesia Millennial Report 2019: Understanding Indonesian Millennial Behavior'* in the 2019 edition, saying that television and digital media are the most effective media to reach millennials from 20 to 35 years old. The findings of this survey show television and digital media as the media that are accessed mainly by junior millennials aged 20-27 years and senior millennials aged 28-35 years. As many as 70.4 percent of millennials in Indonesia choose to access digital media to find the latest news. Millennials are also very active on social media, especially Facebook, Instagram, and Twitter, but the intensity of junior millennials is more active than senior millennials in using social media. The above findings are in line with a study by Wada (2019), which argues that traditional media, one of which is television, still strongly represents the parts owned by other media to be considered effective in reaching millennials. Based on the data above, it can be seen that the millennial generation starting from the age of 20-35 years has a high intensity in accessing conventional and digital media, which was also chosen as the 'Ingat Pesan Ibu' campaign channel by the Covid-19 Handling Task Force.

Charles U. Larson (1992) in Antar Venus (2019: 16) explains that there are three categories of campaigns, namely *product-oriented campaigns*, *candidate-oriented campaigns*, and *ideologically or cause-oriented campaigns*. Based on its general objectives, the 'Ingat Pesan Ibu' campaign is included in the category of ideologically or cause-oriented campaigns, which are types of campaigns that are oriented to specific goals and generally have the dimensions

of social change. In other words, Kotler called it social change campaigns, namely campaigns aimed at addressing social problems through changes in attitudes and related public behavior, align with the initial goal of the ‘Ingat Pesan Ibu’ campaign. In order for campaign messages to be appropriately conveyed to the audience, Venus (2019: 85) argues that communicators as campaign actors must consider their credibility in the audience's eyes so that the messages conveyed are heard and accepted by the audience. In response to the statement, the Covid-19 Task Force, which is the organizer of the ‘Ingat Pesan Ibu’ campaign, plays a vital role as a communicator or campaigner to be considered entirely credible.

In order to realize changes in people's behavior to break the chain of Covid-19 transmission, the Covid-19 Task Force Behavior Change Division released data and facts findings in the field regarding the implementation of the health protocol in August 2020 edition.



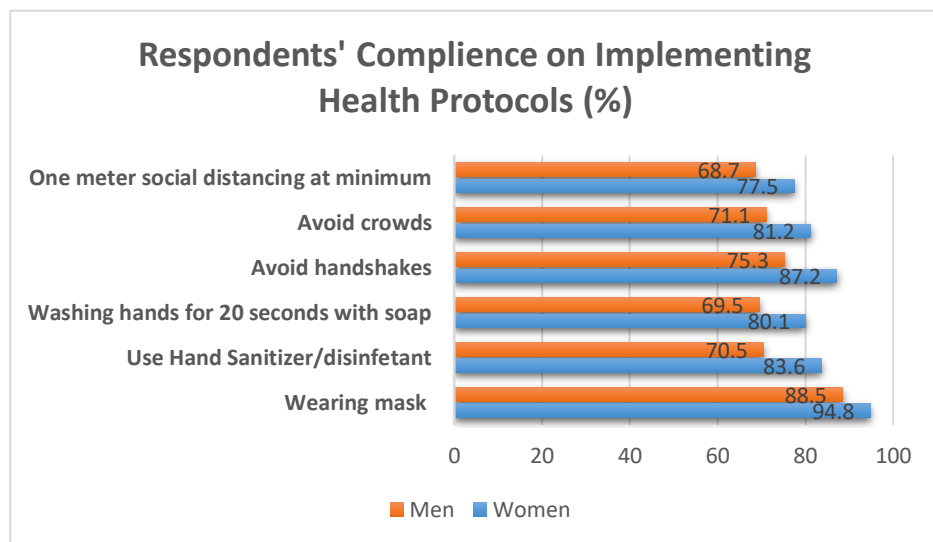
**Figure 1.1 Behavioral Change Concept Framework**

(Source: bersamahadapikورونا.kemendikbud.go.id, accessed 5 March 2021, at 20:28)

In the Figure 1.1 findings, it is written that the main problem in realizing changes in people's behavior is that there are still half-compliance and non-compliance with the health protocol recommendations by the government. With this problem, it takes encouragement to change the behavior of people who are

still half-compliant and disobedient by stimulating motivation or awareness in the community, which can be stimulated by 'Ingat Pesan Ibu' tagline as education socialization, and mitigation strategy.

Based on the facts and data on the implementation of health protocol by Badan Pusat Statistik (2020), titled '*Satgas Penanganan Covid-19: Bidang Perubahan Perilaku*', August 31 2020 edition, there are differences in the level of compliance between women and men in applying 3M health protocol (washing hands, using masks, and social distancing). The level of compliance of the female community in maintaining distance is 77%, followed by men at 67%; women's community compliance in washing hands by 85% followed by men by 76%; and community compliance of women in using masks by 89% while men by 77%. (bps.go.id, 2020)



**Figure 1.2. Comparison Chart of Respondent Compliance by Gender**  
(Source: bps.go.id, accessed 22 March, at 21:56)

On the other hand, the data above is in line with the Badan Pusat Statistik survey (2020) results in figure 1.2 based on the findings of '*Perilaku Masyarakat Di Masa Pandemi Covid-19*', 7-14 September 2020 edition. The survey shows that men's compliance in implementing health protocols is still under women's obedience. These differences show that there are differences in perceptions between women and men in understanding the importance of implementing health protocols.

Individual awareness to implement healthy behavior practices is influenced by many aspects. In an effort to persuade and promote healthy living, there is a theory of persuasion used in designing healthy living campaigns, one of which is the Health Belief Model. In Venus (2019: 56), the Health Belief Model explains the conditions that are very necessary for the occurrence of a behavior change. Although this model seems to focus on health-related behavior, this model is often used to analyze various thoughts that the audience must have through campaign messages to change behavior according to the recommendations. This model has six basic concepts, namely: 1. Perceived Susceptibility, 2. Perceived Severity, 3. Perceived Benefits, 4. Perceived Barriers, 5. Cues to Actions, and 6. Self-Efficacy. The HBM model works well with those who believe they are susceptible to disease, the proposed intervention will be effective, and they can intervene (Parvanta and Bass, 2020: 75).

Rakhmat (2018) defines perception as the experience of objects, events, relationships obtained by inferring information and interpreting messages. Perception means giving meaning to sensory stimuli. Allan and Barbara (2007) in Marsellita (2008) say that women have more sensitive sensory skills than men. Women have a stronger intuition to see small details than men. The two genders perceive the world from different perspectives. A man sees things, objects, and relationships to one another in terms of space. As if he were putting the pieces of a puzzle together and putting them together into a whole picture. In contrast, women see the world as a more comprehensive, broader picture and see the finer details.

Gender affects every aspect of life, including the pattern of communication between women and men. Some scientific research in Nurhidayah and Nurhayati (2018: 5) explains that men's communication behavior tends to contain elements of reason, power, logic, rank, status, competition, winning, grouping, and think. Meanwhile, women's communication behavior includes elements of feeling, empathy, harmony, relationship, closeness, cooperation, sharing, and grouping. In other words, men and women communicate in different languages. Robin Lakoff (1975) in *Language and Women's Place* (in Nurhidayah and Nurhayati, 2018:5) argues that women and men learn different languages because they grow up differently. For example, women use passive sentences a lot, while men often use

active sentences. As a result, language can determine social stratification and can be a tool of domination, discrimination, subordination, and marginalization.

Referring to Presidential Instruction No.9/2000 on the official website of the Indonesian Ministry of Finance (2000) concerning Gender Mainstreaming in National Development, it is necessary to include a gender perspective to reduce or eliminate existing gaps in health development. Gender mainstreaming is a strategy to achieve gender equality and justice through policies and programs that consider the experiences, aspirations, needs, and problems of women and men in planning, implementing, monitoring, and evaluating all policies and programs in various fields of life and development. The National Development Planning Agency (BAPPENAS), together with the Canadian International Development Agency in the book *Analisis Gender dalam Pembangunan Kesehatan* (2002), argue that gender-neutral or gender-blind health policies and programs still occur in the field, which is a high risk of gaps in implementation and impacts, occurs in both male and female populations.

Based on this, a study is needed to compare men and women perceptions in understanding the ‘Ingat Pesan Ibu’ campaign in the tourism city of Bandung which threatened with collapse due to the high number of Covid-19 cases and has crowd-potential—aims to form obedient habits of health protocols as recommended by the Bandung government. Therefore, the researcher is interested in researching **“Comparative Analysis of Men and Women Perceptions of ‘Ingat Pesan Ibu’ Campaign in Bandung”**.

This study uses quantitative research methods by testing the hypothesis of two samples, generalizing the average data of two samples that have no correlation (Sugiyono: 2010: 137). The type of statistic used is *parametric statistic* using the *T-separated variance* or *polled variance test*. This research is aimed at millennials aged 20-35 years in Bandung, who are considered more exposed to information through online and offline media. The sampling technique used is *cluster sampling* in Bandung. From that population, the sample is drawn using the *Taro Yamane* formula (Sugiyono, 2018:143) with an error tolerance of 10%. The data collection method used is through a google form questionnaire which will be distributed online to respondents.



### **1.3 Problem Identification**

Based on the background above, the formulation of the problem can be drawn, namely:

1. How big is the perception gap on health messages between men and women in understanding the 'Ingat Pesan Ibu' campaign?
2. How far is the perception of men's and women's health messages in understanding the 'Ingat Pesan Ibu' campaign?

### **1.4 Research Objective**

Based on the problem identification above, it can be seen that the research objectives are:

1. To find out how big is the perception gap on health messages between men and women in understanding the 'Ingat Pesan Ibu' campaign
2. To find out how far the perceptions of men's and women's health messages in understanding the 'Ingat Pesan Ibu' campaign

### **1.5 Research Uses**

If the purpose of this research is carried out, it is hoped that it can provide benefits to all parties involved in this research. The uses are:

1. Theoretical Uses

The results of this study are expected to enrich and complete knowledge about health campaign strategies, especially those related to gender. In addition, these results can also be used as reference material for further research on health and gender campaigns.

2. Practical Use

The results of this study are expected to be used as input for health campaign actors such as the Indonesian Ministry of Health and the Indonesian Covid-19 Task Force. In the future, they can design campaigns more effectively according to the primary target audience from the gender aspect.

## 1.6 Time and Period of Research

The following table is a breakdown of the time and period of research that researchers will carry out:

**Table 1.1 Time and Period of Research**

No	Research Stages	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Des	Jan
1.	Research preparation											
2.	Determine topic and title											
3.	Arrange Chapter I-III											
4.	Research Proposal Revision											
5.	Proposal Defense											
6.	Proposal Defense Revision											
7.	Research											
8.	Arrange Chapter IV-V											
9.	Thesis Defense											

(Source: Researcher Processed Data, 2021)

## **1.7 Research Writing Systematics**

To make it easier to read, in general, this research will be divided into five chapters consisting of:

### **1. CHAPTER I: INTRODUCTION**

This chapter contains an Overview of Research Object, Research Background, Problem Identification, Research Objectives, Research Uses, Research Writing Systematics, and Research Time and Period.

### **2. CHAPTER II: LITERATURE REVIEW**

This chapter contains a Literature Review, State of Art, Framework for Thinking, Research Hypotheses, and Scope of Research.

### **3. CHAPTER III : RESEARCH METHODOLOGY**

This chapter contains Research Types, Operational Variables, Research Stages, Population and Samples, Data Collection, Validity and Reliability Tests, Data Analysis Techniques, Hypothesis Testing and Coefficient of Determination testing.

### **4. CHAPTER IV : RESULTS AND DISCUSSION**

This chapter contains the results and findings regarding the characteristics of the respondents seen in various aspects, discusses and answers the formulation of the problem, and the results of the data analysis calculations that have been carried out.

### **5. CHAPTER V: CONCLUSIONS AND SUGGESTIONS**

This chapter discusses the conclusions of the analysis, answers the formulation of the problem prepared by the researcher, and suggestions for the parties concerned and suggestions for further researchers.