

The Influence Of Health Promotion About Health Protocols Of Covid-19 Transmission Prevention Toward Society Perception To Prevent Covid-19 Transmission

Meti Haksarani^{*1}, Muhammad Ali Sodik²

^{1,2}Institut Ilmu Kesehatan STRADA Indonesia

*Corresponding Author : dwiwidayati@gmail.com

ABSTRACT

The spread of COVID-19, which has reached all provinces in Indonesia with the number of cases and the number of deaths increasing, certainly has an impact on the political, economic, social, cultural, defense and security aspects, as well as the welfare of the people in Indonesia. The COVID-19 situation is still at very high risk at the global and national level. Therefore, guidelines are needed in efforts to prevent and control COVID-19 to provide guidance for health workers to stay healthy, safe, and productive, and that all Indonesians receive services that meet standards. Public awareness to use masks, wash hands, maintains distance may decrease due to limited knowledge and limited information media provided. For this reason, the government was very massive in providing information through advertisements, billboards and others about health protocols in preventing COVID-19. The research purpose was to determine the influence of health promotion about health protocols of Covid-19 transmission prevention toward society perception to prevent COVID-19 transmission in Plumpungrejo Hamlet, Plumpungrejo Village, Kademangan District of Blitar Regency. The research design used observational with a cross sectional approach. The populations were all residents of Plumpungrejo Hamlet with comorbid amount 43 people. The sample size was 32 respondents with purposive sampling technique. The statistical test used for data analysis in this study was a simple logistic regression test with a degree of confidence = 0.05. The results showed there was an influence of health promotion about health protocols of Covid-19 transmission prevention in many shapes toward society perception to prevent COVID-19 transmission in Plumpungrejo Hamlet of Plumpungrejo Village of Kademangan District Blitar Regency. The conclusion this research is with the influence of health promotion on people's perceptions, it is hoped that the regional government will continue to providing the information through appropriate strategies so as to reduce the spread of COVID-19 transmission.

Keywords : Health Promotion, Society Perception, Covid-19 Transmission Prevention

INTRODUCTION

In December 2019, the first case of mysterious pneumonia was reported in Wuhan, China's Hubei Province, with the source of transmission still unknown, but the first case was linked to a fish market in Wuhan. On December 18-29 2019, there were five patients who were treated with Acute Respiratory Distress Syndrome (ARDS) and then on December 31th, 2019 to January 3rd, 2020, this case increased rapidly with 44 cases reported. In less than a month, the disease has spread to other provinces in China, Thailand, Japan, and South Korea. The sample under study shows the etiology of a new corona virus with a tentative name as 2019 novel corona virus (2019-nCoV). On January 30th, 2020, WHO declared the incident a Public Health Emergency of International Concern (PHEIC) and on March 11th, 2020, WHO

had declared COVID-19 as pandemic. WHO announced a new name on February 11th, 2020, that namely Corona Virus Disease (COVID-19) caused by the Severe Acute Respiratory Syndrome Coronavirus-2 (SARS-CoV-2) virus (Susilo, et al, 2020).

In Indonesia, the first patient announced by President Joko Widodo who was infected amount 2 people from the Depok Area, Jakarta. In less than a week after there was a positive Corona patient, the news in the media was filled with news about the development of the virus, the identity of the patient, prevention efforts and the possibilities that would happen healthily, economically and socially. In the end, Indonesia became one of the countries with a total of 1528 cases with 136 patients died and the increase in the number of patients touched 750 times. As of July 9th, 2020, the Ministry of Health reported 70,736 confirmed COVID-19 cases with 3,417 deaths (CFR 4.8%) (Triyaningsih, 2020).

The COVID-19 spread reached all provinces in Indonesia with the number of cases and/or the number of deaths increasing, certainly has an impact on the political, economic, social, cultural, defense and security aspects, as well as the welfare of the people in Indonesia. The Indonesian Government has issued Presidential Decree No. 11 of 2020 concerning the Determination of a Public Health Emergency of Corona Virus Disease 2019 (COVID-19). The Presidential Decree stipulates COVID-19 as a type of disease that causes a Public Health Emergency and stipulates the COVID-19 in Indonesia which must be carried out in response to the provisions of the legislation. In addition, considering that the spread of COVID-19 has an impact on increasing the number of victims and property losses, expanding the coverage of the affected area, as well as having implications for broad socio-economic aspects in Indonesia, the Presidential Decree No. 12, 2020 decided Corona Virus Disease 2019 (COVID-19) as a National Disaster (Indonesian Health Ministry, 2020).

East Java as one of the provinces with the largest population in Indonesia, as of November 17th, 2020, recorded 56766 confirmed cases (2181 active cases, 50544 recovered, and 4041 people died). From the data obtained Case Recovery Rate (CRR) of 89.04% and Case Fatality Rate (CFR) of 7.12%. The Case Fatality Rate (CFR) in East Java is higher than the Case Fatality Rate (CFR) at the national level, which is 3.2% (www.infocovid19.jatimprov.go.id). Positive cases of COVID-19 in Blitar Regency showed 970 people with 837 recovered cases and 76 people died (on November 17th, 2020).

The COVID-19 situation is still at very high risk at the global and national level. While vaccine development is still in progress, the world is faced with the reality of preparing to coexist with COVID-19. Therefore, guidelines are needed in efforts to prevent and control COVID-19 to provide guidance for health workers to stay healthy, safe, and productive, and that all Indonesians receive services that meet standards. Guidelines for the prevention and control of COVID-19 are prepared based on WHO recommendations that are adapted to the development of the COVID-19 pandemic, and the provisions of applicable laws and regulations (Indonesian Health Ministry, 2020).

The strategic policies decided by the Blitar Regent through Regent Regulation No. 40 of 2020 concerning guidelines for the new order in the prevention and control of Corona Virus Disease 2019. The guidelines preparation for the implementation of the new order, socialization, formation of task forces at each agency, workplace, and/or place of business, provision of facilities and infrastructure; simulation; also monitoring and evaluation. This socialization can be done directly or indirectly through socialization media. The socialization media includes the implementation of the new order, in which everyone is obliged to stay at home if there is no urgent need, apply clean and healthy living behavior, get used to washing hands using running water with soap or hand sanitizer, using masks; maintain a distance of at least 1.5 meters, and avoid crowds.

Based on the researcher's preliminary study, Blitar Regency was in the orange zone or a moderate level of transmission risk so that health protocols must be enforced to reduce this

risk. Plumpungrejo Village Government, Kademangan District of Blitar Regency through the Village Covid-19 task force has installed various socialization media in the form of banners, posters and billboards regarding health protocols for preventing the spread of COVID-19 in places of worship, educational facilities, markets, public facilities. The village midwife has also provided socialization to the community by distributing photos of the health protocol in social media groups. This is intended to provide information to the public to prevent the COVID-19 transmission in rural areas. However, there are still some citizens who are still indifferent to this pandemic, for example by not wearing masks, wearing masks but not properly, often crowding and others. The Kademangan District area itself was still in the red zone or a high level of risk of transmission with 5 active positive confirmation cases.

The society very worried about the Covid-19 outbreak, for this reason, with the government's recommendation on preventing Covid-19 through socialization media, it can change public perception because people have understood the dangers of Covid-19 and health protocols in preventing Covid-19. Public awareness to use masks, wash hands, maintains distance may decrease due to limited knowledge and limited information media provided. For this reason, the government is very massive in providing information through advertisements, billboards and others about health protocols in preventing COVID-19 (Lomboan, et al, 2020).

In this condition, researchers were interested in knowing whether the provision of health promotion through socialization of health protocols to prevent covid-19 transmission is able to influence society perception to prevent covid-19 transmission in daily life.

METHODS

The design used observational with a cross sectional approach where the observed variables are collected at the same time at a certain time. The populations were all residents of Plumpungrejo Hamlet with comorbidities amount 43 people. The sample size was 32 respondents with purposive sampling technique. The instrument for collecting data on health promotion and perceptions to prevent the COVID-19 transmission used a questionnaire. Data analyzed by simple logistic regression test with the conclusion that if the p value < 0.05 then H_0 was rejected then there is an influence between health promotions toward society perception, if the p value > 0.05 then H_0 was accepted then there is no effect of health promotion toward society perception.

RESULTS

A. Respondent characteristics

The research conducted in Plumpungrejo Hamlet of Plumpungrejo Village of Kademangan District of Blitar Regency, with respondents from Plumpungrejo Hamlet with comorbidities who examined themselves to the village midwife obtained the results of the respondent's characteristics as in table 1.

Tabel 1 The respondent characteristics distribution in Plumpungrejo Hamlet, Plumpungrejo Village, Kademangan District of Blitar Regency, (n=32)

Respondent characteristics	n	(%)
1. Age		
a. < 55 years old	10	31,2
b. 55-65 years old	11	34,4
c. > 65 years old	11	34,4
2. Job		
a. Housewife	7	21,9
b. Workers	2	6,2
c. Farmer	16	50

d. Entrepreneur	4	12,5
e. Unemployed	3	9,4
3. Covid-19 information		
a. Yes	32	100
b. No	0	0
4. Information resources		
a. Covid-19 task force	1	3,1
b. Healt worker	3	9,4
c. Mass media	28	87,5
5. The disease history		
a. Hypertension	15	46,9
b. Diabetes mellitus	2	6,2
c. Asthma	4	12,5
d. Else	11	34,4

Based on the research results in table 1, it was found that 68.8% of respondents aged over 55 years (22 respondents), 50% of respondents had jobs as farmers (16 respondents), all respondents had received information about covid-19 and almost all of them obtained from the mass media amount 87.5% (28 respondents) and almost half of the respondents have a history of hypertension amount 46.9% (15 respondents).

B. Health promotion about health protocols of Covid-19 transmission prevention

Table 2 The frequency distribution of Health promotion about health protocols of covid-19 transmission prevention in Plumpungrejo Hamlet, Plumpungrejo Village, Kademangan District, Blitar Regency (n=32)

Health promotion	n	%
Good	16	50
Medium	12	37,5
Less	4	12,5
Total	32	100

Based on the research results in table 2, it was found that half of the respondents considered health promotion about health protocols of covid-19 transmission prevention in the good category amount 50% (16 respondents).

C. Society perception to prevent Covid-19 transmission

Table 3 The frequency distribution of society perceptions to prevent the covid-19 transmission in Plumpungrejo Hamlet, Plumpungrejo Village, Kademangan District, Blitar Regency (n=32)

Society perceptions	n	%
Positive	17	53,1
Negative	15	46,9
Total	32	100

Based on the research results in table 3, it was found that the majority of respondents had a positive perception to prevent the covid-19 transmission of amount 53.1% (17 respondents).

D. The influence of health promotion about health protocols of Covid-19 transmission

prevention toward society perception to prevent Covid-19 transmission

Table 4 The influence of health promotion about health protocols of Covid-19 transmission prevention toward society perception to prevent Covid-19 transmission (n=32)

Health promotion	Society perception				Total		<i>p value</i>
	Positive		Negative		n	%	
	n	%	n	%			
Good	16	50	0	0	16	50	0,009
Medium	1	3,1	11	4,4	12	37,5	
Less	0	0	4	12,5	4	12,5	
Total	17	53,1	15	46,9	32	100	

Based on the results of the study in table 4, it was found that health promotion about health protocols of covid-19 transmission prevention will give positive perceptions to the respondents to prevent the covid-19 transmission by 50% (16 respondents). The results of the data analysis showed that the p value = 0.000 (≤ 0.05) so that there was an influence of health promotion about health protocols of Covid-19 transmission prevention toward society perception to prevent COVID-19 transmission.

DISCUSSION**A. Health promotion about health protocols of covid-19 transmission prevention**

Based on the research results in table 2, it was found that half of the respondents considered health promotion about health protocols of covid-19 transmission prevention in the good category amount 50% (16 respondents). Health promotion is an effort to improve the ability of the community through self-learning by and for the community. So that they can help themselves, as well as develop community-based activities according to local socio-cultural and supported by health-oriented public policies (Nurmala, et al, 2018). Health promotions containing information on health protocols of covid-19 transmission prevention installed in public facilities and mass media will be followed by public awareness to comply. This is influenced by good local government policies in preventing the transmission of COVID-19.

The Plumpungrejo Hamlet government and the Covid-19 Task Force were very aggressive in conducting socialization activities and enforcing health protocols in their area. The strategic policy decided by the Blitar Regent through Regent Regulation no. 40, 2020 concerning guidelines for the new order in the prevention and control of Corona Virus Disease 2019 is the preparation of guidelines for the implementation of the new order, socialization, formation of task forces at each agency, workplace, and/or place of business, provision of facilities and infrastructure; simulation; and monitoring and evaluation. This socialization can be done directly or indirectly through socialization media. The socialization media includes the implementation of the new order, in which everyone is obliged to stay at home if there is no urgent need, apply clean and healthy living behavior, get used to washing hands using running water with soap or hand sanitizer, using masks; maintain a distance of at least 1.5 meters, and avoid crowds. The implementation of health promotion through attractive banners, billboards and information boards will certainly provide knowledge to the public.

The majority of respondents stated that they agreed that the socialization of health protocols to prevent Covid-19 transmission by the government could increase public awareness and the contents of the socialization of preventing the transmission of COVID-19 were able to change people's lifestyles to comply with health protocols. The government appeals to citizens to implement a clean and healthy lifestyle by following the

recommendations of the World Health Organization (WHO) in dealing with the Covid-19 outbreak. Basic protective measures such as washing hands regularly with alcohol or soap with water, maintaining a safe distance if someone is seen coughing and sneezing, practicing coughing and sneezing etiquette such as covering your mouth with your hands, and going to the health service to do a crosscheck if there is any Covid-19 symptoms. The recommendation for a safe distance to meet the physical distancing rules is at least one meter because the goal is to prevent the spread that is influenced by droplets of Covid-19 sufferers (Susilo et al., 2020). The synergy between the government and the community were the main thing in dealing with the spread of the COVID-19 outbreak. By following various government appeals and policies and staying at home, it is very helpful to suppress the spread of COVID-19 transmission. Implementing a healthy lifestyle and increasing the body's immune in various ways, will certainly deny the entry of viruses and bacteria that can cause disease.

In this research also had the results with medium and less category about health promotion about health protocols of covid-19 transmission prevention. In the medium category amount 37,5% (12 respondents) and in less category amount 12,5% (4 respondents). Health promotion is an understanding of the forms of activities regarding health promotion that have taken place according to respondents opinions. The parameters of health promotion are increasing awareness, increasing knowledge, increasing self-ability, changing habits, changing the environment. Almost all respondents received information about health protocols of covid-19 transmission prevention from the mass media. According to the researcher opinion, the existence of sufficient and insufficient understanding of the respondents was influenced by the information which could only increase awareness and increase knowledge. Of course, this will be the focus of related parties to boost health promotion campaigns so that respondents can change their habits.

B. Society perception to prevent Covid-19 transmission

Based on the results of the study in table 3, it was found that the majority of respondents had a positive perception to prevent the covid-19 transmission of amount 53.1% (17 respondents). Perception is the process of organizing, interpreting the stimuli received by the organism or individual so that it is something meaningful and an integrated activity within the individual (Bimo Walgito, 2018). Perception is divided into two kinds that is external perception that occurs due to stimuli that come from outside the individual and self-perception that occur due to stimuli originating from within the individual. The existence of this positive perception was influenced by several factors of perception formation, namely personal characteristics, situational, certain feelings and needs.

Based on the results of the study in table 1, it was found that 68.8% of respondents aged over 55 years (22 respondents) and almost half of the respondents had a history of hypertension as many as 46.9% (15 respondents). Personal characteristics as a factor in the formation of perceptions can be interpreted using oneself as a comparison to view others (Wicaksono, 2017). Looking at the respondent age and having a disease, will certainly accept as positive to be more careful in dealing with the covid-19 pandemic. The prevention of the COVID-19 transmission will be able to run if self-awareness is very high in carrying out the government's appeal.

The results of the study also stated that all respondents had received information about COVID- 19 and almost all of them were obtained from the mass media as much as 87.5% (28 respondents). Depressing environmental conditions will affect the accuracy of perception, happy emotions to the policies, will look positively at each policy and needs and desires can distort perceptions only see what they want to see (Wicaksono, 2017). Perceptions that occur in this study are mostly due to stimuli that come from outside the individual. The

Covid-19 pandemic situation which is increasingly giving rise to new virus variants, government policies that are coercive in nature and need to avoid contracting the virus continues to be conveyed through the mass media every day, of course, encouraging someone to be more alert to COVID-19.

News about COVID-19 on social media, electronic and mass media also contributed to the positive perception of these respondents. External factors that affect perception are the intensity and strength of the stimulus. Stimulus from outside will give meaning to be noticed more often than seen only once. The strength of the stimulus is the power of an object that can affect perception (Wahyuni, 2021). The news about covid-19 that is seen every day and feels extraordinary changes in lifestyle makes people aware of the dangers of this virus. Covid-19 news that is in various media is very helpful in getting information related to covid-19. The information is easy to get, can be read over and over again and can be stored so that it can be shared with the closest people or other people.

Based on the results of the study in table 3, it was also found that the respondents with negative perception to prevent the covid-19 transmission of amount 46,9% (15 respondents). The questionnaire about perception include restrictions on community activities, restrictions on community activity hours, wearing a mask, hand washing, physical distancing and increase the health with sport. The existence of this negative perception is still not well received, things that change previous habits, such as wearing masks, limiting distance and increasing endurance with exercise. There was still an opinion of respondents as villagers that wearing a mask is uncomfortable and not shaking hands is not good. The social environment and culture so strong to influence the respondent to accept the new things.

C. The influence of health promotion about health protocols of Covid-19 transmission prevention toward society perception to prevent Covid-19 transmission

Based on the results of the study in table 4, it was found that health promotion about health protocols of covid-19 transmission prevention will give positive perceptions to the respondents to prevent the covid-19 transmission by 50% (16 respondents). The results of the data analysis showed that the p value = 0.009 (≤ 0.05) so that there was an influence of health promotion about health protocols of Covid-19 transmission prevention toward society perception to prevent COVID-19 transmission. Perception is the experience of objects, events, or relationships obtained by inferring information and interpreting messages (Sunaryo, 2017). Health promotion is a process that aims to enable individuals to increase control over their health and improve their health based on a clear philosophy of self-empowerment. The purpose of implementing health promotion is to increase awareness of health, increase knowledge, self-empowering, improve self-ability, change habits and change the environment. The influence of health promotion about health protocols of Covid-19 transmission prevention toward society perception to prevent COVID-19 transmission was a success of health promotion in stimulating someone to change habits that existed before the covid- 19 pandemic.

Good and massive health promotion will certainly provide better information exposure to someone. The perception that an individual has of something will affect the individual's behavior towards something earlier. So a person's behavior is always based on meaning as a result of perception of the environment in which he lives. What is done and why someone does or does not do various things is always based on the limitations according to his own opinion selectively (Mane, et al, 2018). The external factors that affect perception in the form were characteristics of the environment and the objects seen in it. These elements can change a person's perspective on the world around him and affect how a person perceives it. With the awareness of implementing good health protocols, the risk of Covid-19 transmission will be reduced

CONCLUSION

1. Health promotion about health protocols of covid-19 transmission prevention in many shapes at Plumpungrejo Hamlet of Plumpungrejo Village of Kademangan District of Blitar Regency on good category amount 50% (16 respondents).
2. Society perception to prevent COVID-19 transmission in Plumpungrejo Hamlet of Plumpungrejo Village of Kademangan District of Blitar Regency on positive category amount 53.1% (17 respondents).
3. There is an influence of health promotion about health protocols of Covid-19 transmission prevention in many shapes toward society perception to prevent COVID-19 transmission in Plumpungrejo Hamlet of Plumpungrejo Village of Kademangan District of Blitar Regency with p value = 0.000 (≤ 0.05).

REFERENCE

- Indonesian Health Ministry, (2011). Health Promotion in Health Problem Areas. Jakarta Health Promotion Center.
- Indonesian Health Ministry, (2020). Guidelines for Preparedness for Coronavirus Disease (COVID- 19). Directorate General of Disease Prevention and Control (P2P). Jakarta.
- Indonesian Health Ministry, (2020). Guidelines for the Prevention and Control of Coronavirus Disease (COVID-19). Directorate General of Disease Prevention and Control Jakarta.
- Lomboan, Mourine V. (2020). An Overview of Public Perceptions About Covid-19 Prevention in North Talikuran Village, North Kawangkoan District. KESMAS Journal, Vol. 9, No 4, July 2020. 111-117.
- Mane, et al. (2018). Public Perception of Health Center Services. Neo Societal; Vol. 3; No. 1; 2018.ISSN: 2503-359X; Thing. 325-335.
- Masturoh, Imas (2018). Health Research Methodology. Health Human Resources Education Center. Indonesian Ministry of Health.
- Notoatmodjo, S. (2012). Health Research Methodology. Jakarta : Rineka Cipta.
- Notoatmodjo, S. (2014). Health Promotion and Health Behavior. Jakarta : Rineka Cipta.
- Nurmala, Ira et al (2018). Health Promotion. Surabaya: Airlangga University Publishing and Printing Center.
- Nursalam, (2013). Concept and Application of Nursing Research Methodology Guidelines for Thesis, Thesis and Nursing Research Instruments. Jakarta: Salemba Medika.
- East Java Provincial Government, (2020). East Java Governor Regulation Number 53 of 2020 concerning the Implementation of Health Protocols in the Prevention and Control of Corona Virus Disease 2019. East Java Provincial Government.
- Sunaryo, (2017). Psychology for Nursing, Jakarta: EGC.
- Susilo, Adityo et al (2020). Coronavirus Disease 2019: Recent Literature Review. Indonesian Journal of Internal Medicine. Vol. 7, No. 1, 45-67.
- Susilowati, Dwi. (2016). Health Promotion. Center for Health Human Resources Education. Indonesian Ministry of Health.
- Tiraihati, (2017). Health Promotion Analysis Based on Ottawa Charter at Surabaya Oncology Hospital. Department of Health Promotion and Behavioral Science, Faculty of Public Health, Airlangga University. Journal of Health Promotion, Vol. 5, No. July 1, 2017: 1–11.
- Triyaningsih, Heny. (2020) Mass Media Reporting Effects Public Perceptions About the Corona Virus on Pamekasan. Meyarsa, Vol. 1 No. 1. Madura State Islamic Institute, 1-21.
- Wahyuni, Dhea. (2021). Public Perception of Covid-19 News on Facebook Social Media. Thesis. Islamic Journalism Study Program, Faculty of Da'wah, State Islamic

University of Sulthan Thaha Saifuddin Jambi.
Walgito, Bimo. (2018). Introduction to General Psychology. Yogyakarta: ANDI Offset.
Wicaksono, Titis. (2017). Active Smoker's Perception About Smoking Danger Warning Images.
Scientific papers. Health Polytechnic of the Ministry of Health of Malang.