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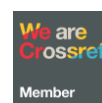
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# Case study of social marketing implementation in covid-19 promotion media and public knowledge of covid-19 in Jayapura city

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## ABSTRACT

This research is based on the critical role of social marketing in raising awareness and promoting healthy behaviors during the COVID-19 pandemic, particularly in Jayapura City, where challenges persist in disseminating effective information and influencing public behavior regarding health protocol adherence. The study aims to analyze the implementation of social marketing through promotional media, such as posters and health protocols displayed in public areas, in enhancing knowledge and influencing behavioral changes among the residents of Jayapura City in COVID-19 prevention. A qualitative case study method was used to evaluate the implementation of social marketing in COVID-19 promotional media and its impact on public knowledge in Jayapura City. Data collection was conducted through semi-structured interviews with respondents from diverse social backgrounds, as well as direct observation of promotional media distributed throughout the city. The findings reveal that while promotional media, such as COVID-19 posters and health protocols displayed in public areas, succeeded in improving the public's basic understanding of the importance of health protocols, there were significant barriers to the consistent application of such behaviors. Factors such as limited access to information, a lack of in-depth understanding, and social resistance to behavioral changes posed considerable challenges to enhancing the effectiveness of the campaign. The research also found that while the campaign positively impacted awareness levels, a more integrated and contextual approach is needed to achieve comprehensive behavioral change among the community.

## Keywords:

Social marketing,  
Promotion media,  
Jayapura city,  
Covid-19

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## Introduction

The COVID-19 pandemic has had significant global health, economic and social impacts, including in Indonesia, particularly in Jayapura (Olivia et al., 2020). Globally, the pandemic is putting enormous pressure on health systems, causing a spike in infections and deaths, and forcing countries to impose strict restrictions that disrupt economic and social activities (Susilawati et al., 2020). In Jayapura, the number of COVID-19 positive patients in Jayapura City was 1,864, followed by Mimika Regency with 565 people, Jayapura Regency with 276 people, Biak Numfor with 98 people and Keerom Regency with 60 people (Antara, 2020). Of the five cities and districts that are the epicentre of COVID-19 in Papua, Jayapura City is the highest compared to other areas, showing serious challenges in handling the pandemic. The level of public understanding of health protocols is one of the obstacles with some people still lacking discipline in wearing masks and maintaining distance. In addition, geographical

challenges and limited health facilities in the region complicate response efforts, including uneven vaccine distribution.

The pandemic has also worsened local economic conditions, especially for people who depend on the informal sector, and affected social dynamics with increased inequality and psychological distress (Pamungkas & Yusuf, 2020). In facing the global health challenges of the COVID-19 pandemic, effective approaches are needed to encourage changes in people's behaviour to maintain health and prevent the spread of disease. One way to do this is by utilising a social marketing approach (Bardus et al., 2023). Social marketing is a strategic approach that uses marketing principles to influence people's behaviour to achieve social goals, including health improvement (Brennan et al., 2014). It focuses on deeply understanding the needs, motivations and barriers of the target audience and designing relevant interventions to drive positive behaviour change. In the context of a pandemic, social marketing plays an important role in educating the public about the importance of health protocols, such as wearing masks, washing hands and maintaining physical distancing.

Systematic Literature Review research by (Firestone et al., 2017) states that Social marketing can influence health behaviours and health outcomes in global health. The success of social marketing in health promotion is also seen in mass vaccination efforts in South Korea, where messages segmented according to the characteristics of the community can significantly increase vaccine acceptance (Hong, 2023). Promotional media has a very important role in handling the COVID-19 pandemic, especially in disseminating information, educating the public, and encouraging preventive behaviour. In Indonesia, various types of media are used in COVID-19 campaigns, ranging from digital media such as websites, social media and mobile apps, to print media such as posters, billboards and brochures, and traditional media such as radio and television (Al-Dmour et al., 2022; Anwar et al., 2020). Jayapura, with its geographical spread across coastal and inland areas, faces major challenges in disseminating information related to the COVID-19 pandemic.

Limited access to technology and the internet in some areas, as well as uneven infrastructure, make health information distribution difficult, especially in areas far from the city centre. In addition, the diversity of local cultures and languages also affects how people receive and understand health promotion messages. Low literacy levels in some communities exacerbate these challenges, as they may struggle to access digital information or digest it properly (Singarella, 2023). This requires health promotion campaigns in Jayapura to be tailored to local conditions, with a more inclusive approach through traditional media such as radio, posters, or in-person meetings involving community leaders or customary leaders to ensure messages reach and are well understood by all levels of society.

The gap between information delivered through promotional media and people's understanding is often a barrier to achieving desired behaviour change, especially in the context of health. Although health promotion campaigns such as information on COVID-19 have been widely disseminated through various channels, there are significant differences in how people receive, understand and apply the information in their daily lives. Previous studies by (Djamhari et al., 2022; Indarwati et al., 2024; Syukur & Sutrisno, 2023) have shown that knowledge gained is not always directly proportional to behaviour change. This can be due to various factors, such as low levels of health literacy, cultural factors, distrust of information sources, or old habits that are difficult to change. For example, while people may know about the importance of handwashing or wearing masks, they may not always apply them consistently, given the psychological or social barriers that influence their decisions. Therefore, it is important to realise that effective health extension relies not only on providing information, but also on a deep understanding of the factors that influence people's behaviour.

The urgency of this research lies in the importance of deeply understanding how health promotion media influences community knowledge and behaviour in the face of the COVID-19 pandemic, particularly in Jayapura. Given the geographical, social and cultural challenges in this area, this study is expected to provide a clearer picture of how social marketing strategies can influence community knowledge and preventive actions. The purpose of this study is to analyse the implementation of social marketing through promotional media, such as posters and the provision of health protocols in

public places, in increasing the knowledge and awareness of people in Jayapura City regarding COVID-19 prevention. This study aims to evaluate the extent to which this promotional campaign is effective in changing people's behaviour in implementing health protocols, such as mask wearing, physical distancing, and vaccination. It is hoped that this study will provide greater insight into the factors that influence the success or failure of health promotion campaigns in Jayapura, and suggest more effective communication strategies to improve community knowledge and behaviour change in the face of the pandemic.

### Social Marketing

Social marketing is an approach that adapts the concepts and principles of commercial marketing for social causes, such as improving health, well-being, or social change (Brennan et al., 2014); (Lee & Kotler, 2015). Social marketing focuses on influencing the behaviour of individuals or groups for purposes that benefit society at large. In the context of health, this theory is applied to encourage healthy behaviours, such as wearing masks, vaccinations, or maintaining hygiene, using relevant messages and effective approaches. The main goal of social marketing is to change people's attitudes and behaviours in the long term, and create a positive impact on people's quality of life and health.

The basic principles of social marketing incorporate four main elements known as the 4Ps (Product, Price, Place, and Promotion) (Da Silva & Mazzon, 2016; Lee & Kotler, 2015; Shams, 2018). Product in this context is the 'social product' or behavioural change to be achieved, such as raising awareness about the dangers of smoking or the importance of vaccination. Price refers to the 'price' that individuals must pay to change their behaviour, be it the cost of time, effort, or trust. Place describes the place or channel of message distribution used to disseminate information to the target audience, whether through social media, radio, television, or community campaigns. Finally, Promotion is the communication strategy used to promote the message and encourage the desired behaviour, such as the use of advertising, celebrities or influencers to influence the audience.

The success of social marketing in health campaigns can be seen from various case studies around the world. For example, anti-smoking campaigns or promotion of handwashing habits during pandemics have shown that well-designed social marketing can raise awareness and drive significant behaviour change. Previous studies by (Hong, 2023) have shown that when social marketing campaigns are complemented by a deep understanding of the target audience, the use of persuasive messages, and the selection of appropriate channels, they can be successful in influencing individual and community behaviour. Such success is evident in increased vaccination rates, decreased prevalence of certain diseases, and healthier lifestyle changes in the long run. In the context of the COVID-19 pandemic, social marketing also plays an important role in combating disinformation and motivating people to follow established health protocols.

### Promotional Media in Health Campaigns

Types of Promotional Media in health campaigns play an important role in reaching different audiences in the most effective way. Social media, such as Facebook, Instagram, and Twitter, allow for rapid and widespread dissemination of information at low cost, reaching a wide range of people, especially the younger generation who are active on these platforms (Freeman et al., 2015). However, the downside of social media is the risk of disinformation, where misinformation can easily spread, and limitations in reaching older audiences or those without stable internet access (Gisondi et al., 2022). On the other hand, mass media such as television and radio have a wide reach and can cover a more diverse audience, including those without internet access. The downside of mass media is the relatively high cost and lack of interactivity compared to social media (Robinson et al., 2014). Community media, such as flyers, announcements through mosques, churches, or local meeting places, are effective in reaching small groups or remote areas, although they have limited reach and may not reach a larger audience (Barik et al., 2019).

The role of Digital Media in Health Promotion is becoming increasingly important, especially in this highly connected digital era. Social media, such as Facebook, Instagram, and WhatsApp, have



proven to be effective in disseminating information related to COVID-19, allowing direct interaction with the public and dissemination of messages that can be updated in real-time. For example, government campaigns via Instagram or Facebook can disseminate information on health protocols, vaccinations, and preventive measures in a visual and easy-to-understand manner. Health apps and government websites also play an important role in providing more structured and in-depth information, such as vaccination schedules or information related to nearby hospitals and health facilities. However, the main challenge of digital media is to ensure that the information disseminated is accurate and trustworthy, and to address the issue of disinformation that can be detrimental to Health promotion efforts (Freeman et al., 2015).

Traditional Media in Health Promotion remains relevant, even in today's digital era. In certain areas such as Jayapura, radio and television are still the main information channels for the community, especially among those who are not active on social media or have limited internet access. Radio campaigns can reach a wider and more diverse audience, especially those living in remote areas. Television also has a great influence in shaping public opinion, by providing educational programmes sponsored by the government or health institutions. In addition, billboards and banners placed in public places can deliver messages directly to people who are out and about. The downside of traditional media is that it is limited in providing quick updates or high interactivity, and sometimes cannot target specific audiences in a more personalised or focused way as digital media can (Barik et al., 2019).

### COVID-19 Pandemic and Public Knowledge

COVID-19 and Information Dissemination in the community has been a major challenge during the pandemic. Information about the virus is disseminated through various channels, including social media, mass media, government announcements, and communications from health agencies. Campaigns by international health organisations, such as the WHO, emphasise the importance of rapid and accurate information dissemination to educate the public about symptoms, transmission and prevention measures. However, one of the main challenges is ensuring accuracy and consistency of information, especially amidst the massive spread of misinformation and hoaxes on digital platforms. Differences in public understanding also often occur due to gaps in access to information or low digital literacy, making some groups more vulnerable to misinformation.

People's knowledge of COVID-19 varies widely and is influenced by various factors, such as education, access to reliable sources of information, and local cultural characteristics. The ideal knowledge base includes an understanding of the main symptoms of COVID-19, such as fever, cough, and difficulty breathing, as well as knowledge of the modes of transmission, such as through droplets and direct contact. In addition, people also need to understand preventive measures, such as handwashing, social distancing, wearing masks, and getting vaccinated (Baj et al., 2020). A person's education level is often a determining factor in understanding this information, with individuals with higher education tending to better understand complex information (Rattay et al., 2021). Local culture also influences how people respond to information, for example in terms of beliefs in traditional medicine or attitudes towards health protocols (Zhao et al., 2023).

Differences in Knowledge across Regions have been identified in various studies, especially between urban and rural communities. In urban areas, access to information tends to be better due to the availability of the internet and various modern communication channels. In contrast, in rural areas or areas with limited access to information, such as some areas in Jayapura, people's knowledge of COVID-19 is often lower. Geographical factors, limited communication infrastructure and low media literacy are major barriers to disseminating accurate information (Yue et al., 2021).

## Methods

This research uses a qualitative case study method to evaluate the implementation of social marketing in COVID-19 promotional media and its influence on public knowledge in Jayapura City. The case study approach was chosen because it allows in-depth exploration of a specific phenomenon

in a particular context, namely how social marketing is implemented through various promotional media in Jayapura. The research adopted in-depth interviews with local communities, promotional media managers, and relevant stakeholders, as well as direct observation of the media used. The data collected was thematically analyzed to identify patterns, barriers and successes in delivering health messages. A key focus was to understand local dynamics, such as the role of culture, access to technology, and community perceptions of health promotion campaigns.

This research will be conducted at the Jayapura City Health Office, Papua Province, from May to June 2021. This study used purposive sampling technique, which aims to select informants who are considered to have relevance and in-depth insight into the implementation of social marketing in COVID-19 promotional media in Jayapura City. Informants were selected based on certain criteria, such as communities exposed to COVID-19 promotional media campaigns, promotional media managers or content creators, as well as health stakeholders such as medical personnel and local government officials involved in health communication programmes. This approach allows the research to focus on individuals or groups who have direct experience or specific knowledge related to the phenomenon under study. With purposive sampling, the research is expected to obtain rich and varied data, reflecting various perspectives and experiences related to the effectiveness of social marketing in increasing public knowledge about COVID-19 in Jayapura.

The informants in this study consist of 7 people: 1 person from the P2P Division Head, 1 person from the SDK Division Head, 1 person from the Health Promotion Section Head, 1 person responsible for health promotion, 1 member of the COVID-19 task force, and 1 former COVID-19 patient. The data collection technique in this study involved in-depth interviews conducted over a four-week period, with a flexible schedule adjusted to the informants' availability. The interviews used semi-structured guidelines, allowing the researcher to ask pre-designed main questions, but still leave room for further exploration based on the informants' answers. This approach aims to explore informants' experiences, perceptions, and views in depth regarding the implementation of social marketing in COVID-19 promotional media and its impact on public knowledge. In addition, direct observation was carried out on various promotional media spread across the Jayapura area to understand the distribution, form of messages, and community responses.

Document analysis was also conducted on promotional materials, such as posters, digital adverts, or social media content, as well as official policies or reports from the government and health institutions. In addition, a closed questionnaire was used to measure the success of the social marketing campaign more objectively, such as the level of community understanding of the messages delivered, behaviour change, and the level of acceptance of the promotional media used. A structured observation guide was also used to systematically record key elements of the campaign, such as frequency of advertisements in local media, message content, and relevance to Jayapura's cultural context. By combining qualitative and quantitative data, this research seeks to provide a more holistic picture of how social marketing is implemented and its impact on people's knowledge of COVID-19.

In this study, each of the core elements of social marketing, namely Product, Price, Place, and Promotion (4Ps), were analysed in depth to assess the implementation of the strategy holistically. Product refers to the messages or information delivered in social marketing campaigns, such as promotional materials on COVID-19 prevention. The analysis included an evaluation of the quality, clarity, and relevance of the message to the needs of the Jayapura community. Price reflects the sacrifices or barriers people face in accessing information, including the cost of time, effort, or other constraints such as digital literacy. Place refers to the distribution channels used, such as digital, print, or traditional media, which must be assessed for their effectiveness in reaching people in different geographical areas of Jayapura. Promotion includes the promotional methods used, such as advertising, direct socialisation, or community-based campaigns, which need to be evaluated in terms of attractiveness and ability to drive behaviour change.

### **Data Processing Steps**

Miles and Huberman as cited in (Sugiyono, 2018) state that activities in qualitative data analysis are carried out interactively and continuously until data saturation is reached. Data saturation occurs

when no new information or insights emerge. Analysis activities include data reduction, data presentation, and conclusion drawing/verification, all of which are applied systematically to obtain meaningful findings.

### **Data Reduction**

In this study, data reduction involved simplifying and organising the raw data collected from interviews, observations and documents into more focused and manageable segments. For example, responses from informants regarding their experiences with social marketing campaigns were carefully transcribed, and key points relating to themes such as message clarity, media effectiveness and cultural relevance were extracted. A coding process was applied to categorise the data into thematic groups, ensuring that only the most relevant insights were retained for analysis.

### **Data Presentation**

The reduced data were then presented in a structured format, such as a matrix, diagram, or narrative summary, to highlight patterns and relationships. For example, data on the effectiveness of different promotional media (e.g., digital vs. traditional) are presented in a comparison matrix to facilitate analysis of their impact on public knowledge. This visual and organised presentation allows for better interpretation of the complex interactions between variables, such as media type and audience response.

### **Conclusion Drawing/Verification**

Conclusions are drawn iteratively based on patterns and insights that emerge during data analysis. For example, the initial finding that digital media is more effective in urban than rural areas was re-verified through additional interviews and observations. Conclusions remain provisional until consistent evidence is gathered from multiple sources, thus ensuring their credibility and validity. This iterative process allows for refinement and validation of conclusions, making them robust and reliable.

### **Research Validity**

The data obtained during the research process will be re-examined by testing the credibility of the data (Sugiyono, 2018).

### **Prolonged Engagement**

Prolonged engagement can increase the credibility of the data. By extending observations, the researcher returns to the field, conducts further observations, and interviews both previous and new data sources. This process helps build a rapport between the researcher and the informants, making the relationship more familiar, open, and trusting, ensuring that no information is withheld. Once a rapport is established, the research reaches a state of normalcy, where the presence of the researcher no longer disturbs the behavior being studied. (1) Increasing Perseverance. Increasing perseverance involves making more careful and continuous observations. This approach ensures that the data and sequence of events are accurately and systematically recorded. (2) Using Reference Materials. Reference materials are essential in proving the data found by the researcher, supported by interview recordings and data recording tools in qualitative research. Tools such as cameras, handy cams, and voice recorders are necessary to support the credibility of the data found by the researcher. (3) Conducting Member Check. Member check is the process of checking the data obtained by the researcher with the data providers. The purpose of the member check is to determine the extent to which the data obtained aligns with what was provided.

### **Research Ethics**

Research Ethics: (1) Informed Consent. Respondents are selected after first receiving an explanation of the research activities, research objectives, and potential impacts. After agreeing to participate, respondents sign a written consent form. (2) Anonymity. All respondents included in the research sample will remain anonymous in the presentation of the research report. (3) Confidentiality. The specific identities of the respondents in the research sample (names, images or photos, physical characteristics) will be kept confidential, and only certain information will be displayed.

## Results and Discussion

Jayapura City is located between 137°27' - 141°41' E and 1°27' - 3°49' S. The area is bordered by the Pacific Ocean to the north, Papua New Guinea to the east, Keerom Regency to the south, and Jayapura Regency to the west. Jayapura City covers an area of 940 km<sup>2</sup>, making it the smallest region compared to other regencies/cities in Papua Province. The city is divided into five districts: Muara Tami, Heram, Abepura, South Jayapura, and North Jayapura. In 2016, the population of Jayapura City was 288,786 people, comprising 154,096 males and 134,690 females. The population increased by 1.87% compared to the previous year. The population density in Jayapura City is 307 people/km<sup>2</sup>, with the most densely populated districts being South Jayapura at 1,740 people/km<sup>2</sup> and North Jayapura at 1,436 people/km<sup>2</sup>. The population of Jayapura City is predominantly in the productive age group (15-64 years), making up 69% of the total population, indicating a potential demographic bonus. According to the national urban system, Jayapura City is designated as a National Activity Center (PKN) and a PKSN. In the 2015-2019 RPJMN, Jayapura City is categorized as a medium-sized city, serving as an economic growth center, primary service center, and hub for Papua and Maluku Islands in the form of a National Activity Center (PKN) and as a support for the development of border areas.

The development of Jayapura City as a PKN is focused on the development of trade and services (marketing outlets for food crops, forest products, metals, and fisheries), industry (processing agriculture, plantations, forestry, fisheries, and mining), and as a transshipment point in Eastern Indonesia (KTI) and a border crossing administration service center (Indonesia-PNG-Palau border). The development of economic strategic areas in Jayapura City is conducted by including Jayapura City in the Mamta Economic Development Area (KPE) along with Mamberamo Raya Regency, Jayapura Regency, Keerom Regency, and Sarmi Regency. The focus of KPE Mamta development includes increasing upstream productivity, including palm oil and cocoa, accelerating industrialization/downstreaming, including the palm oil industry, cocoa industry, and Sentani Lake tourism industry. Improving connectivity between economic growth centers in KPE Mamta is supported by the planned construction of several road segments, including the Jayapura-Wamena-Mulia road segment, Jayapura City ring road, Warumbaim-Taja-Lereh-Tengon road segment, and Depapre-Bongkrang road segment. Based on the 2015-2019 RPJMN, Jayapura City is included in the priority locations focused on developing trade and services (marketing outlets for food crops, forest products, metals, and fisheries), industry (processing agriculture, plantations, forestry, fisheries, and mining), and as a transshipment point in Eastern Indonesia (KTI) and a border crossing administration service center (Indonesia-PNG-Palau border).

### Analisis Strategi Social Marketing yang Digunakan dalam Media Promosi

The COVID-19 prevention campaign is a social marketing program implemented by the Jayapura City Health Office as a form of support and prevention against the spread of COVID-19 in Jayapura City. With the main message "Sa Jaga Ko, Ko Jaga Sa, Kita Semua Aman" (I Take Care of You, You Take Care of Me, We Are All Safe), this campaign aims to influence attitudes and foster behavioral change among mothers in implementing health protocols in their daily lives.

Activities carried out by the Jayapura City Health Office in this campaign include distributing COVID-19 posters and health protocols, as well as promoting them door-to-door and in business places. These activities are conducted daily through the COVID-19 task force at the Jayapura city level. Through this task force, health promotion is intensified by requiring all public places, places of worship, businesses, schools, and public facilities to implement health protocols, including handwashing facilities, temperature checks, posters and pamphlets related to health protocols, and recommendations for maintaining distance, wearing masks, and washing hands. This aligns with the results of the interview with a representative from the Jayapura City Health Office:

*"We, at the Jayapura City Health Office, carry out various activities as part of the COVID-19 prevention campaign. One of our primary steps is distributing educational posters about COVID-19 and health protocols at strategic locations. In addition, we also promote health protocols*



*directly through door-to-door activities and at business establishments. These activities are conducted daily, coordinated through the COVID-19 Task Force at the city level in Jayapura. The Task Force plays a significant role in strengthening health promotion. We ensure that all public spaces, such as places of worship, schools, public facilities, and business locations, implement health protocols. Mandatory measures include providing handwashing facilities, conducting temperature checks, displaying posters and pamphlets related to health protocols, and issuing recommendations to maintain physical distancing, wear masks, and wash hands. All these efforts are carried out consistently to increase public awareness and prevent the spread of COVID-19."*

Through this interview, it is evident that the Jayapura City Health Office is committed to using an integrated approach to promote health protocols across various levels of society. Field findings indicate that the social marketing objectives of promoting health protocols and COVID-19 are to influence attitudes and foster behavioral change among the community in facing COVID-19 by adopting the NEW Normal lifestyle. This includes new habits such as wearing masks, washing hands, and maintaining distance in all activities. This change represents a social product consisting of three elements: first, an idea in the form of belief in changing from old habits to new ones; second, social practices involving the formation of behavioral change patterns in the community, such as mask-wearing, maintaining distance, and handwashing; and third, tangible objects related to adapting to new habits that were not previously practiced.

Based on observations and interviews, it was found that the implementation of COVID-19 Social Marketing and Health Protocols includes the following: Mediated Communication: The message was conveyed to the target adopters of the COVID-19 Social Marketing promotion through health protocol posters created and delivered by the COVID-19 task force and the Jayapura City Health Office. The posters aim to deliver the message to the target adopters, the residents of Jayapura City. Face-to-Face Communication: This process is carried out routinely every day in conjunction with raids or the enforcement of local regulations regarding COVID-19. The promotion is delivered by health workers, military and police officers, volunteers, NGOs, religious leaders, community leaders, women's leaders, and all community elements.

Research findings reveal that the Jayapura City Health Office acts as an organization that brings social change. This aligns with the basic elements of social marketing (Kotler & Roberto, 1989), which state that a change agent is an individual, organization, or collaboration that will bring about social change in relation to social change campaigns. The change strategy used in this campaign involves the distribution of COVID-19 posters and health protocols, as well as raids, enforcement, inspections, and door-to-door promotions through places of worship, businesses, and other public places, making it easier for the target adopters to access the social product offered by the change agent. Based on this, the basic elements of the COVID-19 Social Marketing can be identified as follows:

**Table 1. Basic Elements of COVID-19 Social Marketing**

Basic Elements of Social Marketing (Kotler and Roberto, 1989:17)	Basic Elements of COVID-19 Social Marketing
Cause (alasan/maksud)	Memengaruhi sikap dan membangun perubahan perilaku masyarakat dalam prokes
Change agent (Agen Perubahan)	Dinkes Kota Jayapura
Target adopters (khalayak sasaran)	Masyarakat Kota Jayapura
Channels (saluran)	Tempat- tempat umum
Change Strategy (strategi perubahan)	Komunikasi persuasif melalui Poster Prokes

(Source: Processed by the researcher)

As in commercial marketing, Kotler & Lee (2008) state that social marketing also involves a marketing mix consisting of product, price, place, and promotions. This marketing strategy is used to ensure the smooth operation of social marketing. Based on the research conducted, the application of the 4P elements (Product, Price, Place, Promotion) in the social marketing campaign related to

COVID-19 in Jayapura City demonstrated its effectiveness in influencing community behavior change. The analysis of each element is as follows:

### Product (Social Product)

The social product in this campaign is COVID-19 prevention behaviors, such as handwashing, wearing masks, physical distancing, and vaccination. Findings indicate that the community understands the importance of health protocols as the primary social product. However, there remain groups with limited understanding of the long-term benefits of vaccination, particularly in areas with restricted access to information. Strengthening narratives about social products, including immediate benefits and evidence of the success of health protocols, is a key aspect of improving public acceptance.

### Price (Cost)

In this context, price refers not to financial costs but to the sacrifices or efforts required by individuals to adopt new behaviors. The study reveals that some community members perceive the "cost" of implementing health protocols as relatively high, particularly regarding comfort (e.g., wearing masks for extended periods). On the other hand, campaigns emphasizing the health benefits for individuals and families successfully reduced this perceived "cost." The availability of free vaccination served as a major driver of participation, although trust issues regarding vaccine safety remain a challenge to be addressed.

### Place (Distribution)

The distribution of information and healthcare services varied widely, including health facilities, places of worship, markets, and digital media. The findings show that traditional media, such as radio and billboards, were more effective in rural areas and remote communities. Meanwhile, social media was widely used in urban areas to reach younger generations. However, limited digital infrastructure in some remote areas caused gaps in access to information. Community-based approaches, such as direct outreach by community leaders or health workers, proved essential for reaching populations less connected to modern media.

### Promotion

Promotional campaigns utilized multiple channels, including mass media, social media, and community activities. Social media platforms like Facebook and WhatsApp became the primary channels for disseminating COVID-19 messages, especially among the youth. However, traditional media like radio and public announcements were more effective in reaching digitally underserved populations. The campaigns also engaged community leaders and religious figures as trusted messengers. The findings suggest that messages delivered by these figures were more readily accepted, particularly in communities with strong cultural bonds. Field data reveals that the product offered to the target adopters of COVID-19 Social Marketing is a social product consisting of three elements: first, the idea of belief in changing community attitudes towards COVID-19 prevention and control; second, social practices in forming behavioral change patterns by adhering to health protocols in daily activities; and third, tangible objects such as posters, billboards, and social media. [Kotler & Roberto \(1989\)](#) explain that while commercial marketing offers services or physical goods, social marketing offers social products to the audience, including ideas (idea), social practices (social practice), and tangible objects (tangible object).

The implementation of COVID-19 Social Marketing includes target adopters who are funded by the government through the national and provincial budgets, as well as those who bear the cost of printing posters, providing masks, and handwashing facilities. The distribution of social products takes place throughout Jayapura City. The selection of public and private places as distribution locations for social products in COVID-19 Social Marketing is based on the rationale that it makes it easier for the target adopters to access the social products offered by the change agent. This aligns with [\(Kotler, 2008\)](#) view that selecting the right location is crucial in social marketing, as it facilitates the audience's acceptance of the social product. To introduce the health protocol campaign for COVID-19 prevention to the target adopters, the health office conducted several promotional activities by placing health protocol and COVID-19 posters in public and private places. According to [\(Kotler,](#)

2008), the media channels used in Jayapura City's COVID-19 Social Marketing can be categorized as selective media channels, such as flyers, brochures, posters, and letters, which are effective in reaching the target adopters through specific media channels.

Based on the above findings, the social marketing strategy used in the COVID-19 campaign includes social products in the form of ideas and social behaviors aimed at changing mothers' attitudes toward implementing health protocols in their daily lives, along with tangible objects offered to the target adopters at a cost, distributed throughout Jayapura City according to the target adopters' locations, and promoted through the dissemination of posters, invitation letters, and direct notifications at public and private places to the target adopters. In the communication process of COVID-19 Social Marketing, the research findings indicate that the implementation of COVID-19 social marketing is carried out through two methods: the dissemination of COVID-19 and Health Protocol posters. This can be identified as mediated communication and face-to-face communication, based on (Effendy, 2014) classification of communication processes according to their nature in relation to the mode of communication.

### Barriers to the Implementation of Social Marketing

The dissemination of posters is one of the primary methods used in social marketing to deliver information about COVID-19 and health protocols to the public (Fernandez-Haddad & Lopez, 2024; Kiti, 2021). Posters, as a visual medium, excel at capturing attention with striking designs, concise messages, and relevant images. During the pandemic, these posters were typically placed in strategic locations such as markets, terminals, healthcare centers, schools, and places of worship, aiming to reach as many individuals as possible in their daily activities.

COVID-19 posters generally include basic information about the virus, modes of transmission, and preventive measures such as handwashing, mask-wearing, social distancing, and avoiding crowds. Additionally, some posters feature calls to participate in vaccination programs or provide guidance on handling early symptoms of infection. To ensure equitable distribution, the dissemination efforts involved local governments, healthcare workers, and community volunteers, reaching even the most remote areas. However, the effectiveness of this method heavily depends on design and content factors. Posters that are overly text-heavy or use language mismatched to the audience's literacy level may reduce comprehension and engagement. Therefore, poster design must consider the target audience, such as incorporating local languages or including simple yet informative illustrations.

Another challenge is ensuring posters remain visible and undamaged by weather or environmental factors. In areas with limited infrastructure, distribution often becomes an obstacle, particularly in reaching residents in remote regions. Nevertheless, with proper placement and relevant content, posters can serve as an effective tool to support behavior change efforts during the pandemic. This statement aligns with feedback from the health promotion team, who stated:

*"The effectiveness of poster dissemination as a method in social marketing campaigns greatly depends on its design and content. Posters that are overly text-heavy or use language inappropriate for the community's literacy level often reduce comprehension and appeal. Therefore, poster design must take the target audience into account, such as by using local languages or simple yet informative illustrations. Additionally, another challenge lies in ensuring that posters remain visible and undamaged by weather or environmental factors. In areas with limited infrastructure, distributing posters often becomes an obstacle, especially in reaching communities in remote regions."*

Nevertheless, when the placement and content of posters are relevant, this medium can serve as an effective tool to support behavior change among the public during the pandemic. Another barrier arises from the low level of health literacy in the community, which causes many individuals to lack understanding of the importance of health protocols such as wearing masks, washing hands, and maintaining social distance. This issue is exacerbated by a lack of clear information on how these protocols help prevent the spread of COVID-19.

*Cultural factors also pose challenges, as social interactions like handshakes, attending large gatherings, or congregating in public spaces are often seen as traditional practices that are difficult to change. Campaigns that do not align with local cultural values frequently encounter resistance, highlighting the need for more culturally sensitive approaches to increase public acceptance of health protocols."*

The dissemination of posters as part of social marketing highlights the importance of visual approaches in conveying health information. When supported by robust strategies, such as combining digital campaigns with direct community outreach, this method can amplify the impact of health promotion efforts and enhance public awareness of COVID-19 protocols. Social marketing aimed at encouraging the adoption of health protocols faces various structural and cultural challenges. One of the main obstacles is the low level of health literacy in the community (Nguyen et al., 2020). Many individuals do not fully understand the importance of health protocols such as wearing masks, washing hands, and maintaining social distance. This lack of awareness is often exacerbated by insufficient knowledge about how these measures can prevent the spread of COVID-19.

Furthermore, cultural factors and societal habits also pose significant barriers (Subramaniam et al., 2022). In some regions, social interactions such as handshakes, attending large gatherings, or congregating in public spaces are considered integral to daily life. Health protocol campaigns that are not aligned with local cultural values are often perceived as contradicting traditions, thereby reducing community acceptance of the messages being conveyed. Another challenge stems from the high levels of pandemic fatigue, where people grow weary of prolonged restrictions and regulations. This condition affects the effectiveness of social marketing efforts, as even though health protocol messages are delivered intensively, many individuals begin to disregard them. This is further exacerbated by misinformation or fake news spreading widely, particularly on social media, which often creates confusion or doubt about the importance of health protocols (Maison et al., 2021).

From a logistical perspective, resource limitations such as budget, workforce, and access to promotional media are also significant obstacles. Not all regions, especially remote areas, have adequate communication infrastructure to disseminate health protocol messages effectively. For instance, digital media campaigns may be less effective in locations with limited internet access. Finally, a lack of coordination among the various stakeholders involved, such as governments, health institutions, and community organizations, also impacts the success of social marketing. Without strong synergy, the messages delivered can become inconsistent or even contradictory, weakening the overall credibility of the campaign. Addressing these challenges requires a holistic approach that strengthens health literacy, adapts to cultural contexts, and optimizes cross-sector collaboration.

### **The Relationship Between Promotional Media and Behavioral Change**

Promotional media plays a strategic role in influencing behavioral change within communities, particularly in situations requiring collective action, such as the COVID-19 pandemic. By delivering persuasive and well-structured messages, promotional media aims to raise awareness, shape perceptions, and encourage individuals to adopt specific behaviors. For example, various digital, print, and traditional media platforms have been utilized to emphasize the importance of health protocols such as wearing masks, maintaining physical distance, and getting vaccinated. Through engaging visuals, memorable slogans, and the involvement of community figures as agents of change, promotional media can create an emotional impact that strengthens the public's intent to act in line with recommendations. Below is a graph illustrating the evaluation of the effectiveness of promotional media and social marketing approaches implemented in Jayapura.

The displayed COVID-19 trend graph shows a consistent increase in the number of positive cases (red line), which may indicate challenges in effectively delivering health messages, such as preventive protocols, that may not yet be fully understood or implemented by the public. Additionally, the rise in the number of recovered patients (blue line) highlights the success of certain strategies, including health promotion, which helped the public understand the importance of medical care and adherence to health recommendations.



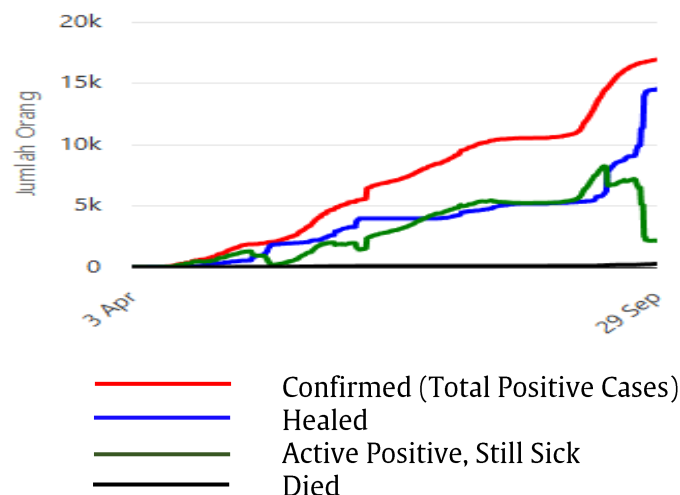


Figure 1. Cumulative Case Progression Chart of Jayapura City as of 15 January 2024

The decrease in the number of patients under care (green line) at the end of the graph may also reflect the positive impact of promotional campaigns, such as increased awareness of vaccination and other preventive behaviors.

However, this data also highlights a potential gap between promotional media and behavioral change, particularly during periods of case spikes. This underscores the importance of evaluating the core elements of social marketing (such as approaches, media used, and messages delivered) to ensure its effectiveness in promoting sustainable behavioral change, especially in regions with unique social and geographical characteristics like Jayapura. The interview results show that the relationship between promotional media and behavioral change related to COVID-19 in Jayapura City is quite significant, although there are several challenges. Most respondents reported receiving information about health protocols through promotional media such as posters displayed in public places and social media. However, despite an increase in knowledge about the importance of wearing masks, social distancing, and handwashing, a significant portion of the population still shows hesitation in consistently implementing these behaviors.

The main factors influencing this are the low level of deep understanding of the risks of COVID-19 and the presence of social and cultural barriers that affect acceptance of health protocols. This indicates that although promotional media is effective in raising awareness, behavioral change requires a more comprehensive and contextual approach. The relationship between promotional media and behavioral change is not linear but is also influenced by various factors. Effective media are those that can overcome psychological, social, and structural barriers that the community might face (Alonzo & Popescu, 2021; Casais & Proença, 2023; Şentürk, 2021). For example, using a community-based and localized approach can enhance the relevance of the message, making it easier to accept. Additionally, message clarity, delivery frequency, and the credibility of the information source are also key factors determining how much promotional media can drive behavioral change. However, even if promotional media are well-designed, behavioral change does not always occur instantly. Its success depends on how the community responds to the message, which is often influenced by literacy levels, cultural beliefs, and access to information. Therefore, to bridge the gap between promotional media and behavioral change, a holistic and adaptive approach is needed one that integrates community needs analysis with effective communication methods.

## Conclusion

This study indicates that the social marketing methods implemented in Jayapura City to address COVID-19, through the dissemination of posters and the provision of health protocols in public spaces, have played a significant role in increasing public knowledge about COVID-19 prevention

measures. Posters placed in various strategic locations, such as markets, shopping centers, and public facilities, served as accessible visual educational tools for the broader community. Additionally, the provision of health protocols in public spaces, such as handwashing stations and reminders for maintaining safe distances, supported compliance with the established rules. However, challenges remain, particularly in ensuring that the public not only understands but also practices the knowledge gained from these promotional media. In conclusion, while the use of posters and the provision of health protocols have succeeded in raising awareness about the importance of COVID-19 prevention, their effectiveness in consistently changing public behavior requires further attention. A more comprehensive approach involving active community engagement in campaigns, such as direct education or community-based initiatives, is needed to ensure that the information conveyed through promotional media is effectively applied in daily life. This study offers valuable insights for developing more effective social marketing strategies to enhance public awareness and behavioral change in Jayapura and other regions facing similar challenges.

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