How Effective Social Marketing Approach Used in Promoting Behavior Changes – The Prevention of Corona Virus Transmission (COVID-19) In Indonesia

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Abstract

This study aims to determine the extent to which social campaigns affect the level of acceptance of the Indonesian people towards social distancing behavior, using masks, washing your hands in 20 seconds and no handshake when greeting someone - as positive social behavior towards social welfare. In addition, this study also aims to determine the effectiveness of the level of public acceptance of the occurrence of voluntary social behavior as promoted by the government. This study uses a quantitative approach. Respondents in this study were Indonesian people. The grouping for the object under study includes public service places, places of worship, workplaces, malls, traditional markets. The results of this study indicate that Social Marketing has a positive and significant effect on Social Behavior. Social Marketing has a negative effect on Public Acceptance. Social Marketing has a positive and significant effect on Public Acceptance.

Keywords: social marketing, social campaign, voluntary social behavior, community acceptance.

I. Introduction

Social marketing is a concept born and developed from the marketing literature that is commonly used to plan and implement social change and behavioral change in society.[1] Social behavioral change is characterized by changes in social behavior that are very different from previous social behavior. As a derivative concept from traditional marketing literature, an exchange is a key to social marketing, emphasizing people's willingness to change (voluntary behavior) for a better social life. In nearly a quarter century of its journey, since it was first introduced by Kotler & Zaltman, in 1971, social marketing campaigns have proven to be effective in conditioning people's voluntary behavior change towards positive health behaviors.

With the same hope, the Indonesian government has intensively carried out social campaigns since the first two patients of the Covid 19 virus were discovered, namely on March 2, 2020. Social marketing aims to change a person's behavior into healthy behavior towards preventing the transmission of the coronavirus. The content of social campaigns is an appeal that people always keep their distance, wear masks, wash their hands diligently, and do not shake hands when in a crowd. Social campaigns are focused on promoting safe social behavior when interacting with other people. In this case, there are rewards or punishments as reinforcement to motivate someone to do it voluntarily. In accordance with the characteristic phenomenon of transmission, keeping a distance, wearing a mask, diligently washing hands, and not shaking hands are pos-

itive health behaviors specifically promoted to prevent the transmission of Covid 19 to more extreme numbers. In the context of exchange, behavior change is the price paid by someone voluntarily motivated by the promised rewards. The reward promised by the government is that the community will be protected from the transmission of the Corona 19 virus.

In the context of the Covid 19 pandemic, social campaigns planned and implemented to change the social behavior of Indonesian people when they are in a crowd have not proven to have an impact on reducing the transmission rate of Covid 19. After the 14-day incubation period of Covid 19 infection, as determined by the World Health Organization (WHO), the graph of the number of sufferers still shows an increase, even the increase is getting sharper as follows:
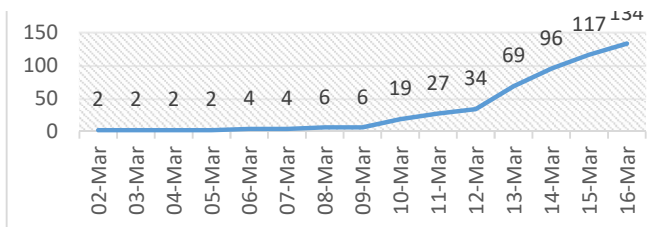

Figure 1. Number of Covid 19 Patients14 Days After First Case
Source: Researcher Processing.[2]

Even one month after the announcement of the first patient, the graph of the number of infected patients consistently continues to show an increase, with the total number of patients reaching 1790. At the time this study was conducted, the number of Covid patients had reached 421,731 positive people, 353,282 recovered, 14,259 died, and its distribution had spread to all provinces in Indonesia from Sabang to Merauke.

Figure 2: Confirmed Covid-19 Cases And Deaths In ASEAN
Source: World Health Organization.[2]

The data above shows that Indonesia ranks the highest for Covid-19 cases among other countries in ASEAN. So social campaigns are needed that are carried out on an ongoing basis to reduce the increase in Covid 19 cases.

The formulation of the problem in this study are:

1. How is social marketing with a social campaign approach (social distancing, using a mask, washing your hands in 20 seconds, and no handshake when greeting someone) on voluntary social behavior

2. How does voluntary social behavior, as promoted by the government, affect the level of public acceptance?

3. How is social marketing with a social campaign approach (social distancing, using a mask, washing your hands in 20 seconds, and no handshake when greeting someone) on the level of public acceptance

II. Literature Review

2.1 Social Marketing

Social Marketing is the application of commercial marketing concepts and tools to influence the voluntary behavior of target audiences to improve their lives or the communities in which they are a part.[3] Social Marketing is also a process that uses marketing principles and techniques to influence the behavior of targeted target audiences. It will benefit society as well as individuals. This strategically oriented discipline relies on creating, communicating, delivering, and exchanging offerings that have positive value for individuals, clients, partners, and society. [4] Social marketing is a dynamic, evolving theory, research, and application field. Like other modern multidisciplinary fields of inquiry, social marketing is subject to many different schools of thought.[5]

Social marketing began with social advertising when the need to use more than education and advertising to elicit behavior change was identified.[1] Social marketing uses marketing principles and techniques to influence target audiences to voluntarily accept, reject, modify or ignore behavior for the benefit of individuals, groups, or society. Social marketing is a strategy to change social behavior by using conventional market-

ing principles to increase the acceptance of social ideas. Social marketing is a more effective strategy to increase public knowledge and awareness. Wrong The concept of social marketing is an audience-oriented approach, so the communication strategy used should be the one that best suits their daily lives.

2.2 Social Campaign

Lazars & Merton suggest that three conditions enable social campaigns to be run effectively,[1] namely:

1. monopolization, no counter-propaganda that develops in the community;
2. canalization;
3. In summation, social camp is equipped with face-to-face.

In this way, consumer research can identify the benefits associated with specific behavior changes, facilitating voluntary exchange.

2.3 Social Behavior

The marketing field attempts to influence voluntary behavior by offering or reinforcing incentives and/or consequences in an environment that invites voluntary exchange. Exchange theory views consumers as acting primarily out of self-interest because they seek ways to optimize value by doing what gives them the most significant benefit at the lowest cost. In contrast to commercial exchanges, where consumers receive products or services for cash, in public health situations, there is rarely an immediate and explicit return to the target audience in exchange for implementing their healthy behavior. Nonetheless, exchange theory reminds social marketers that they must

a. offer benefits that consumers (not public health professionals) value;
b. recognize that consumers often pay for intangible costs, such as the time and psychological discomfort associated with changing behavior; and
c. recognizes that everyone involved in the exchange, including intermediaries, should receive valuable benefits for their efforts.

Therefore, social marketers must provide something useful in exchange to increase consumer readiness to change. In this sense, an exchange involves the transfer of tangible or intangible items between two or more social actors.[6]

2.5 Voluntary Social Behaviour

The term prosocial behavior or Voluntary Social Behavior also includes a variety of phenomena such as helping, sharing, self-sacrifice, and observing norms. All of these phenomena have one common characteristic-namely, that of an individual's action towards the protection, maintenance, or enhancement of the well-being of an external social object: a particular person, group, society as a whole, a social institution, or a symbolic being, for example, an ideology or a moral system.[7] Some people engage in prosocial behavior, but they take it. They want to be respected by others. In its contract, prosocial behavior means positive actions that benefit others, driven by empathy, moral values, and a sense of personal responsibility rather than a desire for personal gain. Research on child development shows that one of the most effective ways schools can encourage prosocial behavior is through comprehensive programs designed to teach and model social skills.[8]

2.6 Public Acceptance

Public acceptance is described as an attitude of accepting something that is offered or given affirmatively.[9] It can also be interpreted as a "response" or "reaction" to something offered or given. Acceptance in policy is a behavior. Behavior is a psychological tendency expressed by evaluating an entity with several perceived factors. In this case, acceptance as a behavior will become an affirmative attitude through a specific object such as a policy. This means that acceptance as a behavior can be defined as behavior in accordance with the aims and objectives of the policy system to be implemented. Therefore, the goals and desired behavior patterns must be defined first.

Factors that affect the perception of public acceptance of social campaigns

Determining the factors that influence social campaigns is essential in developing the meaning of several social campaigns. Several studies have identified important factors in the acceptance of social campaigns. One of them is the research of Schade and Schlag, in 2000, who examine the factors that influence social campaigns through measurement.[10] The determinants of policy perceptions include:

a. Perceptions of social campaign problems related to habitual problems are prerequisites for important problem solving steps.[9]

b. The public interest provides a review in several areas of the social sciences including psychology, economics, and politics, that people are willing to tradeoff between the two perspectives in pursuing their goals. If social campaigns are deemed to be in accordance with social goals, it can be assumed that more judgment to achieve social goals will lead them to accept the policy.

c. Information Previous research has shown that actions in known social campaigns are more acceptable than actions in unknown social campaigns.[10] However, in contrast to this general assumption, Steg and Vlek (1997) found that knowledge has a negative effect, because high knowledge leads to higher judgments about effectiveness and significantly lower acceptance compared to people with less knowledge information.[9]

d. The effectiveness of the proposed social campaign must be considered effective for controlling the social campaign problems that occur.

e. Equity Equity is the distribution of costs and benefits in this case is equity. Fairness in some studies is mediated by personal expectations. It can be assumed that the more people benefit from the introduction of a social campaign, the more they will accept the action of the social campaign.

f. Social Norms Social norms refer to people's assumptions about other people (family, friends, etc.), whether they think their closest colleagues will accept the transportation policy.

g. Socio-Economic The acceptance of social campaign actions can also be influenced by socioeconomic features. However, not many reasonable assumptions can be made. Usually comes from income level.[9]

h. Attribution of Responsibility If the community realizes that they should be part of the responsibility in dealing with the problem of handling Covid, then this will increase acceptance of the social campaigns provided.

MIS is an integrated system, both human and machine, that provides information to support the operations, management, and decision-making functions in an organization. This concept emphasizes the importance of system integration to provide relevant and timely information to various levels of management and operations in an organization. MIS is a network of procedures that process data within an organization and are combined when necessary to provide data both internally and externally. The goal is to support decision making to achieve organizational goals. Moekijat focuses more on procedures and data processing as part of an information system.[11]

III. Research method

The conceptual model consists of units with attributes (concepts, theoretical constructions) and the relationship between attributes and concepts based on theoretical constructions. The conceptual model of this study is as follows:
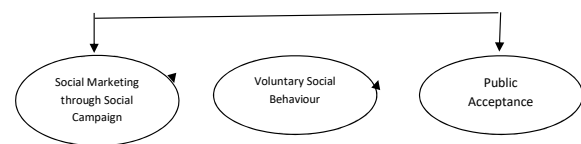

Figure 3: Research Conceptual Model

Source: Researcher Processing

The population in this study was all Indonesian people. A sample is a group of elements in the population selected to participate in the study.[12] In this study, the sample studied was 236 respondents. The sampling technique was selected using a non-probability sampling technique. The independent variable in this research is Social Marketing (social campaign). This study's dependent or dependent variable is public acceptance (Y). The intervening variable in this study is Voluntary social behavior (Z). The unit of analysis in question is the Indonesian people affected by the social campaign policy.

IV. Discussions

Tabel 1. Respondent Profile (Health Protocol)

Implementation of Health Protocols	Total
Never (always apply)	93
Never apply	143
	236

Source: Researcher Processing

The total of respondents who never applied health protocols was 143 respondents and 93 who consistently applied them. The data above shows that there are still around 39% who have not implemented health protocols.

Table 2. Respondent Profile (Infected with C-19)

Have been infected with C-19	Total
Yes	18
No	218
	236

Source: Researcher Processing

The total respondents who have been infected are 18, and 218 respondents who always apply.

Table 3. Respondent Profile (Income Change)

Income	Total
Decreasing	163
Constant	62
Increasing	11
	236

Source: Researcher Processing

Total respondents whose income decreased by 163, whose income was fixed by 62, and whose income increased by 11. One hundred sixty-three respondents, or 69%, stated their income had decreased. This was the impact of the Covid Virus pandemic, which caused many companies to go out of business. Sixty-two respondents, or 26%, stated that their income is fixed. Moreover, only as many as 11 respondents, or as much as 5%, stated that their income had increased.

Table 4. Respondent Profile (Income Change)

	Expense	Total
S	Decreasing	53
	Constant	69
	Increasing	114
		236

Source: Researcher Processing

Total Respondents whose expenses decreased by 53 and whose fixed expenses were 69, and expenses increased by 114.

Table 5. Respondent Profile (Social Media)

Information Media	Total
Social Media	125
Online Media	18
Posters/Billboards	25
TV	39
Public Figure	3
Government	11
Whatsapp	11
	232

Source: Researcher Processing

Total respondents who access social media are 125, online media are 18, Poster/Baliho are 25, TV is 39, community leaders are three, local government is 11, and WhatsApp is 11.

4.2 Indicator Average

Table 6. Social Marketing Mean Analysis

No	Information	Average
1	I always adhere to the Health Protocol which includes 3 Washing hands, wearing a mask and keeping a distance (3M)	2,99
2	3M's social media campaign carried out by places of worship has been effective	2,91
3	Social media campaigns carried out by public service places have been effective	2,72
4	Social media campaigns carried out by the workplace are effective	2,87
5	The social media campaign carried out by the mall has been effective	2,65
6	Social media campaigns carried out by traditional markets have been effective	2,46
7	The social media campaign carried out by public transportation has been effective	2,61

Source: Researcher Processing

Table 7. Social Behaviour Mean Analysis

No	Information	Average
1	I am willing to help the 3M campaign for the prevention of Covid 19	3,06
2	I am willing to help to campaign for 3 M for the prevention of Covid 19	2,95
3	I am willing to share so that the 3M campaign can run (eg sharing masks, disinfectants, etc.)	3,14
4	I am willing to sacrifice my time and energy to help campaign for 3 M	2,91

Source: Researcher Processing

Table 8. Social Acceptance Mean Analysis

No	Information	Average
1	Applying 3 M I have the motivation to change healthy living behavior	3,22
2	The 3M social campaign helps the community in preventing the covid 19 virus	3,22
3	3M's social campaign helps people to make behavior change	3,33
4	The 3M social campaign that has been carried out has really helped the interests of the community	3,25
5	The information in the 3M social campaign campaigned by the government and other parties is very helpful	3,14
6	The 3M campaign currently being carried out is quite effective	2,84
7	The 3M campaign will have an economic impact in the context of recovering from covid 19	2,91
8	The 3M campaign is a shared responsibility of the whole community	3,22

4.3 Measurement Model Test

This analysis was conducted on all constructs (the relationship between latent and observational variables) separately or partially through the evaluation of: construct validity and construct reliability. In this section, only valid and reliable test results are displayed.

1. Based on the calculation results, it is known that the CR value is 0.72 above 0.60 and the VE value is 0.56, which is above 0.5. Thus, the latent variables of Social Marketing and each observed variable are valid and reliable.

2. Based on the calculation results, it is known that the CR value is 0.64 above the 0.60 value, and the VE value is 0.6, which is above 0.5. Thus, the latent variable of Social behavior and each observed variable are valid and reliable.

3. Based on the calculation results, it is known that the CR value is 0.74 above 0.60 and the VE value is 0.56, which is above 0.5. Thus, the latent variable of Community Acceptance and each of the observed variables are valid and reliable.

4.4 Goodness of Fit Test

The model fit test is used to explain whether the model from the research results that have used empirical data is declared fit or unsuitable based on predetermined criteria. The following is a computer output regarding statistical results

based on empirical data that will be used to test the model's suitability resulting from this study.

The opinion of Hair is to determine whether the study's structural model matches with facts or empirical data (goodness of fit), carried out with various size criteria. If 4-5 measures are met, it is sufficient to state that the model is fit as long as it represents each criterion.[13]

1. *Criteria for absolute fit índices*

    a. Chi-Square Size. It is known that the value of the Chi-Square significance level is 0.00. Because the value is less than 5 percent, the model does not fit.
    b. Root Mean Square Error of Approximation (RMSEA) size. It is known that the RMSEA value is 0.00. This value states that the model is fit.
    c. *Goodness of Fit Index (GFI).* It is known that the GFI value is 0.62. Because the GFI value is less than 0.9, it indicates that the model is not fit.

2. *Criteria for incremental fit índices*

    a. *Adjusted Goodness of Fit Index (AGFI).* It is known that the AGFI value is 0.49. Therefore, the AGFI value is less than 0.9, indicating that the model does not fit.
    b. *Normed Fit Index (NFI).* It is known that the NFI value is 0.58. Therefore, the NFI value is less than 0.9, indicating that the model does not fit.
    c. *Comparative Fit Index (CFI).* It is known that the CFI value is 0.59. Because the CFI value is less than 0.9, it indicates that the model is not fit.
    d. *Incremental Fit Index (IFI).* It is known that the IFI value is 0.61. Therefore, the IFI value greater than 0.9 indicates the model is not fit.
    e. *Relative Fit Index (RFI).* The model fit test is used to explain whether the model from the research results that have used empirical data is declared fit or unsuitable based on predetermined criteria. The following is a computer output regarding statistical results based on empirical data that will be used to test the suitability of the model resulting from this study.

The opinion of Hair et al. is to determine whether the study's structural model match-es with facts or empirical data (goodness of fit), carried out with various size criteria.[13] If 4-5 measures are met, it is sufficient to state that the model is fit as long as it represents each criterion.

1. *Criteria for absolute fit índices*

    a. Chi-Square Size. It is known that the value of the Chi-Square significance level is 0.00. Because the value is less than 5 percent, the model does not fit.
    b. Root Mean Square Error of Approximation (RMSEA) size. It is known that the RMSEA value is 0.00. This value states that the model is fit.
    c. Goodness of Fit Index (GFI). It is known that the GFI value is 0.62. Because the GFI value is less than 0.9, it indicates that the model is not fit.

2. *Criteria for incremental fit índices*

    a. Adjusted Goodness of Fit Index (AGFI). It is known that the AGFI value is 0.49. Therefore, the AGFI value is less than 0.9, indicating that the model does not fit.
    b. Normal Fit Index (NFI). It is known that the NFI value is 0.58. Therefore, the NFI value is less than 0.9, indicating that the model does not fit.
    c. Comparative Fit Index (CFI). It is known that the CFI value is 0.59. Because the CFI value is less than 0.9, it indicates that the model is not fit.
    d. Incremental Fit Index (IFI). It is known that the IFI value is 0.61. Therefore, the IFI value greater than 0.9 indicates the model is not fit.
    e. Relative Fit Index (RFI). It is known that the RFI value is 0.50. Therefore, the RFI value is less than 0.9, indicating that the model does not fit.

3. *Criteria for parsimony fit índices.*

    a. *Expected Cross-Validation Index (ECVI).* A benchmark to state that the model is fit if the ECVI is less than the ECVI independence value.
    The ECVI value of 1.16 is smaller than the ECVI Independence of 20.18, so the model is fit.
    b. *Akaike Information Criterion (AIC).* The benchmark is a fit model if the AIC value is less

than the AIC independence value. The value of AIC 1202 is smaller than AIC Independence 4742 then the model is fit.

c. *Consistent Akaike Information Criterion (CAIC).* The benchmark is that the model is fit if the CAIC value is less than the saturated and

independent CAIC values. Because the CAIC 1617 value is smaller than CAIC Independence 4813 and CAIC Saturated 879, the model fits.

d. *Parsimonious Goodness of Fit Index (PGFI).* The benchmark that the model is fit if the PGFI value is > 0.60. Because the PGFI value is 0.0.46, the model is not fit.

e. *Root Mean Residual (RMR).* It is known that the RMR value is 0.046. Therefore, the RMS value <0.1 indicates a fit model.

Based on the test results, it is known that there are more than 4 test results that state that the research model is fit, but the absolute fit criteria are not fit. Thus, it can be concluded that the research model is fit, meaning that all research hypotheses are accepted.

4.5 Model Structural Test

1. The value of the coefficient of the influence of Social Marketing on = 0.53 and the statistical value of t = 7.10 above the value of t

table = (n > 29, 5% one way = 1.645). Thus, Social Marketing has a positive and significant effect on Social Behavior.

2. The value of the coefficient of the influence of Social Marketing on Public Acceptance = 0.24 and the statistical value of t = -2.94 above the value of t table = (n > 29, 5% one way = 1.645). Thus Social Marketing has a negative effect on Public Acceptance

3. The value of the coefficient of the influence of social behavior on public acceptance = 0.86 and the statistical value of t = 8.91 above the value of t table = (n > 29, 5% one way = 1.645). Thus Social Marketing has a positive and significant effect on Public Acceptance

4.6 Direct Influence

4.6.1 Direct Effects of Social Marketing on Social Behavior

The magnitude of the influence of Social Marketing on Social Behavior can be known based on the coefficient of each variable, which is 0.53. In Social Marketing, the effect is significant because the t value is above 1.645.

$$SB = 0.53*PS, Errorvar.= 0.72 , R = 0.28$$

Chi-Square=1132.25, df=101, P-value=0.00000, RMSEA=0.208
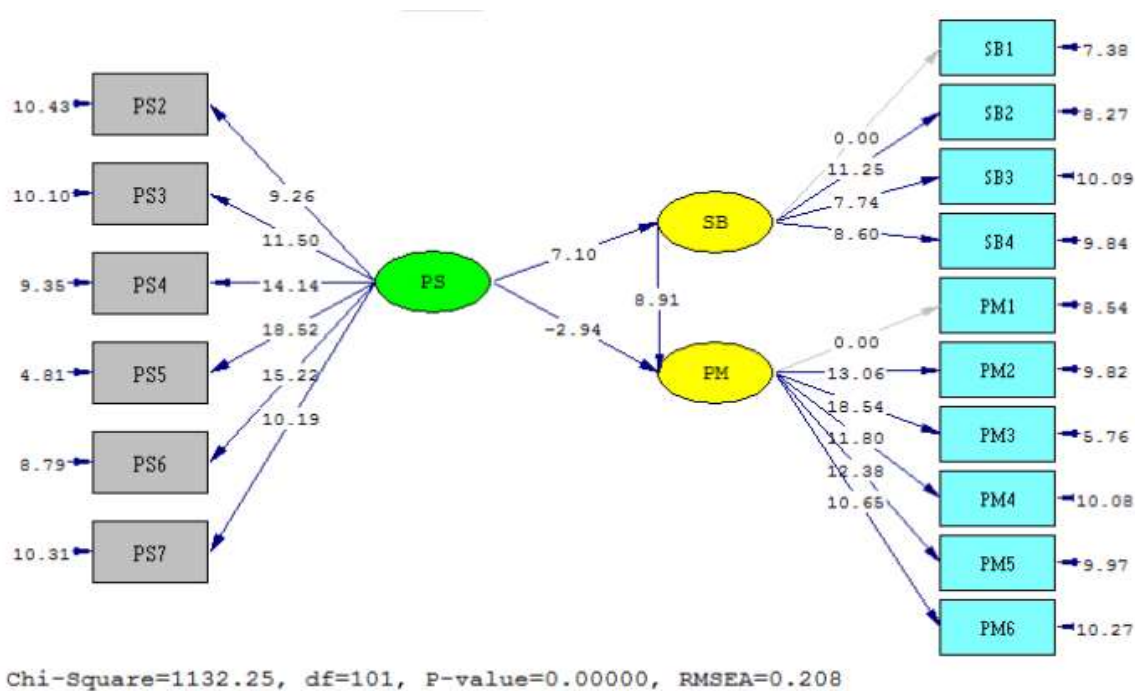
Figure 4. Model Structural Test

Source: Researcher Processing

(0.075)   (0.11)
7.10   6.30

Based on the contribution value of R2, the variation of Social Marketing is able to explain the variation of Social Behavior by 28 percent.

4.6.2 Direct Effects of Social Marketing on Public Acceptance

The magnitude of the influence of Social Marketing on Public Acceptance can be known based on the coefficient of each variable, which is 0.86. In Social Marketing, the effect is significant because the t value is above 1.645.

PM = 0.86*SB - 0.22*PS, Errorvar.= 0.41 , R = 0.59
(0.097) (0.073)   (0.072)
8.91   -2.94   5.70

Based on the value of the contribution of R2 that the variation of Social Marketing is able to explain the variation of public acceptance by 59 percent

4.6.3 Direct Influence of Social Behavior on Public Acceptance

The magnitude of the influence of Social Behavior on Public Acceptance can be known based on the coefficient of each variable, which is 024. Public acceptance of the influence is significant because the t value is above 1.645

PM = 0.24*PS, Errorvar.= 0.94, R = 0.058
(0.070)   3.45

Based on the value of the contribution of R2 that the variation of Social Marketing is able to explain the variation of public acceptance by 5 percent

V. Conclusions and Suggestions

5.1 Conclusions

Based on the results of the research above, it can be concluded as follows:

1. The value of the coefficient of the influence of Social Marketing on = 0.53 and the statistical value of t = 7.10 above the value of t table = (n > 29, 5% one way = 1.645). Thus, Social Marketing has a positive and significant effect on Social Behavior.
2. The value of the coefficient of the influence of Social Marketing on Public Acceptance = 0.24 and the statistical value of t = -2.94 above the value of t table = (n > 29, 5% one way = 1.645). Thus Social Marketing has a negative effect on Public Acceptance
3. The value of the coefficient of the influence of social behavior on public acceptance = 0.86 and the statistical value of t = 8.91 above the value of t table = (n > 29, 5% one way = 1.645). Thus Social Marketing has a positive and significant effect on Public Acceptance

5.2 Suggestions

1. The need to comply with the Health Protocol, which includes 3 Washing hands, wearing masks, and keeping a distance;
2. Social media campaigns conducted by traditional markets have not been effective, so the role of the relevant parties is needed;
3. In implementing the 3M campaign, it is necessary to carry out social actions so that from the examples carried out, it will become a new habit (e.g., sharing masks, disinfectants, etc.);
4. The implementation of the 3M campaign that is currently being carried out is quite adequate, especially in urban areas, but there are still areas that are not yet effective;
5. The recommendations for future research are since C-19 is no longer popular, the researcher should try to find another pandemy object, other places, possibly different countries and more respondents.

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