

## INTISARI

Kampanye protokol kesehatan di tempat wisata bertujuan mendukung perilaku pencegahan penyebaran virus Covid-19 melalui penerapan protokol kesehatan. Puncak Sosok merupakan tempat wisata yang pengelolanya melaksanakan kampanye protokol kesehatan tetapi belum melakukan monitoring secara mendalam. Penelitian ini bertujuan untuk melakukan monitoring terhadap pelaksanaan kampanye protokol kesehatan Covid-19 pada masa Adaptasi Kebiasaan Baru di Wisata Puncak Sosok. Analisis menggunakan konsep bauran pemasaran sosial 6P (*product, price, place, promotion, policy, dan partnership*) sebagai konsep yang relevan dengan kampanye perubahan perilaku. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Data diperoleh melalui wawancara, observasi, dan dokumentasi. Narasumber terdiri dari pengelola wisata, pelaku wisata, pengurus BUMDes, dan pemerintah kalurahan. Peneliti juga melakukan wawancara terhadap sejumlah pengunjung untuk memperoleh pendapat tentang pelaksanaan kampanye protokol kesehatan di Puncak Sosok. Hasil penelitian menunjukkan bahwa Pengelola Wisata Puncak Sosok telah berusaha optimal melakukan kampanye protokol kesehatan. Strategi-strategi yang digunakan secara konseptual dapat diidentifikasi sebagai intervensi bauran pemasaran sosial 6P. Produk yang dikampanyekan adalah perilaku protokol kesehatan, manfaat, dan sarana yang mendukungnya. Intervensi alat harga dilakukan melalui pemberian insentif dan disinsentif untuk memotivasi partisipasi. Tempat sarana dan layanan terkait protokol kesehatan dibuat mudah, cepat, dan nyaman diakses. Pesan kampanye diciptakan dan dipromosikan melalui beragam media dan komunikator. Kontribusi kebijakan pendukung dari pemerintah berupa perizinan, kegiatan sosialisasi, dan bantuan sarana protokol kesehatan serta kesepakatan internal antara pengelola dan pelaku wisata. Kemitraan dilakukan dengan sektor publik, swasta, dan nirlaba untuk memenuhi sejumlah tujuan. Implementasi kampanye protokol kesehatan di Puncak Sosok menghadapi sejumlah kendala dan permasalahan yang berpotensi mempengaruhi perilaku penerapan protokol kesehatan. Peningkatan kinerja pelaksanaan perlu dilakukan untuk mendukung pencapaian tujuan kampanye protokol kesehatan di Puncak Sosok.

**Kata kunci:** manajemen pemasaran, pemasaran sektor publik, pemasaran sosial, bauran pemasaran, kampanye protokol kesehatan

## ABSTRACT

The health protocol campaign at tourist attractions aims to support behavior to prevent the spread of the Covid-19 virus through the implementation of health protocols. Puncak Sosok is a tourist destination whose managers carry out health protocol campaign but have not carried out in-depth monitoring of it. This study aims to monitor the implementation of the Covid-19 health protocol campaign during the New Normal in Puncak Sosok. The analysis uses the concept of the 6P social marketing mix (product, price, place, promotion, policy, and partnership) as a concept that is relevant to behavioral change campaigns. This research uses a qualitative method with a case study approach. Data obtained through interviews, observation, and documentation. The resource persons consisted of tourism managers, tourism actors, BUMDes administrators, and the village government. Researchers also conducted interviews with a number of visitors to obtain opinions about the implementation of the health protocol campaign in Puncak Sosok. The results of the study indicate that the Puncak Sosok Tourism Manager has tried to optimally carry out a health protocol campaign. The strategies used can conceptually be identified as 6P social marketing mix interventions. The products being campaigned for are health protocol behaviors, benefits, and means that support them. The price tool intervention is carried out through the provision of incentives and disincentives to motivate participation. Places for facilities and services related to health protocols are made easy, fast, and convenient to access. Campaign messages are created and promoted through a variety of media and communicators. The contribution of supporting policies from the government are about permission, socializations, and health protocol facilities support and also internal agreements between tourism managers and actors. Partnerships are undertaken with the public, private, and non -profit sectors to fulfill a number of objectives. The implementation of the health protocol campaign in Puncak Sosok faces a number of obstacles and problems that have the potential to affect the behavior of implementing health protocols. Improved implementation performance needs to be carried out to support the achievement of the health protocol campaign goals in Puncak Sosok.

**Keywords:** marketing management, public sector marketing, social marketing, marketing mix, health protocols campaign