

## **The Influence of Word Of Mouth Communication Homecoming for Lebaran 2021 To Community Behavior in Complying With Health Protocol (Survey on Communities in the East Jakarta Region)**

ILONA VICENOVIE OISINA<sup>1</sup>

*Permanent Lecturer at the University of Persada Indonesia YAI, Jakarta*

CHRISTOPHER SETIADI<sup>2</sup>

*Graduate Student of Universitas Persada Indonesia YAI, Jakarta*

HAFIZ AULIA RAHMAN<sup>3</sup>

*Graduate Student of Universitas Persada Indonesia YAI, Jakarta*

---

### **ABSTRACT**

The Covid 19 pandemic is still growing, people must remind each other to comply with health protocols and government appeals so that there will not be a surge, especially after the 2021 Eid homecoming. Every day the number of Covid 19 sufferers continues to grow, Word of Mouth Communications in the community is expected to form positive behavior in the community to comply with health protocols. The purpose of this study was to determine the effect of Word of Mouth Communication for the 2021 Eid homecoming on people's behavior in complying with the Health protocol. Using Social Appraisal theory with WOMC Concept and people's behavior. Positivism research paradigm, quantitative research approach, the nature of explanatory research, and survey research methods. The research sample is 30 people taken by accidental sampling from the East Jakarta area which is the largest red zone in Jakarta for now. The correlation results obtained are 0.808, which means that there is a very strong relationship between WOMC and behavior and the results of hypothesis testing indicate that there is an influence between WOMC regarding the 2021 Lebaran homecoming and community behavior in implementing Health protocols.

**KEYWORD:** Word of Mouth Communications, Community Behavior, Covid-19.

---

Date of Submission: 15-06-2021

Date of Acceptance: 30-06-2021

---

### **I. INTRODUCTION**

The condition of Indonesia and even the world is still unstable because Covid 19 continues to spread the virus from one person to another, resulting in more and more people being exposed to Covid 19. This virus attacks the respiratory system, acute pneumonia to death. This virus first attacked humans in Wuhan and spread very quickly (Situmeang, 2020). This has resulted in all sectors in daily life still not running normally as usual. The spread of this virus is very fast and easy to take many victims in the world. Especially in Indonesia, this threatening situation has forced the Indonesian government to implement a lockdown and PSBB policy in several areas. PSBB is a large-scale social restriction, where PSBB and this lockdown are aimed at reducing the spread of the COVID-19 virus by forcing people to work at home (Atmadjanti et al, 2020).

From February 2021 to May 2021, Covid-19 sufferers in Indonesia began to decline drastically. Slowly the education sector began to reopen in the green zone, offices and businesses were also able to operate again. However, in June 2021, Covid-19 sufferers increased sharply and many regions in Indonesia were included in the red zone and several regions had implemented PSBB to stop the increasing rate of Covid-19 sufferers. Every day the number of positive Covid-19 patients began to increase until finally, the government appealed for education to conduct distance learning online, office activities were moved to an online system (Work From Home), temporarily closed recreational places, and prohibited going home ahead of Eid al-Fitr. (Situmeang, 2020). This is aimed at reducing the spike in Covid-19 cases.

This is the impact of many Indonesian people who are starting to disobey the government's appeal not to go home for Lebaran 2021. People are starting to forget to apply health protocols in their daily life because hospitals are starting to empty with patients with Covid 19 assuming that Covid 19 assumes that Covid 19 disappeared, but it was fatal. With the addition of a high number of confirmed cures and deaths, there was an additional 2,218 active cases, bringing the total active cases in Indonesia to 98,405 cases.

<http://www.tribunnews.com/corona/2021/27/case-covid19-di-Indonesia-per-27-mei-2021-bercepat-6278-meningkat-dibanding-hari-previous>.

Various media conveyed news about the addition of COVID-19 sufferers in Indonesian territory due to not complying with the government's appeal not to go home for Eid 2021. News through conventional and online media and even information continued to be discussed by word of mouth resulting in information circulating in the community being irresponsible. Word of Mouth Communication (WOMC) between one person to another causes a lot of news circulating based on subjective thinking. Pulungan research, (2020) said that ideally, everyone should follow the provisions made by the government. In addition, the government also urges the government to strictly follow health protocols and limit face-to-face contact with friends and family. So that this pandemic will end soon.

*Word of Mouth Communication*(WOMC), usually happens accidentally from one person to another. WOMC activities are very easy to spread in the community, in this case, related to Covid 19 which is increasing again in Indonesia after the 2021 Eid homecoming. And it is hoped that this WOMC will remind the public to continue to comply with Health protocols and also comply with the government's appeal.

The information conveyed by the media related to increasing the number of Covid-19 sufferers must be information that can be accounted for so that even if a WOMC is formed in the community to always apply Health protocols in daily activities and comply with government advice. It is hoped that WOMC will shape positive behavior in the community. Behavior is a human activity or activity, both which can be observed directly or which cannot be observed by outsiders, Notoatmodjo, (Pramono, 2015). According to Skinner, behavior is a person's response or reaction to external stimuli. (Notoatmodjo, 2012). So that the information formed in the community will shape positive behavior in the community.

The objectives of this research are: to find out how big the influence of word of mouth communication regarding the banning of the 2021 Eid homecoming on people's behavior to comply with health protocols. (Survey on Communities in East Jakarta Region).

## II. LITERATURE REVIEW

### **Social Judgment Theory**

This theory is usually used to analyze a person in assessing the communication messages he gets. The message obtained will then be assessed or responded to based on the experience he has experienced. This theory is used to see a change in a person's attitude and behavior that is obtained from the process of consideration and assessment that occurs internally and externally. A person's internal consideration process refers to his frame of reference, namely: attitudes, emotions, motives, past experiences. The external consideration process is based on the object, person per person, and environment (Little John, 2009).

### **Word of Mouth Communication (WOMC)**

According to Kotler and Keller (2009), WOMC is a marketing activity through person-to-person intermediaries either orally, in writing, or orally through internet-connected electronic communication tools based on experience with products or services. WOMC occurs because of the exchange of information in the form of recommendations or opinions from one person to another. WOMC is one of the successful media to convey information to others. Flintoff (2002) states that WOM is sometimes more effective than advertising.

WOMC is also considered a cheap promotion, this is because the exchange of information on a product or service occurs through simple conversations. Even if it's just a simple conversation, it can persuade others effectively. Of course, using everyday language and experiences can influence others:

According to Kurtz and Clow (1998), WOMC can come from three sources, namely:

1. **Personal sources**, The sources for this section are family, friends, and co-workers. An example is when a prospective customer wants to go to a salon, they will usually ask for recommendations from the closest people. Another example is when a woman intends to buy clothes, she will usually ask for opinions from friends or family.
2. **Expert sources**, Required especially for the purchase of services that require high involvement. Consumers will be more confident when an expert provides better information than the source. For example, when you are going to hire a lawyer, it is necessary to seek the opinion of an expert. This resource will be very valuable when consumers do not have sufficient knowledge of the right service information they should choose.
3. **Source drivers**, This source is used to forming an expectation that comes from a third party. For example, testimonials from a product make customers believe in the usefulness and advantages of a product.

### **Community Behavior**

Behavior is a person's response or reaction to a stimulus (stimulus from outside). Because this behavior occurs through the process of a stimulus to the organism, and then the organism responds, Skinner's theory is called "SOR" or Stimulus-Response Organisms. Message (Stimulus, S), Communicant (Organisms, O), and

Effect (Response, R). This theory is carried out in behavior change. Every action must react as well as in communication. Then the things that deserve attention so that there is a change in attitude, the stimulus delivered must meet three elements, namely attention, understanding, and acceptance.

The Process of Forming Behavior From experience and research, it is proven that things based on knowledge will be more lasting than behavior that is not based on knowledge. revealed that before a person adopts a new behavior (new behavior), within that person a sequential process occurs, abbreviated as AIETA which means: 1) Awareness, 2) Interest, 3) Evaluation, 4) Trial, 5) Adoption. (Notoatmodjo in Lestari, 2014)

Awareness (awareness), namely the person is aware in the sense of knowing the stimulus (object) first. Interest, that is, people begin to be interested in the stimulus. Evaluation (weighing whether or not the stimulus is good for him). This means that the respondent's attitude is even better. Trial (try), people have started to try a new behavior. Adoption, the subject has behaved in a new way according to his knowledge, awareness, and attitude towards the stimulus.

### III. RESEARCH METHODOLOGY

This study using a positivism research paradigm, using a quantitative research approach, the nature of explanatory research, and research methods using surveys. This study uses a population taken from the people of East Jakarta. This is based on news obtained through detikhealth on May 17, 2021, saying that the largest number of cases contributing areas came from East Jakarta, and took a sample in this study of 30 respondents, this is by the opinion of Gay & Dichl, the sample size for correlation research at least 30 people, using non-probability sampling with accidental sampling technique. (Purwatiningsih and Situmeang)

### IV. RESEARCH RESULTS AND DISCUSSION

Based on the results of the validity test on the instrument from the WOMC variable, it was found that the entire instrument statement of the X variable, which consisted of 10 questions with 30 samples, was declared valid. Determination of validity is determined by r arithmetic r table (r table 0.361 for the count n = 30).

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded	0	.0
	Total	30	100.0

**a. Listwise deletion based on all variables in the procedure.**

As for the level of reliability of the instrument with the number of respondents as many as 30 respondents, and with the statement instrument as many as 10 items, Cronbach's Alpha value of 0.885 was obtained so that the instrument was declared to have a high level of reliability or very reliable because it was above 0.60.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.885	10

Based on the results of the validity test on the instrument of community behavior variables, it was found that the entire instrument statement of variable Y, which consisted of 10 questions with 30 samples, was declared valid. Determination of validity is determined by r arithmetic r table (r table 0.361 for the count n = 30).

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded	0	.0
	Total	30	100.0

**a. Listwise deletion based on all variables in the procedure.**

The level of reliability of the instrument from the variable X Community behavior, with several respondents as many as 30 people and with several instruments as many as 10 items, Cronbach's Alpha value was obtained at 0.808 so that the instrument was stated to have a high level of reliability or very reliable.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.808	10

**Simple Correlation Test**

A correlation test was conducted to determine the relationship between Word of Mouth Communications on Community Behavior. with the Spearman Rank formula to determine the correlation coefficient between the X variable and the Y variable. Here are the results of the correlation test calculation:

**Correlation Test Calculation Results Table**

**Correlations**

		WOMC	COMMUNITY BEHAVIOR
WOMC	Pearson Correlation	1	.808**
	Sig. (2-tailed)		.000
	N	30	30
BEHAVIOR PUBLIC	Pearson Correlation	.808**	1
	Sig. (2-tailed)	.000	
	N	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Source: SPSS 26 Questionnaire Processed Data**

Based on the table above, it is known that the correlation coefficient  $r = 0.808$ , so it can be interpreted that this value has a very strong relationship because it is between the interpretation value of 0.800 - 0.999. So it can be concluded that there is a very strong relationship between Word of Mouth Communications and Community Behavior.

**Simple Linear Regression Test**

A regression test is performed to predict how high the value of the dependent variable (Y) is when the independent variable (X) is varied.

**Table of Regression Calculation Results  
Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1208	9,602		1.225	.180
	WOMC	1,283	-121	.820	11,313	.000

a. Dependent Variable: COMMUNITY BEHAVIOR

**Processed Data of 26 SPSS Questionnaire Results**

$Y = a + bX$

Information:

- $Y'$  : Value that predictable
- $a$  : Constant or if the price  $X = 0$
- $b$  : Regression coefficient
- $X$  : Score independent variable

Then:

$Y = 1208 + 1.283X$

The equation can be interpreted as follows:

- a. The value of constant ( $a$ ) is 12,008, meaning that the consistent value of the  $Y$  variable or Community Behavior is 12,008.
- b. The regression coefficient *Word of Mouth Communications* obtained the result of 1,283, which means that with every 1% addition of the value of the variable *Word of Mouth Communications*, then the value of the Community Behavior variable will increase by 1.283.
- c. The regression coefficient figure obtained a positive value, it can be understood that the direction of the influence of *Word of Mouth Communications* on Community Behavior is positive.

**Coefficient of Determination Test**

Calculation of the amount of contribution given by the variable *Word of Mouth Communications* on the Community Behavior variable can be seen in the following table:

**Table of Calculation Results of the Coefficient of Determination  
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850 <sup>a</sup>	.566	.561	10.28682

a. Predictors: (Constant); WOMC

Source: SPSS 26 Questionnaire Processed Data

To find out the magnitude of the contribution of the influence of *Word of Mouth Communications* on Community Behavior, the coefficient of determination is calculated, by squaring the correlation results, then multiplied by 100%, as follows:

$Kd = r^2 \times 100\%$

Information:

- $Kd$  = Coefficient of determination
- $r$  = Correlation coefficient
- $Kd = 0.850^2 \times 100\%$   
 $= 0.723 \times 100\%$   
 $= 72.3\%$

Based on the calculation of the determination results, it can be seen that the correlation value ( $r$ ) = 0.808 and the value of R Square (squaring of the correlation value), which is  $0.8500 = 72.3\%$ . So it can be concluded that 72.3% of community behavior is influenced by *Word of Mouth Communications* and 27.7% influenced by other factors not examined.

### Hypothesis testing

Hypothesis testing was carried out to find out whether *Word of Mouth Communication* significant effect on people's behavior. The basis for decision making is to compare t count with t table, which is as follows:

- a. If t count < t table, then Ho is accepted and Ha is rejected.
- b. If t count > t table, then Ho is rejected and Ha is accepted

**Table of Hypothesis Calculation Results Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	12,979	9,602		1.225	.180
WOMC	1.367	-121	.752	11,313	.000

- a. **Dependent Variable: COMMUNITY BEHAVIOR**  
**Processed Data of 26 SPSS Questionnaire Results**

Determination of significant conclusions by comparing t count with t table, namely the determination of the level of signification. From the t table the value is determined at a significant level of 0.10 and df = n-2, ie 30-2 = 28. Thus the t table value is 0.683335.

The basis of decision making is to compare t count with t table:

1. If t count > t table, then Ho is rejected and Ha is accepted (big influence)
2. If t count < t table, then Ho is accepted and Ha is rejected (no big effect)

Determination of significant conclusions by comparing t count 11.313 with t table, namely the determination of the level of signification. From the t table, the value is determined at a significant level of 0.10 and df = n-2, namely 30-2 = 28. Thus, the t table is 0.683335. Thus, the t count is greater than the t table, which means Ha is accepted and H0 is rejected. This means that Word Of Mouth Communications has a big influence on people's behavior.

### CLOSING

#### Conclusion

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

1. Overall instrument of variable X: *Word of Mouth Communication* and variable Y community behavior is very reliable so that the research instrument is very reliable and can be generalized to the entire population throughout Indonesia.
2. There is a relationship that very strong between *Word of Mouth Communications* with the behavior of the community in implementing the Health protocol during the pandemic and complying with the appeal from the government with a correlation coefficient count of 0.808.
3. *Word of Mouth Communications* have a big or significant effect on people's behavior 72.3% of community behavior is influenced by activities *Word of Mouth Communications* what people often do. With activities *Word of Mouth Communications* what the community is doing about complying with Health protocols and government appeals during this pandemic.

#### Suggestion

The community should continue to remind each other by using WOMC activities or communication that is often carried out directly between one person and another to continue to remind each other and comply with Health protocols and government appeals so that the pandemic will end soon in Indonesia and the world.

### BIBLIOGRAPHY

- [1]. Atmajanti, Calvina Izumi. Gavrial Caesarissa Richtiara, Kinanti Khairunnisa. Dina Az-Zahra. Nadya Aliyya Sophia. Poppy Ayu Rahmawati. (2020). New Normal Health Protocol Education and Introduction to the Business World in the Midst of the Covid-19 Pandemic Through Social Media. *Journal of Public Service*, vol 4 no 2 Year 2020, page 472-478 ISSN 2580-8680, e-ISSN 2722-239X 472 10.20473/jlm.v4i2.2020.472-478.
- [2]. Flintoff, John-Paul, 2002, "When the Buzz Is Not Quite What It Seems", *Financial Times*, London
- [3]. Kotler and Keller. 2009. *Marketing Management*. Volume 1. 13th Edition. Jakarta: Erlangga.

- [4]. Lestari Ayu and Erianjoni. (2020). Activity Dynamics of Male Make-Up Artist (MUA) in Padang City. Padang State University, Perspective Journal: Journal of Sociology and Education Studies Vol. 3 No. 1 the Year 2020 <http://perspektif.ppj.unp.ac>
- [5]. Littlejohn, Stephen W & Karen A. Foss. (2009). Communication Theory, edition 9. Jakarta: Salemba Humanika
- [6]. Notoatmodjo, Soekidjo. (2012). Health Promotion and Health Behavior. Jakarta: Rineka Cipta.
- [7]. Pramono, Good. 2015. *The Relationship of Knowledge Levels About Gout Management With Control Of Uric Acid Levels In Gout Patients*. Campus Light Journal. Volume 13 N0 2 December 2015. Faculty of Nursing, University of Gresik.
- [8]. Pulungan, Muhammad Syukri. (2020) The Role of Students in Disseminating the Covid-19 Health Protocol through the Dr. Iain Padangsidempuan Kkl Program. JOURNAL OF AT-TAGHYIR Journal of Da'wah and Village Community Empowerment E-ISSN:2657-1773, P-ISSN:2685-7251 Volume 2 Number 2, June 2020.
- [9]. Purwatiningsih, Sri Desti. Situmeang, Ilona Vicenovie Oisina. (2021). Campaign Effectiveness on Communications Engineering Behavior in Use Of synovial Covid-19 Vaccine. Turkish Journal of Computer and Mathematical Educations. Vol 12 No 04 (2021): 1538-1545.
- [10]. Situmeang. Ilona Vicenovie Oisina. (2020). Questioning the Pros and Cons of Handling Corona. <http://m.kontan.co.id/news/menyoal-pro-dan-kontra-handling-korona> March 24, 2020.
- [11]. Situmeang, Ilona Vicenovie Oisina (2020). Communication Vortex Amidst the Covid 19 Storm. ISBN 9786230215759. Yogyakarta: Deepublish.
- [12]. <http://www.tribunnews.com/corona/2021/27/case-covid19-di-Indonesia-per-27-mei-2021-bercepat-6278-meningkat-dibanding-hari-previous>. connected multiple times June 18, 2020.

ILONA VICENOVIE OISINA. "The Influence of Word Of Mouth Communication Homecoming for Lebaran 2021 To Community Behavior in Complying With Health Protocol (Survey on Communities in the East Jakarta Region)." *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 26(06), 2021, pp. 12-18.