

## *Production of Health Promotion Campaigns at the Kayutangan Heritage Tourism Village, Malang City during the Covid-19 Pandemic*

Nia Ashton Destrity, Nilam Wardasari  
Department of Communication Science, FISIP Brawijaya University  
*nia.ashton@ub.ac.id*  
*nilamwardasari@ub.ac.id*

### **Abstrak**

Pandemi Covid-19 turut berdampak pada kondisi perekonomian masyarakat lokal Kampung Wisata Heritage Kayutangan Kota Malang yang sangat bergantung pada kehadiran wisatawan. Kegiatan edukasi dan produksi media promosi kesehatan ini ditujukan untuk meningkatkan kesadaran, pengetahuan, serta keyakinan pengelola dan masyarakat lokal bahwa penerapan protokol kesehatan di lokasi desa wisata dapat mencegah penyebaran Covid-19. Produksi dan diseminasi pesan promosi protokol kesehatan dalam bentuk video ini dilakukan dalam rangka meningkatkan kesiapan pengelola dan masyarakat lokal sebelum desa wisata ini kembali beroperasi pada masa dan pasca pandemi Covid-19. Video promosi kesehatan ini menampilkan perwakilan pengelola desa wisata sebagai sumber pesan dengan pesan utama mengenai manfaat secara ekonomi yang dapat diperoleh dari komitmen penerapan protokol kesehatan di lokasi wisata.

**Kata Kunci:** Desa Wisata, Pandemi Covid-19, Promosi Kesehatan, Protokol Kesehatan

### **Abstract**

The Covid-19 pandemic has had a major impact on the economic condition of the local community of the Kayutangan Heritage Tourism Village, Malang City, given their heavy reliance on the influx of tourists. This local community, thus, produced educational activity and health promotion campaigns aimed at increasing awareness, knowledge, and confidence of managers and local communities that the application of health protocols at this tourism village site can prevent the spread of Covid-19. Messages promoting health protocol is produced and disseminated through videos in order to increase the readiness of managers and local communities before this tourism village returns to operations during and after the Covid-19 pandemic. This health promotion video features representatives of tourism village managers as a source of information with the main message of highlighting the potential economic benefits that can be obtained from the commitment to implement health protocols at tourist sites.

**Keywords:** Tourism Village, Covid-19 Pandemic, Health Promotion, Health Protocol

## **I. INTRODUCTION**

The Covid-19 pandemic has had a considerable impact on the tourism sector,<sup>1</sup> even The World Tourism Organization (UNWTO) called it the sector most severely affected by

---

<sup>1</sup> Lina Zhong et al, "Tourism crisis management : evidence from" (2021) *Curr Issues Tour* 1–12, online: <<https://doi.org/10.1080/13683500.2021.1901866>>; Jarosław Uglis et al, "Impact of the COVID-19 pandemic on tourist plans: a case study from Poland" (2021) *Curr Issues Tour* 1–16, online: <<https://doi.org/10.1080/13683500.2021.1960803>>; Stefan Gössling et al, "Pandemics , tourism and global change: a rapid assessment of COVID-19" (2021) 29:1 *J Sustain Tour* 1–20, online: <<https://doi.org/10.1080/09669582.2020.1758708>>.

Covid-19 compared to all major economic sectors.<sup>2</sup> This is evidenced by the significant decline in the number of tourist visits in various regions, one of which is in the city of Malang. The number of domestic and foreign tourists visiting Malang City in 2020 experienced a drastic decrease compared to the previous year, namely from 5,170,523 (domestic tourists) and 16,286 (foreign tourists) to 689,570 and 8,826 respectively.<sup>3</sup> The Head of the Malang City Youth, Sports and Tourism Office, Ida Ayu Made Wahyuni, revealed that there was a low tourist visits to Malang City in early 2021 since the Covid-19 pandemic has led to a significant drop in enthusiasm for traveling in Malang City.<sup>4</sup>

One of the badly affected tourism sectors in Malang City due to the Covid-19 pandemic is the tourism village. Tourist visits to these thematic villages, including Kampung Warna Warni and Kampung Tiga Dimensi (3D), were reported to have decreased.<sup>5</sup> The decrease in the number of visits to this tourism village also has an impact on the survival of traders and local communities who are very dependent on tourist visits. The head of RW 02 Jodipan Village, Kampung Warna Warni, Soni Parin explained that there had been a dwindling number of tourist visits ever since the pandemic and this had an impact on the temporary closure of large number of micro and small business actors (MSMEs) because there were no buyers.<sup>6</sup>

To respond to the disconcerting condition of the tourism sector in Malang City which was severely affected by the Covid-19 pandemic, the government has prepared a restoration plan for the tourism sector. The Head of the Youth, Sports, and Tourism Office of Malang City articulated that three efforts were made to restore the performance of the tourism sector in Malang, namely the restoration of tourist destinations, the application of strict health protocols in the hotel and restaurant industry through CHSE (Cleanliness, Health, Safety, and Environment Sustainability) and preparation of some tourism events to encourage tourist visits in Malang City, under the condition that they will not increase the number of Covid-19 cases.<sup>7</sup>

To date, some tourism villages in Malang City have started its operation, such as Kampung Warna Warni which has received tourist visits for the thematic village category, while other tourism villages such as Kampung Heritage are having a renovation and structuring despite the fact that some other tourism villages have yet to

---

<sup>2</sup> Yuhong Shao et al, "What is the policy focus for tourism recovery after the outbreak of COVID-19? A co-word analysis What is the policy focus for tourism recovery after the outbreak of" (2021) 24:7 *Curr Issues Tour* 899–904, online: <<https://doi.org/10.1080/13683500.2020.1806798>>.

<sup>3</sup> Andi Hartik, "Akibat Pandemi, Kunjungan Wisatawan ke Kota Malang Turun Drastis", (2021), online: <<https://travel.kompas.com/read/2021/05/01/195600027/akibat-pandemi-kunjungan-wisatawan-ke-kota-malang-turun-drastis>>.

<sup>4</sup> Hanum Oktavia, "Awal Tahun 2021, Tingkat Kunjungan Wisata Kota Malang Rendah - Pariwisata & Lingkungan Hidup | RRI Malang |", (2021), online: <<https://rri.co.id/malang/pariwisata-lingkungan-hidup/978806/awal-tahun-2021-tingkat-kunjungan-wisata-kota-malang-rendah>>.

<sup>5</sup> *Ibid.*

<sup>6</sup> *Ibid.*

<sup>7</sup> Andi Hartik, "3 Langkah Pemkot Malang Pulihkan Pariwisata Akibat Pandemi", (2021), online: <<https://travel.kompas.com/read/2021/02/14/210100027/3-langkah-pemkot-malang-pulihkan-pariwisata-akibat-pandemi>>.

start its operation given its proximity to residents' houses.<sup>8</sup> Before returning to operation, the local community of the Kampung Warna Warni (KWW) tourism village in Jodipan Village, Klojen District, Malang City as the local manager of the tourism village prepared the availability of health protocol facilities in order to adapt to the Covid-19 pandemic conditions.<sup>9</sup> The head of RW 02 Jodipan Village as well as the founder of Kampung Warna Warni village tour explained that health protocols were implemented starting at the entrance and exit, which were divided into four sectors. This rule was applied to avoid potential crowds of tourists. Thus, before entering the tourist site, visitors were required to wear masks, wash their hands, and check their body temperature. Visitors who are caught not to wear masks are prevented from entering the site.<sup>10</sup>

The re-operation of the tourism village is expected to encourage the economic growth of local communities who are highly dependent on tourist visits. In order to encourage economic growth in the tourism sector, especially tourism villages during the Covid-19 pandemic, tourism villages need to strengthen the application of health protocols in tourist sites and tourism destination. This effort needs to be carried out by the tourism village manager as a form of adaptation to the current conditions, typically known as the new normal in order to restore and revive the performance of the tourism sector which plays a large role in the local community's economy. It is necessary to urge the need for managers, local communities, and tourists to comply with health protocols in tourism villages in order to maintain the sustainability of the tourism sector while still paying attention to health aspects.

The secondary data from news site disclosed that the local community as tourism managers will constantly urge tourists to comply with health protocols verbally and in writing through bulletin boards.<sup>11</sup> To ensure the public safety, the tourism village manager has provided some equipment to impose a number of health protocols, including hand washing stations and supplies installed at the entrances and corners of Kampung Warna Warni and warning boards on mandatory requirement to wear mask, wash hands, and maintain safety distance.<sup>12</sup> Efforts to strengthen public compliance with health protocols in tourism villages are urgently needed to respond to the problem of the low number of tourist visits due to tourist doubts regarding the alarming conditions during the Covid-19 pandemic and the new normal era. The Head of the Malang City Youth, Sports and Tourism Office stated that it is hard to accurately predict the influx of tourists since it is highly related to economic conditions and health

---

<sup>8</sup> Faiz Nashrillah, "20 Kampung Tematik di Kota Malang, Baru Satu yang Sudah Buka", (2020), online: <<https://jatim.idntimes.com/travel/destination/faiz-nashrillah/jelang-libur-nataru-sejumlah-wisata-di-kota-malang-masih-tutup-regional-jatim/4>>.

<sup>9</sup> Hanum Oktavia, "Wisata Kampung Warna-warni Malang Kembali Dibuka - Pariwisata & Lingkungan Hidup | RRI Malang |", (2020), online: <<https://rri.co.id/malang/pariwisata-lingkungan-hidup/893066/wisata-kampung-warna-warni-malang-kembali-dibuka>>.

<sup>10</sup> *Ibid.*

<sup>11</sup> *Ibid.*

<sup>12</sup> *Ibid.*

concerns.<sup>13</sup> Therefore, it is vital to enhance health promotion messages highlighting the need for strict health protocols at tourism villages to prevent the spread of Covid-19 and increase the confidence of target tourists for traveling in tourism villages in Malang City. The government has also tried to promote and provide some branding to ensure that tourism sector has implemented the Covid-19 prevention protocol as a way to restore the tourism sector in Malang City.<sup>14</sup>

In addition, one of the tourism sector recovery plans through various thematic village-based events in Malang City has been prepared and is scheduled to be held from April to December 2021. Chairman of the Malang City Pokdarwis Forkom, Isa Wahyudi, denounced that this event is expected to promote Thematic villages to regain the trust of visitors. Thus, the provision of good services, facilities, and requirement for strict health protocols is expected to revive the tourism sector in Malang City and recover the economy of the surrounding residents.<sup>15</sup> The recovery plan organized through this event needs to be supported by health promotion messages related to the implementation of health protocols in order to prevent the spread of Covid-19.

However, not all tourism villages in Malang City impose strict health protocols. Hence, self-awareness to implement healthy living behaviors and protect the environment during the Covid-19 pandemic is also very necessary in the midst of the limited number of competent medical practitioners. On this account, the academic community and the local managers of tourism villages need to collaborate in making a positive contribution in order to break the chain of spread of Covid-19.<sup>16</sup> Therefore, the health promotion message on health protocols as has been carried out in Kampung Warna Warni, Jodipan Village, Klojen District, Malang City can serve as an example for other tourism villages or other thematic villages. This is also supported by the fact that Kampung Warna Warni has been awarded as a top-rated tourism destination based on the verification of the relevant authorities.<sup>17</sup> On this basis, efforts are needed to strengthen health promotion related to the application of health protocols for managers, local communities, and visitors or tourists at tourism villages.

Some thematic villages that are yet to operate are required to have better preparation for strict health protocols as a way to prevent the spread of Covid-19 once they decide to start their operation. Kayutangan Heritage Tourism Village of Malang City is one such tourism village, which is yet to start its operation. During the Covid-19 pandemic, heritage tourism villages were completely closed. Interestingly, the management used the closure to make some improvements for the Heritage Village, especially since it is included in the KOTAKU (City Without Slum) area program designated by government of Malang City through the Mayor's Decision Number 86 of

---

<sup>13</sup> Nasrillah, *supra* note 8.

<sup>14</sup> *Ibid.*

<sup>15</sup> Tugu Tugu Malang, "21 Kampung Tematik di Malang Gagas 39 Event Wisata | kumparan.com", (2021), online: <<https://kumparan.com/tugumalang/21-kampung-tematik-di-malang-gagas-39-event-wisata-1v5jtLs7Xj0/full>>.

<sup>16</sup> Deviyanti Pratiwi, Rosalina Tjandrawinata & Andy Wirahadikusumah, "Pembinaan Secara Online Perilaku Hidup Sehat Selama Pandemi" (2021) 5:6 Din J Pengabdi Kpd Masy 1579–1586.

<sup>17</sup> Octavia, *supra* note 9.

2015.<sup>18</sup> Such improvements and preparations not only covers the physical aspect of the tourism village, but also touches the management of the tourism village before its operation. During this Covid-19 pandemic, the management needs to design a special strategy to operate the village while complying with the government's requirement for strict health protocols as a way to curb the transmission of Covid-19 cases in Malang area.

Given the aforementioned description, this community service activity is classified as an attempt to strengthen health promotion related to the application of health protocols in order to prevent the spread of Covid-19 in tourism sites or tourism village destinations. Such effort is very much needed in preparing for the implementation of thematic village events and the re-operation of tourism villages during the Covid-19 pandemic and the new normal era. Health promotion efforts conceptualized through a communication perspective include timely gathering and sharing of scientific information with the aim of promoting physical and mental well-being and helping the general public gain access to resources that will enable them to cope more effectively with the pandemic.<sup>19</sup> The health promotion on the application of health protocols in order to prevent the spread of Covid-19 in the Kayutangan Heritage Tourism Village, Malang City aims to meet the following objectives 1) increasing awareness and knowledge about the importance of implementing health protocols in order to prevent the spread of Covid-19 in tourism village locations, 2 ) increasing confidence that the application of health protocols at tourism village locations can prevent the spread of Covid-19, and 3) changing and/or maintaining the behavior of implementing health protocols at tourism village.

## II. METHODS

This community service takes the form of education and media production to promote the application of health protocols for managers and local communities at the Kayutangan Heritage Tourism Village, Malang City. The community service team collaborates with the Pusposet team to produce promotional messages for the implementation of health protocols in tourism villages through videos. Videos were selected as a health promotion media because advances in digital technology have altered the process of production and consumption of information and given the fact that video making is relatively feasible to produce and distribute even by those with limited technological skills.<sup>20</sup> Video provides a creative outlook and offers an attention-

---

<sup>18</sup> Wahyu Nurramadan Widayanto, "Pandemi Jadi Momentum Kampung Heritage Malang Percantik Diri", (2021), online: <<https://pingpoint.co.id/berita/pandemi-jadi-momentum-kampung-heritage-malang-percantik-diri/>>.

<sup>19</sup> Stephen A Rains et al, "Community-Level Health Promotion during a Pandemic : Key Considerations for Health Communication Community-Level Health Promotion during a Pandemic : Key Considerations for" (2020) 35:14 *Health Commun* 1747–1749, online: <<https://doi.org/10.1080/10410236.2020.1837443>>.

<sup>20</sup> Mitch Shuldman & Mansoureh Tajik, "The role of media/video production in non-media disciplines : the case of health promotion" (2010) 35:3 *Learn Media Technol* 357–362.

grabbing feature for highlighting important health information.<sup>21</sup> After the production of promotional campaign videos on health protocol, it was disseminated through a premiere conducted through a Zoom meeting and uploaded on the Pusposeteam Youtube channel as a way to disseminate health promotion messages. The community service team shared the video link on Youtube to management representatives to be forwarded and disseminated to managers and the local community of the Kayutangan Heritage Tourism Village, Malang City.

### III. RESULTS AND DISCUSSION

This community service was carried out from August 20 to September 30, 2021. It consisted of a number of stages of activities to produce and disseminate messages promoting the application of health protocols during the Covid-19 pandemic to managers and local communities at the Kayutangan Heritage Tourism Village, Malang City. The stages of this community service comprised, among others, pre-production which included planning and preparation, production, post-production, launching and dissemination of health promotion messages.

In the pre-production stage, the community service team coordinated and brainstormed with the Purposeteam regarding the concept of health promotion media to be produced. This coordination and brainstorming took place on August 20, 2021 online through a Zoom meeting. The community service team shared the aim of the health promotion media with the Pusposeteam as a way to increase awareness of the management and local communities of the Kayutangan Heritage Tourism Village, Malang City, on strict health protocols during the Covid-19 pandemic. This was done to prepare for the reopening of this tourist location in order to convince potential tourists about the safety of tourism site and to get rid of their worries about visiting the Kayutangan Heritage Tourism Village, Malang City. Pusposeteam offered text-based and narrative-based video and concepts as promotional media to be produced and showed examples of previously made portfolio videos. Thus, the community service team agreed on the form and concept of the video for production. Pusposeteam also conveyed a number of data needed to process the message to be displayed on the video. In addition, the community service team also determined the timeline of activities which included the time for data collection, pictures, and videos as well as interviews with managers and representatives of local residents of the Kayutangan Heritage Tourism Village, Malang City.

After the initial coordination and brainstorming with the Pusposeteam, representatives of the community service team contacted Mrs. Mila Kurniawati as Chair of the Pokdarwis of the Kayutangan Heritage Tourism Village, Malang City, to coordinate with the pre-production of health promotion videos. Initial coordination with the Chair of the Kayutangan Heritage Tourism Village was carried out via

---

<sup>21</sup> Tessa Swigart et al, "Can health promotion videos 'go viral'? A non-randomised, controlled, before-and-after pilot study to measure the spread and impact of local language mobile videos in Burkina Faso" (2019) 12:1 Glob Health Action, online: <<https://doi.org/10.1080/16549716.2019.1600858>>..

WhatsApp and in person at the location of the Kayutangan Heritage Tourism Village, Malang City on August 21, 2021. During the coordination process with Mrs. Mila, representatives of the community service team tried to identify the current situation from the point of view of the tourism village manager, including the extent to which the preparations are related to health protocols at tourist sites. Besides, the community service team also applied for permission to take data, pictures, and videos and conduct interviews with manager representatives and local residents of the tourism village as material for the video production. The community service team also explained the general description and main ideas for the message to be displayed on the video. The general description and main idea of the message in the video included the testimonies of residents and managers of the Kayutangan Heritage Tourism Village in Malang City about the pandemic and its impact on tourism villages, expectation for the development of tourism villages during the pandemic, opportunities for the development of tourism villages during the pandemic, and management and local community commitment to comply with health protocols as one of the strategies to strengthen the economy of local residents, which heavily relies on tourism sector. In addition, other materials needed for video production were ambience (the atmosphere of the daily activities of local residents) and the daily application of strict health protocols in tourism villages, economic activities, and some icons in tourism villages. The production stage comprised data collection and image and video documentation at Kayutangan Malang Heritage Tourism Village carried out by the Purposeteam on August 24, 2021. In the process, the Pusposeteam interviewed management representatives, namely Mrs. Mila Kurniawati and Mr. Rudi Haris as well as several local residents to collect material for video production. The video production process was documented in pictures, videos, and interviews with representatives of managers and local residents of the Kayutangan Heritage Tourism Village, Malang City.



Figure 1. Picture Taking, Videos, and Interviews at Kayutangan Heritage Tourism Village, Malang City on August 24, 2021  
Source: Purposeteam Documentation (2021)

After taking pictures, videos, and conducting interviews with manager representatives and local residents of the tourism village, the Purposeteam conducted post-production in the form of editing, which lasted for six days, starting from August 24-30, 2021. This editing process consisted of several activities, such as script making, recording the

narrator's voice, and processing image and video frames, as well as inputting narrative text. The editing process of health promotion video used Adobe Premiere Pro software. The narration in the video consisted of a combination between Javanese, Malang Walikan language, and Indonesian. The combination of these languages served as a form of adjustment to the cultural aspects of the target audience, especially to capture the everyday language of the target audience. This refers to a culture-sensitive approach, requiring that health education messages are designed using language that is appropriate to the target group.<sup>22</sup> Language adjustment is needed to increase the effectiveness of health promotion messages. Castro, Barrera, & Martinez; Hecht & Krieger; Kreuter, Lukwago, Bucholtz, Clark, & Sanders-Thompson; Resnicow, Baranowski, Ahluwalia, & Braithwaite agreed that interventions designed to improve health behaviors should build on an understanding of the existing culture and incorporate culturally relevant content in health messages.<sup>23</sup>

One of the core messages conveyed was the importance of efforts to meet CHSE (Cleanliness, Health, Safety, and Environment Sustainability) standards in tourism villages, one of which was by implementing health protocols. The health promotion video also emphasized the economic benefits obtained by managers and local communities if they are committed to strict health protocols. This health promotion message was formulated based on health promotion objectives. Health promotion aims to create awareness of health issues, encourage action, change behavior or modify values.<sup>24</sup> The design of health promotion messages mainly addressed CHSE standards with an emphasis on economic benefits as a result of the implementation of the health protocol. This result is in accordance with the predetermined health promotion objectives of increasing awareness, knowledge, belief, and encouraging actions to implement health protocols by managers and the local community of Heritage Tourism Village of Malang City. The message on the potential economic benefits to be obtained by the manager and the local community if they are committed to implementing the health protocol indicates the type of exchange in the form of mutual benefits that includes a better quality of life in terms of health and economy. To encourage voluntary exchange, health promoters can communicate the benefits of health behaviors compared to using conventional and coercive approaches.<sup>25</sup>

In this post-production stage, the community service team re-coordinated with the Purposeteam on September 1, 2021 online through a Zoom meeting to convey several recommended contents to make sure that the messages of health promotion video are more in line with the target audience and appropriately addresses the main message of implementing health protocols to prepare for the reopening of a tourism village. This is expected to generate a positive impact on local residents, especially from

---

<sup>22</sup> K Hampton, "Communicating health messages to marginalised communities - A culture sensitive approach" (2000) 38:2 Int J Heal Promot Educ 40-46.

<sup>23</sup> Linda K Larkey & Michael Hecht, "A model of effects of narrative as culture-centric health promotion" (2010) 15:2 J Health Commun 114-135.

<sup>24</sup> Gerard Hastings & Amanda Haywood, "Social marketing and communication in health promotion" (1991) 6:2 Health Promot Int 135-146.

<sup>25</sup> *Ibid.*



the economic aspect. Afterwards, the Purposeteam resumed the video editing process based on the recommendations of the community service team. The video editing process was carried out for three days from 1-3 September 2021.

After completing the post-production process, the team launched and disseminated the health promotion videos. The video product was premiered to managers and representatives of local residents of Kayutangan Heritage Tourism Village in Malang at the KJFD Community Service Webinar on Strategic Communication Department of Communication Science, Faculty of Social and Political Sciences, Universitas Brawijaya, which was held on September 4, 2021 online through a Zoom meeting.

The Community Service Webinar of KJFD Strategic Communication Department of Communication Science, Faculty of Social and Political Sciences Universitas Brawijaya lasted for 90 minutes starting at 10.00 to 11.30 WIB. This Webinar program was initiated by a collaboration of three community service teams. In addition to presenting three presenters who spoke about the Pentahelix Model in Tourism Village Development and Waste Management at Tourism Village Locations, this webinar also aired two videos promoting behavior change related to waste and the application of health protocols at Kayutangan Heritage Tourism Village, Malang City.

Before the promotional video for the implementation of the health protocol was dissemination, the community service team explained that the video that had been produced as a form of health promotion strengthening program to increase awareness and knowledge of managers and local communities (as primary targets), as well as visitors or tourists (as secondary target) regarding the importance of complying with strict health protocols in order to prevent the spread of Covid-19 at tourism village, boost confidence that the application of health protocols at tourism village can prevent the spread of Covid-19, and change and/or maintain the behavior of complying with health protocols at tourism village. This is also done in order to support the preparation for the opening of the Heritage tourism village. This video can later be used by Pokdarwis or other management parties to remind the local community, especially regarding the implementation of health protocols in tourism villages. After this explanation, the video entitled “Jang akan Djaya Kembali Heritage Malang” (The One to Revive: Malang Heritage) with a duration of 4 minutes 47 seconds was played.

This promotional video for the implementation of health protocols at tourism village emphasizes the importance of strict implementation of health protocols by tourism village managers and local communities in order to regain tourists' interest and trust of tourism village. This video features two representatives of the management of Kayutangan Heritage Tourism Village. In the video, Mrs. Mila Kurniawati, as a representative of Pokdarwis revealed that “Residents should take part in it because indeed we are part of the community, conducted by the community and, made for the people who manage the Heritage Tourism Village.” Furthermore, Mr. Rudi Haris, the representative for the management of the Heritage Tourism Village, emphasized that “As announced by the government, people who enter the heritage village must be

vaccinated. We only have to examine the vaccine card. We're ready for that, and the thermometer gun is here. Indeed, we have launched CHSE (Cleanliness, Health, Safety, and Environment Sustainability), and it's up to residents whether they can take business opportunities or not. If the citizens are observant in taking business opportunities, I think the economy will improve well here." The following is a snippet from the video entitled "Jang akan Djaya Kembali Heritage Malang".



Figure 2. Footage of Promotional Video for the Implementation of Health Protocols "Jang akan Djaya Kembali Heritage Malang"  
Source: Community Service Team Documentation (2021)

The show cast of representatives of managers and local communities in the health promotion videos reveals one of the seven principles of health promotion activities proposed by Rootman, namely participatory, involving all stakeholders at all stages of the process.<sup>26</sup> In the initial process of planning, production, and dissemination, the community service team coordinated with and involved representatives of tourism village managers, although it was far from the ideal level of participation by involving all stakeholders in all stages of the education process, production, and dissemination of health promotion messages.

Then on the same day, the community service team coordinated with the Purposeteam to upload the video on the Purposeteam's Youtube channel account to make it easier for the manager and the local community of the tourism village to access the video. YouTube is one of the platforms that has gained popularity because it enables and promotes interaction among users, as it allows people to easily find health information outside of a scientific context.<sup>27</sup> Afterwards, the community service team

<sup>26</sup> Lene Povlsen & I N A Borup, "Health Promotion : A developing focus area over the years" (2015) 43:Suppl 16 Scand J Public Health 46–50.

<sup>27</sup> Loredana Covolo et al, "What arguments on vaccinations run through YouTube videos in Italy? A content analysis" (2017) 13:7 Hum Vaccin Immunother 1693–1699, online: <<https://doi.org/10.1080/21645515.2017.1306159>>.

shared the YouTube video link with Mrs. Mila as the representative of the tourism village manager via WhatsApp as an effort to disseminate the health promotion messages that have been produced.

On September 5, 2021, the community service team compiled a press release regarding community service activities to be sent to the editors of the Times Indonesia news portal. On September 6, 2021, news of this community service activity was published with the title “Dukung Dibukanya Pariwisata, FISIP UB Bikin Video Kampanye Penerapan Protokol Kesehatan” (Supporting the Opening of Tourism, FISIP UB Made a Campaign Video for the Implementation of Health Protocols) on the Times Indonesia website.

#### IV. CLOSING

Community service in the form of education and production of promotional media for the implementation of health protocols was carried out through pre-production, production, post-production stages, and continued with the dissemination stage of the product as a campaign in the form of digital videos. This promotional video for the implementation of health protocols is aimed at increasing awareness, knowledge, belief, and encouraging action for managers and the local community of Heritage Tourism Village of Malang City to comply with strict health protocols. The content of health promotion messages is conveyed through a combination of three languages: Javanese, Malang Walikan language, and Indonesian language. Economic benefits can be obtained by managers and local communities if they are committed to implementing health protocols as the main message of this health promotion video. This health promotion media is disseminated through Zoom meetings and Youtube channel.

Based on a series of stages ranging from education, production, and dissemination of health promotion media, the team recommended that community service activities involve all stakeholders at all stages of health promotion activities as a form of the principle of participation in health promotion. In addition, the team also suggested that the future activity conduct research to measure the knowledge, beliefs (attitudes), and behavior of the target audience before and after the dissemination of promotional media. This is necessary to determine the extent of impacts of the produced promotional media. Subsequent activities can also improve aspects of empowerment as a principle of health promotion by designing community service that can foster independence in producing health promotion media for target groups.

#### V. REFERENCES

- Covolo, Loredana et al, “What arguments on vaccinations run through YouTube videos in Italy? A content analysis” (2017) 13:7 Hum Vaccin Immunother 1693–1699, online: <<https://doi.org/10.1080/21645515.2017.1306159>>.
- Gössling, Stefan et al, “Pandemics , tourism and global change : a rapid assessment of COVID-19” (2021) 29:1 J Sustain Tour 1–20, online:

<<https://doi.org/10.1080/09669582.2020.1758708>>.

- Hampton, K, “Communicating health messages to marginalised communities - A culture sensitive approach” (2000) 38:2 *Int J Heal Promot Educ* 40–46.
- Hastings, Gerard & Amanda Haywood, “Social marketing and communication in health promotion” (1991) 6:2 *Health Promot Int* 135–146.
- Larkey, Linda K & Michael Hecht, “A model of effects of narrative as culture-centric health promotion” (2010) 15:2 *J Health Commun* 114–135.
- Povlsen, Lene & I N A Borup, “Health Promotion : A developing focus area over the years” (2015) 43:Suppl 16 *Scand J Public Health* 46–50.
- Pratiwi, Deviyanti, Rosalina Tjandrawinata & Andy Wirahadikusumah, “Pembinaan Secara Online Perilaku Hidup Sehat Selama Pandemi” (2021) 5:6 *Din J Pengabdian Kpd Masy* 1579–1586.
- Rains, Stephen A et al, “Community-Level Health Promotion during a Pandemic : Key Considerations for Health Communication Community-Level Health Promotion during a Pandemic : Key Considerations for” (2020) 35:14 *Health Commun* 1747–1749, online: <<https://doi.org/10.1080/10410236.2020.1837443>>.
- Shao, Yuhong et al, “What is the policy focus for tourism recovery after the outbreak of COVID-19? A co-word analysis What is the policy focus for tourism recovery after the outbreak of” (2021) 24:7 *Curr Issues Tour* 899–904, online: <<https://doi.org/10.1080/13683500.2020.1806798>>.
- Shuldman, Mitch & Mansoureh Tajik, “The role of media/video production in non-media disciplines : the case of health promotion” (2010) 35:3 *Learn Media Technol* 357–362.
- Swigart, Tessa et al, “Can health promotion videos ‘go viral’? A non-randomised, controlled, before-and-after pilot study to measure the spread and impact of local language mobile videos in Burkina Faso” (2019) 12:1 *Glob Health Action*, online: <<https://doi.org/10.1080/16549716.2019.1600858>>.
- Uglis, Jarosław et al, “Impact of the COVID-19 pandemic on tourist plans : a case study from Poland” (2021) *Curr Issues Tour* 1–16, online: <<https://doi.org/10.1080/13683500.2021.1960803>>.
- Zhong, Lina et al, “Tourism crisis management : evidence from” (2021) *Curr Issues Tour* 1–12, online: <<https://doi.org/10.1080/13683500.2021.1901866>>.
- Hartik, Andi, “3 Langkah Pemkot Malang Pulihkan Pariwisata Akibat Pandemi”, (2021), online: <<https://travel.kompas.com/read/2021/02/14/210100027/3-langkah-pemkot-malang-pulihkan-pariwisata-akibat-pandemi>>.
- , “Akibat Pandemi, Kunjungan Wisatawan ke Kota Malang Turun Drastis”, (2021), online: <<https://travel.kompas.com/read/2021/05/01/195600027/akibat->

pandemi-kunjungan-wisatawan-ke-kota-malang-turun-drastis>.

Nashrillah, Faiz, “20 Kampung Tematik di Kota Malang, Baru Satu yang Sudah Buka”, (2020), online: <<https://jatim.idntimes.com/travel/destination/faiz-nashrillah/jelang-libur-nataru-sejumlah-wisata-di-kota-malang-masih-tutup-regional-jatim/4>>.

Oktavia, Hanum, “Awal Tahun 2021, Tingkat Kunjungan Wisata Kota Malang Rendah - Pariwisata & Lingkungan Hidup | RRI Malang |”, (2021), online: <<https://rri.co.id/malang/pariwisata-lingkungan-hidup/978806/awal-tahun-2021-tingkat-kunjungan-wisata-kota-malang-rendah>>.

———, “Wisata Kampung Warna-warni Malang Kembali Dibuka - Pariwisata & Lingkungan Hidup | RRI Malang |”, (2020), online: <<https://rri.co.id/malang/pariwisata-lingkungan-hidup/893066/wisata-kampung-warna-warni-malang-kembali-dibuka>>.

Tugu Malang, Tugu, “21 Kampung Tematik di Malang Gagas 39 Event Wisata | kumparan.com”, (2021), online: <<https://kumparan.com/tugumalang/21-kampung-tematik-di-malang-gagas-39-event-wisata-1v5jtLs7Xj0/full>>.

Widayanto, Wahyu Nurramadan, “Pandemi Jadi Momentum Kampung Heritage Malang Percantik Diri”, (2021), online: <<https://pingpoint.co.id/berita/pandemi-jadi-momentum-kampung-heritage-malang-percantik-diri/>>.