

Healthy People Mall Development: Promotive and Preventive Service of Public Health Center during the Covid-19 Pandemic

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Abstract

Healthy People Mall (Mall Orang Sehat/MOS) is a health service facility at the Public Health Center and its network that provides promotive and preventive service with the purpose of a healthy community. The COVID-19 pandemic has some impacts on all sectors of life, including the implementation of the MOS program. This study aimed to develop the Healthy People Mall as a promotive and preventive service of the Public Health Center during the COVID-19 pandemic in Banyuwangi Regency. This was an observational study with a survey approach conducted in the Public Health Center working areas. The number of samples obtained in this study were 389 consisting of adult communities who utilized the Public Health Center. The result of the study showed that the community learned about the MOS program through banners. The majority of the services that were utilized by the community was health promotion. The COVID-19 has an impact on the accessibility of MOS which can be seen from the drastic decline in the number of visits. Another impact of the COVID-19 pandemic was the increasing frequency of accessing the internet by the respondents. MOS development is necessary to be carried out that it can still provide safe and comfortable service, and do not harm each other.

Keywords

COVID-19; mal orang sehat (MOS); promotive; preventive; development



I. Introduction

China Country Office reported pneumonia incidence with unknown etiology at the end of 2019 in Wuhan City, Hubei Province, China. China later identified the pneumonia as Coronavirus (novel coronavirus) (Ministry of Health of the Republic of Indonesia, 2020). The case spread to some countries outside China and became health problem and turned into pandemic until World Health Organization (WHO) declared that the Corona Virus Disease 2019 (COVID-19) as a Public Health Emergency of International Concern (Decree of the Minister of Health of the Republic of Indonesia, 2020). COVID-19 cases across the world has significantly increased. According to Our World in Data, it shows that until the end of March there were 76,819 new cases around the world with a daily average of 63,372 cases (Ritchie et al., 2020).

The Covid-19 pandemic caused everyone to behave beyond normal limits as usual. One of the behaviors that can change is deciding the decision to choose a college. The problem that occurs in private universities during covid 19 is the decrease in the number of

prospective students who come to campus to get information or register directly to choose the department they want. (Sihombing, E and Nasib, 2020)

Regarding the availability of health services, Banyuwangi Regency has 45 Public Health Centers, consisting of 15 Public Health Centers with inpatient care and 30 others without inpatient care, as well as 180 Sub-health Centers (Puskesmas Pembantu) spread over 24 sub-districts and 217 villages (Banyuwangi Regency Health Office, 2020). It is necessary for Public Health Centers to improve their performance and competitiveness as the leading stakeholder of health services without reducing the social mission they carry. In accordance with one of the health administration principles that is the health paradigm as stated in the Regulation of the Minister of Health Number 75 of 2014 Article 3 (Ministry of Health of the Republic of Indonesia, 2014). This means that the Public Health Center needs to encourage all the stakeholders to be committed in preventing and reducing health risks faced by individuals, families, and communities, that the Public Health Center can be utilized more by the community as a health service to provide numerous preventive actions and reduce health risks.

Soekanto in Ismail (2019) social change refers to changes in social aspects, community governance, and group behavior patterns. One example of social change is the increasing number of formal community institutions. For example various organizations ranging from government organizations, to social gathering organizations, are now becoming more formal, with a more rational pattern of relations. This is different from social organizations in the past, which are more informal by using emotional relationships.

As an effort to improve community health status and implement the health paradigm, Banyuwangi Regency initiated a branding called 'Healthy People Mall' (Mal Orang Sehat/MOS) (Banyuwangi Regency Health Office, 2019). MOS was officially established in January 2019. Community visits to MOS were referred to as 'healthy visits'. The success of the MOS implementation can be seen by comparing the percentage of healthy visits at each Public Health Center. Public accessibility to the Healthy People Mall Program in 2019, the first year of the program, was quite great and the number of visits was likely to increase.

The urgency of data and information is the decision making base in health services for the community, especially in the healthy paradigm. Excellent service is vital to be implemented by public service agencies in increasing the accessibility of health service in order to maintain the healthy visits and prevent the spread of COVID-19 cases in Banyuwangi Regency. Therefore, this study aimed to develop the Healthy People Mall as a promotive and preventive service of the Public Health Center during the COVID-19 pandemic in Banyuwangi Regency.

II. Research Method

This was an observational study with a survey approach. The study design used in this research was cross sectional as the variables of this research were obtained at the same time (Siyoto and Sodik, 2015). This research was carried out from October to November 2020 in Sobo and Licin Public Health Service. The population of this study was the adult community who utilized the Public Health Center. The research sample was determined using Raosoft software with the significance level of 5% and the number of samples obtained were 389. This research used two sources of data, including primary and secondary data. Primary data was obtained from interview, FGD, observation, and survey using online questionnaires. Meanwhile, the secondary data was obtained from a documentation study using the data collection sheet. This research used the descriptive method to process and analyze the data.

III. Results and Discussion

3.1. Respondent Characteristics

Table 1. Respondent Characteristics

Respondent Characteristics	Frequency	Percentage (%)
Sex		
Female	271	69
Male	123	31
Age		
Late Adolescence	134	34
Early Adulthood	102	26
Late Adulthood	102	26
Early Elderly	40	10
Late Elderly	12	3
Elderly	4	1
Occupation		
Student	83	21
Housewife	110	28
Farmer	4	1
Private Companies	75	19
PNS/TNI/Polri	24	6
Entrepreneur	98	25

Based on table 1, the majority of the respondents were recorded as female (69%), while the male respondents were 31%. The result of the study also showed that most of the respondents were 17-25 years (late adolescence) (34%), the percentage was one third of the total research sample. Furthermore, most of the respondents' occupation was housewife by 28% or 110 out of 397 respondents.

3.2. Healthy People Mall Implementation

Table 2. Healthy People Mall Implementation in Banyuwangi Regency

Respondent Characteristics	Frequency	Percentage (%)
Knowledge about Healthy People Mall		
Aware	261	66
Not Aware	133	34
Information Media		
Banner	204	52
Leaflet	31	8
Social Media	115	29
Website	2	1
Others	42	10
Healthy People Mall Services Utilized before the Pandemic		
Maternal & Child Health and Family Planning	264	68
Nutrition	238	61
Prevention of Infectious Disease (P2P)	276	71
Health Promotion	304	78

Elderly Health	89	23
Adolescent Health	99	25
Mental Health	35	9
Sense Health	181	47
School Health	163	42
Sport Health	99	25

Based on table 2, the majority of the respondents were aware of the Health People Mall Program/MOS. This result shows that during one year of MOS, more than half of the respondents were aware of this program. This program makes the community familiar that the Public Health Center is a place to consult about anything related to health that is in line with the health paradigm (Banyuwangi Regency Health Office, 2019). The implementation of the healthy paradigm is carried out by wide spreading health strategies in development programs, reinforcing promotive and preventive efforts, and empowering the community (Agustina et al., 2019).

The result of the study also showed that most of the people of Banyuwangi learn about the MOS program through banners, as many as 204 respondents. Banner is one of the most commonly used media by health services in conveying information (Prasanti and Fuady, 2018). Service marketing using banners has also been carried out by the library of Indonesia University of Education. The result revealed that the visual, content, and the presentation intensity of the promotion using X-banner had a joint impact on the attention, interest, desire, and the tendency to react in a positive direction, the biggest impact was on desire (Silvana and Damayanty, 2014).

The majority of the services that were utilized by the community before the pandemic was health promotion, as many as 264 out of 389 respondents (79%). Health promotion as the most accessed service has an important role in overcoming COVID-19 by performing the following roles (Ministry of Health of the Republic of Indonesia, 2020):

1. Conduct partnership to gain support and collaborate with Public Health Center activities in preventing COVID-19 in its working area. The partnership targets including the task force in Community Unit or Village Volunteer, mass organizations, Family Empowerment and Welfare Movement Team, private sector, Saka Bakti Husada (SBH), community leaders, religious leaders, and other potential partners. The Public Health Center needs to identify the psychological status or the community condition in its working area in dealing with this pandemic.
2. coordinating, integrating, and synchronizing with cross-sectoral stakeholders, mass organization and other potential partners in optimizing COVID-19 prevention activities in the work area of the Public Health Center, including synchronizing data related to at-risk groups/individuals with the data owned by the Public Health Center.
3. Advocating to the policy makers to obtain support in optimizing COVID-19 prevention activities in the working area of the Public Health Center.
4. Increase the literacy and capacity of health cadres, community leaders, religious leaders, and health organization/groups to support the family mobilization and empowerment efforts in preventing COVID-19 in the working area of the Public Health Center. Increasing literacy and capacity can be carried out through online media such as WhatsApp/SMS/Video Call/telephone or through face-to-face meetings while still paying attention to Infection Prevention and Control as well as physical distancing.
5. Organizing and mobilizing community potential/resources to optimize health promotion activities and family empowerment in preventing COVID-19 in the working area of the Public Health Center, including carrying out Self Awareness Survey (Survei Mawas

Diri/SMD) and Village Community Conference (Musyawarah Masyarakat Desa/MMD) while still paying attention to Infection Prevention and Control principles as well as physical distancing.

Throughout the COVID-19 handling, scheduled Public Health Effort activities should be reviewed whether or not they still can be carried out as usual, need to be performed with different methods or techniques, postponed, or cannot be implemented nevertheless. During the implementation, it is vital to keep paying attention to the Infection Prevention and Control principles as well as physical distancing in order to break the chain of transmission (Ministry of Health of the Republic of Indonesia, 2020). At the time of collecting data, public health center officers can conduct socialization to people who suffer from health problems and provide referrals for them to go to the public health center for further examination (Prayoga et al., 2021).

Furthermore, anxiety during the COVID-19 pandemic was not only encountered by the community who access the health services, but also by health workers who experienced such worried and pressured feelings related to the availability of personal protective equipment which could increase anxiety in carrying out their roles (Fadli et al., 2020). Health workers who experience anxiety will go through excessive uncomfortable and worried feelings in the long term that the patients will remain scared, while they are unable to refuse in providing health service (Hermawan and Siagian, 2021).

3.3. The COVID-19 Pandemic Impact on Healthy People Mall Service

Table 3. Respondent who have accessed Healthy People Mall before and after the COVID-19 pandemic

	MOS Access before the COVID-19 pandemic		MOS Access after the COVID-19 pandemic	
	n	%	n	%
Have Accessed	370	93.91	128	32.49
Never	24	6.09	266	67.51
Total	394	100	394	100

According to table 3, it showed that before the COVID-19 pandemic, there were more people visited the Public Health Center to access MOS by 370 respondents (93.91%), however during the pandemic, the number of visit was decreased by 61.42% to 128 respondents (32.49%). This result was in line with a research which showed that the number of patients/visitors at the Ranotana Weru and Teling Public Health Center during the pandemic has also declined (Pangoempia et al., 2021). This was because people were afraid and anxious to access the Healthy People Mall during the COVID-19 pandemic, some of the respondents wrote down their reasons, including being anxious about interacting with health workers, fear of getting COVID-19, considering that Public Health Center is also a place where people assemble in this way there is a high risk of getting COVID-19, and being afraid of infected by the coronavirus.

The COVID-19 has an impact on the declining number of visits to the MOS at the Public Health Center as people feel anxious about accessing it. However, worried feelings were not only experienced by the patients/visitors, but also by the health workers due to several factors, one of which was related to the availability of personal protective equipment according to the WHO protocol (Fadli et al., 2020). A research by Fadli et al., (2020) reported that the availability of personal protective equipment variable had the most influence on anxiety ($r=0.517$; $CI=1.34-8.06$), which indicated that the availability of personal protective equipment had a 51.7% effect on anxiety of the health workers in the COVID-19 prevention (Fadli et al., 2020).

3.4. Health People Mall Development Opportunities during the COVID-19 Pandemic

Table 4. Health People Mall Development Opportunities during the COVID-19 Pandemic

MOS Development Opportunities	Frequency	Percentage (%)
Respondents' Wishes about Information Service during the COVID-19 Pandemic		
Online	118	29.95
Face-to-face	276	70.05
Intensity of Accessing the Internet		
Very Rarely	27	6.85
Rarely	93	23.60
Frequently	166	42.13
Very Often	108	27.41
Frequently Accessed Social Media		
Facebook Profile	80	20.30
Facebook Fanspage	21	5.33
Instagram	106	26.90
Youtube	166	42.13
Twitter	6	1.52
Tik Tok	15	3.81
The Most Interesting Information Media at the Public Health Center		
Website	45	11.42
Facebook Profile	15	3.81
Facebook Fanspage	36	9.14
Instagram	109	27.66
Youtube	182	46.19
Twitter	1	0.25
No Answer	6	1.52

Based on table 4, it showed that the majority of the respondents wish that the information service of MOS at the Public Health Center to be carried out face-to-face or offline rather than online. Unfortunately, any direct interaction is restricted during this pandemic to prevent the COVID-19 transmission. During the COVID-19 pandemic, the Margahayu Selatan Public Health Center formed several internal policies, such as altering the patients flow for treatment at the Public Health Center, wearing personal Protective equipment for the health workers who provide direct service to the patients, installing hand washing stations and hand sanitizers at the patients entry point, and carrying out patients screening to sort the visitors based on their symptoms (Hasanah et al., 2020). A research by Dwisatya showed that interpersonal-based face-to-face medical service had a positive effect on patient trust, and it led to patient satisfaction (Dwisatya and Ellyawati, 2016).

The COVID-19 pandemic is a public health emergency, forcing people to do most of their activities at home to prevent the COVID-19 transmission (National Development Planning Agency, 2020). During the COVID-19 pandemic, most of the respondents were frequently accessing the internet. Respondents who frequently accessed the internet were 166 respondents, while those who accessed the internet very often were 108 respondents. This result was in line with a survey conducted by the Indonesia Internet Service Provider Association (Asosiasi Penyelenggara Jasa Internet Indonesia/APJII) which showed that the number of internet users in Indonesia by the second quarter of 2020 has increased by 8.9% or equivalent to 25.5 million and this was equal to 73.7% of the total population or 196.7 million users (APJII, 2020). Internet users access the internet mostly for more than 8 hours

per day. This is an opportunity for the government to utilise the internet as a dissemination media about the Healthy People Mall.

The result of this study also showed that the most frequently accessed social media by the respondents was Youtube followed by Instagram as many as 166 and 106 respondents, respectively. Youtube and Instagram, apart from being the source of entertainment, can also be the right media to convey information about the Healthy People Mall by creating great and interesting content. Based on the result of a survey conducted by APJII, 61% of the respondents said that they often access Youtube to watch movies, music, and sports. In addition, the survey result also showed that one of the most favorite social media among internet users was Instagram (APJII, 2020). Social media is quite an effective breakthrough in conveying educational content quickly in the era of the COVID-19 pandemic. Without direct meeting with the audience, COVID-19 information can be quickly conveyed through social media (Putri and Prayoga, 2021). Based on the result of this study, the most up-to-date source of Public Health Center information was Youtube, stated by 177 respondents. In the present time, there is a lot of very creative and up-to-date content on Youtube. This media is also used by various agencies to convey useful information.

The Healthy People Mall development opportunities were the availability of health promotion media as the literacy media for the community. Information conveyed on social media must be specific based on existing protocols such as how to prevent the transmission at the individual level, family and community level, among vulnerable groups, and what they can do, etc. The promotion media can be disseminated through online media, namely WhatsApp groups or through direct method such as posters, stickers, banners, billboards, etc/ Conducting Information Education Communication (IEC) also necessary along with health cadres, community leaders, religious leaders, mass organization, health care organization/groups, community-based health efforts, and other potential partners to increase literacy and empower groups/individuals/family members to carry out clean and healthy lifestyle to prevent the COVID-19 transmission (Ministry of Health of the Republic of Indonesia, 2020). It is very important to provide understanding to the community and related sectors that to break the COVID-19 transmission chain is a shared responsibility starting from the community, community leaders, cross-sectoral stakeholders, and the government, both local government and central government (Ministry of Health of the Republic of Indonesia, 2020). Furthermore, another opportunity is to implement health protocols, especially in public services, health workers must be equipped with complete personal protective equipment according to the WHO protocol to reduce anxiety (Maben and Bridges, 2020).

IV. Conclusion

For about a year running, most of the people were aware of the MOS program and learned about it through banners. Health promotion service was the most utilized service by the community at the Healthy People Mall. The COVID-19 has an impact on the accessibility of MOS which can be seen from the declining number of visits. On the other hand, the most frequently accessed social media by the respondents was Youtube. According to the respondents, the most interesting, complete, and up-to-date source of Public Health Center information was Youtube. As an effort to develop the MOS program during the COVID-19 pandemic in Banyuwangi Regency, the community needs to adjust the time in accessing MOS at the Public Health Center while still paying attention to the health protocols. The Government of Banyuwangi Regency is expected to use the most up-to-date information media to convey information to the community and make suitable policies.

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