

American Journal of Humanities and Social Sciences Research (AJHSSR)

e-ISSN :2378-703X

Volume-5, Issue-7, pp-247-254

www.ajhssr.com

Research Paper

Open Access

The Application of WHO Hand Washing Campaign in Indonesia

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ABSTRACT: Hands have an important role in the transmission of the COVID-19 virus. This virus primarily spread through droplet and contact transmission. Contact transmission means by touching infected people or contaminated objects, thus your hands can spread the virus into the body through unconscious touch to the eyes, nose, and mouth. Therefore, hand washing is one of the most effective actions that you can take to prevent the spread of the COVID-19 virus. WHO as an international health organization has the responsibility to inform and educate the community to fight COVID-19 by adopting hand hygiene as part of from day to day practices until it becomes a good habit and or their lifestyle. This study aims to understand how the application of WHO hand washing campaign in Indonesia. The theory used is Diffusion of Innovations by Everett M Rogers, with qualitative constructivist research methods. The results of the study stated that WHO did not stand alone when socializing the hand washing campaigns. WHO makes the key message, the guidelines and then distribute it to their social media accounts and all their agent of change, such as local governments, and the ambassador and or the KOL. The next step is the local governments of each country will adjust the campaign according to the culture and characteristics of the potential adopters in each country. The level of adoption also depends on Indonesian culture then the cognitive, affective, and conative effects received by the potential adopters.

Keywords -Diffusion of Innovation; Health Campaign; Health Communication; International Communication; New Media

I. INTRODUCTION

March 11, 2020, WHO Director-General announced that COVID-19 is an outbreak virus, known as a pandemic. We already know that COVID-19 is a virus that originates from a coronavirus family that is known to cause disease in animals and humans. Coronaviruses attack the respiratory system, ranging from the flu to other more serious respiratory diseases such as *MERS (middle east respiratory syndrome)* and *SARS (severe acute respiratory syndrome)*. This COVID-19 virus is a new variant of coronavirus, that known as the "*novel coronavirus*" because of its novelty (WHO, 2020). Dr. David Nabarro, a professor of global health at London College who is also one of the WHO's envoys to investigate this virus, said that COVID-19 is a virus that spreads very quickly and there is no definite treatment for this virus. It is therefore important for all people to be able to survive and defend against the coronavirus as a constant threat. The professor also suggested that people learn to adapt and live social, economic activities with the virus around during today's life. (Picheta, 2020). "*The new normal will be anything but ordinary*" (Sanchez, 2020) is a phrase that is often heard these days. This shows that preventive measures against COVID-19 must become a "*new normal*". Like the campaigns that intensified these days, like #StayHome, #WearaMask #HandWashing, and #SocialDistancing that change things from face-to-face activity become completely virtual and online, which must be done, and adapted into a lifestyle.

Many health movements and campaigns came up recently. One of them was pioneered by an international organization, World Health Organization (WHO). As an organization engaged in the health sector in the world, during this pandemic World Health Organization has initiated many campaigns that seek to prevent the spread of the COVID-19 virus (WHO, 2020). One of the campaigns carried out by WHO that will be discussed in this research is the handwashing campaign. Washing your hands is a crucial activity in preventing the spread of the coronavirus. Dr. FaheemYounus (2021) who is a doctor and also a certified change management expert in America, through his Twitter account, revealed that: "*COVID is spread from people, through close contact or the air in one room. Surface spread is very rare, so stop worrying about surfaces like handles, doorknobs, clothes. Just wash your hands. Focus where it matters.*"

Washing hands may indeed seem like a common thing to do. But washing hands as a new lifestyle and keeping hands clean/hygienic is the key so that people get off from the COVID-19 virus. To achieve this goal, WHO release a community campaign related to handwashingguidance. The Handwashing Campaign initiated by

WHO was distributed through a program named '*WHO Safe Lives: Clean your Hands*'. This program aims to build awareness that leads to behavior change that hand hygiene in the community is the most important thing in fighting the spread of the COVID-19 virus (WHO, 2020). As an international health organization, this program is disseminated through cooperative relations between WHO and government from all UN countries; and is also disseminated through WHO's social media through hashtags and challenges. The hashtags used are #HandHygiene and #SafeHands #SafeHandsChallenges.

WHO provides the main guidelines for handwashing, and also coordinates it with their representatives in each country so that the local government team can improve adequate handwashing facilities, and communicate it to the lower levels. And for direct distribution to the entire world community, it is done through social media. This #SafeHandsChallenges is a handwashing campaign that is carried out in a joint movement on social media and will then be carried out and forwarded as challenges from one user to another (WHO, 2020). The campaign released by WHO on handwashing was carried out with the hashtag challenges campaign concept. Dissemination of information and activities of the #SafeHands #SafeHandsChallenges campaign will be entirely done on online media or in other words, this is a digital campaign. In this case, the challenges will be spread through hashtags on social media platforms, from one person to another. Challenges using this hashtag are usually used to raise awareness about something new and or to carry out a change movement (Clark, 2020).

Unlike the other campaigns by an organization and or company before this pandemic, amid physical and social limitations that are happening, this campaign must be run mostly in digital format, through social media platforms. Social media platforms are now effective enough in spreading campaigns, and as it says in this research that the government, official health ministry, health workers, health organizations, and all decision-makers in the health world must be aware of the importance of social media campaigns because this digital campaign can affect public health awareness, and the formation of habit changes (new normal) for the sake of protecting the community and its people from the spread of the COVID-19 virus pandemic (Al-Dmour, Masa'deh, Salman, Abuhashesh, & Al-Dmour, 2020, p. 1). WHO is an organization that understands that social media plays an important role in running the digital campaign during this COVID-19 pandemic. WHO is using all its new media channels to maximize the distribution of the campaign. WHO handwashing campaigns can be viewed on Facebook, Instagram, Youtube, Twitter, Linked In, TikTok, and also Snapchat. On their website, WHO states an invitation for all people to take part in the #SafeHands Challenge, take a photo or video of the process of washing hands properly following WHO recommendations, then upload it on their respective social media accounts in their style and language. It was also written that WHO is looking forward to videos that will be made by the world community and the videos that are made the most creative and engaging will be published on WHO Channels (WHO, 2020).

Based on the data described above, the researcher then conducted pre-research via Instagram to determine the level of awareness and level of compliance of the Indonesian people in washing their hands properly. The results of the pre-research show that there is an awareness formed among the Indonesian people about the handwashing campaign made by WHO. Therefore, the researcher decided to carry out further study to understand how the application of the WHO handwashing campaign in Indonesia.

II. THEORITICAL FRAMEWORK

Diffusion of Innovation

Diffusion of innovation is a theory that explains how the process of innovation is communicated through a certain communication channel, within a certain period and carried out among members of a particular social system. The communication system is the same as usual, where the participants exchange their thoughts with communications to achieve mutual understanding. However, what is slightly different is when the message is a message related to novelty or new ideas, which is known as innovation (Rogers, 1995, p. 5)

Innovation is a new idea that can be accepted by an individual or a potential adopter. In this case, it doesn't only mean 'the new knowledge', but maybe this idea or knowledge has already been known by some people but they have not yet reached the stage of deciding whether to like the idea or not, deciding to adopt the idea or not. Decision-making and social change are not things that can happen instantly, they must go through a process within a certain period, with various actions and choices. Then, Rogers (1995, p. 162) suggests that there are 5 stages in the innovation diffusion process, which are: (1) Knowledge; (2) Persuasion; (3) Decisions (4) Implementation; (5) Confirmation. New Media and Social Media

New Media and Social Media

New media is media that appears as a result of novelty or technological innovation in the media sector which includes cable television, satellite, fiber optic technology, and computers. (Croteau, 1997). The novelty then affects the communication system that was previously offline to be online with the use of the internet. New media users are those across gender, age, education, and also across socioeconomic status. (Borders, 2011). New media has the characteristics that distinguish it from old or traditional media. According to McQuail (McQuail,

2011), there are 7 characteristics of new media from the user's perspective, namely: (1) Interactivity; (2) Social presence; (3) Media richness; (4) Autonomy; (5) Playfulness; (6) Privacy; (7) Personalization.

The emergence of social media causes a change in the way people communicate, how one can connect with others, how one can collaborate and build relationships online. These changes are changing the way people create and share and or participate in social media content. Nowadays, being online has become a lifestyle. (Howell, 2012) McQuail also said that the emergence of new media makes the society into an 'information society' which could be interpreted as a society that has become dependent on access to information and electronic communication networks which then allocates most of its resources for information and communication activities (McQuail, 2002). Likewise with an organization, because basically, organizations that are successful in using digital communication are those that can maximize all the functions of the internet to make people connected. (Suwatno, 2018, p. 96).

III. RESEARCH METHODS

The research method used in this study is a qualitative method with a constructivist paradigm through the perspective of diffusion of innovation by Everett M. Rogers. Qualitative research with a constructivist paradigm is research that constructs an explanation in an interpretive way, which means an explanation that creates an understanding of what the researcher wants to explain about a thing in a certain context. (Neuman, 2011, p. 84). Data collection techniques using primary and secondary data. Primary data were obtained from interviews with WHO representatives in Indonesia as communicators, interviews with representatives of the Indonesian Ministry of Health as a policymaker for handwashing campaigns in Indonesia, interviews with doctors and volunteers, interviews with the content creator, and also interviews with 6 random handwashing participants. Secondary data were obtained from literature review, WHO social media content, and also mass media reports related to handwashing campaigns during the COVID-19 pandemic. After the data is collected, next is the data analysis technique. This research was analyzed using data analysis techniques according to Miles, Huberman, and Saldana (2014), namely: (1) Data Condensation; (2) Display Data; (3) Drawing and Verifying Conclusions.

IV. DISCUSSION

Knowledge: Prior Conditions, Potential Adopters and Change Agents

The previous condition before this handwashing movement/campaign was the emergence of the quickly spread COVID-19 virus. At the beginning of the pandemic, there was no definite treatment that could paralyze the virus, and there was also no vaccine that functions as an antibody or body defense for patients infected with the virus. Therefore, various preventive measures have emerged to reduce the spread of the COVID-19 virus. The COVID-19 virus mainly spreads through droplet and contact transmission. Contact transmission means touching an infected person and/or contaminated object or surface. Hands are the primary medium most often used for contact transmission. Thus, hands can spread the virus and allow the virus to enter the body by touching the mouth, nose, or eyes. In the context of prevention efforts, WHO as an international health organization certainly plays a crucial role in disseminating information regarding preventive measures for the spread of the COVID-19 virus. WHO then proclaimed the recommendation to wash hands, for the health and safety of the world's community.

According to Bagus, a representative from Indonesia's Ministry of Health (Personal Communication, 2021) stated: All parties are targeted in this handwashing campaign education because the purpose of this campaign is that handwashing becomes a new norm and habit that is carried out by all parties regardless of their demographics. Because it involves the international community, the scope of the potential adopters have become massive. Therefore, WHO needs several helpers who are known as change agents. WHO's main change agents are local governments of each UN countries, and also WHO's official communications media (ambassadors and WHO's official social media accounts). WHO as an international health organization certainly has cooperation with many countries, cooperation is carried out in the form of a WHO representative in every country that joins the United Nations (WHO Indonesia, Personal Communication, 2021). As in Indonesia, WHO has a representative office in Indonesia that specializes in managing cooperation between WHO and the Indonesian government, represented by the Indonesian Ministry of Health. The Indonesian Ministry of Health said the same thing; since the beginning of COVID-19 being declared as a pandemic, the Indonesian government did not work alone but collaborated with national and international organizations, and also took into account the guidance provided by WHO as a reference for handling the decline in COVID-19 cases in the world. "Indonesia continues to socialize the 3M campaign, one of them is the handwashing campaign with soap. Of course, the campaign has been adapted to Indonesian culture, and human resources" – said Bagus Satrio Utomo (Personal Communication, 2021) as the Secretariat of the General Directorate of Public Health. In Indonesia, the Hand Hygiene campaign is known as the CPTS (handwashing with soap) campaign, where this campaign became an extension of the Hand Hygiene campaign and was socialized to the public. The

socialization that done by the Ministry of Health of the Republic of Indonesia has been regulated in the Decree of the Minister of Health of the Republic of Indonesia Number HK.01.07/MENKES/382/2020 concerning Protocols for Public Health in Public Places and Facilities in the Framework of Prevention and Control of Corona Virus Disease 2019. The ministerial decree becomes a reference for all of Indonesia's ministries, others institutions, local governments, associations, mass media, company owners, workers, and the entire community to prevent the occurrence of epicenters during the pandemic (Personal Communication, Utomo, 2021).

These include key opinion leaders (KOL) in Indonesia as celebrities and content creators who also participated in the socialization of this handwashing campaign. AgnestasiaGouw (Personal Communication, 2021) a content creator said: *"I feel responsible to persuade my audience to maintain cleanliness by washing their hands during the pandemic"*. And the same thing was also expressed by dr. Tirta (Personal Communication, 2021): *"The main motivation is because I am a doctor, The Doctor's Oath"*. Although there are many challenges such as excuses and hoaxes, the sense of responsibility and social care owned by change agents is the main driver in the distribution of this persuasive message. Each change agent creates a creative persuasive message according to their respective duties and powers. After the persuasion message is sent by the change agents, the message will be disseminated and shared continuously from one to another individual.

Persuasion: Characteristic of Innovation and Persuasion Process

Rogers suggests 5 characteristics of innovation: (1) Relative Advantages, the presence of this handwashing movement creates additional benefits for each individual who adopts it. The advantage of handwashing is that it makes hands clean from various viruses, diseases; and we also can protect and save our colleagues from the COVID-19 virus. Just like the WHO's handwashing campaign: "Save Lives: Clean Your Hands (In The Context of COVID-19)"; (2) Compatibility or suitability. This handwashing campaign is certainly suitable according to existing values, people's experience, and also fits the needs of potential adopters. The need for potential adopters is to achieve cleanliness so that they can avoid the COVID-19 virus. And if you wash your hands properly, you can kill bacteria and germs up to 90%; (3) Complexity. The lower the level of complexity, the faster and easier it to adopt, and vice versa. The level of complexity possessed by the handwashing movement is relatively low because the procedure is easy to follow. For example, washing hands must be with running water for 40-60 seconds and or 20-40 seconds if using a hand sanitizer; (4) Trialability. Innovations that can be tested will be faster and easier to adopt because potential adopters can use the concept of learning by doing. This campaign shows you how to wash your hand with the right 6 steps, and also the moment when you should wash your hands; (5) Observability. These characteristics show how innovation can be observed and seen in the results. The easier it is to observe and the faster the results can be seen, the higher the adoption rate will be. And the results have been medically proven that washing hands with the right procedure can kill 90% of bacteria that are not visible on each individual's hands.

In the diffusion of innovation, the persuasion process is crucial, This is the part where the process of how someone who did not wash their hands was persuaded into someone who wants to washes their hands regularly as a lifestyle. Channels play an important role in the process of how persuasive messages arrive from communicators to potential adopters. Channels in this research are known as change agents. When change agents have done their part, potential adopters will receive a message that affects the next decision-making process. The reason someone is persuaded is awareness of health, awareness of cleanliness, self-desire to be healthy, worries, and many other self-interests. However, this persuasion produces 2 main effects, cognitive and affective effects. This cognitive aspect is an aspect that explains how adopters become aware that hand hygiene is an important thing to do during the COVID-19 pandemic. The affective aspect explains how the adopters feel there is an emotional touch from the existing persuasive message. From the responses of the adopters, some of them showed that they were afraid, worried, and concerned about the health of themselves and the people around them.

Decision Making Process: Adoption and Rejection

This decision-making stage is created through the previous learning and persuasion process. After the cognitive (aware) and affective (emotionally persuaded) effects, the next step is how the potential adopters experience a conative effect. Conative effects are effects related to the behavior of potential adopters. This conative effect comes up when change agents provide information on how to do it. Providing video tutorials of proper handwashing is one of the most powerful persuasion tools used by communicators and change agents. WHO as a communicator has a hashtag that can be used for everyone to record and upload videos of them washing their hands with #SafeHands Challenges to their social media accounts. As of May 2021, the news spread on Google has reached 247,000 content with 70,500 #SafeHands videos. This was approved by doctor Tirta (Personal Communication, 2021) (covid-19 volunteer and content creator) when interviewed about educational media related to the pandemic and hand washing. "The most effective tools are 1-minute videos that are shared on social media". For example, besides WHO's ambassador: Allison Becker and Selena Gomez;

Gordon Ramsay also participated in the socialization of the handwashing campaign using #SafeHands and uploaded it to his Facebook account. The video has been viewed 1.2 million times, with 4.1 thousand comments and 17,144 shares (Ramsay, 2020). We can see the spread of persuasion messages from the share numbers in the accounts participating in the handwashing campaign. The higher the share number, the more audiences will receive the persuasive message; and the more who receive the persuasion message, the more will decide to adopt the innovation. In another way, based on my pre-research, many adopters have never heard the campaign directly from WHO or the Ministry of Health and or content creators, but they still wash their hands with the right steps, following WHO recommendations. It turned out that some adopters saw persuasive messages sent by their parents to the family's WhatsApp group.

In this case, The innovation is hand washing with the right step. As mentioned before, hand washing is an innovation that quite easy to try. So, potential adopters can feel the conative effect more quickly after reading and seeing the persuasive messages conveyed. The adoption rate of handwashing in Indonesia (as of November 2020) reached 80% of the total population of Indonesia (Johns Hopkins, 2020). However, if some adopt, then some choose to reject it. The rejection of adoption was caused by several aspects, including the duration, level of difficulty, and the substitution of handwashing by using a hand sanitizer.

Implementation and Obstacles

The instructions given by WHO (2020) is when your hands look dirty, wash them with soap and running water, but if they don't look dirty, wash them with alcohol-based soap and rinse with water. There are no special provisions for the use of ordinary soap, but for alcohol-based soap, use soap that contains min. 60% alcohol and produced by a trusted company. To maximize the use of washing your hands, this should be done after coughing and sneezing; after touching a sick person; before and when preparing food; before eating; after using the toilet; after handling animals and exposed to animal feces and every hand looks dirty.

The handwashing technique is divided into 6 steps after wetting the hands. The first step is to cup your palms together and rub the soap that has been poured. The second step is to place your palm on the back of the other hand with intertwined fingers and repeat the other way around. The third step is to attach the palm of one hand to the palm of the other with intertwined fingers. The fourth step is to make both hands clasped together and fingers interlocked so that the soap hits the nails and the base of the fingers. The fifth step is to rub the thumb with the other hand and do the opposite. The sixth step is to make hands cupped then rub fingers and nails in the palm of the other hand and do the opposite. Last, rinse and dry the washed hands using a tissue or clean towel. The correct duration for washing hands with soap and running water is 40-60 seconds, and washing hands with alcohol-based soap is 20-30 seconds.

With the steps that have been explained by WHO, hopefully, adopters can easily follow the recommendations and steps that have been distributed. Some said that there were no obstacles when washing hands according to WHO guidelines, but some also talked about the obstacles they faced when they wanted to wash their hands. It can be categorized into 4. First is in handwashing facilities, such as the technology used, how many sinks are available. The second is the duration because maybe before, there was no specific duration. It didn't take a long time to wash your hands, but this innovation recommended it must be done for 40-60 seconds. The last obstacle found was the level of difficulty, basically washing hands is an easy thing to do, but when this has to be done with the steps given, the level of difficulty certainly increases.

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The last obstacle found was the level of difficulty, basically washing hands is an easy thing to do, but when this has to be done with the steps given, the level of difficulty certainly increases. The good news is the experience of adopters known by communicators. For public facilities, WHO Indonesia (Personal Communication, 2020) has advocated for the central government and local governments to provide handwashing facilities. However, the obstacle related to the level of difficulty indicates that literacy in Indonesia still at a minimum level. Socialization and literacy are necessary for the implementation process. Mostly, Indonesian people are only persuaded because they just following the trend. They are easily influenced by the hype, and even consider innovation as a new trend rather than as something that makes their life better. (Nurhajati&Fadhal, 2012). Therefore, until now the government has continued to create massive literacy in the community, to educate that CTPS is one of the keys to success in suppressing Covid 19 cases. Handwashing literacy and socialization were also done in cooperation with influencers, celebrities, including private parties both online as well as offline events with health protocols (Utomo, Personal Communication, 2021).

Confirmation and Recommendation

The last stage of diffusion of innovation is the confirmation stage from the adopters whether they decide to continue adopting the innovation or not. The level of confirmation can be seen from the level of handwashing compliance in each country. WHO is collaborating with an organization called Johns Hopkins, the Center for Communication Program to issue statistical data entitled KAP Covid Country Profiles With Demographic Disaggregations. In these statistical data, it can be seen the compliance rate of each country in tackling and preventing the spread of covid. The level of handwashing compliance in Indonesia is said to have reached 80% as of the end of November 2020. Supported by data from all the informants I interviewed, they admitted that they never thought about stopping washing their hands according to WHO recommendations. "There is nothing wrong with being clean, with or without covid" – said William, one of the adopters.

It doesn't stop here, but the adopters also admitted that they would continue to recommend and remind their closest family, friends, and colleagues to continue to wash their hands properly following the recommendations and steps from WHO. Recommending something to each other shows a high level of unity and social concern. Indonesia adheres to a system of social groups with a high level of collectivism and community culture (BudayaPaguyuban). Community culture is a form of shared life, its members are bound by an inner relationship that is pure and based on a predestined sense of love and a sense of unity (KemenDikBud, 2019). Persuasive messages from the handwashing campaign can spread straightaway among people because of the strong bonding due to blood ties (family) and also unite as one association (being in the same group: Indonesian). This type of bonding will make family and any other WhatsApp group work as another effective distribution channel. From this analysis, two things are highlighted. The first is that every person who makes recommendations changes their role from adopters to agents of change; and the second is that when adopters turn into agents of change, more potential adopters will appear. So by the end of this campaign, the message of this innovation will make a snowball effect. From one small scope to another, and spreads upon itself until the campaign will become bigger and adopted by all Indonesian people.

V. CONCLUSION

In running these campaigns, WHO communicates handwashing campaigns throughout its social media and its official ambassadors and KOL. It doesn't stop there, to achieve maximum results, WHO is assisted by the role of agents of change: the local government of each country. The local government (Indonesian Ministry of Health) coordinates directly with WHO representatives in Indonesia and then creates derivative campaigns and regulations and policies related to handwashing campaigns it is called CPTS campaign (handwashing campaign in Indonesia). Based on regulations from the Indonesian Ministry of Health, all parties should participate in socializing this handwashing campaign. The distribution of this campaign message in Indonesia is helped by the existence of a community culture where the culture of the community is a collective society and has a high level of social care, so persuasion messages can spread quite quickly. The communication starts from the local government through the mass media; to all hospitals; to the head of the sub-district community; to all associations and organizations; and to private companies that help provide handwashing facilities in their respective areas; and to the KOL distributed this campaign by making short videos about handwashing tutorials and upload it on their social media accounts; and last, this campaign through all Indonesian people who have adopted this innovation. They become an agent of change who also distributes this campaign message by word

of mouth, from one person to another. So, it makes that the snowball effect and builds awareness upon itself, then the campaign becoming larger and distributed throughout the Indonesian people.

As the distribution message is received, the next stage is the individual's decision to adopt the innovation. At this stage, two aspects affect the level of adoption. First, cognitive aspects or awareness level, and second is affective aspects or emotional aspects. The higher cognitive and affective effects, the higher rate of the adoption; and vice versa. The last stage, is the implementation stage and confirmation stage, in this stage, there are several obstacles such as the handwashing facilities, and also the difficulty of this innovation. However, to face these obstacles, WHO and the Indonesian Ministry of Health are still trying to continue to facilitate handwashing facilities and also still educate the public about this campaign until they adopt this campaign as a lifestyle. The existing adopter admits that they will continue to wash their hands properly and continue to remind and recommend it to others, this is proven from the level of handwashing compliance in Indonesia which reaches 70-80%. So, this research concluded that the application of WHO handwashing campaign is well distributed in Indonesia.

Based on the conclusion, the researchers suggest that communicators can actively create more literacy for the public. The communicator must explain that hand washing is not only a trend to follow but a new norm that needs to be obeyed and implemented as a lifestyle in society and also literacy about the use of new media as the main communication channel during the pandemic to minimize the spread of hoax in Indonesia. The researcher hopes that this research can be used as a reference in the implementation of an international or national organization's campaign in solving a problem. Furthermore, it would be better if someone conducted a follow-up study on how community culture can change people from potential adopters, then persuaded to become adopters, then make recommendations to other communities so they become a changed agent and continue to roll like a snowball effect until the campaign is delivered to the whole society.

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