

ABSTRACT

During the Covid-19 pandemic, many sectors were affected. In Indonesia, the tourism sector has the most significant multiplier effect on the Indonesian economy. At the same time, Indonesia has many tourist destinations, one in Bali, where the tourism sector is the largest sector contributing to economic income. Currently, Bali is starting to reopen tourism so that the economy remains stable. Therefore, the government has made various efforts to cope the Covid-19 pandemic. For example, by making the 'Ingat Pesan Ibu' campaign which conveys the importance of health protocols with 3M (Memakai masker, Mencuci tangan, Menjaga jarak) and spread in new media, such as Facebook, Instagram, and Twitter.

This study aims to determine the effective the message delivery through each of the Facebook, Instagram, and Twitter also to find out how far the effectiveness comparison of message delivery through Facebook, Instagram, and Twitter to respondents' knowledge in the 'Ingat Pesan Ibu' campaign in Bali tourism area.

The research method used is comparative quantitative using statistical calculations. Sampling was carried out using the Probability Sampling technique including cluster sampling using the Taro Yamane formula. The data analysis technique used is normality test, F-test, linearity test, correlation test, and coefficient of determination test. Hypothesis testing using T-test and One Way ANOVA.

The results showed that the effectiveness of message delivery through Facebook had a t-value of $7.926 > 2.03$, Instagram of $13,699 > 1.98$, and Twitter of $5.073 > 2.20$. The results also show effectiveness comparison of delivering messages through Facebook has a mean of 88.50 with 36 respondents, Instagram is 89.77 with 111 respondents, and Twitter is 85.38 with 13 respondents.

In conclusion, messages delivery through Facebook, Instagram, and Twitter is considered effective on the respondents' knowledge in the 'Ingat Pesan Ibu' campaign in Bali tourism area. However, there are differences in the value of effectiveness and the number of respondents who encounter the campaign from each of the new media Facebook, Instagram, and Twitter.

Keywords: *'Ingat Pesan Ibu' Campaign, Messages Effectiveness, New Media, Knowledge, Tourism*