

ABSTRACT

In the midst of Covid-19 pandemic that is spreading, the government is intensifying actions so Indonesian are obedient in implementing Covid-19 prevention health protocol. One such action is to intensify "Ingat Pesan Ibu" campaign. This campaign is intensified in various regions in Indonesia including Karawang. This study aims to analyze the influence of the Ingat Pesan Ibu campaign on protocol compliance attitudes in people of Karawang. This research uses quantitative research with survey methods. Sampling was carried out using simple random sampling type with the people of Karawang as population. This study used descriptive and inferential data analysis techniques. Based on the t-test, it shows that the H_0 which states the Ingat Pesan Ibu Campaign has a significant effect on the Karawang Regency Public Health Protocol Compliance Attitude is rejected and H_1 which states that the Ingat Pesan Ibu Campaign has a significant effect on the Karawang Regency Public Health Protocol Compliance Attitude is accepted. The amount of influence of the Ingat Pesan Ibu Campaign on protocol compliance attitudes in the Karawang Regency community obtained from the determination coefficient test was 67.4%. This shows that the Remember Mother's Message Campaign has an influence of 67.4% on Protocol's Obedient Attitude.

Key Words: *Attitude, Communication, Campaign, Effect, Protocol*