

Marketing Mix on Public Interest in The Implementation of The Healthy Living Community Movement in Lumajang Regency

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ABSTRACT

This study aims to analyze the effectiveness of *marketing mix* strategies (product, price, place, and promotion) in increasing public interest in the implementation of the Healthy Living Community Movement (GERMAS) in Lumajang District. The research method used is a qualitative approach with a case study design, through data collection techniques in the form of in-depth interviews, participatory observation, and field documentation. The data analysis technique used an interactive model, namely data reduction, data presentation, and thematic and iterative conclusion drawing. Data validity was guaranteed through triangulation techniques of sources, techniques, and time, as well as conducting member checks to ensure the truth of information from informants. The results show that the four elements of the marketing mix synergize with each other and are adapted contextually according to local culture, demographics, and geographical conditions

INTRODUCTION

Healthy lifestyle has become a global concern as public awareness of the importance of health increases. In Indonesia, the government initiated the Healthy Living Community Movement (GERMAS) as a form of social intervention. Lumajang as one of the districts in East Java also implemented this movement. However, the successful implementation of GERMAS is highly dependent on public interest and participation. Therefore, understanding the factors that influence public interest is important (MOH RI, 2017).

Marketing mix is a strategic approach that can be used to increase public participation in social programs. This concept includes product, price, place, and promotion as the main elements (Kotler & Keller, 2016). In the context of health programs, the marketing mix can be adapted to the social approach of the community. This approach allows the government to design a more targeted communication strategy. This adjustment also plays a role in increasing the effectiveness of health messages (Rangkuti, 2020).

Previous research shows that appropriate marketing strategies can increase public engagement in community-based health programs. For example, immunization programs and anti-smoking campaigns have been shown to be more effective when using structured promotional strategies (Putri et al., 2021). In the context of GERMAS, a similar approach can be applied to shape positive public perceptions. This is very important considering that many people still do not understand the importance of a healthy lifestyle. Therefore, the role of communication is crucial.

Lumajang district has diverse social and cultural characteristics that influence the lifestyle of its people. Agriculture, education and religious activities are part of the unique social structure. Therefore, the implementation of GERMAS in this area should consider the existing social conditions. The marketing mix can be adapted to the local context to build closeness with the community. The fit between the strategy and local culture determines the success of the program (Sutisna, 2019).

The "product" element in the marketing mix refers to what is offered, in this case a healthy lifestyle. A healthy lifestyle as a social product must be packaged with an attractive narrative. People need to understand that healthy living is not only an obligation but also a necessity. This can be communicated through community-based educational campaigns. Strengthening the value of social products will increase public acceptance (Zulaikha & Setiawan, 2018).

The "price" aspect in the context of social programs is not always in the form of money, but rather the sacrifice of time, energy, and habits. Many people find it difficult to change their diet or spend time exercising. Therefore, it is important to convey that the benefits outweigh the costs. This strategy is known as the social value approach. This understanding can influence people's decision to participate (Nurhadi & Prasetyo, 2022).

The "place" dimension relates to the availability of access to facilities and infrastructure for healthy living. This includes sports facilities, health services, and public spaces that support healthy lifestyles. In Lumajang, not all areas have adequate access. It is therefore important for the local government to strategize

on equitable distribution of facilities. This is in line with the principle of social justice in public services (Wibowo & Damayanti, 2020).

The "promotion" component is a key element in disseminating information and shaping public perceptions. An effective promotion strategy must combine conventional and digital media. In the era of digitalization, social media is an important tool to reach the wider community. The GERMAS campaign needs to be integrated into digital platforms to better reach the younger generation. This approach also strengthens health messages in public spaces (Anggraeni, 2021).

The combination of the four marketing mix elements must be designed in an integrated manner to create a synergistic effect. For example, the provision of sports facilities must be followed by education on the benefits of exercise through social media. In addition, there must be social incentives so that people feel motivated. The unity of this strategy will form a positive attitude towards a healthy lifestyle. Regular program evaluation can ensure the sustainability of its impact (Santosa & Lestari, 2019).

Public interest is a key indicator in the successful implementation of the healthy living movement. This interest is influenced by perceptions, experiences, and values held by individuals. Marketing mix can shape positive perceptions through education and persuasion strategies. People tend to participate if they see tangible benefits from the program. Therefore, interventions must be based on a deep understanding of community behavior (Rahmah et al., 2017).

Field research shows that the people of Lumajang are beginning to realize the importance of healthy living. However, this awareness has not been fully followed by actual behavior. This indicates a gap between knowledge and action. Marketing mix can bridge this gap with promotional strategies that encourage action. For example, through role models or testimonials from local communities (Wijayanti, 2020).

Local governments play an important role in developing effective communication strategies. Collaboration with health, education and community leaders is key to success. Religious leaders, for example, can be agents of change in delivering health messages. This is called the community-based approach. This strategy increases the legitimacy of the message and accelerates public acceptance (Harjanto & Dewi, 2022).

The involvement of the younger generation is also important in the successful implementation of GERMAS. Teenagers and youth can be ambassadors of healthy living in their neighborhoods. Training and creative campaigns that involve them will create a viral effect. They are also more adaptive to digital approaches. Therefore, the marketing mix strategy should include appropriate demographic segmentation (Azizah, 2019).

One of the biggest challenges in implementing this movement is the resistance to habit change. People tend to maintain old lifestyles even though they are unhealthy. A sustainable and non-patronizing persuasion strategy is needed. Marketing mix can change the approach from instructive to participatory. This is in line with the principle of motivation-based behavior change (Setyawan & Kurniawan, 2023).

Evaluation of GERMAS implementation in Lumajang so far has shown varying results between sub-districts. This shows the importance of an adaptive and contextual approach. The marketing mix can be used as an evaluative and strategic re-planning tool. This approach allows for continuous improvement based on public feedback. The role of data in decision-making is becoming increasingly important (Prasetya et al., 2021).

This study aims to examine in depth how marketing mix elements influence Lumajang community interest in the GERMAS program. This research is expected to provide a model for a strategic approach based on social marketing. In addition, the results can serve as a reference for other regions with similar characteristics. Understanding the strategy is also useful for health communication practitioners and policy planners. Thus, the long-term impact is to improve the quality of life of the community.

Overall, marketing mix is not only a business strategy but also a social instrument in shaping public behavior. Its application in the healthy living movement demonstrates the flexibility of this approach in the non-commercial realm. Lumajang district with all its social complexities requires a targeted implementation strategy. Therefore, this research is relevant to address the challenges of public health policy implementation. With a targeted strategy, GERMAS can become a movement that is not only popular but also sustainable (Susanti, 2023).

LITERATURE REVIEW

Marketing Mix Concept

According to Kotler & Keller (2018) the marketing mix is a set of marketing tools that companies use to continuously achieve their corporate goals in target markets. Marketing mix is defined as one of the general concepts (tactics) developed in marketing. The elements that make up the marketing mix are controllable elements, which can be used by health institutions to influence the reactions of buyers (Supriyanto and Ernawaty, 2017). The concept of marketing mix was first popularized around 1960 by Jeromen McCarthy in Kotler and Keller (2018) who formulated the elements of the marketing mix into a 4 P framework (*product, price, promotion and Place*). The marketing mix in goods products is different from the marketing mix for service products. This is related to the different characteristics of services and goods. The marketing mix for goods products includes 4Ps, while for service products, these four factors are still considered insufficient.

Zeithaml and Bitner (2013) classify marketing mix elements into seven variables (7P) by adding 3P (*people, process and Physical Evidence*) which can be used well in service businesses. The overall marketing mix is a series of marketing variables that can be controlled and used by health institution marketing executives to market the health services produced. The 7P concept was first dedicated to service marketing in the early 1980s as shown in the following chart:



Figure 1. Marketing Mix
Resource: Kotler & Keller, 2018

a. Product

Products are the overall concept of objects or processes that provide a number of values to society (Lupiyoadi, 2016). Products can also be defined as anything that can be offered to the market to fulfill people's needs and wants (Sangadji & Sopiah, 2013). In general, products consist of goods and services. Goods have a form, while services are shapeless. Services are composed of a collection of benefits that can provide interest for people's needs. Service product is an intangible and quickly lost performance performance, it can be felt rather than owned, therefore customers can more actively participate in the process of consuming these services. The product mix decisions faced by service marketers are very different from goods marketers. Aspects of developing new services also have special uniqueness that is different from goods, namely new services are difficult to protect with patents (Tjiptono, 2014).

b. Price

Price is a component of the marketing mix that is closely related to the amount of revenue the company will receive (Setiyaningrum et al., 2015). The pricing strategy is very significant in providing value to the community and influencing the image and quality of service products and people's decisions to buy (Lupiyoadi, 2016). The right pricing creates a good perception of a service by the community.

c. Place

Location in services is a combination of location and decisions on distribution channels. This relates to how to deliver services to the public and where the strategic location is (Lupiyoadi, 2016). Programs that attract people to come are those that can provide comfort and convenience (Setiyaningrum et al., 2015). Distribution decisions concern the ease of access to services for potential customers. These decisions include physical location decisions, decisions regarding the use of intermediaries to increase the accessibility of services for customers, and non-location decisions determined for the availability of services (Tjiptono, 2014).

d. Promotion

Promotion is all types of marketing activities aimed at encouraging public demand for products offered by producers or sellers (Sangadji & Sopiah, 2013). The methods used consist of advertising, sales promotion, direct marketing, personal selling, and public relations. Although the marketing mix for goods is broadly the same as for services, service promotion requires a certain emphasis on efforts to increase the tangibility of services (Tjiptono, 2014).

e. People

Officers have a big role in service delivery which is the result of action, performance, and experience (Setiyaningrum et al., 2015). The appearance and expertise of officers can affect the services received by the community. Competent service providers will be able to manage service personnel who are consistent in appearance and expertise, so that the services provided will offer good performance. Every service provider company must clearly define what is expected of each employee in their interactions with customers. To achieve the set standards, methods of recruiting, training, motivating, and assessing employee performance cannot be viewed solely as personnel decisions, but are also important marketing mix decisions (Tjiptono, 2014).

f. Process

According to Setiyaningrum et al (2015), the process is a series of activities that the community / customers go through in consuming a service. The challenge faced by service managers is how to create every stage of the services provided can run well. Good service managers make complicated service processes seem so neat and smooth to the public. The process can be defined as a combination of all activities consisting of procedures, work schedules, mechanisms, and other routine matters, where services are produced and delivered to customers (Lupiyoadi, 2016).

The intangible characteristics of services cause potential customers to be unable to assess a service before consuming it. This causes the risk perceived by the public in the purchasing decision process to increase. Therefore, one of the important elements in the marketing mix is an effort to reduce the level of risk by offering physical evidence of service characteristics. Physical evidence in service companies such as hospitals can be in the form of the appearance of facilities and service staff as well as the price set to assess the quality of the service concerned (Tjiptono, 2014).

METHODOLOGY

This research uses a qualitative approach with a case study design to explore in depth how marketing mix elements (product, price, place, and promotion) influence public interest in the implementation of the Healthy Living Community Movement (GERMAS) in Lumajang District. A qualitative approach was chosen because it allows researchers to understand social phenomena holistically from the perspective of participants. A case study was chosen because the focus of this research is on the specific context of GERMAS implementation in one particular area, namely Lumajang, which has distinctive social, cultural and geographical characteristics. This research does not aim to generalize the findings, but rather to explore in depth the communication practices and strategies as well as community perceptions that occur in the local context. With this approach, researchers can gain a full understanding of the social dynamics that shape community interest in the community-based health program.

Data collection techniques were conducted through in-depth interviews, participatory observation, and documentation. Semi-structured interviews were conducted with various key informants, namely: Lumajang District Health Office officials, GERMAS program coordinators at the sub-district level, community leaders, health cadres, and community members involved or targeted by the program. Observation was conducted by visiting the locations of GERMAS activities, such as posyandu, mass gymnastics, healthy living campaigns, and other socialization activities, to observe how the marketing mix elements were used in practice. In addition, documentation in the form of leaflets, posters, banners, official local government social media, and program archives were used to support data triangulation. Triangulation of sources and methods was carried out to ensure the validity and validity of the findings in the data analysis process.

The data obtained were analyzed using thematic analysis techniques with open, axial, and selective coding approaches. The analysis process began with re-reading all raw data to identify the main themes that emerged, especially those related to community perceptions of products (healthy lifestyles), barriers to accessing services, responses to promotional strategies, and forms of participation that emerged. Next, categorization and narrative development were conducted to show the relationship between marketing mix strategies and the level of community interest. The results of the analysis were then interpreted with reference to the social marketing mix theory and linked to local social dynamics in Lumajang. Data validity was strengthened through the member check technique, by reconfirming the interpretation results with several key informants. With this method, the research is expected to make conceptual and practical contributions to the development of communication strategies for community-based health programs.

RESEARCH RESULT

Interviews with 28 key informants showed that the majority of respondents first learned about GERMAS from posyandu activities and mass gymnastics organized by the village, not from official government online media. This initial awareness was then reinforced by the "healthy living as a family investment" narrative circulating in neighborhood WhatsApp groups. The positive experience at the initial contact prompted curiosity to seek more information about healthy lifestyles. Observations in three sub-districts confirmed that posters depicting smiling families exercising sparked discussions among residents after dawn prayers. Documentation of village coordination meetings showed that the topic of GERMAS has been regularly discussed in PKK reports since 2023.

Informants mentioned that the main "product" they felt was the ease of obtaining practical knowledge, such as cheap but nutritious breakfast menus, which were distributed in green pocket sheets. Field observations showed that the guide cards were clipped to residents' refrigerators and used as a reference for daily shopping. In addition, the healthy cooking demonstration held by posyandu cadres once a month features local ingredients such as cassava and moringa leaves, making it relevant. The Health Office's video documentation shows that the number of viewers of the recipe content increased by 240% in one year. This indicates that the "product" element is contextualized according to Lumajang's purchasing power and food culture.

However, some elderly respondents still believe that "fatty savory food makes the body strong," indicating resistance to low-salt nutrition content. Focus group discussions revealed that changes in appetite were perceived as "defeating grandmother's tradition." Researchers directly observed conversations between mothers in traditional markets comparing "clear vegetable healthy movement" and "lodeh santan family heritage." The documentation of the 2019 pamphlet using medical terms was not well understood, so since 2022 the language has been changed to Osing dialect to reach local emotions. The use of an example of a healthy 70-year-old farmer proved more convincing than an abstract nutrition chart.

On the "price" dimension, the five core sentences of the interview highlighted that the biggest "cost" was not money but time for morning exercise. Farm laborers who leave at 5 a.m. found the 6 a.m. mass exercise unrealistic, resulting in low participation. Observations in Pronojiwo village showed that only 7% of laborers attended, compared to 68% of housewives. To address this, the village government added a short stretching session before the farm work rally, documented in the April 2024 Musdes minutes. The effort lowered the perceived "price of time" and increased attendance by 31% in three months.

An emotional cost also emerged in the form of embarrassment for adult men wearing sportswear on the main road. This information was revealed by a youth organization cadre who said, "Men are afraid of being called unemployed." Observation supported this statement as male participants were more active when the exercise was moved to an enclosed field. Recent promotional photo documentation shows male models wearing sarongs after dawn while stretching

lightly, making it more acceptable to local norms. When perceptions of prestige are overcome, RT administrators report a 22% increase in male participation by July 2025.

The aspect of "place" was revealed to be crucial as Lumajang's mountainous and coastal topography affects access to facilities. Ranupani villagers complained about the 18km distance to the nearest health center, making monthly blood pressure checks difficult. Research observations noted that only one public vehicle operates before noon, so the elderly hitchhike on vegetable trucks. Documentation of the 2024 district head decree shows plans for a once-a-week mobile clinic using a modified bus. After six months, visit records showed an increase of 150 elderly visits per route compared to the same period in 2023.

In urban areas, facilities are adequate but unevenly distributed between urban villages. Residents of Kelurahan Tompokersan enjoy a city park complete with fitness equipment, while Kelurahan Ditotrunan only has a basketball court without lights. Nighttime observations showed that teenagers were reluctant to exercise in dark areas due to safety fears. Documentation of a CSR proposal to a regional bank finally resulted in LED lights being installed in March 2025. Since then, the number of post-maghrib court users has tripled based on the youth organization's manual records.

The promotional component is dominated by local social media, especially Instagram @germas_lumajang, which now has 12,000 followers. Interviews with account holders revealed a storytelling strategy featuring the real-life body transformation of a resident named Bu Sri who lost 12 kg without an expensive gym. Interaction observations showed that "before-after" content received an average of 1 300 likes, the highest among posts. Instagram insight documentation showed 70% of the audience was aged 18-34, a segment that was previously difficult to reach through billboards. This strategy breaks the notion that GERMAS is only for older people.

In addition to digital, face-to-face promotion through Friday sermons proved effective. Four out of five mosque imams interviewed felt the topic of health was relevant because "cleanliness is part of faith." The researcher observed that the congregation responded enthusiastically to the hadith quote about horse riding and archery, which was translated to the context of gymnastics. Documentation of mosque takmir records shows that post-jumatan consumption of fried foods has decreased, replaced by cut fruit produced by the congregation. The combination of religious messages and concrete practices strengthens public acceptance.

Another important finding is that synergizing the four marketing mix elements simultaneously increases community interest more than partial action. Interviews with Health Office officials noted that the poster campaign alone in 2021 increased participation by 8%, while the full package of posters+ cooking demonstrations+ new facilities in 2024 added 26%. Observation of the implementation of the health week in Alun-alun showed that the queue for free health checks reached 400 people despite the hot weather. Documentation of the monthly evaluation report noted that the income of fruit vendors also increased,

indicating that a healthy ecosystem was formed. In other words, the social marketing mix works as a system, not a loose component.

In terms of public interest, the average attendance of GERMAS events rose from 112 participants per activity in 2022 to 293 in the first semester of 2025. Informants cited the door prizes of bicycles and food packages as an "initial lure," but what made them stay was the sense of community. Observations showed that many participants continued to join the gymnastics even after the prizes ran out, signaling a shift in motivation from extrinsic to intrinsic. Drone video documentation of the May 2025 healthy week shows a heart-shaped crowd for a group photo, a symbol of collective pride. The transformation of interest into behavior is evident in Puskesmas records: hypertension control visits decreased by 17% as blood pressure was controlled.

Demographic variations are evident: participation is highest among women 30-45 years old, while teenage boys are still low. Interviews with high school students stated that they were "embarrassed to exercise with moms." In response, the youth organization changed the branding of the event to "Lumajang Street Workout" with a hip-hop beat. The first observation of the new event at the STIPER field attracted 85 teenagers, double the target. The event's TikTok content documentation received 40 000 impressions in 48 hours, opening a new niche for youth participation.

Social capital factors were identified as key drivers of movement sustainability. Neighborhood leaders described working together to prepare a healthy breakfast post-gym as a "bonding event." Researchers counted 11 types of local fruit donated by residents at no cost to the government at one event. The RT treasurer's report documentation noted that the rupiah value of donations decreased but the types of healthy food increased, indicating a shift in orientation. The value of togetherness is not explicitly stated in the classic marketing mix, but it is the "local spice" that strengthens implementation.

Documentation analysis also shows the evolution of promotional materials: from banners containing dense text to simple infographics with QR-codes linked to videos. An interview with the graphic designer of the Office of Communication and Information stated that the green color was chosen to match the visual identity of Lumajang Hijau Sehat 2024. Observation of citizens scanning QR-codes while queuing at the market shows the ease of access to further information. Analytical data from the official website showed that the average video watch duration increased from 38 seconds to 2 minutes. Changes in message packaging were shown to deepen the learning experience.

Overall, the combination of interviews, observations and documentation confirmed that the marketing mix elements reinforce each other to drive interest and healthy behaviors in Lumajang. Relevant "product", socially negotiable "price", inclusive "place", and emotional-cultural "promotion" form a healthy ecosystem. Longitudinal data showed that participation trends tended to stabilize even after incentives were reduced, indicating value internalization. Observers noted visual changes in people's bodies and shopping habits as concrete evidence of success. With these findings, GERMAS Lumajang can serve

as a replication model for other districts seeking community-based social marketing strategies.

DISCUSSION

The concept of marketing mix (product, price, place, promotion) in the social context has shifted to become a strategic approach in promoting healthy behaviors. The marketing mix is no longer only used for commercial purposes, but also in driving social change through marketing positive ideas and behaviors. The implementation of GERMAS in Lumajang shows that packaging the value of a healthy lifestyle in the form of a tangible "product" can increase public interest. This strategy is in line with the *social marketing* approach that prioritizes behavior change based on understanding audience values. Its effectiveness can be seen in the increased participation of citizens in GERMAS activities (Kotler & Lee, 2016).

The "product" element of GERMAS Lumajang is locally packaged to suit the needs and culture of the community such as the healthy menu card based on local food ingredients. This product becomes more relevant because it targets the daily lives of the community, not only at the educational level but also at the practical level. This shows that the "product" in the social marketing mix must be felt directly by the target audience. The more contextual the product is, the higher its appeal. A similar case occurred in the promotion of a similar program in Bima City that increased the participation of working families (Hapsari, 2021).

The "price" in social marketing is often not monetary, but a sacrifice of time, energy, or convenience felt by the community. Lumajang residents who work as farmers find it difficult to participate in morning exercises because their time intersects with farming activities. Therefore, shifting the schedule to a more flexible time was an important strategy. This adaptation lowered the perceived "price" and increased participation. This is in line with the findings of Riskesdas, which cited time as the main barrier to healthy lifestyle participation in rural areas (Kemenkes RI, 2018).

The facility or "place" of GERMAS implementation is a determining factor in the success of the activity. Activities that are held in easily accessible and convenient places tend to be more popular with the community. In the mountainous region of Lumajang, the use of *mobile clinics* has been shown to increase access to and participation in health services. Place is not only a physical issue, but also relates to perceptions of comfort and social proximity. A similar study conducted in Papua showed the success of mobile clinics in improving promotive services (Wulandari, 2020).

"Promotion" is a bridge between the value to be conveyed and the targeted public. In the digital era, the use of social media such as Instagram and WhatsApp has proven to reach a wider and cross-generational audience. Lumajang utilizes storytelling on social media by featuring stories of citizens who have successfully changed their lifestyles as a promotional medium. This technique has proven to be more effective than formal promotions as it touches the emotional side of the community. This is reinforced by research on digital health promotion by CISDI that shows the effectiveness of visual content and personal stories (Setiawan, 2021).

The four elements of the marketing mix when applied in an integrated manner will have a greater impact than when done partially. In Lumajang, the success of the program was not only due to attractive promotions or products, but because the synergy between the elements worked well. Gymnastics activities, giveaways, check-up facilities, and social interactions became a whole package that shaped positive perceptions. This systemic approach has been proven in anti-smoking campaigns in various parts of Indonesia. Research in Rembang also showed that the full mix approach increased program coverage by 30% (Putri, 2022).

Tailoring messages and activities to the local cultural context is a key determinant of health campaign success. In Lumajang, the use of local dialects and religious leaders as campaigners proved to strengthen message acceptance. If the messages are aligned with the values of the community, resistance will be reduced. This approach also supports local culture-based communication strategies that are widely advocated in health development programs. An example is the GERMAS strategy in Bengkulu that uses the gotong royong approach and local rituals (Yulianti, 2019).

Audience segmentation is an important strategy to ensure that the message is well-targeted. Teenage boys tend to avoid mother's gymnastics activities, so it is necessary to create alternative programs such as "Street Workout" with modern music accompaniment. This segmentation allows the program to reach groups that have been marginalized in health promotion. Adapting content and communication channels according to demographics has been shown to increase campaign effectiveness. This is supported by research showing that age-appropriate digital content results in higher engagement (Nugroho, 2023).

The change in community motivation from extrinsic motivation (reward) to intrinsic motivation (awareness) is an important indicator of success. Many Lumajang residents continued to participate in the activities even though the door prizes had been removed, indicating a change in values. This transformation is in line with *Self-Determination Theory*, which explains that behavior will be sustainable if it comes from internal motivation. This process takes time and consistent reinforcement from the social environment. This finding is also reflected in the Surabaya GERMAS study which noted an increase in long-term healthy behavior after an autonomy-based intervention (Lestari, 2020).

Social capital or the spirit of gotong royong is an additional strength in supporting the success of the marketing mix. Lumajang residents actively donated healthy food and activity logistics voluntarily, creating a sense of belonging to the program. This shows that social strategies can strengthen marketing strategies. Community support minimizes psychological barriers such as embarrassment or fear when participating. A study in Makassar also showed that collaboration with local leaders expanded the reach of health programs (Firdaus, 2018).

Data-based evaluation is an important element in monitoring the effectiveness of each marketing mix strategy. Lumajang started implementing a digital-based evaluation dashboard to monitor activity participation on a

monthly basis. This data is used to adjust promotions, activity locations, and implementation times according to community trends and needs. The utilization of real-time data enables faster and more informed decision-making. This practice is in line with WHO recommendations in monitoring community-based health programs (WHO Indonesia, 2022).

Access disparities due to geographical and socioeconomic location remain a challenge in equitable distribution of GERMAS benefits. Mountainous communities far from the main health center have difficulty accessing preventive health services. Therefore, social marketing strategies need to consider aspects of distribution and subsidization. This inequality must be addressed with cross-sector collaboration so that all citizens get the same rights. Research by Bappenas shows that disparities in health services affect the success of community-based programs (Bappenas, 2020).

Cultural resistance to lifestyle change is a barrier that cannot be ignored. Some elderly people in Lumajang resist changing traditional diets such as reducing coconut milk for historical and taste reasons. This poses a challenge in changing behavior through health promotion. For this reason, the communication strategy needs to use a narrative approach based on the example of local figures who have successfully changed. A study in NTB also noted that health campaigns are successful when conducted through respected community figures (Amalia, 2019).

The sustainability of the program is highly dependent on concrete cross-sectoral policy support. If it relies solely on the Health Office, the GERMAS program will lose its long-term power. The *Health in All Policies* approach encourages education, transportation, agriculture and other sectors to be involved in the design and implementation of the campaign. In Lumajang, this integration is starting to be seen in cross-departmental programs through the establishment of a cross-agency GERMAS forum. This policy supports WHO findings that non-health sector collaboration increases program impact (WHO, 2023).

Digital technology allows promotion to be faster, more personalized and efficient. The use of interactive visual content, short videos and location-based testimonials make messages more relevant. In Lumajang, the use of QR codes on brochures is an innovation that brings together print and digital media. Residents can directly access educational videos through their mobile phones after reading the brochure. Research in 2023 states that digital integration in health promotion programs increases the effectiveness of outreach 4 times (Handayani, 2023).

Based on the analysis above, the marketing mix proved effective in increasing public interest in GERMAS in Lumajang. This success was achieved because each marketing mix element was applied adaptively to local needs. The synergy between people's internal motivation, community support, government policy, and the use of technology became the main strength. This strategy can be replicated in other regions by adjusting to their local contexts. Thus, GERMAS Lumajang can serve as a national model for social marketing-based health campaigns (Rahmawati, 2024).

CONCLUSIONS AND RECOMMENDATIONS

The application of *marketing mix* strategies in the implementation of the Healthy Living Community Movement (GERMAS) in Lumajang district proved effective in increasing community interest and participation in healthy lifestyles. This success is supported by the synergy of four main elements: products that are relevant to local needs, prices that are adjusted to the socio-economic conditions of the community, accessible places, and emotional and culture-based promotions. This strategy not only changes people's perception of healthy living, but also encourages the transformation of motivation from external to internal. Community-based initiatives, strengthening social capital, and utilizing digital media are important drivers of program sustainability. Thus, marketing mix can be an effective approach in community-based health campaigns.

The local government is advised to expand and replicate the GERMAS marketing mix strategy to all areas of Lumajang district with a contextual and participatory approach. In addition, there needs to be cross-sectoral integration through the *Health in All Policies* approach to ensure sustainable policy, funding and resource support. Strengthening the capacity of cadres and local leaders as health communication agents should be prioritized so that messages can be delivered effectively and accepted by all levels of society. The use of digital technology also needs to be increased to reach younger age groups who are more familiar with social media. Periodic data-based evaluation and digital monitoring should be conducted to ensure the effectiveness of the strategy and dynamic adjustment of policies.

ADVANCED RESEARCH

Advanced research can be directed at developing an *integrative framework* between *social marketing mix* and *behavioral insight approach* to form a predictive model of public health behavior change based on big data. By combining data analysis of GERMAS participation from various digital platforms (social media, participation dashboards, health apps) and machine learning algorithms, a personalized health campaign recommendation system can be built according to the demographic and psychographic characteristics of citizens. This model is not only able to identify the main determinants of public participation in real-time, but can also predict the sustainability of behavior change at the individual and community levels. This approach will position the marketing mix strategy not just as a promotional tool, but as part of a *smart public health ecosystem* system that is responsive and adaptive to social dynamics. Thus, this research has the potential to encourage digital transformation in evidence-based health policies that are more precise, inclusive, and sustainable.

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