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**STUDY OF APPLICATION PROTOCOL TO HEALTH COVID-19 IN THE MARKET OF THE DISTRICT MAGETAN ARE VIEWED FROM *PREDISPOSING*  FACTORS *REINFORCING*  FACTORS AND *ENABLING* FACTORS**

ix + 89 Pages + 24 Tables + 3 Images + 13 Attachments

**ABSTRACT**

Covid-19 became a pandemic in Indonesia in 2020 The way to prevent and treat it is by implementing health protocols. The implementation of the health protocol will not run optimally if it is not supported by community discipline towards the policy. Community discipline is influenced by several factors. The purpose of this study was to determine the application of the Covid-19 health protocol in the Magetan Regency people's market in terms of *predisposing* factors, *reinforcing* factors and factors *enabling*.

This type of research is descriptive with a quantitative survey approach, the population in this study is 2.650 after which a sample calculation is carried out and gets 643 traders and buyers in three traditional markets of Magetan Regency, namely Magetan Vegetable Market, Magetan New Market, and Plaosan Agribusiness Market. The sampling technique used is *proportional random sampling.* The research data that has been obtained is then analyzed using frequency tables and cross tables.

The results show that factors *predisposing* which include knowledge, attitudes, actions of traders and buyers get poor results for the results from 643 respondents as many as 56.8% of respondents did not understand knowledge about the application of health protocols, for attitudes of 643 respondents stated that 52.4% did not have a good attitude. for the implementation of health protocols and actions from 643 respondents as much as 89.3% have not implemented health protocols in their daily lives. For factors *reinforcing* which include the role of market managers in three research sites, 66.7% of managers have not play a full role in implementing health protocols in the market environment and for factors *enabling* in three research sites, 100% results are not yet available adequately and not according to their functions and available facilities. not sufficient for the needs of traders and buyers. The conclusion of this study is the low application of health protocols is caused by *predisposing* factors, *reinforcing* factors and factors *enabling* which are still low. Suggestions from this research are the need for the availability of supporting facilities for health protocols and the need for public awareness about the importance of implementing the Covid-19 health protocol.

Keywords : Covid-19, health protocol, behavior

Bibliography : 20 readings (2010-2020)