

ABSTRACT

**Social Marketing Planning as an Effort to Decrease Open Defecation in
Jombang District**

Nearly 20% population in Jombang practice open defecation despite sanitation drives launched by the government, according to an evaluation by the Health Department. This research aims to decrease open defecation in Jombang District through analyze social gap of perception about predisposing factor, enabling factor and reinforcing factor.

Design of this research was action research which done in October 2012 to July 2013. Population and sample in the research of social marketing planning were population of Jombang District. The sample was 100 people. The variables were social gap perception of predisposing factor, enabling factor and reinforcing factor. Instrument collecting data using questionnaires, focus group discussion and in-depth interview.

There are social gap between perception about predisposing factor, enabling factor and reinforcing factor with normative value of defecation. Social gap perception of predisposing factors are not everyone should have a latrine, open defecation behavior is reasonable, open defecation behavior does not lower the self-esteem and does not violate religious norms, and open defecation behavior can not be changed. Social gap perception of enabling factor is public toilets are not maintained. Social gap perception of reinforcing factor should be punishment for people that open defecation. Social marketing plan that will be based on the theory Frederickson include the purpose of social marketing is to decrease population that open defecation behavior in Jombang. Then market segmentation is people that have age over 20 years old, male and female, graduating high school, have a job with income under IDR 1.200.000 per month. Communication strategies was conducted on the contents of messages and media. Content of the messages is based on the perception of the social gap predisposing factors, enabling factors, and reinforcing factors. Using media that can reach the general public according to the results of research. Social marketing planning has important role in decreasing open defecation behavior, along with behavior change theory.

Keywords: Social marketing, behavior change, open defecation free