

The management of channel health campaign and the audience attitude

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The Management of Channel Health Campaign and the Audience Attitude

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Abstract

The aim of the study is to investigate the management of channel health campaign and the audience attitude via explanatory survey method. The results show the same trend with the theory of Planned behavior of Ajzen & Fishbein (1991), that there is an influence of healthy life attitude that contributes to the emergence of healthy life behavior. Attitude and behavior is the effect of persuasion expected from the campaign. In conclusion, implementing a choice of communication channels by ignoring the specific features of audiences in community groups is believed to reduce the effectiveness of health campaigns.

Keywords: Behavior, Intention, Attitude, Subjective, Communication.

La gestión de la campaña de salud del canal y la actitud del público

Resumen

El objetivo del estudio es investigar la gestión de la campaña de salud del canal y la actitud de la audiencia a través del método de encuesta explicativa. Los resultados muestran la misma tendencia con la teoría del comportamiento planificado de Ajzen y Fishbein (1991), que existe una influencia de la actitud de vida saludable que contribuye a la aparición de un comportamiento de vida saludable. La actitud y el comportamiento es el efecto de persuasión esperado de la campaña. En conclusión, se cree que la implementación de una selección de canales de comunicación al ignorar las características específicas de las audiencias en grupos comunitarios reduce la efectividad de las campañas de salud.

Palabras clave: Comportamiento, Intención, Actitud, Subjetivo, Comunicación.

1. INTRODUCTION

Implementation of campaign activities can be applied to the health world into health campaign activities. The development, has been born the term health communication within the framework of delivering a health issue through the perspective of communication science. A health campaign is designed by government institutions, in this case the Bandar Lampung City Health Office, with the aim of persuading healthy living to the citizens. Specific audiences are Posyandu cadres who are expected to have a healthy life effect. Basically, a campaign is a process of persuasion. Persuasive

communication is any message that is intended to shape, reinforce, or change the responses of others (Baldwin et al., 2004). Changes in attitudes and behaviors are the goals of the campaign. Effectiveness is seen from how changes occur in the audience of campaign messages.

Regarding attitude and behavior change, Icek Ajzen conveyed the theory of Planned behavior that there is harmony between attitude change and behavior change. The assumption, when the campaign with the goal to change health behavior intended audience, will be seen bagaimana keterkaitan attitudes and behavior as well as other things that can give rise to a change tersebut. Konteks this change in perspective is the theory used in the series of attitudes and behavior, which in theory basic assumptions It is mentioned that the change in attitude followed by behavior change is also determined by the existence of behavior intention, also determined by attitude toward behavior and by subjective norm.

It sees the audience as a subject not merely reactive to persuasion, but there are components within the self that push, or vice versa, to embody a change of attitude into behavior change. Thus, not necessarily a change of attitude as a campaign effect will be accompanied by a change of behavior. Suppose a cadre inclined to berniatan clean the toilet regularly cannot automatically be indicated by the context keseharian. Dalam behavior inilah penelitian done using a quantitative approach and qualitative data, which is to know How successful the effect of persuasion on audiences attitude by paying attention to one of the campaign indicators: the communication channel used. Research on campaign management states that in a communication campaign, mass media tend to be placed at the main

channel of communication because only through this medium a large audience can be achieved (Rezaei & Nemati, 2017; Deyhim & Zeraatkish, 2016; Jahani et al, 2016).

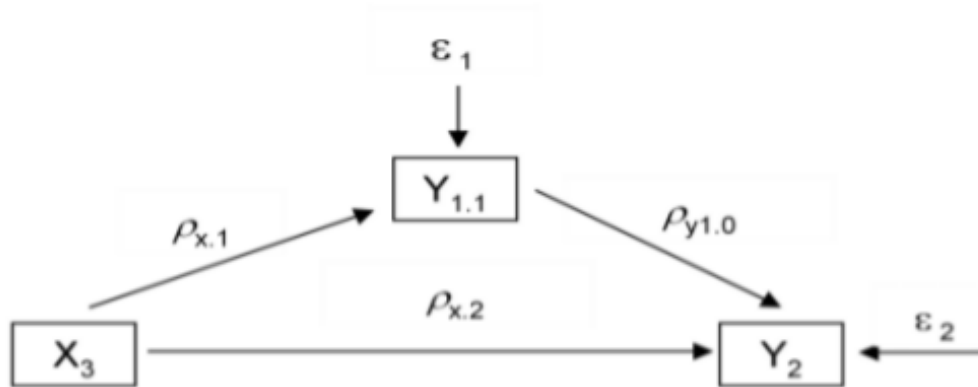
However, the mass media is not the only option to achieve the effectiveness of persuasion, the research conveys the role of social media in the campaign. The messaging perspectives always pay attention to the communication channels which in turn will show the effectiveness of the expected persuasion. In health campaign research in Bandar Lampung depart from the assumption: Posyandu cadres will experience the effect of persuasion by practicing healthy habituation in their daily life (health habituation). In this case, the underlying theory states that the effect will appear on the attitude component first before it further affects behavior. If you see that the campaign carried out by pointing to the multiple communication channels, can be assessed on the extent of the influence of environmental health campaign channel Bandar Lampung city Health Department attitude towards healthy living in mother-housewife IHC members in Bandar Lampung.

2. METHODOLOGY

The research was conducted by explanatory survey method (Arikunto, 1989). This study tested the hypothesis of the study, conducted explanation causal relationship between the variables of communication channels in the environmental health campaign as the independent variable or variables X, while the dependent variable Y as varabel healthy attitude to life is the mother-housewife as health

cadres. From these things then foreseen, in order to obtain the facts of phenomena that exist, the investigation of the facts of the existing symptoms and seek explanations are factual, then draw conclusions from the study sample. Composed of variable operational research measurement tools (questionnaires) using Likert's (Hadi, 1996). The research object (material or phenomenon under study) is a health campaign channels are used as variable X. The variable Y is the attitude of Healthy Living which consists of cognitive, affective and conative Healthy Living on respondents.

Population in this research is all housewife who joined as a member of Posyandu Cadre in Bandar Lampung City. From preliminary observations on the author obtained the data 608 IHC group with a population of as many as 2,830 or member of posyandu. Referred to Ridwan samples was determined at 10% ie 283orang. As the guidance research, quantification data were the basis of the hypothesis: Factors channel Communication in the campaign of environmental health campaign has an effect on the healthy life attitude of mothers of Posyandu members (cognitive component, affective component and conative component). Analysis of questionnaire data describing each variable (descriptive analysis technique) used frequency analysis. While for inferential analysis technique used path analysis with the model in Figure 1 (Basri, 2011).



Noted: X₃: Communication channel

Y_{1.1} : Cognitive aspect of Healthy living

Y₂: Attitude of Healthy Living

Figure 1: Model of the influence Path coefficient of communication channel (cognitive aspect) to behavior

The above model is about the cognitive component of attitudes (Y_{1.1}), along with it also duji affective component attitude (Y_{1.2}) and cognitive component of attitude (Y_{1.3}).

3. ANALYSIS OF ATTITUDE EFFECT

The results of the analysis of the research data are presented in Table 1. By showing the three sub-variables of the attitude components. The components of attitude are cognitive, affective and conative (Walgito, 1991; Azwar, 2010). The results of the table show that the influence of communication channel on the cognitive aspect of the healthy life attitude is 18,514 (significant) and the path coefficient is 0,249 (significant), so it can be concluded there is influence of message characteristic to cognitive aspect of healthy life attitude. Sedangkan Fhitung influence together channels of communication and

cognitive aspects of a healthy life attitude towards healthy living behavior is 55,968 (significant).

This shows that together communication channel and cognitive aspect of healthy life attitude have an effect on healthy life behavior. Then based on partial test result (t test) obtained t count value for the characteristic variable of message = 7,006 (significant) and t count of cognitive aspect variable from Healthy attitude = 5,937 (significant). In addition, also obtained the magnitude coefficient of both lines of this variable are respectively 0.365 (significant) and 0.4 (significant).

Variables	Correlation	Prob.	Influence				R-square
			Direct	Un-direct	Total	Non - Causal	
Communication channel to Cognitive aspect of Healty living	0.249	0,249	-	-	-	-	0,062
Communication channel to Attitude of Healthy Living	0.442	0,365	0,365	0,077	0,442	0,077	0,286
Cognitive aspect of Healty living to Attitude of Healthy Living	0.400	0,310	0,400	-	0,400	-	0,286

Table 1: Influence of Communication Channels (Through Attitude) Campaign on Behavior

Based on the result of path analysis, the amount of coefficient of the path of the indirect effect of the communication channel toward healthy life behavior is 0.077. The large coefficient of path > 0,05 indicates that the communication channel has an indirect effect on the

emergence of healthy life behavior on the respondent. Research conducted states that generally respondents liked the channel of communication interviews and visit campaigners to home respondents. If associated with the results of the table, it can be said that the attitude of favorite has an influence on attitude changes. From it, it is a consequence to increase the intensity and quality of the favorite channels. Departing from the preferences can be expected to optimize the effect on behavioral change. This is corroborated by field observation that face-to-face communication channels can lead to proximity to campaigners. Respondents' attitudes can be influenced by the proximity, where each individual has a different form of closeness.

4. RESULTS

The results show the same trend with the theory of Planned behavior of Ajzen & Fishbein (1991), that there is an influence of healthy life attitude that contributes to the emergence of healthy life behavior. Attitude and behavior is the effect of persuasion expected from the campaign. With the communication channel used, it can be said that the effectiveness of attitude change is also enhanced by the use of communication channels. Some other things can be said:

a) There is a tendency that the effects that arise in the attitude variable (Y1) also occur in the behavioral variable (Y2). This reinforces the psychological perspective of behavioral attitudes with behaviors as expressed in Theory of Planned behavior that behavior intention is determined by attitudes toward behaviors and subjective

norms. The conception of the theory mentions attitudinal linkage with behavior which considers aspects of behavioral intentions that are influenced by factors other than attitudes. This study proves that the attitude of mothers Posyandu members can be influenced, but in raising behavior effects there are factors other than the attitude formed from the persuasion results.

b) Channel Factors Communication is a variable in integrated health campaigns that influence the attitude and behavior of healthy living. The diversity of channels was originally intended to make the audiences more affordable in terms of geographic and social scope. In the future, not all communication channels used have a significant effect on attitude and behavior change. This study shows that the mass media and group media channels are less effective in achieving the target of persuasion when compared with the non-media channels in the form of interviews and visits of campaigners to the Posyandu cadre's house.

The communication channel used affects the effectiveness of message forwarding. From the questionnaire data obtained, the use of mass media (in the form of advertisements on radio, television and newspapers) is less favored than the non-mass media channels. This is indicated by the preferences of campaign activities in the form of group discussions with campaigners, which are cumulative answers excellent and good and less good by 92.6%. Trend or similar trend also occurred in communication channel in the form of visit of campaigner to house (92,2%) and lecture in class situation (90,5%) and communication channel in the form of interview or face to face with

campaigner (88,7%) Compared to television commercials (71.4%) and radio advertisements (78.1%) or advertisements in newspapers (72.4%). Other printed media such as leaflets (83.7%) and booklets (87.3%) also show more favorable trends than mass media.

Independent Factors	Mediating Process	Outcomes or consequences
Source	Attention	Awareness
Message	Comprehension	Attitude change
Channel	Yielding or Acceptance	Belief change
Receiver	Retention	Behavior change

Table 2: McGuire Matrix

In McGuire's matrix model it has been stated about coverage of media exposure. When the municipal authorities have determined that the campaign is implemented in an integrated manner, where the existing channels are all utilized. It turns out that it is not entirely effective in changing behavior in community groups. In the explanation of the matrix, McGuire reveals the need for maximization in the mediation process in order to receptivity is more optimal in changing attitudes and behavior (Baldwin et al., 2004). The results show that mass media is less desirable in the segmentation of the audience such as mothers of Posyandu members. It can be predicted that the effect on attitude and behavior change is less effective than unarmad channels. That the purpose of media usage is as completeness with the goal of coverage coverage of messages to all citizens of the city, this choice should be understood as a step toward achieving the outcome of the message and the receptivity of the message.

c) Communication channels and attitude changes as a persuasion effect indicate that health campaigns should be in the delivery of a more dialogical message rather than the use of mass media. In this context, Communication technology has spawned new media (Internet-based and its applications) worthy of consideration for campaign communication channels. Based on research conducted by the Ministry of Communications and Informatics in the search for users of online activities in children aged 2014, drawn the conclusion that the use of social media is inherent with everyday adolescent life. According to Venus (2004), today's campaign is well aware of the importance of interaction with target audiences both through interpersonal communication (opinion leaders and campaign personnel) as well as group communication. From Venus (2004) pengasian it can be understood that the change in attitude on khalyak much determined by the communication channel used.

d) In the campaign management of communication channel planning is important. Stages of planning should pay attention to the use of new media channels such as social media (social media or social media) for communication channels in campaigns. In theses PM Venus (2004) mentions that in the process of communication the rise of attention from the public or the audience towards the messages conveyed will facilitate persuasive and informative efforts to the community. This is in accordance with the procedure or from Attention to Action, which means to generate attention (attention) to further mobilize a person or people (community) to conduct actions (action) change attitude and mindset better in accordance with what is expected by the government. The messaging patterns conveyed by the

communicator to the audience are done through redundancy methods, and the Canalizing method, however the method of repetition of messages often leads to boredom and boredom from audiences.

Communications channels are a medium for delivering informative messages on kalayak. Pada interpersonal channels (interviews interpreter campaign) effects that arise in the attitude of course different from the same from the ads in newspapers. As the situational theory of Grunig (Baldwin et al., 2004), research respondents can be categorized as Single-issue publics ie those who will be active and act on an important issue. Concerning Grunig's theory it can be said that Situational theory focuses on a set of factors that can be used to define extensions to the public in order to become more concerned with problems and / or act in relationships to key development problems or messages campaign. The original form of this theory states that the target of public action on an issue is based on three important factors (Yang et al., 2019; Soo et al., 2019). First, knowledge and awareness of the problem, second is the level of involvement and the third factor is the constraint perception.

Early versions of Grunig's theory mention four main public groups: 1) nonpublics, unaffected and unconcerned about the problem; 2) latent publics, ie groups of individuals who will be influenced even though they are indifferent to the problems of the campaign; 3) aware publics, ie groups that have a high level of awareness and good attitudes, although not as active as expected; and 4) active publics, those who are aware, needy, active and have a positive attitude to campaign situations both when they are challenged and when they face

no challenge at all. The key to campaign strategy planners is to predict that non-publics public unaware on one issue will not seek information about the issue and will not be as it would be achieved through campaign messages; as well as; Aware publics who do not act and do not seek information with proactively.

This means that the campaign planner must carefully target them by having an important sense of the patterns of mass media utilization and using that information to place campaign messages according to the patterns. Active publics are looking for information and they will happily act. This means that planners should do everything possible to provide in-depth information to mobilize the public and provide information, hoping, they can take advantage of and become active.

From the assumptions of Geunig's theory, the campaign designer needs to be aware of the presence of his audience. So that the management of communication channel planning is more directed and effective in changing the attitude of the audiences. When the results of the study convey that the mass media is less effective, the planning approach needs to consider channels of communication with media that can be judged more potential to change attitudes. A lot of research on the effect of social media on the attitude of the audience. Articles in Telkom STT Journal obtained information that the use of social media can change the attitude of the recipient. There has been a development of communication technology where the application of social media as embedded in the daily community. The next is to design a campaign

with the management of communication channels that hit audiences where the potential effects of change are relatively stronger.

e) Andreas Kaplan and Michael Haenlein define social media as an internet-based application group that builds on the foundation of Web 2.0 ideology and technology, and which enables the creation and exchange of user-generated content.

The increasingly sophisticated technology base is the condition of the use of social media with consequences on the social life of its users, so according to Kaplan and Haenlein, it takes 10 points to wisely use social media (social media). Referring to the article, the following is submitted: The first category is five things about media usage. In the use of media, the first is Choose Carefully which selects carefully for so many choices, because it will not be able to reach all that is available on the internet. The purpose of social media usage to communicate the message of communication pay attention to the user group application. Better to select social media with the active group of application users As a target audience. Facebook applications can be the second choice after the Univision website when the target audience is a Hispanic community group in the United States. Univision is a Spanish-language television network that is watched by people in South America and Puerto Rico.

Second is: Select Application or Create Your Own. That social media means using internet applications make us stay choose that available. Namun did not close the possibility to design social media if we need. Application users get benefits based on the application as

they wish and kebutuhan. If that is not yet available, then designing the application is a good move to do, like Fuji Film in Japan that is designing new applications targeted by users, is a community of fortified buffs. However, the step of selecting a social media app is based on the background of the underlying idea behind the existence of social media - it is user participation, sharing of content (sharing) and user collaboration - the new next on advertising and the commercial aspects that accompany it. The Third Point is to Ensure Relation of the Message Contents Activity. This is worth noting when using a combined social media app for message delivery with the intention of extending the recipient (largest possible reach).

The Fourth Point is an Integrated Media Planning. The important thing in this regard is: the use of social media has relevance to the use of conventional media. When uploading a product campaign on Youtubedan earned a high hit, it is good to deliver the ad on the television media. Achieving widespread audiences is made possible by channeling communication channels in the integration between social media with conventional media such as television. The Fifth Point is All Can Access Social media App. There is a situation where PC Desktop company employees can access at once so active users social media like facebok or youtube, then the concentration of his work can be disrupted. All people can mengoksis medoso, so it is. In this case the full ban becomes less Wise, restrictions can be made by enabling the admin as a gate of PC use or using device design that allows user grouping to access the company's social media. This means not just any comments, posts or sharing that can appear.

The Third Point is: Be Humble. The existence of social media actually existed long before it was decided to apply as our corporate message channel or organization. For that matter, first need to learn the application and how the ins and outs to history even the basic provisions, so our presence in it does not reflect arrogance. Learn from an airline's blog that does not allow users to comment, leading to the assumption that it is a fake blog and advertisement. The Fourth Point is: Not Professional. Social media users are ordinary people or ordinary people, who understand that sometimes everything does not go smoothly. Thus do not have to hire a professional writer or designer to succeed. The Fifth Point is: Be Honest. It takes honesty and appreciation of the prevailing provisions. Doing lies on the internet is useless. Countering the rules of the game seems futile. Later will be uncovered by itself because many anonymous user that can dismantle it in this sophisticated virtual network.

5. CONCLUSIONS

Understanding the characteristics of the audience also determine the selection of channels Communication used in the campaign. Implementing a choice of communication channels by ignoring the specific features of audiences in community groups is believed to reduce the effectiveness of health campaigns. In the context of campaign management, especially in the planning of communication channels with the rapid development of communication technology, media enrichment is required with the intention of strengthening in perceived behavioral control. In this dimension, the presence of new

internet media with the availability of social media applications can be the primary choice that reinforces interpersonal communication that proves to be effective in changing khalyak attitudes. However, using the social media application as a campaign communication channel needs to be studied more thoroughly and wisely in its use.

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