

PERSUASIVE COMMUNICATION MODEL ON ANTI-SMOKING PSA TO SUPPORT CHANGING BEHAVIOR (STUDY OF BOGOR AGRICULTURAL INSTITUTE POST GRADUATE STUDENT)

Oktaviana Purnamasari

University of Muhammadiyah Jakarta, Indonesia

oktavianapurnamasari@gmail.com

Abstract

Qualified human resources are highly related with working performance. But working performance itself depends on good condition of health. Smoking habit in Indonesia is considered in a high number; thus, result in many health problems decreasing quality of human resources and even could end up with death. Data Center for Health Research and Development of the Health Ministry said, prevalence of tobacco consumption in Indonesia in age 15 years and over keep increasing at the last 18 years. Consequently, it generates in increasing of chronic obstructive pulmonary disease patients. Moreover, smoking also become main causes of lung cancer. Experts study shows, 87 % of lung cancer cases are related with smoking. In order to reduce the growth of smokers, it is needed to build communication to raise public awareness about the dangers of smoking, and encourage them to change behavior. One of these communication efforts is to launch Public Service Announcements (PSAs). PSAs are needed primarily to mobilize the community to change behavior into a more positive direction as desired by the communicator. This study aims to find a model of persuasive communication on Anti-Smoking PSAs to support behavior change in the community. Objects in this study was 3 versions of PSAs campaign; No Smoking version, Robby Indra Wahyuda version and Loss of Vocal Cords. The research method used is descriptive qualitative with data collection procedures depth interviews and Focus Group Discussions (FGD). Research conducted at the Faculty of Human Ecology, Bogor Agricultural University, with FGD and in-depth interviews on IPB post graduate students. Result indicates that the PSAs are not able to change the behavior directly to a person to quit smoking. However, PSAs became starting point to change behavior. Furthermore, PSAs able to build awareness of target audiences about the detrimental effects of smoking, thus stimulating the target audience to quit someday (aroused interest to take action to stop smoking). Early habit of smoking is caused primarily by environmental factors (the influence of friends), and no smoking was caused by the attitude (personal consciousness).

Keywords: *Anti-Smoking PSAs, Behavior Change, Persuasive Communication*

INTRODUCTION

Advertising as a means of communication has an important role in providing information to the target audience. Not only information about the existence and benefits of a product, advertising also has educational functions and persuasion at the same time. The function of persuasion becomes the important measure of the success of an ad, especially for Public Service Announcements (PSAs).

PSAs is needed primarily to mobilize the community to change behavior into a more positive direction as desired by the communicator. In this case, not only government agencies that acts as a communicator, but also community organizations, Non-Government Organization (NGO), both private and national companies, the media and the parties concerned on an important issue that must be conveyed to the public.

One of important issue that is considered crucial to be conveyed to the public is health problems. This concern on health problem trigger the Indonesian Ministry of Health regularly aired on television PSAs to educate and persuade the public. Besides Ministry of Health, there is also a non-profit organization that also serves the health-themed PSAs, one of them is UNICEF. Health themes raised in PSAs is quite diverse, ranging from call to quit smoking is very harmful to the health of the health of both active and passive smokers, a call for the early detection of cervical cancer, to the importance of immunization in children.

Unfortunately, invites people who become the target audience PSAs to change behavior in a positive direction is not a simple thing. Often communicators do not understand what is on the minds of the target audience and what barriers prevented them to make a change. Kotler and Lee (2011: 188-189) states that the target audience has its own perspective in receiving the message of PSAs. The four perspectives are: 1. Barrier, a variety of concerns and barriers are owned by the target audience when going to change behavior. It is also perceived as a "cost" to be paid by the target audience when they change behavior. 2. Benefit, Relates to what the target audience will be obtained when they are willing to make changes in behavior. It could be argued that this is a "motivator" to encourage the target audience to make changes. 3. Competition, The target audience will compare the "cost" to be paid when changing the behavior of the "cost" for their behavior today. 4. Influential others. Who is most heard by the target audience? In this case the endorser can influence them to change behavior.

By looking at and understanding the target audience the four perspectives of the PSAs should be made by promoting research and careful planning. Research on the target audience is urgently needed so that persuasive communication can be realized. Later, PSAs health themed becomes interesting object to study since health is a complex issue and requires a shared responsibility between the government and all elements of society. One of health issue, for example, is the increase in number of patients with lung disease, asthma, chronic bronchitis and cancer because of cigarette consumption.

Data Center for Health Research and Development (Balitbangkes) of the Ministry of Health, the prevalence of tobacco consumption in Indonesia, both in the form of cigarettes smoked and smokeless tobacco, at the population aged 15 years and up continues to increase in the last 18 years. The consumption increase was followed by an increase in patients with chronic obstructive pulmonary disease. According to Agus Dwi Susanto, from Department of Pulmonology and Respiratory Medicine Faculty of Medicine, University of Indonesia, the increased prevalence of smokers was followed by an increase in cases of chronic obstructive pulmonary disease (COPD). In 2011, the number of visits patients with COPD in Persahabatan Hospital reaches 1,274 people. That number continues to increase, until in 2014 reached 1,905 patients, of which 94.4% were smokers and 5.6% other non-smokers. Smoking also increases the cases of chronic bronchitis. As many as 42% of patients with bronchitis are smokers and 26% were former smokers. Only 24% of patients with bronchitis nonsmokers. Smoking also increases asthma attacks and decrease lung function. In addition, smoking is also a major cause of lung cancer. Expert studies show, 87% of lung cancer cases are related to smoking. The increasing prevalence of smokers in Indonesia, recorded an increase in lung cancer cases in the Persahabatan Hospital. In 2000, there were about 200 cases of lung cancer, while in 2009 a soaring 900 cases ([http://print.kmpas.com/baca/2015/04/29/Jumlah-Perokok-Meningkat%2c-Penyakit-akibat-Rokok -Me](http://print.kmpas.com/baca/2015/04/29/Jumlah-Perokok-Meningkat%2c-Penyakit-akibat-Rokok-Me)).

In addition to chronic lung disease because of smoking, there are also other diseases that are experiencing an increase in number every year namely cancer, heart disease, tuberculosis, diabetes mellitus and stroke. Even some of these diseases according to data from the Ministry of Health in 2014 were categorized in the top 10 leading causes of death in Indonesia. (<http://www.republika.co.id/berita/koran/medika/15/05/25/nowbk617-sepuluh-disease-causing-death-highest>)

The trend of increasing people with degenerative diseases in Indonesia requires serious attention, since health is closely related to the productivity of human resources. The Government through the Ministry of Health made every effort to provide education and conduct persuasive communication so that people realize the importance of health and then moved to a healthy lifestyle.

PSAs are one tool to mobilize people to change into positive behavior in terms of health. According to the mission of Ministry of Health to improve the communities' health level, persuasive communication through PSAs should be able to attract community participation so that they contribute to a healthy lifestyle.

This becomes the author consideration to examine a model of persuasive communication that can be applied to PSAs particularly for health theme. The findings of this study are expected to be the foundation in creating PSAs that can move people to change behavior in a positive direction, especially in terms of health. Based on the background research that has been presented, the problem in this research is describing as follows: "How persuasive communication model of Public Service Announcements (PSAs) Ministry of Health on the television that can support behavioral change towards the Bogor Agricultural University graduate student?" Moreover, this study has three aims; first, to identify the target audience's behavior towards health-themed PSAs from the Ministry of Health; second, to find a model of persuasive communication on Anti-Smoking PSAs to support behavior change in the community; third, to analyze factors that affect target audience to change behavior after watching a health-themed PSAs from the Ministry of Health.

THEORETICAL REVIEW

Some previous researches that relevant to support this research are: 1.) Motivating Behavior Change: A Content Analysis of Public Service Announcements From the Let's Move! Campaign by Maria Georgiadis, Strategic Communications, Elon University, in 2013. The high number of obese children in the United States makes many people feel worried. For it was made a campaign called Lets Move! This aim of the campaign was to prevent obesity epidemic increasingly widespread. Campaign Let's Move! released a series of PSAs in the print media, TV, radio and outdoor intended to influence the public and motivate behavior change.

Through content analysis of PSAs print and TV Let's Move, the study found that health messages are strategically communicated with a series of ads PSA separate yet cohesive, consistently displayed in the message, logo and theme, eventually creating a brand for the campaign that is easily recognizable public. Furthermore, tactical messages targeted for parents and children from diverse ethnic backgrounds and different socioeconomic to reach a wider public.

PSAs are using techniques drawn from social cognitive theory and the model of health beliefs to boost confidence by showing the target audience how to meet the requested action affecting attitudes toward obesity, and ultimately motivate behavior change (The Elon Journal of Undergraduate Research in Communications, Vol. 4, No. 1, 2013), 2.) The Role of Theory in Developing Effective Health Communications by Martin Fishbein & Joseph N. Cappella, the Annenberg Public Policy Center, Annenberg School for Communication, University of Pennsylvania, 2006.

This study tries to show the relevance of behavioral theory to develop a communication designed to promote health and / or to prevent or change unhealthy behaviors. The study begins by explaining the integrative model of behavior prediction, and continued with the implications of the model for designing persuasive communications. Research conducted on smokers. Using data from smokers who intend to continue smoking and stop, it is seen how theory helps identify the beliefs that underlie the choice of the smoker.

Finally, although the theory of behavior can help identify the beliefs that should be targeted on persuasive communication, the ability to change these beliefs still boils down to communication theory (Journal of Communication 56 S1-S17, the International Communication Association, 2006). 3.) The Application of Persuasion Theory to the Development of Effective Proenvironmental Public Service Announcements by Renee J. Bator from the State University of New York, Plattsburgh and Robert B. Cialdini of Arizona State University, 2000. This study aims to analyze the application to

develop the theory of Persuasion pro effective PSAs environment. The results showed that, despite to grab the attention of the audience is a difficult task, the process of delivering the memorable message of PSAs for audience is a challenge.

Keller (1987) notes that consumers may not make a decision when exposed to an ad, but the memory of consumers towards advertising is essential. As noted earlier, pro PSAs environment is advertising that encourages new behaviors that might not be relevant at a particular point in time. Therefore, it is important for the message creator to understand the long-term memory storage process. Wood's research (1982) found that the retrieval of past experiences and behaviors is an important contributor to our current opinion. Nisbett and Ross (1980) defines information as accurately as possible to attract and hold viewers' attention by putting three criteria; (1) appealing emotionally, (2) trigger the imagination, (3) is processed by means of sensory, temporal or spatial (Journal of Social Issues, Vol. 56, No. 3, 2000, pp. 527-541)

Persuasive Communication Model in a Campaign

Persuasive communication is needed to drive people to change their behavior. Simon (1976) in Dainton and Zelle (2004: 104) defines persuasion as follows: Persuasion is typically defined as "human communication that is designed to influence others by modifying their beliefs, values, or attitudes"

Meanwhile O'Keefe (1990) argues that there is a requirement for the sender, the means, and the recipient to consider something that is persuasive. First, persuasion involves purpose and intent to achieve the objectives on the part of the sender of the message. Second, communication is the means to achieve these objectives. Third, the recipient must have free will. Thus, persuasion is something deliberate, but also not forcing (Dainton and Zelle, 2004: 104)

Pace, Peterson and Burnett (1979) defines persuasion as an "act of communication that aims to create a communicant adopted the view of communicator about something or perform a particular action." This is the most common definition of persuasion. Johnston (1994) gives a more specific definition by stating that "persuasion is a transactional process between two or more people where there is an attempt to reconstruct reality through the exchange of symbolic significance that produce changes in beliefs, attitudes or behavior voluntarily." From the two definitions it can be concluded that persuasion in principle is every act of communication intended to modify or reinforce the attitudes, beliefs and behavior of the audience volunteered to be in line with what is expected by communicator (Venus 2004: 30).

Meanwhile, Mulyana (2000) in Venus (2004: 12) mentions that model is a representation of a phenomenon, whether real or abstract, to highlight the most important elements of the phenomenon. So the model is not the phenomenon itself. The model is simply a picture of the phenomenon or a reality that has been simplified. Model just takes aspects and certain features of reality that are considered common, important and relevant. For this reason, a model construction is never perfect. However, the model has benefits to facilitate the understanding of the course of a case.

One of the campaign model that is based on persuasive communication is the Ostergaard Campaign Model. Klingemann (2002) in Venus (2004: 14) mentions that this model was developed by Leon Ostergaard, a famous theoretician and practitioner seasoned campaigner from Germany. Ostergaard models comprising the step of pre-campaign and campaign management stage.

Pre-campaign is the stage where the campaigner identifies factual problems. The campaign management phase begins from the design, implementation and evaluation. At this stage, the entire campaign program is directed to equip and affect aspects of knowledge, attitudes and skills of the target audience. These three aspects in the scientific literature are believed to be a prerequisite for behavioral change. In other words, changes in knowledge, attitudes and skills of the audience will result in effect on behavior change.

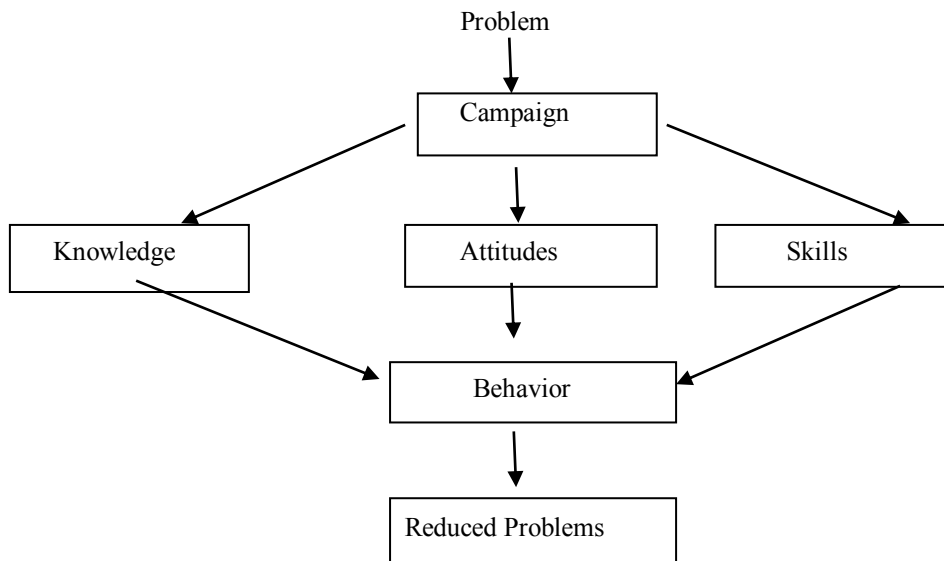


Figure 1. Ostergaard Campaign Model

In the model is seen that the arrow of knowledge and skills also leads to attitude. This indicates that the attitude, either directly or indirectly, are also affected by changes in the level of knowledge and skills. When acquiring new knowledge about something, generally a person's attitude has also, either immediately or gradually. But it does not always take place so. When new knowledge is contrary to the attitude, the changes do not necessarily appear. Meanwhile, related to the skill, mastery or improvement of a person's skills will impact change in the attitude (Venus 2004: 15-17).

Public Service Announcements (PSAs)

Public Service Announcements (PSAs) is the process of delivering information that is persuasive or educate audiences through the medium of advertising for increasing knowledge, cultivate awareness of attitudes and behavioral change to society about certain problems, as well as get a good image in the public's mind (Pujiyanto, 2013: 11).

Meanwhile, according to Lee and Johnson (2004: 9) PSAs is a type of advertising that is conducted by an organization of commercial and non-commercial (government) to achieve the goal of social or socio-economic. "Advertising community service designed to operate for the public benefit and promote the welfare of the community". When viewed from the communication process, the task of PSAs are: (1) to generate public awareness, (2) to give understanding of information so that people can be persuaded to learn, (3) to set beliefs or attitudes so that community has intention to read or see, (4) the stage of the action, an actions from public to follow what is informed (Pujiyanto, 2013: 93- 94).

Research Method

This study uses qualitative descriptive approach. A qualitative descriptive method used to dissect a phenomenon in the field. Descriptive qualitative research is a method that describes and sets out the findings in the field.

The object to be researched is the Ministry of Health PSAs on Stop Smoking Campaign that aired in 2015. There are three versions of it; Robby Indra Wahyuda, Loss of Vocal Cords and No Smoking version. Both Robby Indra Wahyuda and Loss Vocal Cords using fear arousing approaches by putting the adverse effects of diseases caused by smoking, which resulted in the death of Robby because of cancer and a woman who became vocal cord cancer by inhaling cigarette smoke. While the

version of No Smoking using slice of life approach with emphasis on endorsements from health professionals and ordinary people.

Research was conducted from January to May 2016. Data were collected in April 2016 in the Faculty of Human Ecology, Bogor Agricultural University, Bogor. Sources of data in this study are: The informant, i.e. S2 and S3 graduate students of Faculty of Human Ecology, aged between 25-36 years, men and women. In this research, data collection is done in a way, that is: Depth interview, conducted using interview guide and a Focus Group Discussion (FGD). In this qualitative research informants purposively determined, for graduate students of the Faculty of Human Ecology at the age of 25-36 years as a representation of the target audience of Ministry of Health PSAs that has determined to follow the FGD. In this research, data collection is using method as follows: depth interview, conducted using interview guide, and Focus Group Discussion (FGD).

RESULT AND DISCUSSION

Result

Three Stop Smoking Campaign PSAs were played back in sequence to nine people as FGD participants, which are IPB graduate students (8 students are doctoral student and one master student, aged between 25-36 years). The FGD was conducted on April 7, 2016. The average informant was former active smokers. Two of them were not active smokers. While the women have husbands who are former smokers or immediate family (father, father-in-law) were smokers. The first ad was played was Non-Smoking version whose approach slice of life, which explores pieces everyday life, with health professionals and ordinary people (i.e., high school students and a mother) as endorsers. This version aims to educate target audience about the neighborhood or public places that banned for smoking, as well as at the end of the ad also mentions what places are allowed to smoke.



Figure 3. Non-Smoking Version of PSAs with slice of life approach and health professional as endorser

The second PSAs was played was Robby Indra Wahyuda version, which used Fear arousing approach. This version was presented in the form of testimony by Robby Indra Wahyuda's mother, a 27-year-old boy who died of throat cancer due to smoking. Fear arousing approach is an approach that brings fear to the target audience about bad effects of doing something. In the context of these PSAs, are the bad effects of smoking. Testimony from Robby's mother when Robby undergoing treatment for illness and eventually died brought a message that cancer is a dangerous scourge.



Figure 4. Robby Indra Wahyuda Version of PSAs with fear arousing approach

The last version that was played was the Loss of Vocal Cords. Although using the same approach, this version was powerful enough to make the target audience remembered the message well, since it used endorser who became victim of smoking. The endorser was a woman who had cancer of the vocal cords, though she was not a smoker. However, exposure to cigarette smoke turned out to be so powerful impact to make a person can also suffer from cancer, including the woman, who in the ad shown had a hollow neck due to cancer of the vocal cords.

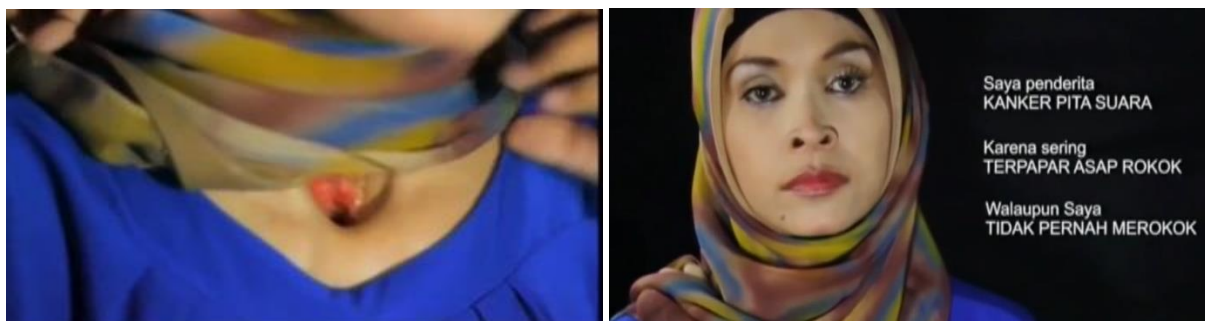


Figure 5. Loss of Vocal Cords Version of PSAs with fear arousing approach and passive smoker as an endorser

From the FGD, several findings were obtained: 1. The average informant stated that PSAs they remember most was Loss Vocal Cords, which uses Fear arousing approach. This version's message was quite striking because it used endorser who was directly affected by cigarette smoke, even though she did not smoke. When it comes to the impact on others, the average informant considers that smoking is an act that should not be done because it can adversely impact other people. 2. Stop Smoking PSAs campaign does not change a person's behavior directly to quit smoking. However, PSAs became starting point to change behavior. 3. In the context of PSAs that most remembered by the target audience, it was determined by various factors such as how often target audience watch the PSAs, the situation while they were watching PSAs and additional knowledge from another medium. 4. PSAs also be a means of increasing knowledge about the dangers of smoking and remind the target audience that the effects of smoking can kill not only the smoker, but also those closest to them. 5. PSAs are able to build awareness of target audiences about the detrimental effects of smoking, thus stimulating the target audience to quit someday (aroused interest to take action to stop smoking). 6. Some factors that make informant quit smoking are because of recommendation from family (i.e. wife), friends, and health factors. 7. Smoking is regarded as a symbol of male masculinity. 8. Not smoking behavior is caused by attitude factors (personal consciousness). 9. The beginning of smoking habit is caused primarily by environmental factors. 10. The average informants began to try smoking in their teens, junior - high school, because of the influence of friends.

Other findings from in-depth interviews with an informant who is an active smoker, namely M. Agri, 27, a master student of Bogor Agricultural Institute, on April 20, 2016. This finding was the fact that smoking is strongly influenced by the environment. He tried smoking by sucking the paper burned clandestinely since the 5th grade. Then he became an active smoking since 3rd grade junior high school, as well as many friends of the group who smoked. Ten years of smoking, he stopped for religious reasons, after attending religious studies and had intense dialogue with an Islamic parson. He also read books on religion, and then decided to stop smoking because smoking is "makruh", an act that doesn't liked in Islam. Another reason because he wants to control the passions as taught from religious studies and reading books. Unfortunately, a year quit smoking, the informant experiencing serious problems in this life, so he decided to return to smoking, even coupled with alcoholic beverages. He said smoking can make him calm in dealing with problems. Until now, he is still an active smoker with an average consumption of half a pack of cigarettes per day.

The informant knew that smoking is harmful to their health, but do not really care. Ill because of smoking, for him is a risk. Nevertheless he was quite put concern for the health of others affected by cigarette smoke. He said he wants to quit smoking someday if already married, because he does not want his wife and children to become passive smokers candidate that would endanger their health. According to PSAs with a message he remembers most is the first version of PSAs that remind smokers about certain places which are not allowed as a place to smoke. This relates to the principle of himself that he would only smoke in places allowed. In fact, he did not hesitate to reprimand fellow smokers who smoke in places that are not allowed to smoke.

In his opinion, PSAs that is able to encourage people to quit smoking is the Loss Vocal Cord version, which has testimony of passive smokers who are victims and suffer severe illness. As mentioned earlier, he was not too concerned with his own health, but remains concerned with the health of others, especially those closest. When thinking about the health of someone close, it made him think to stop smoking, although only to the stage of intention, and do not take action or action to stop.

In taking a decision, the informant revealed that he was considering the advice of his mother, no longer a friend or group of friends. The informant said about his closeness with her mother, and if one day, at the end of life of his mother, she told the informant to stop smoking, then he will do it. His parents knew that he smoked, but because he never smoked in front of them, then both parents never directly forbade him smoking.

For the informants, PSAs have the opportunity to encourage someone to quit smoking. Although three PSAs that were played did not make him to quit, but he said every person has a different point of seeing the ads. It could be when looking at a certain angle in the ad that related to what is perceived and believed to smokers as a right, then it can be a stimulus to move smokers to quit

smoking. Furthermore informant explained, he often did smoking, especially after eating, when he is stress, and watch movies at home. When in the movie the actors are shown smoking a cigarette, then he would take a cigarette and smoked as the actor did in the film. This information is an indication that the visual also become a stimulus for someone to smoke. It could be when smoking was turned off by the actor, then the informant will follow stubbed out her cigarette. If so, then the message in the form of audio-video is able of being a stimulus to move a person smokes or otherwise, to quit smoking.

DISCUSSION

When viewed from the research findings, both FGD and in-depth interviews with informants who are active smokers, then we could conclude that PSAs are not directly affect the behavior to stop smoking. Nonetheless, PSAs are able to build awareness for the target audience about the adverse effects of smoking so it can support behavior change to stop smoking. PSAs are starting point for behavioral changes in target audiences. Based on findings in the field, smoking behavior can be stopped due to several factors, including the recommendation of people nearby (wife), environmental factors (friends association), and health factors.

While early smoking behavior is strongly influenced by the neighborhood association, which is a friend. The average informant started smoking in adolescence due to peer pressure. But there also informants who are not affected by the environment, and remains firm not to smoke because he has attitude and personal awareness that smoking is not good.

In persuasive communication most people will respond to the information that came over them based on the beliefs, attitudes and values that are owned. Everyone has what is called a belief system which acts as filters for a variety of stimuli that hit him. Any information entered into the minds of people will experience this filtering process. Thus it can be said there is no response coming out of ourselves to a message without first confronted with the belief system that we have (Venus 2004: 98).

By combining the opinion of Thurstone (Mueller, 1986), Rokeach (Stiff, 1994) and Warren & Jahoda (Ferguson, 1999) attitude can be defined as the tendency to act against a particular object either positively or negatively by basing itself on organized beliefs. From these definitions can be identified four important aspects of attitude. First, attitudes have affective dimension. Feelings or affective component is the key characteristic attitude. Second, attitude is the organized beliefs. Attitudes towards a particular object or person is not based on the belief that a single, but based on a set of beliefs. When beliefs are intertwined together they form attitudes. Third, the attitude is relatively settled. Attitude is built through a process of socialization and long interaction and repeatedly strengthened throughout one's life. Thus the attitude is relatively stable and difficult to change. However, it does not mean attitudes cannot be changed. We can do this by first converting beliefs or also the value of the underlying attitude of someone (Venus 2004: 104-105).

Based on the findings in the field and stand on the Ostergaard Campaign Model (Venus 2004: 15), can be described that persuasive communications in Stop Smoking PSAs take effect on the level of knowledge. However, this knowledge is expected to continue to aspects of attitude and the acquisition of skills that will change the expected behavior, which is to stop smoking. When behavior has changed in a positive direction to stop smoking, then the end result is to reduce the problem with reduced health problems or diseases caused by smoking, such as lung cancer and throat cancer.

As noted previously, the average informant started smoking in their teens because of environmental influences their friends. This is consistent with data from the Ministry of Health, where the prevalence of adolescents aged 16-19 years who smoke increased three-fold from 7.1% in 1995 to 20.5% in 2014. And even more surprising is the age start smoking more young (early). Novice smokers aged 10-14 years increased by more than 100% in less than 20 years, from 8.9% in 1995 to 18% in 2013. If a PSAs campaign could equip target audiences with knowledge, they will become skilled for socializing and have ability to adjust to the environment and increased confidence. When a person has a good self-confidence, he was not so easily swayed by the bad influence of the surrounding environment. They finally had an attitude that is based on a series of confidence that the values they embraced is right and proper to be maintained. This can lead to behavior change to stop

smoking. Here is a model of persuasive communication Stop Smoking Campaign which rests on the Ostergaard Campaign Model:

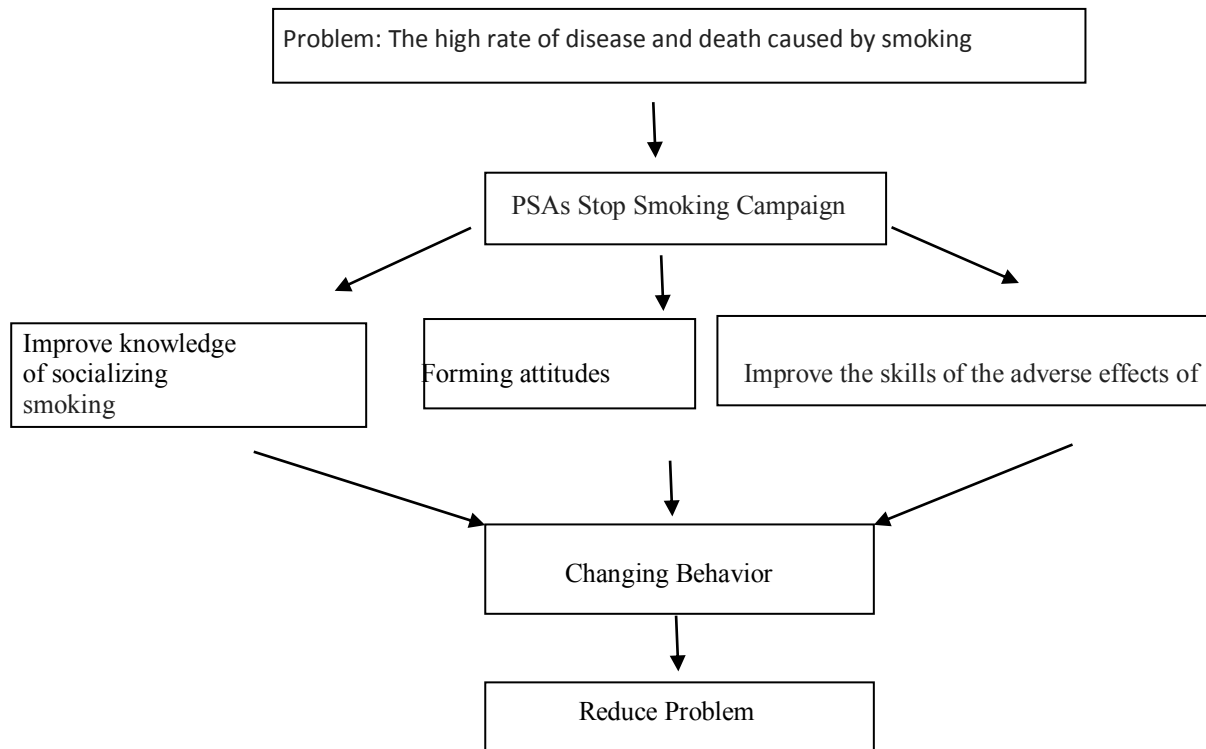


Figure 6. PSAs Persuasive Communication Model to Support Changing Behavior

From the research findings, nearly all informants said that they remember most is PSAs which had fear arousing approach. From the two PSAs using fear arousing approach, their attention is drawn to Loss Vocal Cords version that explores the testimony of a woman as a passive smoker was affected by smoke. Informants felt more concerned about the impact of smoking on health arising on others compared to the impact of smoking on him. In addition to showing concern for the health of others (especially those nearby as the wife and children), it also reflects the attitude adopted by the smoker. In-depth interviews with an informant who has become active smokers for more than ten years, it was mentioned that one reason for him to stop smoking is when her mother asked him to quit smoking. The reason is because mother is the ones closest to him and the most important to him. From this side it can be seen that the family is still regarded as a precious value that affects the attitudes of informants to stop smoking.

Judging from ILM endorser, informants consider that the average cigarette endorser of victims (i.e. women who had cancer of the vocal cords, causing the neck cavity) have an enough strong impact to enable them to remember the PSAs. Thus, the use of an endorser of a victim (in this case as a victim of passive smoking) is stimulating the memory of the audience about PSAs.

In terms of audio-visual, active smoker informants also mentioned that the desire to smoke will appear if he were viewing a movie showing the actor in the film was smoking a cigarette. When the actor stubbed out his cigarette, he would have done the same thing. It can be used as material for further research, whether a scene in the audio-visual impressions can stimulate someone's smoking behavior, and vice versa, to stop their smoking activities spontaneously on the spot. Associated with visual stimuli on smoking behavior, WHO has called on countries worldwide to implement the design of plain cigarette packs with standard colors for the entire brand and written small for the brand name.

WHO also welcomed the countries that have introduced plain packaging or plain packaging for cigarettes, namely France, Britain and Australia. The purpose of the design implementation is to eliminate the glamor of smoking so that people reduce smoking in terms of prestige. Data in Australia mentioned that after the plain packaging applied in 2012, the smoking rate decreased by 0.55%, equivalent to 108 thousand people. Besides plain packaging, there is also spooky image as the impact of smoking made to cover nearly half or more of the surface of the pack. From these data, it can be seen that there is a link between visual on cigarette packs on smoking behavior. Smoking is seen as a symbol of masculinity for men, and also considered to give prestige to the smoker. The packaging design of cigarette gives the impression of glamor that is considered to be able to raise the image of the smoker.

CONCLUSIONS

Based on the research results, it can be concluded that: 1. Stop Smoking PSAs Campaign, was not be able to change the behavior directly to a person to quit smoking. However, PSAs became starting point to change behavior. 2. The PSAs were able to stimulate awareness of the dangers of smoking were PSAs using fear arousing approach and using the victim of smoking (i.e., passive smokers) as endorser. 3. PSAs are able to build awareness of target audiences about the detrimental effects of smoking, thus stimulating the target audience to quit someday (aroused interest to take action to stop smoking). 4. The habit of beginning smoking caused primarily by environmental factors (the influence of friends), and no smoking was caused by the attitude (personal consciousness). 5. The family is still regarded as a precious value that affects the attitudes of informants to smoking.

RECOMMENDATIONS

From the conclusion of the study, it is recommended that the following matters: 1. In order to afford optimal PSAs in support behavior change, it should not only oriented to the message, the music or the things that are only creativity, but also should consider the beliefs, attitudes, values and needs that exist in the target audience. It is worth noting to minimize resistance to the target audience for the message that is delivered so that changes in behavior could be realized. 2. Stop Smoking Campaign PSAs should also be made to teen as a target audience, because the average current smoking behavior begins in adolescence. By targeting teenagers targets, expected early on they realize that smoking is not good behavior and can cultivate an attitude that smoking is not pilihan the right to adapt in a social environment.

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