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Persuasive Communication Pattern of Public Service Announcement, A Highlight of Cancer Education by Indonesia Government in Television

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Abstract

As one of a non-communicable disease, cancer has become threatening disease for many people in the world. In Indonesia, the prevalence of this disease is increasing from year to year. To reduce the number of cancer patients, Indonesian Government through Ministry of Health has variety of efforts, including communicate to people about the important of having healthy lifestyle so that cancer can be prevented. Communication through education about cancer and healthy lifestyle conducts by several mediums and one of these is through Public Service Announcement (PSA) on television. PSA is needed to raise awareness about cancer among people and give them understanding about how to prevent cancer by implementing a certain lifestyle. It takes proper persuasive communication so that the PSA can perform its function to influence people to change their behavior in a positive way. This persuasive effort becomes interesting to be studied considering persuasive communication is related to various aspects, such as attitude, behavior and knowledge of target audience. In the context of cancer education, persuasive communication is needed to convince people to be more concerned about cancer by implementing a healthy lifestyle so that cancer can be prevented. This study aims to find a pattern of persuasive communication about cancer education in PSA to support behavior change in society. The research was conducted in Cirendeu, Ciputat. Data survey was obtained from the students of the University of Muhammadiyah Jakarta and advertising practitioner who became informants. The research method used is qualitative descriptive, through data collection procedure of FGD and in-depth interview. The data is analyzed qualitatively which is then interpreted and presented in the form of a description or narrative followed by conducted theoretical interpretation to give meaning to the result of the research that has been done. Result of this study was indicate that communication pattern of PSA about cancer education refers to these three important things; first, endorsers, second, message execution approach such as animation, and third longer duration for presenting more detail information. First, informants prefer endorsers who are considered close and familiar with their daily lives. They also had trust with medical workers to endorse cancer prevention. Second, animated version is considered a fairly appealing advertisement message that is easy to understand, keep in mind and able to provide solutions for cancer prevention. The unique, local animal character like "Kancil" brought PSA into energetic and passionate message to the informants. Third, the informants preferred longer version of the PSA since it was more persuasive and detailed for the information.

Keywords: persuasive communication, public service announcement, cancer education, healthy lifestyle

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Introduction

Based on data from the Indonesian Ministry of Health (Ministry of Health) in 2012, the prevalence of cancer reached 4.3 to 1,000 people whereas the previous data mentioned the prevalence of 1 to 1,000 people. The World Health Organization (WHO) and the International Cancer Control Union (UICC) predict, there will be an increase in cancer surges by 300% worldwide by 2030, and one f this 70 % are in developing countries like Indonesia. Even in some areas the prevalence is higher, such as 7.4 per 1,000 population in Jakarta, 8.1 per 1,000 in Central Java, and 9.6 per 1000 population in DI Yogyakarta. Even death rates by cancer tend to increase; in 1984 the cancer was still the sixth leading cause of death in Indonesia. But now, it has shifted to the fifth and is expected to continue to increase if the Government doesn't do promotions such as early detection awareness and raising healthy lifestyle to prevent cancer in the community.

Average cancer sufferers come to treatment in middle or even late-stage conditions so the treatment becomes more complex and costly. Meanwhile, if cancer detection could be done early, the chance of healing the patient will be much higher so that it reduces the cost of treatment a lot. Cancer can actually be avoided with a healthy lifestyle consisting of a healthy diet, exercise and adequate rest. This healthy lifestyle if applied properly and consistently could eliminate cancer. Generally, people don't have any concerns to maintain health until finally diagnosed with cancer. It takes constant and consistent effort to awaken people to care about cancer. In this case, Indonesian Government through the Ministry of Health was build the National Cancer Countermeasures Committee (Komite Penanggulangan Kanker Nasional - KPKN) to overcome and solve various problems related to cancer. The Ministry of Health also conducts education on prevention of cancer, either through the application of healthy lifestyle and early detection of cancer. Such education needs persuasive communication in the form of PSA.

Unfortunately, engaging the target audience of PSA to change behavior is not easy. Many communicators tend to have lack understanding about the target audience's perspectives and what obstacles that prevents them to make a change. For example, the endorser that has a vital role as a messenger is not selected properly yet. This can be seen from the number of PSA that is endorsed by officials government or related department officials. If the official is a figure who has an impressive influence by the target audience, then as expressed by Kotler and Lee, PSA will be easier to persuade the public. But if on the contrary, persuasive communication in the PSA can not be realized. Another difficult of target audience of understanding PSA is included less-clear of message, too long or even too fast of PSA so that they don't get the message perfectly.

Health themed PSAs, especially related to education about cancer are interesting to be studied considering cancer prevention is a complex problem. Based on the background of the research that has been presented, the problem formulation in this research is: "How is the persuasive communication pattern of Public Service Advertising (PSA) about cancer education on television that is able to support behavior change?"

Specific objectives of the study are as follows; first, identify target audience behavior against cancer education PSA from the Ministry of Health; second, analyze the factors that influence target audiences to change behavior after viewing health-themed PSA from the Ministry of Health; and third, describes persuasive communication patterns to create PSA about cancer education that are able to support a positive behavioral change in society.

This research approach was using Qualitative Descriptive method. The object of this study is the PSA of Indonesian Ministry of Health that aired in 2015, about Cancer Education. There are three versions examined, namely Visual Inspection of Acetic Acid in 30-seconds duration, Animated version of How to Prevent Cancer in Smart Ways with "CERDIK" in 30-seconds duration and and the same version of animation in 60-seconds duration. The informants were students of FISIP University of Muhammadiyah Jakarta, with range of age between 20-25 years old. Another key informant is an advertising practitioner who understands well about PSA to support behavior change. Data collection technique was Focus Group Discussion (FGD) and in-depth interviews.

Literature Review

According to Richard in his book "The Dynamics Of Persuasion" the definition of persuasive is: "as a symbolic process in which communicators try to convince other people to change their attitudes or behaviors about an issue through the transmission of a message in an atmosphere of free choice" as a symbolic process in which communicators try to convince others to change their attitudes or behaviors about problems through the transmission of messages in a free choice setting (Richard, 2010: 12). Persuasion is an attempt to change attitudes through the use of messages, focusing primarily on the characteristics of communicators and listeners. So the more persuasive communication is the communication that seeks to change the receiver's attitude through the use of the message the sender does. De Vito explains the persuasive communication in the book Communication of the Human Beings as follows: Persuasive talks offer a conversation that is reinforcing, illustrating, and giving information to the audience. But the ultimate goal is to strengthen or change attitudes and behaviors, so the use of motivational facts, opinions, and appeals must be reinforcing its persuasive purpose.

From these explanations, De Vito suggests there are two kinds of goals or actions that we want to achieve in conducting persuasive talks. The goal may be to change the attitude or behavior of the receiver or to motivate the receiver's behavior. In order to change attitudes, behaviors, and opinions of persuasion goals, a persuader should consider the following factors:

a) Clarity of purpose

The purpose of persuasive communication is to change attitudes, opinions, or behaviors. It aims to change attitudes then relate to the effective aspect, change the opinion then related to the cognitive aspect, while changing the behavior then related to motor aspects.

b) Think carefully about the person facing you

The goal of persuasion has a fairly complex diversity. The diversity can be seen from demographic characteristics, gender, job level, ethnicity, to lifestyle. Thus, before persuasive communication should persuasive learn and trace aspects of the diversity of persuasion targets first.

c) Choosing the right communication strategy

Persuasive communication strategy is a combination of persuasive communication planning with communication management. Things to note such as who the goal of persuasion, where and when the implementation of persuasion communication, what to say, to why it must be delivered.

Persuasive communication is needed to move people to change their behavior as desired by the communicator. Simon (1976) in Dainton and Zelley (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 persuasive. First, persuasion involves the purpose and intent to achieve the goal on the part of the sender of the message. Second, communication is a means to achieve that goal. Thirdly, the recipient of the message must have a free will. Thus, persuasion is deliberate, but not forced (Dainton and Zelley, 2004: 104).

Theories - Effects of Persuasive Communication

i. The Bullet Theory or Bullet Theory It is the first conception to emerge, with respect to the persuasive communication effect. It is also called the hypodermic - needle theory or hypodermic needle theory. Sometimes called and transmission lane theory. In this theory is discussed the effect of messages channeled through the mass media, and said that the mass media is powerful to change the behavior of the masses.

ii. The Limited - Effects Model According to a limited influence model, mass communication has little effect on the audience. This is evidenced by Hovland's research on soldiers. The results show that film effects can only transmit information, rather than changing audience attitudes, as well as Lazarsfeld's research on elections, suggesting that TV campaigns have little effect on target audiences.

iii. Cultivation Theory - Gebner and his friends developed this theory by arguing that television has become a central cultural hand in the US he argued that TV has become part of the most important family members who always fill most of the time.

iv. The Effects of Synthetic Experience - This theory begins with the results of the study of Funkhouser and Shaw, 1990. They say that moving images, television, and computers can form audiences' perception of reality, which can manipulate and re-plan, not just content, but also the process of communicating experience. The conclusion is that the electronic media displays a kind of artificial experience. The experience of imitation is whether in terms of color, about deviant things, and others have degraded human dignity in terms of looking at the culture (Severin and Tankard, 1992)

v. The Spiral of Silence - Developed by Elizabeth Noelle Neumann they argue that mass media has a powerful effect on public opinion because it is a source for a person in obtaining information. The silence spiral generated by the mass media can be accomplished through such things as the audience forming the message of opinion.
    a. Dominant
    b. Increased
    c. Can be issued someone in public without making it isolated

vi. Hegemony Media - According to this theory, the ideas of the ruling classes in a society are the ideas prevailing within the society itself. According to this theory, the mass media is a controlling tool by the dominant class in a society, and in view of it as a helper in using the control of that class on the whole society (Sallach, 1974).

vii. Effects of Television Violence - The study and research on the effects of violence on the TV scene are set off by the social learning theories put forward by Bandura. Social learning theory argues that people tend to imitate the behaviors they observe, stimuli being role models for behavior (Rahmad, 1968

viii. The Powerful Effects Model - Taken by Elizabeth Noele Nouman 1973, this theory reinforces the earlier theory, the spiral of silence. This theory argues that the mass media can affect the behavior of audiences.

Persuasive Communication Method

Persuasive communication has a method in achieving persuasive communication within a company or organization. The method is determined after the persuasive communication components -such as communicator, communicant, message and media (channel)- is complete to be used. Several methods of persuasive communication put forward by Effendy (2008: 24) as follows:

i. Association: Is the presentation of communication messages by laid on an object or event that is attracting the attention of the audience.

ii. Integration: Is the ability of communicators to communicate themselves communicatively with communication. This method contains the sense of the ability of communicators to unite themselves to the communicant.

iii. Pay-Off Idea (Rewards)

iv. Is an activity to influence others by way of things that are profitable or promising hopes.

v. Icing Device (Settings): Namely, efforts to compose a communication message in such a way, so pleasant to hear or read and motivated to do as suggested by the message

vi. Red Herring: It is the art of a communicator to win victory in the debate by avoiding the weak argumentation and then diverting it slightly to the aspect he mastered in order to be a powerful weapon in attacking the opponent. So this technique is done when the communicator is in a position of urgency

Focus Group Discussion (FGD) was conducted on Saturday, July 29 2017, at FISIP University of Muhammadiyah Jakarta. The FGD participants consisted of nine final semester students selected purposively to become informants. There are three versions of Public Service Announcement (PSA) about cancer education that are played in the FGD in sequence, namely: *Visual Inspection of Acetic Acid version in 30-seconds duration, Animated version of How to Prevent Cancer in Smart Ways with "CERDIK" in 30-seconds duration and and the same version of animation in 60-seconds duration.* The first version to be studied was *Visual Inspection of Acid Aseptic Inspection* because it used the approach of health personnel endorsers and the ladies of government officials who are members of the Organization of Solidarity Action in the era of the Working Cabinet. This version used a slice of life approach that begins with exposure to the danger of cervical cancer by a female health worker. The next scene talked about a motorcycle taxi driver who invites his female passenger to do an IVA examination and told that his wife has done an IVA examination. The advertisement was ended with the members of the Organization of Solidarity Action Era of the Working Cabinet who jointly called to the viewers to check the IVA right now.

Based on the FGD results, the target audience behavior toward the first version of PSA considers the PSA quite informative, but less detailed. The informative here was referred to quite able to inform them that the current prevention of cervical cancer can be done through early detection of IVA. Meanwhile, the PSA was considered less detailed because there was no specific description of the IVA. PSA was also considered suitable for education, and capable of providing information but not in detail. The storyline was considered good but the duration is too short to be able to load all messages to be conveyed. Although considered quite informative, it still had some weaknesses so that the video is less interesting. Healthcare endorsers who appear at the beginning are not too memorable because the message is too short. But the words were spoken by health personnel namely: "Cervical cancer causes an Indonesian woman to die every hour" gave crucial point to make some informants remember the message for they had fears of the danger of cervical cancer.



Figure 1. Health personnel as endorsers on *Visual Inspection of Acetic Acid version*

From the endorser's point of view, some informants thought ojek drivers were considered the most interesting endorsers. This implies that informants prefer endorsers who are considered close and familiar with their daily lives. Although they also state that doctors and medical personnel are trustable or reliable endorsers to explain anything related to the medical world. While the ladies of government officials as endorsers who were came at the end of the ad was not preferred because it was considered irrelevant. In addition, running text that was under the ad and appear from the beginning to the end of

the ad was considered disturbing and break down the concentration of informants to digest the message delivered by the endorser.



Figure 2. Health personnel as endorsers of PSA Inspection of Visual Inspection of Acid Acid



Figure 3. Ladies of the Organization of Solidarity Action in the era of Working Cabinet as endorsers

This version is compared to the animated version, to find out which is more appealing to target audiences to support behavioral changes related to awareness of cancer. It will also be examined in terms of duration, which is more easily remembered target audience, PSA duration of 30 seconds or 60 seconds. At the second screening of the PSA, the informant witnessed the PSA Animation Version How to Prevent Cancer Cleverly duration of 30 seconds. After the second ad was played, the average informer stated that the animated approach is quite interesting because the message is understandable and easy to remember. Here's a statement from one of the informants: "Concise, interesting and clear. Not scary pictures, more to control management, a direct solution for prevention. Once we see it and remember more of this one, more details." In addition, the second ad is also considered able to provide solutions for cancer prevention as well as the display of energetic and passionate advertising through the Kancil as an endorser able to make this ad look attractive in the eyes of the informants. "It's more interesting (the second) because the fear becomes less, but that does not mean we do not want to prevent. Fear must be there but we have been given a solution for prevention. Though brief, this second ad is easy to understand and this ad model is more energetic, passionate, so it's like giving virus prevention".



Figure 4. *Animated version of How to Prevent Cancer in Smart Ways with "CERDIK"*

Then when asked whether this animated ad is suitable for cancer education, the average respondent answered fit.

> *"Yes, really fit. Because of the solution, the message can, if in terms of funny, it is more interesting and not make me stress."*

Kancil as an endorser was also considered capable of representing advertising messages to be conveyed, ie prevent cancer with a healthy lifestyle abbreviated with "CERDIK" ie, 1) Routine health check 2) Away Smoke Cigarettes 3) Sports Diligence 4) Balanced diet 5) Enough rest 6) Manage stress. The following is an informant's comment:

> *"I also do not know the deer are doing, but right in the last gave know" clever "just realized that the mouse deer is clever."*



Figure 5. Kancil as an endorser able to represent the word "CERDIK" which is used as an acronym for cancer prevention

Factors Influencing the Target Audience to Change Behavior Through Persuasive Communication

After seeing the first version of PSA, the female informant was influenced to perform the examination. Statement from health workers at the beginning of the advertisement that, "Cervical cancer causes one Indonesian woman to die every hour" to make informants have fear of cervical cancer and think to do early detection through IVA examination. This is as revealed by the informant through his statement as follows:

"If the persuasive still informative, immediately minded because these ads emphasize more to our fears as women with words in every hour there is a cancer of the uterus and died. So far it's been crowded and friends have experienced it". In addition to the slice of life, the approach of fear-arousing or exposure of fear through the exposure of the fact that one woman in Indonesia every hour died of cervical cancer was quite successful to persuade target audiences to do cancer prevention through early detection. The female informants confessed that they were caught after seeing the beginning of this ad. "I was inspired and there was fear. I think every woman has fear like me after seeing this ad".

While the male informant was encouraged to provide information to the closest relatives to perform early detection of uterine cancer through examination. A male informant said that he was encouraged to give the information to his wife. "We are compelled to provide information. Before I see this ad I also have planned to wife to check, early prevention and the existence of this ad there is additional (increasing strengthens-red) to be examined and I am aware of the existence of this disease. The wife also has given birth and it must be checked again".

One of the male informants even thought about the PSK that minimal information about cervical cancer prevention is through early detection. According to him, the PSK is also susceptible to cervical cancer and should get more information about the early detection of cervical cancer. This is revealed by the following statement:

> *"Maybe if I live in West Jakarta, the term is a lot of PSK every week .. like there is a socialization counseling, but there is only a poster patch only. Their prevention is not there at all. They think they have cervical cancer and die and not see a doctor."*

When compared with PSA Animated Version with 30-seconds duration at the second and 60-seconds duration ath the third, the average informant said that a more persuasive PSA for cervical cancer prevention is the first version of Visual Inspection Iof Acetic Acid, as expressed in the following sentence:

> *"The first was also more persuasive of course ... because the second and third more to the prevention wrote, not too detailed about the IVA, while the first was good because it presented doctors, puskesmas (so) if something happened it could be handled better."*

Meanwhile, other informants said that the second and third versions are too general, but also have a persuasive element because the words are used in more detail and succinct. As the following is said:

> *"But the third is also more persuasive because it displays the words more detailed, concise, still able to and clear. Immediately no need to think anymore about what the (message of) PSA was."*

In addition, when the informants were asked whether they were motivated to do cancer prevention or not, they replied that the motivation was there, even already high, but they didn't do it yet. They also claimed often to had heard about the socialization of healthy lifestyles, but they just learned about cancer prevention through a healthy lifestyle when they looked at the second and third version of PSA. As the discussion progressed more intense, the informants confessed that they had a barrier in changing behavior to prevent cancer. The most obstacles was the fear when they were going to see a doctor, such

as when they want to do early detection at the clinic or hospital. Another obstacle was if they are patients of BPJS (Government's health insurance), the first thought is a complicated bureaucracy when they are going to use the facilities of BPJS. This discourages steps for early detection. Nevertheless, the support of the closest people such as husband was thought to be able to overcome fear and provide support when they had to deal with medical personnel.

According to the duration of the PSA, when they asked which they prefer, the animated duration of 30 seconds or 60 seconds, they prefer the 60 seconds.

> *"We prefer the last one. Because the duration is longer. And the easy thing to remember is the last, there are repetitions as well. If the first is a simple music, in the end, there is also a confirmation of the back and forms of the disease."*

But from the point of view of the interviewed advertising practitioner, Mr. Budi Yudhia, the three ads that are most persuasive are the second ads. Here's the statement:

> *"Animated Version of 30-seconds because it was displayed with a direct message of tips so it is more easily understood."*

Moreover, according to statement of the advertising practitioner, major factors that play a role in persuasive communication within PSA are interesting ideas, and selection of the right words, simple and relevant. According to him the approach of advertising execution (such as animation for example) and the length of short duration have an effect on influencing audiences. His statement was:

> *"Very very influential. Interesting ideas and simple messages, more easily understood by target audiences."*

Informants mostly stated that they were more interested in the third advertisement, the following was his statement: "We prefer the last one. Because the duration is longer. And the easy thing to remember is the last, there are repetitions as well. If the first is a simple music, in the end, there is also a confirmation of the back and forms of the disease".

Conclusion

Based on the results of the discussion and research it can be drawn some conclusions as follows: PSA communication pattern of cancer education refers to these three important things; first, endorsers, second, message execution approach such as animation, and third longer duration for presenting more detail information. First, informants prefer endorsers who are considered close and familiar with their daily lives. They also had trust with medical workers to endorse cancer prevention. Second, animated version is considered a fairly appealing advertisement message that is easy to understand, keep in mind and able to provide solutions for cancer prevention. The unique, local animal character like "Kancil" brought PSA into energetic and passionate message to the informants. Third, the informants preferred longer version of the PSA since it was more persuasive and detailed for the information.

The Indonesian Government intention in building awareness of cancer and healthy lifestyle through the PSA becomes an important stage to start the prevention of cancer. However, PSA is not enough without more intensive socialization for the community about cancer prevention.

In the context of the PSA, the Government of Indonesia through related ministries had often aired many topics of PSAs in television including health issues. Based on the research results, PSA will be more persuasive when considering the endorser that is used. Endorsers who had closeness to the community are much more appealing to audiences. It is appropriate for the Health Ministry to review the use of endorsers using government officials, since it was considered less attractive by the audience.

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