
Correlations between Campaign Message and Exposure, and Behavioral Change: the Case of Cinema 21's #PadaTempatnya Public Relations Campaign

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Abstract

Cinema 21 created #PadaTempatnya campaign to change people's lifestyles to be more concerned with cleanliness, especially in the cinema after watching a movie. The purpose of this study was to find out if there is a correlation between the #Padatempatnya campaign message and exposure and audience behavioral change to dispose of trash in its place. A survey of 115 young adults ages 20 to 24 years old was conducted. A Spearman Correlation Test found that there was a significant moderate positive correlation between campaign exposure, and significant strong positive correlation between campaign messages and behavioral change to dispose of trash in its place. Data was also analyzed using the perspective of the AIDA model. Findings showed that this campaign was most effective in the Attention stage.

Keywords: Campaign exposure, campaign message, behavior change to dispose of trash in its place.

I. INTRODUCTION

Indonesia has a coastal population of 187.2 million, which annually produces 3.22 million tons of unmanaged plastic waste. Around 0.48-1.29 million tons of plastic waste are thought to pollute the ocean. Of all the rubbish on the beach, the majority of stranded rubbish is plastic waste. As a result, the condition of marine pollution in Indonesia is very alarming. For this reason, Indonesia is the second highest plastic waste-producing country after China. In spite of laws and sanctions regulating littering, it is still done and has caused massive environmental problems, such as water pollution and floods. The Indonesian government is trying to reduce waste and has invited people to dispose of garbage in its place through several events, one of them is the "Clean Indonesia Movement".

The Clean Indonesia Movement, which at the same time became the national identity of all the clean action activities or care for waste, was initiated by the Coordinating Ministry for Maritime Affairs, together with the Ministry of Environment and Forestry (KLHK) as a daily technical implementer. This movement was launched for the first time to the public as a form of invitation for all Indonesian citizens to care more about reducing waste, and managing their daily waste well.

Cinema 21 is one of the public facilities in the entertainment industry that produces large amounts of waste generated every day. Therefore, it requires a more optimal waste management system. Cinema 21's #PadaTempatnya campaign aims to persuade its visitors to dispose of trash in its place. The campaign is in the form of advertisements shown before the film began airing, trash bins inside the cinema with an attractive design at the exit of the cinema, as well as some interactive contents spread on Cinema21's social media, which contain cash-prized quizzes, and free movie tickets.

This study aims to answer the following questions:

- a. In which stage of behavior change to dispose trash in its place is the #PadaTempatnya Campaign most effective?
- b. Is there a correlation between campaign exposure and behavior change to dispose of trash in its place?
- c. Is there a corre

II. LITERATURE REVIEW

A. Public Relations Campaign

Campaigns are one of the persuasive methods commonly used in public relations in order to accomplish the goals of the company or organization. Public relations strategies are utilized to raise public awareness and understanding, and to promote favorable views or expectations about the actions of an individual or organization, to build a relationship and a strong representation of the group by intense contact through the long-term communication process. According to Ross, in Venus (2018), the public relations campaign aims to build the image or reputation of the organization, overcome organizational crises, and form a mutual understanding between the organization and its public. In other words, public relations campaigns offer ongoing insight, comprehension, and empowerment of the group towards a specific activity or program through well-planned communication processes and methods to gain recognition and a favorable reputation, even to the degree that certain significant improvements arise in the society (Ruslan, 2008, p. 66).

B. Exposure

Exposure refers to the audience's level of intensity of receiving a message through a medium or various media.. According to Ardianto and Erdinaya (2005, p. 2), exposure can be defined as the practice of listening, watching, and reading media messages, or having knowledge and sensitivity to certain messages that may occur to individuals or groups. Media exposure aims to identify media audience data using both media forms, consumption frequency, and consumption duration. On the other hand, exposure according to Shimp (2003, p. 182) is when consumers interact with messages conveyed by marketers. Exposure then occurs when a message is placed so that the audience can see, hear, or read the message.

Moriarty (2000, p. 156) states that there are three instruments in seeing exposure, including:

1. Frequency
2. Duration
3. Intensity

Therefore, exposure in this study includes the frequency of viewing the campaign, the duration of viewing the campaign, and the intensity of viewing the campaign.

D. Behavior

Notoatmodjo (2010) defines behavior as the result of all kinds of human experiences and interactions with the environment that are manifested in the form of knowledge, attitudes, and actions. Behavior is the response or reaction of an individual to stimuli originating from outside as well as from within himself. According to Mubarak (2011), behavior is a set of someone's actions in responding to something and then made into a habit because of believed value. Ellis (2008) stated that people's behavior is largely a result of their experience with environmental stimuli, humans are born like blank paper without an innate tendency to behave in a particular or special way. Over the years the environment will write this paper, forming in a manner that individuals have unique behavioral characteristics. Based on several definitions of behavior, the authors conclude that behavior is an act that has a specific purpose based on stimuli that come from within oneself or from outside influences causing a certain effect that can make an expected or desired change by the actor.

E. The AIDA Model

In communication science, the concept of AIDA is known as a reference to create communication programs as the initial foundation in making a campaign. Campaign tools must attract Attention, gain and encourage Interest, generate Desire, and produce Action (West & Turner, 2004).

In Attention, the message must be able to attract the attention of the target audience. The message should contain statements that invite people's attention, sentences, or images that are strong enough to attract attention to make people think and pay attention to the contents of the message. Interest is the stage in which the message causes the target audience to be willing to spend time to read, watch, or listen to the message that has been made in detail. The Desire stage is when the audience believes that the message can provide the right solution. In this stage, the target audience already has the motivation to change behavior. The message has succeeded in creating an important value for the

audience and emotions have been touched. Action is the most important stage in which the message leads to actions to change behavior.

Using the AIDA model, this study seeks to find out in which stage is the #PadaTempatnya campaign most effective.

III. METHODS

This study uses a quantitative survey method, with an online questionnaire as the research instrument, which contains questions about the effects of the #PadaTempatnya Campaign of Cinema 21. Sampling was done using the Snowball Sampling Method.

The first independent variable is campaign exposure of which dimensions are adapted from Moriarty (2000, p. 156). The second independent variable is campaign message of which dimensions are adapted from Kotler (2003, p. 176). Lastly, the dependent variable is change in behavior, of which dimensions are adapted from the AIDA model (West & Turner, 2004). Based on the literature review conducted in this research, the proposed hypotheses are as follow:

H1: "Cinema21's campaign of "#PadaTempatnya" is the most effective at the stage of Action"

H1.0: "Cinema21's campaign of "#PadaTempatnya" is not the most effective at the stage of Action"

H2: "There is a correlation between #PadaTempatnya campaign exposure and behavioral change to dispose of trash in its place."

H2.0: "There is no correlation between #PadaTempatnya campaign exposure and behavioral change to dispose of trash in its place."

H3: "There is a correlation between #PadaTempatnya campaign messages and behavioral change to dispose of trash in its place."

H3.0: "There is no correlation between #PadaTempatnya campaign messages and behavioral change to dispose of trash in its place."

IV. RESULT

A. Profile of Respondents

Out of 115 respondents, 59 (51.3%) were male and 56 (48.7%) were female. When it comes to age, 12 (10.4%) respondents were aged 20 years old; 47 (40.9%) respondents were 21 years old; 49 (42.6%) were 22 years old; 5 (4.3%) were 23 years old; and, 2 respondents (1.7%) were 24 years old.

To identify the level of respondents' exposure to the campaign, respondents had to answer the number of their visits to Cinema 21 in the last 6 months, and 38 respondents (33%) had visited Cinema 21, 1 to 2 times in the last 6 months; 32 respondents (27.8%) answered "3-4 times"; 24 respondents (20.9%) answered "5-6 times"; 7 respondents (6.1%) answered "7-8 times"; and, 14 respondents (12.2%) answered "more than or equal to 9 times" going to Cinema 21 in the last 6 months. Therefore, it was assumed that the 115 respondents, had been exposed to the #PadaTempatnya campaign.

B. Validity and Reliability Tests

After collecting the questionnaires and input the eligible ones into SPSS, the results showed that all variables reached a KMO value of above 0.50, which meant that all variables were valid. The Cronbach's Alpha test resulted in all variables having a value above the minimum of 0.60, which meant that the instrument was reliable.

Table 1. Reliability Test

No	DIMENSIONS	Cronbach's alpha values
1	Campaign Exposure	$\alpha = .899$
2	Campaign Message	$\alpha = .946$
3	Behavioral Change	$\alpha = .929$

Table 2. Validity Test

No	DIMENSIONS	KMO values
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1	Campaign Exposure	.838
2	Campaign Message	.927
3	Behavioral Change	.867

C. Normality Test

Before starting hypothesis testing, data obtained was tested for normality. The normality test is used to determine the condition of data, whether normally distributed or not, by using the Shapiro-Wilk test in the SPSS 25.0 application. A result of Sig. ≥ 0.05 means that data are normally distributed. A result of Sig. ≤ 0.05 means that data are not normally distributed. The normality test results can be seen in Table 3:

Table 3. Normality Test

Shapiro-Wilk Tests of Normality			
Statistic		N	Sig.
Campaign Exposure	,984	115	,182
Campaign Message	,925	115	,000
Behavior Change	,941	115	,000
Attention	,944	115	,000
Interest	,910	115	,000
Desire	,912	115	,000
Action	,910	115	,000

The normality test of data gathered from a sample of 115 respondents resulted in a value of Sig. less than 0.05. Therefore, it was concluded that the data are not normally distributed. Therefore non-parametric tests were applied in testing the hypothesis by using the Spearman correlation test.

D. Hypothesis Test Results

For the research question (RQ), "In which stage of behavior change to dispose of trash in its place is the #PadaTempatnya Campaign most effective?" Spearman's correlation test was done to test the hypothesis "Cinema21's campaign of "#PadaTempatnya" is the most effective at the stage of Action". From the Spearman's correlation test, it was concluded that Cinema21's campaign of #PadaTempatnya is not the most effective at the stage of Action. The correlation test between Campaign Exposure and behavior change stages resulted in the correlation coefficient value in Action with Campaign Exposure value of $r_s = .438$, $N = 115$, $p = < .001$. and Campaign Message value of $r_s = .602$, $N = 115$, $p = < .001$.

Table 4. Spearman Correlation Test Campaign Exposure and Behavior

Correlations			Campaign Exposure	Attention	Interest	Desire	Action
Spearman's rho	Campaign Exposure	Correlation Coefficient	1,000	,601**	,402**	,394**	,438**
		Sig. (2-tailed)	.	,000	,000	,000	,000
		N	115	115	115	115	115

Table 5. Spearman Correlation Test Campaign Message and Behavior

Correlations					
	Campaign Message	Attention	Interest	Desire	Action

Spearman's rho	Campaign Message	Correlation Coefficient	1,000	,696**	,629**	,603**	,602**
		Sig. (2-tailed)	.	,000	,000	,000	,000
		N	115	115	115	115	115

The Spearman Correlation test between Campaign Message and Behavior Change stages resulted in the highest correlation coefficient in the Attention stage, with the value of $r_s = .696$, $N = 115$, $p = < .001$. Therefore, H_1 was rejected and $H_{1.0}$ accepted.

To answer the second research question, "Is there a correlation between campaign exposure and behavior change to dispose of trash in its place?" a Spearman's correlation test was done to test the hypothesis "There is a correlation between #PadaTempatnya Campaign Exposure and Behavior change to Dispose Trash in Its Place." It was concluded that there was a significant moderate positive correlation between campaign exposure and behavior change to dispose of trash in its place ($r_s = .438$, $N = 115$, $p = < .001$). Therefore, H_2 was accepted, while $H_{2.0}$ was rejected.

Table 6. Spearman Correlation Test for Campaign Exposure and Behavior Change

Correlation		Campaign Exposure	Action
Campaign Exposure	Correlation Coefficient	1,000	,438**
	Sig. (2-tailed)	.	,000
	N	115	115
Action	Correlation Coefficient	,438**	1,000
	Sig. (2-tailed)	,000	.
	N	115	115

To answer the third research question, "Is there a correlation between Campaign Message and Behavior Change to dispose of trash in its place?" a Spearman's correlation test was done to test the hypothesis "There is a correlation between #PadaTempatnya Campaign Message and Behavior change to Dispose Trash in Its Place."

It was concluded that there was a significant strong positive correlation between the campaign message and behavior change to dispose of trash in its place ($r_s = .602$, $N = 115$, $p = < .001$). Therefore, H3 was accepted, while H3.0 was rejected.

V. DISCUSSION

Results from this study showed that Cinema 21's #PadaTempatnya Campaign is most effective at the stage of Action within the AIDA model. This proves that the Cinema 21's #PadaTempatnya campaign's main strength is in attracting the attention of the visitors to watch the campaign, understand the campaign, and think that throwing trash in its place after watching a movie is interesting to do to maintain the cleanliness of the cinema. From the correlation test of Campaign Exposure and Behavioral Change, the Action stage had a correlation value of .438, which was second highest value after Attention, followed by Interest with a value of .402, and finally, Desire with the value of .394. It can be concluded that after visitors were exposed to the campaign, they immediately implemented actions to dispose of trash in its place. This happened because there was a desire to obey and follow what was conveyed in the campaign, which was to dispose of trash in its place. After all, visitors had been exposed to the campaign every time they visited Cinema 21.

However, results from the correlation test of Campaign Message and Behavior Change, showed that, out of the four stages of AIDA, Action had the lowest correlation value. Again, Attention had the highest value of .696, Interest was ranked second with a value of .629, followed by Desire with a value of .603, and lastly, Action, with a correlation value of .602. One may assume that Cinema 21 visitors who saw, heard, and understood the message conveyed in the #The PadaTempatnya campaign only paid attention to the messages conveyed, but this did not necessarily lead to interest, and desire to dispose of the trash in the proper place. This could be because the campaign was only limited to persuasions delivered through advertisements, banners, posters, and also the provision of trash bins in the cinema studios after the screening of the films. Cinema 21 does not apply strict, clear sanctions, laws, fines, or regulations regarding the prohibition of littering inside the cinema. At the same time, some visitors who dispose trash properly might not do so because of the #PadaTempatnya campaign, but because they are already accustomed to not littering, and thus the presence or absence of #PadaTempatnya campaign may not have influenced a change of behavior.

VI. RECOMMENDATION

This study has found that both in terms of campaign exposure and campaign messages for behavioral change as measured by AIDA, this campaign had a significant correlation at the Attention stage, not in the Action stage. In order to be more effective at the Action stage, it is suggested that Cinema 21 and other entertainment providers apply sanctions and strict regulations on visitors who litter. Presently, Cinema 21's efforts only include providing information about the adverse effects of littering, encouraging Cinema 21 visitors to dispose of trash in its place, as well as providing garbage bins with attractive designs and placing them near the exit door. Even though there was a significant correlation between the #PadaTempatnya campaign and change of behavior, this could have also been caused by pre-existing custom to dispose of trash in its place, and not because of the campaign exposure. This study also found that Cinema 21 only focused on communicating its message through the banners, posters, trash bins, and advertisement before the movies began. Therefore, as a form of advice to Cinema 21, the #PadaTempatnya campaign should make a large-scale social movement that involves and reaches a wider audience beyond the scope of Cinema 21.

This study found the level of respondents' exposure to the #PadaTempatnya campaign by measuring each of their visits to Cinema 21 to watch a movie. It is suggested that future research compare data from before and after exposure to the campaign in order to get more accurate data of the campaign's effectiveness.

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