The Appeal of the Community Service Ads to Prevent Covid-19 #MULAIDARIKAMU

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Abstract. Public service announcement are made to encourage and remind the audience about the social awareness that is being experienced in order to change an audience's attitude, this research was conducted to determine the effect of the attractiveness of public service announcement on public attitudes in preventing Covid-19. Researchers have indicators rational attraction, emotional attraction, moral attraction, attention, understanding and acceptance. This study uses a quantitative approach with a questionnaireThe population in this study was the people of Cipadung Village, RW 14, Cibiru District, Bandung City, which amounted to 843 families. The sample was selected using cluster random sampling with a precision of 10% so that 90 samples were obtained. Data analysis used simple linear regression analysis. The results of this study indicate that there is a significant positive influence between rational attractiveness, emotional attractiveness and moral attractiveness on attitudes. As well as a significant positive effect between the attractiveness of advertising on attention, understanding and acceptance. The conclusion of this research is H0 is rejected and H1 is accepted, namely there is a significant positive effect between the Attractiveness of Public Service Announcement to prevent Covid-19 #MulaiDariKamu by Kominfo on the Attitudes of the People of Cibiru District, Bandung City on Covid-19 prevention on the Attitude of the People of Cibiru District, Bandung City on Covid Prevention-19 of 59.7% while the remaining 40.3% was due to other factors. The implication of this research is that public service announcement as an effective stimulus causes a reaction (change of attitude) from the community through the process of packaging the message.

Keyword: Ad Appeal, Public Service Announcement, Attitude, Public

1.Introduction

Television is one of the most effective forms of mass media for advertising due to its realistic and audiovisual impact, as well as message repetition, which can persuade the audience[1]. Advertising is a means of various marketing activities that aims to convey messages to consumers in the form of information about products or services[2]. Advertising has the power to stimulate desires and needs, and ultimately build interest in a particular product [3]

The attractiveness or impressionability of an advertisement is how effectively it captivates or draws attention from its audience, if the message is repeated[3]. According to Kotler and Keller at[4] say the appeal of an advertisement in delivering messages is divided into three types: rational appeal, moral appeal, and emotional appeal[4]. The Indonesian Ministry of Communication and Information intends to communicate with the public to convey information or messages about the prevention of Covid-19, and one of the chosen ways to deliver the message is through Public Service Advertising[5]. Public Service

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Advertising is a type of service issued by the government or an organization that aims to provide advice or education to the public. In general, creative strategies are needed in the development of the message and the placement of media for Public Service Advertising in order to encourage consumers to change their behavior. The expected behavior is to accept new behavior or reject the behavior that is desired, so this strategy is able to modify habits into better behavior and leave behind old and bad habits[6]

Public Service Advertising aims to provide information, enlightenment, and education to the public in the context of service by inviting the public to participate positively in the message conveyed. The content of Public Service Advertising usually contains invitations or appeals to the public to take action for the public interest or to change certain habits or behavior of the community. Advertising is related to mass communication, therefore, the effort to disseminate information carried out by the Indonesian Ministry of Communication and Information through public service advertising is a process of mass communication[7]. In response to the development of the Covid-19 virus, there have been many Prevention of Covid-19 Public Service Advertisements, and various efforts have been made by an organization to create Prevention of Covid-19 Public Service Advertisements in order to change the public's attitudes. Attitude is defined as a predisposition or tendency to respond in a certain way to the world around them, whether it be individuals or specific objects. This attitude will provide direction to a person's actions or behav[8].

One of the concepts that can make the public follow the message of Public Service Advertising is the appeal of the advertisement, which is the activity of persuading the audience to follow the suggested message in the advertisement so that it can be used as a reference for creating other similar advertisements. In this case, it is hoped that a certain attitude will emerge from the public because the expected goal is the safety of the public to prevent the spread of the Covid-19 virus. Therefore, researchers are interested in studying in-depth the Effect of the Appeal of Public Service Advertising on Covid-19 Prevention #MulaiDariKamu on the Attitudes of the Community in the Cibiru District of Bandung City in Covid-19 Prevention. The advertisement includes education on the 5M protocols, namely wearing a mask, washing hands, keeping a distance, limiting mobility and interactions, and avoiding crowds. Through the 5M education program in the advertisement, the target audience is the surrounding community, with the hope that the public will always comply with health protocols.

2. Research Method

Cibiru District is one of 30 districts in the administrative region of Bandung City. Astronomically, Cibiru District is located between 6.89° S (South Latitude) - 6.93° S (South Latitude) and between 107.70° E (East Longitude) - 107.73° E (East Longitude), making it the easternmost district in Bandung City. Cibiru District has an area of 652.92 hectares. Topographically located at ± 760 meters above sea level, Cibiru District is generally hilly and has a sloping terrain, with the highest point in the north and the lowest point in the south. Geographically, Cibiru District is bordered by Cilengkrang District, Bandung Regency (North); Panyileukan District, Bandung City (South); Cileunyi District, Bandung Regency (East); and Ujung Berung District, Bandung City (West).

This research uses a quantitative research method with a survey method. The population of this study is the community of RW 14, Cipadung Village, Cibiru District, Bandung City, consisting of 843 households according to population data. Questionnaires were distributed to 90 samples of the community using cluster sampling techniques. The analysis techniques used are simple linear regression, correlation analysis, determination correlation, and hypothesis testing.

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2.Result and Discussion

The initial step was to test the validity of the research instrument, which involved assessing the accuracy and precision of its measurement functions. If the instrument was found to be valid, the reliability test was conducted to determine its consistency and reliability. The results of the validity test of the research questionnaire indicated that the questions asked met the criteria of a valid statement, which can be seen from the calculated r value. If the calculated r value > the table r value (two-tailed test with a sig of 0.1), the item is considered valid, and vice versa if the calculated r value < the table r value, the measuring instrument is considered invalid. To find the r table value, the formula df = n - 2 was used, where n is the sample size, which is 90-2 = 88, with a significance level of 0.1, resulting in an r table value of 0.174 (see the table of r table distribution).

Table 1. Results of Validity and Reliability Test

Variable	No.	Validation			Reliabilitation		
		r-Count	r-Table	information	Cronbach Alpha	Critical value	Information
Appeal (X)	1	0,686	0,174	Valid	0,931	0,6	Reliabel
	2	0,772	0,174	Valid			
	3	0,788	0,174	Valid			
	4	0,861	0,174	Valid			
	5	0,692	0,174	Valid			
	6	0,767	0,174	Valid			
	7	0,713	0,174	Valid			
	8	0,704	0,174	Valid			
	9	0,727	0,174	Valid			
	10	0,716	0,174	Valid			
	11	0,787	0,174	Valid			
	12	0,703	0,174	Valid			
Attitude (Y)	1	0,729	0,174	Valid	0,940	0,6	Reliabel
	2	0,753	0,174	Valid			
	3	0,801	0,174	Valid			
	4	0,760	0,174	Valid			
	5	0,720	0,174	Valid			
	6	0,666	0,174	Valid			
	7	0,673	0,174	Valid			
	8	0,710	0,174	Valid			
	9	0,812	0,174	Valid			
	10	0,758	0,174	Valid			
	11	0,632	0,174	Valid			
	12	0,639	0,174	Valid			
	13	0,745	0,174	Valid			
	14	0,685	0,174	Valid			
	15	0,747	0,174	Valid			

Source: Data Analysis Results, 2022

Based on the data analysis table above, it can be summarized as follows:
The Influence of Rational Appeal on Attitude
Based on the analysis, the test results between the rational appeal indicator (X1) and attitude variable (Y) show a regression coefficient of 0.737 with an influence of 54.4%, and the influence of other factors is 45.6% which the researcher did not calculate. Also, the calculated t-value (10.239) > t-table (2.369), thus, the null hypothesis (H0) is rejected and alternative hypothesis (H$_1$) is accepted with a significance level of (0.000) < (0.05).

This proves that rational appeal has an influence on people's attitudes towards advertisements and has a positive impact, which means that if the rational appeal of an ad improves, people's attitudes towards that ad will improve as well. This is influenced by factors such as the rational appeal of public service

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advertisements that attract people's interest. Rational appeal indicates that the ad can produce desired benefits (Suharno & Sutarso, 2010). Rational appeal also includes the use of factual messages and the depiction of a slice-of-life story in the ad. Thus, in the public service ad "Cegah Covid-19 #MulaiDariKamu" by Kominfo, the ad message is important, beneficial, and trustworthy, which can create interest, desire, and usefulness for the residents of Cibiru District in Bandung City to increase their Covid-19 prevention efforts.

The Influence of Emotional Appeal on Attitude
Based on the analysis, the test results between the emotional appeal indicator (X2) and attitude variable (Y) show a regression coefficient of 0.680 with an influence of 46.2%, and the influence of other factors is 53.8% which the researcher did not calculate. Also, the calculated t-value (9.510) > t-table (2.369), thus, the null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted with a significance level of (0.000) < (0.05). This proves that emotional appeal has an influence on people's attitudes towards advertisements and has a positive impact, which means that if the emotional appeal of an ad improves, people's attitudes towards that ad will improve as well. This is influenced by factors such as emotional appeal. According to Kottler and Keller at [4], ad messages with emotional appeal such as fear, humor, and music can influence people's attitudes. Emotional appeal can generate positive or negative emotions that motivate the audience. Additionally, communicators also use negative emotional appeal such as fear, guilt, and shame so that people do what they are supposed to do (Suharno & Sutarso, 2010). Thus, in the public service ad "Cegah Covid-19 #MulaiDariKamu" by Kominfo, the ad message is conveyed through emotional appeal such as humor, love, pride, and happiness, which can motivate people to take Covid-19 prevention measures. This message attracts more attention and creates a liking and trust among the residents of Cibiru District in Bandung City.

The Influence of Moral Appeal on Attitude
Based on the data analysis, it can be seen that the test results between the moral appeal indicator (X3) towards the attitude variable (Y) have a regression coefficient value of 0.712 with an influence of 50.7%, and the influence of other factors is 49.3%, which the researcher did not calculate. Furthermore, t-value (8.691) > t-table (2.369), therefore H0 is rejected and H1 is accepted with a significance level of (0.000) < (0.05). This proves that moral appeal has an influence on the community's attitudes, and it has a positive influence, which means that the better the rational appeal of an advertisement, the better the community's attitude towards it.

This is influenced by factors from the existence of moral appeal in public service advertisements, which directs the audience's feelings about what is "right" and "appropriate". This appeal is often used to encourage people to care and do charitable activities for social purposes. In this public service advertisement, there are[9].
Therefore, in the public service advertisement to prevent Covid-19 #MulaiDariKamu by the Ministry of Communication and Information Technology, the advertisement message can support and encourage the community to provide a proper message for the Cibiru District community in Bandung to increase Covid-19 prevention.

The Influence of Ad Appeal on Attention
Based on the data analysis, it can be seen that the test results between the advertisement appeal variable (X) towards the attitude indicator variable, which is attention (Y1), has a regression coefficient value of 0.724 with an influence of 52.4%, and the influence of other factors is 47.6%, which the researcher did not calculate. Furthermore, t-value (9.849) > t-table (2.369), therefore H0 is rejected and H1 is accepted with a significance level of (0.000) < (0.05). This proves that advertisement appeal has an influence on the

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indicator variable of the community's attitudes, which is their attention, and it has a positive influence, which means that the better the ad appeal, the better the community's attention towards it.

This is influenced by factors of the stages of attitude change based on the SOR theory, which is the attention factor, which means the stimulus conveyed to the organism (individual) will be responded to with attention to its contents. In this process, there are activities from communicators who provide information about the stimulus. Initially, the information does not have meaning, and it only reaches the introspection stage[10].

Based on the research results, the attention referred to is the community paying attention to the advertisement so that the Moral Appeal of the Public Service Ad to prevent Covid-19 #MulaiDariKamu by the Ministry of Communication and Information Technology can be conveyed properly so that the community is expected to concentrate and be able to know, listen, and see the advertisement properly.

Influence of Attractiveness on Acceptance

Based on the data analysis, it is found that the regression coefficient value of the attractiveness of the advertisement variable (X) towards the attitude indicator variable, namely acceptance (Y3), is 0.695 with an influence of 48.3%, and the influence from other factors is 52.7% which was not calculated by the researcher. The t-value (9.061) > t-table (2.369) so that H0 is rejected and H1 is accepted with a significance level of (0.000) < (0.05). This proves that the attractiveness of the advertisement has an influence on the attitude indicator variable, namely the acceptance of the community and has a positive influence, meaning that if the attractiveness of the advertisement is better, the acceptance of the community towards the advertisement will also be better.

This is influenced by the stages of attitude change based on the SOR theory, namely the acceptance factor, at this stage there is a belief in acceptance, then a reaction occurs in the form of an attitude change, namely acceptance/understanding. The S-O-R theory assumes that social behavior can be understood through an analysis of the stimuli given and can influence specific reactions supported by punishment or reward according to the reactions that occur[10]

Based on the research results, acceptance (understanding) here is that the community can understand the advertisement, evaluate, motivate, and believe in the content of the advertisement about preventing Covid-19 through the Cegah Covid-19 #MulaiDariKamu Public Service Advertisement by Kominfo, so that the community can also realize that there are various ways to prevent Covid-19. Indirectly, the community is also able to explain and have a desire to follow the message in the advertisement.

Influence of Attractiveness

Attitude Based on the data analysis, it is found that the regression coefficient value of the attractiveness of the advertisement variable (X) towards the attitude variable (Y) is 0.772 with an influence of 59.7%, and the influence from other factors is 40.3% which was not calculated by the researcher. The t-value (11.411) > t-table (2.369) so that H0 is rejected and H1 is accepted with a significance level of (0.000) < (0.05). The constant value (a) is 0.162 and the regression coefficient (b) is 0.142, which means that there is a positive influence. This proves that the attractiveness of the advertisement has an influence on the attitude variable and has a positive influence, meaning that if the attractiveness of the advertisement is better, the community's attitude towards the advertisement will also be better.

According to Pujiyanto in his book, Public Service Advertisement is defined as follows: "Public Service Advertisement (PSA) is an advertisement used to convey information, invite, or educate the audience where the ultimate goal is not economic gain, but social gain. The social benefits include the emergence of an increase in knowledge, awareness of attitudes, and changes in behavior towards the problems that are advertised, all of which are very important for the quality of life of the community itself [11]

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Based on the research results, in the Cegah Covid-19 #MulaiDariKamu Public Service Advertisement by Kominfo, the community is influenced because it provides education and information to the audience. This is influenced by the three factors of the message delivery process in the advertisement, namely rational appeal, emotional appeal, and moral appeal[12]. The most influential factor is rational appeal because in the advertisement portrayal.

4.Conclusion

Based on the data processing results in the table above, the hypothesis testing results show that Ho is rejected and H_1 is accepted, which means that there is a significant influence between the variables and sub-variables. The strong correlation obtained between the variables and sub-variables means it is significant for the Cibiru Sub-District community in Bandung City. Therefore, by implementing the Public Service Advertisements Preventing Covid-19 #MulaiDariKamu by Kominfo, it can be an effective way to prevent the spread of Covid-19.

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