



The Application of Elaboration Likelihood Model in the @campaign_id Account for Millennials to Take Social Action

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Abstract. Social platforms in Indonesia that are engaged in the social sector are spreading. Movements for social change initiated by young people and their actions are easy to find, which has moved many young people. The @campaign_id account is one that has an active social movement and regularly provides information. The purpose of the study was to determine the route used by followers when they were about to take social action. Elaboration likelihood model explains a person's behavior through 2 things, namely the central route and the peripheral route. The central route involves critical thinking processes to process information, while the peripheral route does not require a critical thinking route. The method used is descriptive quantitative with a sample of 100 people from the follower account @campaign_id. The results show that @campaign_id's followers mostly use the central route when carrying out social actions. Things that affect to take action because social action has a positive impact on the wider community. Through @campaign_id followers of the account can meet a similar community. $R^2 = 0.800$ $\beta = 0,894$; $p < 0,01$. With the Elaboration likelihood model theory, the results also show that followers who use the peripheral route when carrying out social actions are partly because they are interested in participating in the social action of @campaign_id and participating in spreading content so that others care more.

Keywords: elaboration likelihood model · social action · social campaign · central route · peripheral route

1 Introduction

The @campaign_id is a social platform located in Jakarta, where the purpose of this platform is to provide a safe space for campaign organizers to support social actions and open donations from sponsors so that they can have a positive impact on people's lives. The @campaign_id is active on several social media platforms such as Facebook, Twitter, Tiktok, Youtube, Website and also Instagram.

The @campaign_id Instagram account has been around since July 21, 2014 and now has 39,900 followers [1]. This account regularly shares content about social actions, and invites followers to take part in various social actions that are held. The way this account

works is by bringing together campaign organizers with changemakers who want to change the world for the better. Then by providing action challenges related to social problems. Changemakers who take part in the challenges given, have the opportunity to open donations which will later be distributed to those in need. Some of the actions contained in the #Forchange campaign application contain a nominal amount of money that will be distributed by the donation party after the action is completed. So, the Campaign provides an opportunity for anyone to donate without money, only by supporting social actions in the application.

Reporting from their website at campaign.com, as of July 31, 2022 Campaign_id has carried out more than 485,000 social actions with 485 organizers joining and 1.68 billion rupiah in donations has been successfully distributed [2]. @campaign_id in sharing messages in the form of invitations to take part in social actions uses persuasive signs and symbols in each of its content. This makes the audience become interested in following the message conveyed. Feelings so that audiences can make decisions to take further action such as joining the challenge of social action in the media.

The persuasive messages shared by @campaign_id are able to grow the interest of someone who has the same interest in the field. An individual's interest is influenced by interest factors such as; interest from within (the desire that arises from the individual itself), social motive factors (the desire because it is for the sake of meeting social needs), or emotional factors (factors that are able to make individuals happier about something). Audiences who have been influenced by one of the factors above, will be more easily affected by the direct effects of content shared by Instagram @campaign_id.

Followers @campaign_id who are already in the interest stage will try to pay more attention to the media, before deciding to engage in the message being shared. This involvement ultimately shows how an individual is able to change attitudes because of the message conveyed by a media. This is in accordance with the hypothesis of this study, namely that there is an influence between @campaign_id's Instagram content on interest in social action.

2 Method

The type of research used is quantitative descriptive, with a population of active @campaign_id followers. The sampling technique used is simple random sampling of 100 respondents. Test the validity of the reliability using croncbanch alpha and test the hypothesis with regression.

3 Result and Discussion

Respondents who filled out as many as 62% women and 50% aged 20–24 years as listed in Table 1.

The results showed that there was no difference in respondents using the central route or the peripheral route. They both agree with the given statement. On average, they are neutral on the statement points for the central route, such as the statement My insight into caring action increased after seeing @campaign_id's post. They are also

Table 1. Questionnaire Results

Route Use		Statement	Average Respondent's response
Peripheral Route	X1	I access the @campaign_id instagram account at least once a day	3
	X2	I always see @campaign_id's instastory at least once a day	4
	X3	I always follow the latest posts on Instagram @campaign_id	3
	X4	My insight into caring action increased after seeing @campaign_id's post.	3,94
	X5	I always give a like in every post @campaign_id	2,87
Central route	X6	I always comment on every post @campaign_id	2,85
	X7	I always see @campaign_id's instastory until it's finished	3
	X8	I want to be a social change agent after seeing @campaign_id's post	4,05
	X9	The content of @campaign_id made me realize that caring actions can be done through small things	4,1
	X10	I once accessed @campaign_id account for more than 20 min	2,65
Interested in social action	Y1	I'm excited to follow every social action challenge on Instagram @campaign_id	3,72
	Y2	Information related to social action by @campaign_id caught my attention and aroused my interest to make a positive social impact	4,04
	Y3	I pay attention to information related to social action spread by @campaign_id	3,69
	Y4	I participate in spreading @campaign_id's content so that people around me care more about the state of the surrounding community	3,44
	Y5	I've been following the social action at @campaign_id	3,37
	Y6	Social action is always interesting to do because it has a positive impact on the wider community	3,96
	Y7	I want to continue to take care actions even if not through Instagram @campaign_id	4,29

(continued)

Table 1. (continued)

Route Use		Statement	Average Respondent's response
	Y8	Through @campaign_id I became aware of the various social care activities in Indonesia	5
	Y9	I'm looking for more information about social action after seeing @campaign_id konten content	3,81
	Y10	Through @campaign_id I can meet the social action community in Indonesia	3,69

neutral about the peripheral route statement, namely I want to be a social change agent after seeing @campaign_id's post.

In the aspect of the peripheral route where the thought process does not involve critical things, respondents agreed that the insight points about caring actions increased after seeing @campaign_id's post. On the peripheral route, the motivation to process messages is low, so respondents are also neutral on average and they immediately give likes and comments on every post @campaign_id.

Aspects of the central route require people to be active and critical. Respondents agreed to the statement that they wanted to become agents of social change after seeing @campaign_id's posts and content statements made them aware that caring actions can be done from small things.

The things that are measured for interest in social action and support that followers use the central route when processing information include information about social action by @campaign_id attracts attention and generates interest in bringing about positive social impacts, the average respondent agrees with this statement. Respondents stated that they were neutral with statements that they participated in spreading the contents of the content to others so that they also cared.

In the central route, when a person already has thoughts about a message he has received, then his new thoughts will be integrated into the overall cognitive structure [3]. In line with this statement, the respondent applied the central route to the statement seeking further information related to social action. After viewing @campaign_id's content, the respondent agreed and through this account could meet the social action community in Indonesia. The regression results are shown in Table 2.

Variable The application of elaboration likelihood model in the @campaign_id account has a significant effect on millennials to take social action ($0.016 < 0.05$). The R square value is 0.80 or the magnitude of the effect is 80% while 20% is influenced by other variables.

This study identifies how influential the content created by Instagram users is able to move the interest or interest of the audience to follow the information provided and involves 2 routes, namely the central route and the peripheral route. Social campaigns

Table 2. Regression Result

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.000	1.025		2.928	.043
	Social Action Interest	.600	.150	.894	4.000	.016

a. Dependent Variable: Use of The ELM Route.

are usually used to convey ideas or ideas about something related to the environment and social community to the public.

This theory explains the various ways people evaluate the information received. There are two routes in processing information that are used based on the ability and motivation to process information, namely, the central route and the peripheral route. When people process information via a central route, people become active and critical. While the peripheral route is used to process information. When people have low motivation, people tend to use peripheral pathways to process information. Motivation, among others, consists of involvement, diversity of arguments, and individual predispositions related to critical thinking [3]. On the peripheral route, the motivation to process messages is low. Peripheral persuasion cues include factors such as the attractiveness and expertise of the source or communicator.

Followers who use the peripheral route when processing information will immediately move as expected from @campaign_id. Meanwhile, if through the central route, the motivation to process messages is high and involves critical thinking processes. This critical thinking activity is influenced by motivation and ability, if someone has a strong motivation will choose the central route, otherwise if the motivation is weak will choose the peripheral route.

There are 3 motivations in the elaboration likelihood model, namely personal involvement or relevance to the topic of social action, so that when it is deemed appropriate, someone will think critically. The second thing is difference of opinion, where there is a tendency to hear from various sources for a particular issue. The third factor is the personal tendency towards critical thinking, namely to consider before acting.

Four dimensions of interest according to Safari [4] include feelings of pleasure, interest, audience attention, and involvement. Followers who use the peripheral route as well as the central route When processing information go through this before finally deciding to act. Crow (1972) explains that there are 3 factors that influence a person's interest, namely internal factors, social motive factors, and emotional factors [5].

Persuasion is a communication process that invites or persuades other people with the aim of changing attitudes, beliefs and opinions according to the wishes of the communicator. In this definition, solicitation or inducement is without elements of threat/coercion [6].

The use of routes in the elaboration likelihood model will also be more effective if someone looks at the group members. The influence of group members will further strengthen the decisions taken based on the information gathered. The function of the group according to Poole & McPhee is as the development of decisions, group arguments, and the use of information technology. Robert F Bales suggests the process of communication in decision making in groups. Contribution to the discussion is very purposeful if it can accelerate the group to be more optimal and influence each other on whom [7].

In addition, there is a processing process from this theory that further strengthens beliefs, namely repetition of messages, previous knowledge, self-reference, interests, types of media consumed and other supporting variables [8].

To support social interest, the role of the group also has influence. The ways of reference groups to persuade individuals are seen from things, namely knowing the reference group, having various values, having a set of standard behaviors, the physical atmosphere of communication, and containing positive values [9].

Individuals have stable associations with several groups where members have attitudes, beliefs, and behaviors that treat individuals in them as a source of norms and standards as a comparison [10].

4 Conclusion

In the central route, when a person already has thoughts about a message he has received, then his new thoughts will be integrated into the overall cognitive structure. The peripheral route assumes that attitude change does not necessarily require an evaluation of the information presented by the mass media or other sources. On the other hand, when a person's motivation or ability to process information about a relevant issue is low, persuasion can occur on the peripheral route where the processes that arise from simple cues in the context of persuasion affect attitudes. The persuasive messages shared by @campaign_id are able to grow the interest of someone who has the same interest in the field. Instagram account @campaign_id in sharing messages in the form of invitations to take part in social actions uses persuasive signs and symbols in each of its content. This makes the audience become interested in following the message conveyed.

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