



Information Booster Through the Community Service Advertising “Ingat Pesan Ibu” on Covid 19 Threat Awareness

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Abstract. Public service advertising is a type of non-commercial advertising whose purpose is to provide information, educate or change people’s behavior. The researcher is interested in seeing how the attitude of Prambors radio listeners towards public service advertisements “Ingat Pesan Ibu” on the radio. The research method used is a quantitative method. The theoretical approach used is Agenda Setting Theory, to measure the influence of media communication on the audience. The population and research sample were 400 respondents who matched the criteria of respondents in this study, namely prambors radio listeners. The results of the study indicate that there is a positive and significant effect of the influence of public service advertisements “Ingat Pesan Ibu” on changes in people’s attitudes, especially listeners of Radio Prambors. The development of Covid 19 which continues to increase requires an “Information Booster” to the public through various media platforms to remind the public to be more alert to the spread of Covid 19. It can be concluded that the Public Service Advertisement Remember Mother’s Message has a positive influence on changes in the attitude of Radio Prambors listeners by as much as 49.4%. This is indicated by the rejection of H₀, where the t-count value is 19.768 which is greater than the t-table value of 1.966, which means that there is an influence of Public Service Advertisements “Ingat Pesan Ibu” on Changes in Attitudes of Prambors Radio Listeners.

Keywords: information booster · ILM · precautions · threats · Covid 19

1 Introduction

The development of mass media today is a supporter of needs in community activities. In the era of globalization, developing technology can make it easier for people to get information practically and effectively by following the times. In theory, the mass media aims to convey information correctly effectively and efficiently to every audience [1]. Radio is one of the oldest electronic mass media, and has become an important part of the history of the development of communication technology. In addition, radio stations, along with television, newspapers, magazines, and others, have left their historical mark

on the mass media. The characteristics of the mass media and the characteristics of broadcast media attached to radio have become one of the selected media communications to help deliver messages quickly and simultaneously since the beginning of its appearance.

Prambors radio is a private radio station that focuses its broadcasting on young people in Indonesia. This radio station, which started to register its broadcasting body with the law in 1970 under the name PT Radio Prambors Broadcasting Service, has a vision and mission to create and maintain an identity as a radio station for the younger generation and become the number 1 radio station among young people. Until now, Prambors continues to accompany young people with cool and exciting programs. However, apart from presenting exciting programs, radio prambors also provides useful information for the public. Information is an important and fundamental thing for human life. As social beings, we definitely need information. And now, with advances in technology, we can get information from anywhere, anytime, and the information we get is also diverse, because through information we can gain knowledge about various things, and so does advertising. Advertising is an information provided to the audience with the aim of influencing the audience to follow what is ordered.

Public service advertisements are advertisements that are non-profit and seek to gain social benefits in society. The desired result of each advertiser producer basically aims to change the attitude of respondents who receive advertising exposure. Attitude can be interpreted as a person's feelings, thoughts, and tendencies to understand the surrounding environment. Attitude can also be interpreted as a person's condition that makes him act in social activities with certain feelings, and respond to the environment or surrounding conditions. Attitudes allow a positive or negative evaluation of a person, as well as various responses from the reactions of those around him and his environment to certain situations. Attitude is a willingness to react positively or negatively to a particular object.

Public service advertisements are now widely used in Indonesia as a means to campaign for outreach activities to the public. One example is the public service advertisement "Remember Mother's Message". The Covid-19 handling unit collaborated with musician Padi Reborn to create a song entitled "Remember Mother's Message". The song, which lasts about 30 min, was created to campaign for the implementation of health protocols related to the spread of the Covid-19 virus. Based on data from the Covid-19 Stagas distribution map. The complete data on the spread of the Covid-19 virus is described in Fig. 1.

In Fig. 1, it is explained that the spread of the Covid-19 virus in Indonesia is still quite high, although the number of those who died is less than the number of those who have been confirmed to have recovered. However, this is not a reason to loosen the implementation of health protocols. With the continued increase in the number of confirmed cases of the Covid-19 Virus, the Task Force for handling Covid-19 and the Padi band hope that through the song "Remember the Mother's Message" it can be an easy-to-accept education and change people's behavior to maintain health, especially young people.

Based on data from the Central Statistics Agency (BPS), it is known that around 15–20% of people aged 17–45 years even feel they will not be infected with the corona

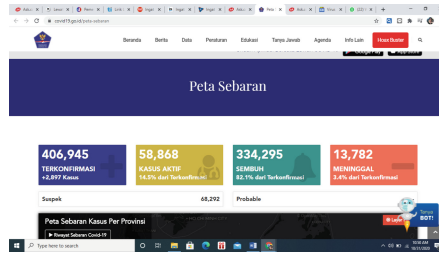


Fig. 1. Source: <https://covid19.go.id>.

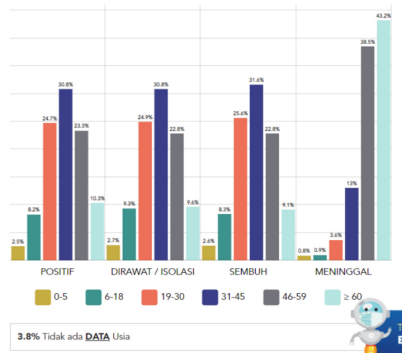


Fig. 2. Source: <https://covid19.go.id>.

virus. The complete data on the spread of the COVID-19 virus by age is described in Fig. 2.

Based on Fig. 2, it can be seen that in reality most of the positive COVID-19 are young people, namely the age group of 19–45 years as much as 55%. The belief that young people are not infected with Covid-19 is the biggest cause because this makes them ignore health protocols. Another thing is that young people often leave the house for various activities. Therefore, the Task Force for handling Covid-19 and Padi Reborn tried to carry out effective socialization to young people through the public service advertisement “Ingat Pesan Ibu”.

The mother figure was indeed the inspiration in making this song, because the mother figure is someone who is really listened to, through her mother figure they hope that all regulations related to health protocols will be obeyed by the community. It was reported that the song “Ingat Pesan Ibu” will be played on 500 radio stations in Indonesia so that the message about the importance of discipline in implementing health protocols can spread more widely. Public Service Advertisements are needed as a means to convey information, educate the public, with persuasive messages that are light, easy to remember and interesting. The delivery of humanistic PSAs will bring about changes in people’s perceptions and understandings to always comply with health protocols and prevent the spread of Covid 19. Susi History’s research entitled “The Effect of Public Service Advertisements Wearing Helmets When Driving Two Wheels on Changes in

Attitudes of Sriwijaya Radio Listeners” was conducted on the community in the Kemas Rindo sub-district, Kertapati sub-district. The study in the Kertapati sub-district, Kemas Rindo sub-district, RT 10 RW 03, where the results of the study explain that there is a significant relationship between the effectiveness of public service advertisements using helmets when driving with changes in people’s attitudes in Kertapati District, Kemas Rindo Village, Rt 0 Rw. 03.

2 Research Purposes

The purpose of this study was to analyze whether exposure from public service advertisements remembering mothers’ messages had an influence on changes in people’s attitudes regarding the spread of the covid-19 virus.

3 Research Objective

The broadcasting industry in the era of globalization is growing very rapidly, if in the past broadcasting was a form of mass media that prioritized music in its programs, it has now grown to a wider scope. This means that not only music is included in radio broadcast programs, but all information needs can be allocated to various radio programs. Rahanatha [2] explains that radio is a technology that transmits signals through modulation and electromagnetic radiation (electromagnetic waves). The main characteristic of radio is auditive, which is consumed by the ear or hearing” [3]. Thus, because radio has an auditive nature, this encourages people to prefer it as one of the mass media that is quickly popular with the ease of receiving it without requiring special skills [4].

Advertising can be defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. Advertising is one of the most recognized and widely discussed forms of promotion. Advertising is also a very important promotional tool, especially for companies that produce goods or services for the wider community. There are many reasons why companies or advertisers choose to promote their goods or services through advertising in the mass media. First, advertising in mass media is considered cost-effective and can attract a large audience. Advertising in mass media can also be used to create a brand image and symbolic appeal for a company or brand. Another advantage of advertising through mass media is that it can attract the attention of consumers, especially products whose advertisements are popular or already known to the public [5].

Public service advertising is part of a social marketing campaign that aims to sell ideas or ideas for the benefit or service of the community [6]. Usually the information in public service advertisements contains statements or invitations to the public to take or not to take actions that are in the common interest, or to correct bad public behavior, such as environmental problems, warnings about the dangers of drugs, family planning, and others. From this explanation, it can be concluded that what distinguishes between commercial advertisements and public service advertisements is the purpose of profit to be achieved or obtained, if commercial advertisements have the aim of obtaining economic benefits, while public service advertisements have the aim of obtaining a good image for the community.

Radio broadcasting media has characteristics as media with a target audience that is not broad or narrow, namely those who have an interest or interest in a particular program. According to Belch [7], radio is a medium characterized by highly specialized programming appealing to very narrow segments of the population. Radio advertising has a very local nature so that it becomes one of the media that can be used by local companies to promote their products [5].

4 Literature Review

The strong relationship between the news conveyed by the media and issues that are considered important to the public is one of the most popular types of mass media effects called agenda setting. The term agenda setting was coined by Maxwell Mc Combs and Donald Shaw [8, 9] to describe the symptoms or phenomena of election campaign activities that have long been observed and researched by the two scholars. Research by McCombs and Shaw is the first step in the development of agenda setting theory. Bernaard Cohen [10] in his research on the special functions of mass media, put forward a famous statement that is often referred to as the mantra of agenda setting, namely: "The mass media may not be successful in telling us what to think, but they are stunningly successful in telling us. What to think about" (the mass media may not be successful at telling us what to think, but they are very successful at telling us what things to think about).

In this case, McCombs and Shaw do not state that the media is deliberately trying to influence the public, but the wider community tends to judge that what is conveyed through the mass media is something that is indeed worthy of being a shared issue and being covered in the public sphere. That way, the public also assesses what is considered important by the media is also important and indeed must be considered or at least influence their perception of it [5]. However, McCombs and Shaw do not close the view that respects and believes that the audience also has its own strengths, namely the selective exposure hypothesis. This hypothesis explains that humans tend to only see and read information and news that is in line and does not threaten or conflict with the beliefs they have and build. This shows the power and freedom of humans in choosing, sorting, and receiving messages conveyed by the mass media.

Thus, it can be seen that agenda setting theory is unique in that it supports two interesting basic assumptions. First, this theory states clearly that the mass media has the power to influence and shape people's perceptions. On the other hand, this theory also supports the hypothesis that after all it all comes back to the individual, where they have the freedom to choose what they want to receive.

5 Methodology

This study uses a quantitative approach. Quantitative research begins with exploring problems that will become the center of attention of researchers. Quantitative research is carried out on certain representative populations and samples. It is deductive in nature to answer the problem formulation using concepts or theories so that hypotheses can be

formulated. In general, the sample will be taken randomly, so that the conclusions of the research results can be generalized to the population where the sample is taken [11].

The object of this research is the effect of public service advertisements remembering the mother's message on changes in the attitude of radio prambors listeners. Research subjects or respondents are the parties used as samples in a study. The subjects of this study were radio prambors listeners. The variables used in this study are independent variables and dependent variables. The operational definition of research variables is an explanation of each variable used in research on the indicators that make it up. The operational definition of this research variable can be seen in the table above.

Data collection methods include Questionnaires or Questionnaires, and Literature Studies. The population in this study, namely, Prambors radio listeners based on Instagram followers who are known to be 441,000 as of November 18, 2020. In this study the sampling technique used is Probability Sampling with Random Sampling technique. Random Sampling technique is a random sampling technique or random. Sampling, the author uses the size of the Slovin formula, the reason for using this formula is because the number of the population studied is known and the population is clear, so it can be calculated using the formula, which is explained by Umar [12] as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{441000}{1 + 441000(5^2)}$$

$$n = 400$$

The number of samples used in this study were 400 respondents.

The data analysis technique used in this research is quantitative analysis, which uses measurement and evidence, in particular testing the hypothesis that has been formulated previously with statistical methods.

6 Result

The public service advertising campaign Remember Mother's Message was carried out because of the increasing spread of the Covid-19 virus. The government has tried various ways to convince the public to comply with the applicable health protocols. Indonesian society consists of various cultural and educational backgrounds. So, there must be one message that can reach this diversity, namely that everyone must be born from a mother. We see the mother as a very important figure in the family. Therefore, in this PSA, a message is really from a mother figure to remind her children. This advertisement was made, of course, with the hope that the number of Covid-19 transmissions could be reduced every day. The government also invites mothers throughout Indonesia to work together to help the government to remind about health protocols.

Table 1. Validity Test Results (Attitude Change)

| Variable X (Public service announcements) | Statement | Pearson correlation | r _{table} | Validity |
|---|-----------|---------------------|--------------------|----------|
| | X-1 | 0.710 | 0.361 | Valid |
| | X-2 | 0.722 | 0.361 | Valid |
| | X-3 | 0.661 | 0.361 | Valid |
| | X-4 | 0.730 | 0.361 | Valid |
| | X-5 | 0.774 | 0.361 | Valid |
| | X-6 | 0.803 | 0.361 | Valid |
| | X-7 | 0.755 | 0.361 | Valid |
| | X-8 | 0.653 | 0.361 | Valid |
| | X-9 | 0.752 | 0.361 | Valid |



Source: Logo Ingat Pesan Ibu

Based on the results of the calculation of the correlation between the scores of each statement item (r) and the total value, for a sample of $n = 30$ respondents, through data processing using the SPSS 20.0 program, the results of these correlation values are compared with the established benchmark (r_{table}) to declare valid whether or not the statement item, that is if $p > 0.361$, means the item is valid, while $p < 0.361$ means the item is invalid.

Based on the table above, Variable X Public Service Advertising, declared valid because the Pearson correlation value is greater than 0.361. With this, all statement items can be used in the next analysis process.

Based on the table above, Variable Y Changes in Attitude, is declared valid because the Pearson correlation value is greater than 0.361. With this, all statement items can be used in the next analysis process.

In this study, to test reliability, Cronbach's Alpha formula can be used and processed using IBM Statistical Product Service Solution (SPSS) Version 20.0. it can be seen the value of the reliability test results in the study through the Table (Table 1 and 2):

Table 3 shows that the value of Cronbach's Alpha for the Influence of Public Service Advertising is 0.888. Which is included in the correlation interval of 0.800–1,000 so that it is declared to be in the "Very High / Very Strong" reliability category. The conclusion from the validity test which states that all instruments are valid statements and from the reliability test which states that the instrument is reliable, the questionnaire is feasible to

Table 2. Validity Test Results (Attitude Change)

| Variable (Change of attitude) | Statement | Pearson correlation | r_{table} | Validity |
|----------------------------------|-----------|---------------------|-------------|----------|
| | Y-1 | 0.677 | 0.361 | Valid |
| | Y-2 | 0.614 | 0.361 | Valid |
| | Y-3 | 0.794 | 0.361 | Valid |
| | Y-4 | 0.760 | 0.361 | Valid |
| | Y-5 | 0.804 | 0.361 | Valid |
| | Y-6 | 0.582 | 0.361 | Valid |
| | Y-7 | 0.795 | 0.361 | Valid |
| | Y-8 | 0.739 | 0.361 | Valid |
| | Y-9 | 0.750 | 0.361 | Valid |

Table 3. Reliability Criteria X

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .888 | 9 |

Table 4. Reliability Criteria Y

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .884 | 9 |

be distributed to research respondents. The data generated from the distribution of the questionnaires can be used for subsequent analysis.

Table 4 shows that the Cronbach's Alpha value for the Attitude Change variable is 0.884. Which is included in the correlation interval of 0.800–1,000 so that it is declared to be in the "Very High / Very Strong" reliability category. The conclusion from the validity test which states that all instruments are valid statements and from the reliability test which states that the instrument is reliable, the questionnaire is feasible to be distributed to research respondents. The data generated from the distribution of the questionnaires can be used for subsequent analysis.

7 Discussion

The Effect of Public Service Advertisements Remember Mother's Message on Changes in Attitudes of Prambors Radio Listeners The hypothesis of the above research is to reject

H0, where the t value is 19.768 which is greater than the t table value of 1.966 which means that there is an influence of Public Service Advertisements Remember Mother's Message on Attitude Changes Listeners of Radio Prambors. Changes in attitude occurred because of exposure from PSAs. Remember the mother's message that contributed 49.4% to changes in the attitude of listeners to Radio Prambors. Factors that influence include: Frequency, with PSA Remember Mother's Message being played repeatedly on the radio, it makes listeners know and remember the advertisement. Duration, the short duration of ILM Remember Mother's Message makes listeners not feel bored and want to listen to the ad until the end. Attention, delivery of PSAs Remember Mother's Message is packaged in an attractive way, namely through a song, so that people can easily remember the advertisement, the language used is also easy to understand so that people do not get confused by the message conveyed by the PSA. After being exposed to the PSA, the listeners understood the message conveyed by the Covid-19 Task Force to the community, therefore there was a change in attitude, among others, the community set the health protocol as recommended and reminded each other to always obey the recommended health protocol.

Departing from existing phenomena such as the version of the public service advertisement "Wearing a Helmet While Driving Two Wheels" which was produced by Sriwijaya Radio. The advertisements that lead and remind the importance of using helmets when driving, have a positive impact on awareness and changes in attitudes in using helmets when driving, this can be proven by research conducted by Susi Pribadi with the title "The Effect of Public Service Advertisements Wearing Helmets While Driving Two Wheels Against Changes in Attitudes of Sriwijaya Radio Listeners" which was carried out on the community in Kemas Rindo Subdistrict, Kertapati Subdistrict, Study In Kertapati Subdistrict, Kemas Rindo Village, RT 10 RW 03, where the results of the study explained that there was a significant relationship between the effectiveness of public service advertisements using helmets when driving with changes in the attitude of the people of Kertapati District, Kemas Rindo Village Rt 0 Rw 03.

Public Service Advertisements are not always able to change people's attitudes to be positive, as is the case with the Public Service Advertisement made by the Indonesian Ministry of Health, the "Anti-Smoking" version, which cannot have a positive impact on smoking behavior in Sempaja Selatan Village, North Samarinda District. This can be proven through research conducted by Emilkamayana [13] with the title "The Effect of Public Service Advertisements of the Indonesian Ministry of Health Anti-Smoking on Smoking Behavior" in Sempaja Selatan Village, North Samarinda District, where the results of the study stated that the anti-smoking public service advertisement variable did not significantly affect smoking behavior. Smoking behavior in society.

Based on the two previous studies above, it can be seen that public service advertisements do not always have positive results on attitude change, but can also have negative results, which means that public service advertisements do not affect changes in people's attitudes. Therefore, in this study the authors wanted to know the results of PSA Remember Mother's Message on Changes in Attitudes of Prambors Radio Listeners. And it turned out that after the PSA research, Remember the Mother's Message had a positive value on changes in the attitude of Radio Prambors listeners. With the ILM Remember Mother's Message, the public, especially Prambors listeners, can change,

namely by following the government's advice to comply with the recommended health protocols such as maintaining distance, avoiding crowds, washing hands and always wearing masks.

This research uses agenda setting theory. This model states that the media intentionally tries to influence the public, but the wider community tends to judge that what is conveyed through the mass media is something that is indeed worthy of being a shared issue and being covered in the public sphere. In this way, the public also considers what is considered important by the media is also important and indeed must be considered or at least influence their perception of it. Based on the discussion above, it can be seen that people will think about something that is considered important by the media. By playing the Public Service Advertisement *Ingat Pesan Ibu* through radio media, the contents of the PSA can be considered important by the media that must be conveyed to the public, so that people will think about the contents of the PSA remembering the mother's message, and the message conveyed can also influence perceptions them, which can lead to the expected change in attitude. The agenda setting theory also does not close the view that respects and believes that the audience also has its own strengths, namely the selective exposure hypothesis. This hypothesis explains that humans tend to only see and read information and news that is in line and does not threaten or conflict with the beliefs they have and build. This shows the power and freedom of humans in choosing, sorting, and receiving messages conveyed by the mass media. In this study, the authors argue that if the information contained in the PSAs message remembers the mother's message, it will be needed by all people, because the content of the message is positive and not threatening and is contrary to the beliefs they have. This is evidenced by positive research results, which means that public service advertisements remembering mother's message can change the attitude of Prambors radio listeners in a positive direction, such as after hearing the advertisement people avoid crowds, keep their distance, wash their hands diligently, and always wear masks.

8 Conclusion

The Effect of Public Service Advertisements Remember Mother's Message on Changes in Attitudes of Prambors Radio Listeners The hypothesis of the above research is to reject H_0 , where the t value is 19.768 which is greater than the t table value of 1.966 which means that there is an influence of Public Service Advertisements Remember Mother's Message on Attitude Changes Listeners of Radio Prambors. Changes in attitude occurred because of exposure from PSAs. Remember the mother's message that contributed 49.4% to changes in the attitude of listeners to Radio Prambors. Factors that influence include: Frequency, with PSA Remember Mother's Message being played repeatedly on the radio, it makes listeners know and remember the advertisement. Duration, the short duration of ILM Remember Mother's Message makes listeners not feel bored and want to listen to the ad until the end. Attention, delivery of PSAs Remember Mother's Message is packaged in an attractive way, namely through a song, so that people can easily remember the advertisement, the language used is also easy to understand so that people do not get confused by the message conveyed by the PSA. After being exposed to the PSA, the listeners understood the message conveyed by the Covid-19 Task Force to the community,

therefore there was a change in attitude, among others, the community set the health protocol as recommended and reminded each other to always obey the recommended health protocol.

Departing from existing phenomena such as the version of the public service advertisement "Wearing a Helmet While Driving Two Wheels" which was produced by Sriwijaya Radio. The advertisements that lead and remind the importance of using helmets when driving, have a positive impact on awareness and changes in attitudes in using helmets when driving, this can be proven by research conducted by Susi Pribadi with the title "The Effect of Public Service Advertisements Wearing Helmets While Driving Two Wheels Against Changes in Attitudes of Sriwijaya Radio Listeners" which was carried out on the community in Kemas Rindo Subdistrict, Kertapati Subdistrict, Study In Kertapati Subdistrict, Kemas Rindo Village, RT 10 RW 03, where the results of the study explained that there was a significant relationship between the effectiveness of public service advertisements using helmets when driving with changes in the attitude of the people of Kertapati District, Kemas Rindo Village Rt 0 Rw 03.

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Based on the two previous studies above, it can be seen that public service advertisements do not always have positive results on attitude change, but can also have negative results, which means that public service advertisements do not affect changes in people's attitudes. Therefore, in this study the authors wanted to know the results of PSA Remember Mother's Message on Changes in Attitudes of Pambors Radio Listeners. And it turned out that after the PSA research, Remember the Mother's Message had a positive value on changes in the attitude of Radio Pambors listeners. With the ILM Remember Mother's Message, the public, especially Pambors listeners, can change, namely by following the government's advice to comply with the recommended health protocols such as maintaining distance, avoiding crowds, washing hands and always wearing masks.

This research uses agenda setting theory. This model states that the media intentionally tries to influence the public, but the wider community tends to judge that what is conveyed through the mass media is something that is indeed worthy of being a shared issue and being covered in the public sphere. In this way, the public also considers what is considered important by the media is also important and indeed must be considered or at least influence their perception of it. Based on the discussion above, it can be seen that people will think about something that is considered important by the media. By playing the Public Service Advertisement *Ingat Pesan Ibu* through radio media, the contents of the PSA can be considered important by the media that must be conveyed to the public,

so that people will think about the contents of the PSA remembering the mother's message, and the message conveyed can also influence perceptions them, which can lead to the expected change in attitude. The agenda setting theory also does not close the view that respects and believes that the audience also has its own strengths, namely the selective exposure hypothesis. This hypothesis explains that humans tend to only see and read information and news that is in line and does not threaten or conflict with the beliefs they have and build. This shows the power and freedom of humans in choosing, sorting, and receiving messages conveyed by the mass media. In this study, the authors argue that if the information contained in the PSAs message remembers the mother's message, it will be needed by all people, because the content of the message is positive and not threatening and is contrary to the beliefs they have. This is evidenced by positive research results, which means that public service advertisements remembering mother's message can change the attitude of Prambors radio listeners in a positive direction, such as after hearing the advertisement people avoid crowds, keep their distance, wash their hands diligently, and always wear masks.

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