

Implementation of Campaign Strategy For National Non Cash Movement From Bank of Indonesia

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Abstract—Gerakan Nasional Non Tunai (GNNT) Program from Bank Indonesia has been running since the year 2014, but still many people yet understand how the mechanism the use of electronic-based payments transactions. In fact, Bank Indonesia is already working to encourage use of noncash transactions by the community in realizing Less Cash Society (LCS). Therefore, this study aims to describe the implementation strategy of the socialization of GNNT Bank Indonesia. The theory used in this research is the management of public relations with the concept of planning for program implementation. The variable in this study was the implementation of the strategy. There are seven dimensions, namely credibility, context, content, clarity, continuity and consistency, channels, and capabilities of audience. This research approach is quantitative with the types of descriptive research. Research carried out in Perbanas Institute in March – April 2017. The sample amounted to 49 people. The research results showed that Bank Indonesia conveyed information about the GNNT has not conveyed clearly and less detailed, so there are still plenty of audiences who have yet to understand the mechanism of the use of electronic-based payments transactions GNNT. However, the respondents acknowledge the competence of the source of information.

Keywords— Implementation, Public Relations Strategy, National Noncash Movement

I. INTRODUCTION

Bank Indonesia is the largest bank or central bank of Indonesia. Bank Indonesia as the central bank, have the authority in deciding monetary policy. One of the monetary policy conducted by

the Bank Indonesia is a national noncash movement or called GNNT. A groundbreaking of the GNNT is intended to raise awareness of communities, businesses and Government institutions also to use means of non-payment of cash in doing financial transactions are easy, safe and efficient. Here's a brief explanation regarding the GNNT are published in the page bi.go.id:

“The GNNT are intended to increase public awareness of the use of noncash instruments, so that gradually formed a community or a society more using noncash instruments (Less Cash Society/LCS) particularly in top economic events transactions. As a form of commitment over expanded use of noncash instruments, Bank Indonesia will make the annual movement of the GNNT as supported by various activities to

foster community will improve the understanding of the use of the instrument in noncash transaction payment”

Compared to other ASEAN countries, the use of electronic-based payments transactions conducted community in Indonesia is relatively low, while still with conditions of geography and population, there is still considerable potential for expansion of access service payment system in Indonesia. For it, Bank Indonesia together with banking trying to encourage use of noncash transactions by the community in realizing the LCS. By disseminating the program GNNT through online media. In addition, Bank Indonesia also hire PT. Netmediatama to create and update web content via the page gnnt.netcj.co.id.

Bank Indonesia also actively conduct socialization about the GNNT devoted to all elements of society. The following is excerpt of the interview with the author of head of Department policy and payment systems Oversight of Bank Indonesia, Eni Panggabean, regarding the GNNT socialization:

"We've been socializing to some festivals and to some universities, such as the festival at Fx Sudirman and through BI goes to campus as well as other Community element".

However, many people uninitiated of the GNNT, the following is excerpt interview with Gantina, one of the students from a private University in Jakarta:

"I haven't heard directly from Bank Indonesia concerning the existence of a national movement of noncash, needed further socialization of the Bank Indonesia in order to make the general public more familiar with the existence of this movement".

Therefore, the authors are interested in researching more on the implementation strategy of the socialization of the GNNT Bank Indonesia, particularly about 7 C (credibility, context, content, clarity, consistency, and continuity channel, capability of audience).

II. THEORETICAL FRAMEWORK

This research using the theory of public relations management with the concept of planning for program implementation. According to Cutlip, Center and Brown (2006:320), there are four steps in the process of management of public relations (MPR). The first step is to define the problem or opportunity. The first step includes the investigation and monitoring of knowledge, opinion, attitude and behavior of the associated parties and affected by the actions and policies of the organization. This function provides the basis for all steps in the process of solving the problem.

The second step is the planning and programming. The information collected in the first step are used to make decisions about public programs, strategies, actions and communication goals, tactics, and goals. This step will take to

account the findings of step in making policies and programs of the organization. The third step is to direct public relations program into implementation. This applies to the implementation stage in the stages of management public relations program. The third step is designed to achieve specific goals for each of the public to achieve the objectives of the program. The fourth or last step is to evaluate the program. The final step in this process is doing a top rating preparation, implementation, and results of the program.

Implementation of the strategy is part of the science communication in the MPR. Its application requires a climate of trust and organization conducive so that gave rise to the motivation and commitment of employees as implementers of strategy implementation. To be able to implement the actions and communications that are designed to achieve specific goals for each of the public to achieve the objectives of the program, then created a measuring instrument. One of the measuring instrument to measure the implementation of the strategy is to use seven C, as a tool to measure the achievement of effective communication between the public relations with the public. The following brief exposure to about seven C.

First, Credibility. Communication begins with a climate of mutual trust. This climate is built through performance on the part of institutions, which reflect the desire to serve the public and stakeholders. The recipient must believe the sender information and respecting the competence of the source information to the topic information. Mutual trust is created by the communicator are truly – truly to serve the public have confidence and respect.

The Second Context. Communications program must comply with the reality of the environment. The mass media is merely a supplement to speech and action in daily life. Should be provided the context for participation and feedback. The context must confirm, not against the content of the message. Effective communication requires a supportive social environment, which is largely influenced by the mass media.

Third, The Content. The message must contain the meaning for the recipient and should correspond to the value system of the recipient. The

message must be relevant to the situation of the recipients. Generally, people choose an item of information that promises great benefits for them. The contents of the message to determine the audience.

Fourth, Clarity. Messages given in simple terms. The word must be meaningful in the same according to the communicators and communican. Complex issues need to be compacted into one theme, slogans, or stereotypical containing simplicity and clarity. The farther the message is sent, the message was supposed to be simple. Organizations spoke with one voice, not a lot of noise.

Fifth, Continuity and Consistency. Communication is a process without end. Communication needs reps to get in. Repetition with variation plays a role for learning and persuasion. The news should be consistent. In this way to facilitate the learning process, persuade the target audience.

Sixth, Channel. Existing communication channels should be used, preferably a channel that is respected and used by communican. Creating new channels can be tough, takes time, and expensive. Different channels have different effects and is effective at different levels in the process of diffusion of information. It takes the selection of the appropriate channels with the public goal. People associate different values on different communication channels.

Seventh, Capability of Audience. Communication should take into consideration the capabilities of your audience. Communication will be effective if not much of a burden the recipient to understand it. This ability is affected by various factors such as the time owned communican, habit, reading skills, and the knowledge they already have.

The implementation of a program of Public Relations, inseparable from the strategies communication organization. In this research program implementation GNNT, is inseparable from the seven C's done by public relations of Bank Indonesia in the socialization for GNNT, consisting of credibility, context, content, clarity, continuity and consistency, channel, also capability of audience

III. METHODS

The approach in this research is quantitative approach with the types of descriptive research. According to Tan in Kriyantono (2010:59), a descriptive attitude research aims at describing exactly the properties of an individual, the State, symptoms, or certain groups, or to determine the frequency and distribution of a symptom or presence of a specific relationship between frequencies of a symptom and other symptoms in people. The author uses descriptive research to describe the Implementation strategy of the socialization program of Bank Indonesia in the implementation of the national movement of the socialization of noncash GNNT 2016. Research method in this research is a survey. The result of validity test is 0,779.

Table 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.779
Bartlett's Test of Sphericity	Approx. Chi-Square	2363.827
	Df	780
	Sig.	.000

And the reliability result value of cronbach's alpha based on standardized items 0, 889.

Table. II. Reliability Result Case

Processing Summary			
		N	%
Cases	Valid	49	100.0
	Excluded ^a	0	.0
	Total	49	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
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Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.887	.889	48

IV. FINDING AND ANALYSIS

The results of this research indicate, Bank Indonesia doing socialization is compliance with the procedures, but the socializing is not yet reach all audiences, still many people who do not know of the information about the GNNT. The credibility of the speaker in the socialization also judged ruled the content of the message so that the audience can easily receive the material in detail. It's just that, in the example pointed out the message in less relevant so that respondents still undecided would gain many of the benefits, convenience, and practicality in the GNNT. However, respondents can understand that with the existence of the GNNT could save state money and the Government budget in printing money kartal. Respondents also already understand the benefits of and how to use GNNT noncash instruments (Less Cash Society/LCS).

Mass media influence in the socialization of the GNNT from Bank Indonesia. Unfortunately, online media not yet assessed right to deliver the message disseminated, unless accompanied by interaction over the internet. Needed socializing more through the various canals that are connected to the school, college, market, and government offices. Bank Indonesia has not fully utilizing to the maximum the existing online media, for the socialization of the GNNT. It looks with the lack of socialization which regularly advertising in time to time. Not only that, GNNT socialization from Bank Indonesia has not been carried out on an ongoing basis through other media, especially the print media. The following is diagram mean per the dimensions of research results:

TABLE II. MEAN PER DIMENSION

Dimension	Mean
Credibility	3.73
Context	3.27
Content	3.49
Clarity	3.72
Continuity dan Consistency	3.02
Channel	2.56
Capability of Audience	3.47

The highest dimension is the dimension of credibility with the value of the mean value of 3.73, and mean low is on the dimensions of the channels with the highest mean 2.56. Indicators that have the highest mean value is an indicator of competence information resources to the topic of information that has value mean 4.05. Lowest indicator is an indicator of the usual channel used by the message recipient, has a value of mean 2.27, that tends to disagree.

Based on the above Diagram, Bank Indonesia has yet to maximize the utilization of communication channel used by audiences at every time, as do social media interaction and the giving information about the GNNT.

The respondent considers important the usual channel used by the message recipient in the conduct of socialization for the national movement of noncash. They consider the communications channel have not been in accordance with the message recipients and expect Bank Indonesia more use of communication channel for the delivery of GNNT information via media television, radio, and online. Nevertheless, the audience considers information given in socialization, felt good enough already.

This indicates that the new information provided is already providing an understanding for audiences. The material of the socialization presented already includes the outermost part of the core of the actual message, the message is delivered directly or through mass media are already adding to the understanding of the respondents regarding the GNNT. Some audiences have already seen the benefits of GNNT from Bank Indonesia.

Implementation of campaign strategy for GNNT from Bank Indonesia in serving the public have got trust as competent information sender. But unfortunately, Bank Indonesia has not been fullest in the use of media supporters, so lacking in delivery of message content that is relevant and clear. It also causes lack of messages repetition received a wider audience and create a lack of knowledge of the audience about the GNNT.

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