

ABSTRACT

The Effectiveness Of Public Service Advertisements Regarding Compliance With The Covid-19 Health Protocol (Analysis Music Video Of Padi Reborn "Ingat Pesan Ibu" On YouTube)

Erfiny Yurike 1), Naurissa Biasini 2), Yosaphat Danis 2)

1) Student of Communication Studies Program, Pembangunan Jaya University

2) Lecturer of Communication Studies Program, Pembangunan Jaya University

The Covid-19 pandemic that has hit all countries in the world has forced the Indonesian government to act to prevent its spread. The Indonesian government created a task force for handling Covid-19 to deal with the pandemic. One of the tasks of the Covid-19 handling task force is to remind the public to comply with health protocols. To remind the wider Indonesian community about the Covid-19 health protocol, media assistance is needed to disseminate information. The Covid-19 handling task force created a public service advertisement in collaboration with Padi Reborn entitled Remember Mother's Message. This attracted the interest of researchers to discuss how the effectiveness of these public service advertisements on the audience on YouTube. Researchers use the cognitive response model in this study, emphasizing the cognitive response stage of the audience. This research is a quantitative research with descriptive analysis. Researchers collected data with a questionnaire to 400 samples, then it will be process with univariate analysis. The results of this study indicate that public service advertisements remember the mother's message have very good effectiveness seen from the cognitive process of the audience. This is evidenced by the audience's answers to three dimensions, namely the message, source and execution of advertisements that have a cognitive process of receiving by the audience.

Keywords : Covid-19, Effectiveness, Public service advertisement, Cognitive response model

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