

A Model for Improving the Effectiveness of Health Campaign Saya Berani in Special Capital Region of Jakarta

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Abstract:- This study aims to determine and examine the factors that influence the effectiveness of health campaigns Saya Berani in the Special Capital Region of Jakarta. The factors that affect the effectiveness of the campaign Saya Berani are Health Consciousness, Influencers, Content, and Social Media.

This type of research uses a descriptive and verification approach, the method used in this research is an explanatory survey. The population in this study are civilians of Jakarta who already know about the Saya Berani campaign through digital platforms, which are Social Media and the Saya Berani Website. The number of samples needed in this study was 210 respondents from followers of social media accounts (Facebook, Instagram, and Twitter) of the Saya Berani Campaign, using the Hair formula with the Purposive Sampling technique. This study will be tested and analyzed using the SEM-PLS statistical test version 3.33.

The results of this study found that there are three variables that affect the effectiveness of campaigns through social media, namely Health Consciousness, Content, and Social Media. While the Influencer variable does not significantly affect the effectiveness of the campaign.

Keywords:- Campaign Effectiveness, Health Consciousness, Influencers, Content, Social Media, and HIV & AIDS Campaign.

I. INTRODUCTION

The increasing number of people globally living with HIV has speculated that there is no appropriate method of dealing with the HIV and AIDS epidemic to reduce the risk of contracting HIV (human immunodeficiency virus). Based on UNAIDS data published on November 26, 2020, 38 million people were living with HIV worldwide throughout 2019, of which 36.2 million were adults, and 1.8 million were children aged 0–14. year. 81% of all people living with HIV know their HIV status. About 7.1 million people do not know that they are living with HIV. By the end of June

2020, 26 million people had access to antiretroviral therapy. This number represents 67% of all people living with HIV accessing treatment. New HIV infections have decreased 40% since their peak in 1998. In 2019, about 1.7 million people were newly infected with HIV, compared to 2.8 million people in 1998. AIDS-related deaths have decreased 60% since the peak in 2004 in 2019. Around 690,000 people died from AIDS-related illnesses worldwide, a 39% decline since 2010, while 1.7 million people have died from AIDS-related illnesses in 2019.

Based on UNAIDS data published on November 26, 2020, the number of people living with HIV until 2019 in the Asia-Pacific region was 5.8 million people. The number of new HIV cases in 2019 was 300,000 people, of which around 280,000 cases were experienced by people aged 15 years and over, and around 15 thousand cases were experienced by children in the age range 0-14 years. The number of people who accessed antiretroviral therapy treatment in the Asia-Pacific region throughout 2019 was 3.5 million people. AIDS-related deaths in the Asia-Pacific region throughout 2019 totaled around 160,000 cases. According to UNAIDS Indonesia Country Director, Krittayawan Boonto, Indonesia occupies the third position with the largest growth in the spread of HIV among Asia Pacific countries, after China and India (www.katadata.co.id; uploaded in 2020). However, according to the Ministry of Health (2020) that the estimated number of people living with HIV in Indonesia in 2018 was 641,675 people, and the number of people newly infected with HIV was 46,372 people and the number of people who died from HIV was 38,734 people.

Based on Infodatin HIV, the report released by the Data and Information Center of the Ministry of Health of the Republic of Indonesia in 2020, the number of HIV and AIDS cases in Indonesia has increased from year to year. The number of HIV cases in Indonesia reached its peak in 2019, which was 50,282 cases. The number of AIDS cases until 2019 in Indonesia was 7,036 cases. HIV cases reported by sex in 2019 were 64.5% male and 35.5% female. Meanwhile, 68.6% of males and 31.4% of females had AIDS-related illnesses based on gender reported in 2019.

II. LITERATURE REVIEW

Based on data from the Ministry of Health (2020), the Special Capital Region of Jakarta is the province in Indonesia that has the highest number of new HIV cases, which is 6,701 cases. However, the percentage of people at risk of being infected with HIV receiving standardized HIV early detection services in Jakarta was 53.82%. It means that Jakarta is a province that becomes a raw model for HIV prevention for young people. The insufficient access to information and the low level of public understanding of the issue of HIV and AIDS makes increased the number of people infected with HIV. It is in line with research (Hilman & Yani, 2020) which states that the higher a person's knowledge of HIV and AIDS, the more aware they are of the impact of being infected with HIV. It shows that more information is needed to be accessed through social media by many people in Jakarta. The act of seeking information through the internet about HIV and AIDS is also an option for people with technology literacy, as in research (Kurniawati, 2019) which explains that the level of people's awareness of seeking information via the internet is increasing related to HIV/AIDS health. Therefore, it is necessary to have education and empower the information through the internet, which supports a lot so that people understand more about the dangers and impacts of HIV/AIDS, especially in DKI Jakarta through popular social media such as Facebook, Instagram, and Twitter.

Based on the results of a pre-survey conducted in Jakarta in October 2020 on 30 respondents, there are significant factors that need to be considered by the people of Jakarta in obtaining information about HIV/AIDS. These factors are health consciousness by 80%, attractive contents as large as 76.70%, 73.30 people who convey (influencers), and 73.30% Social Media. These four factors become variables that will be studied more deeply to determine the effectiveness of HIV/AIDS health campaigns through social media in DKI Jakarta. Several studies conducted by Watson et al., (2009) regarding health campaigns still use social media as one of the variables as well as those studied (Laksono, 2018) using social media as a media for health promotion. Similar research reviewed by (Baruah, 2012) used social media as one of the effectiveness variables. This is also done in (Ulfa & Fatchiya, 2017) research on environmental campaigns. Departing from the study of (Baktiono & Artaya, 2016) which uses social media as a means of communication in business, this study wants to review the use of social media as a means of communication in health campaigns which has also been applied in research (Sagala & Kusumastuti, 2017). This study want to examine the effectiveness of social media as a means of health campaigns by adding several variables such as Health Consciousness and several other additional variables such as Influencers, Content, and Social Media as additional variables in this study. In addition, there has not been much research on the effectiveness of health campaigns in Indonesia on HIV/AIDS that use social media as a means of communication.

This study wants to examine the communication mix through a public relations strategy (Public Relations). One of the communication mixes is public relations communication or better known as Public Relations. According to Blakeman, (2011) Public Relations is any form of information source, mostly unpaid that discusses building, maintaining, or strengthening relationships between an organization and its external or primary public audience, or internal audience, or in this case donors. Meanwhile, Kotler & Armstrong, (2018) explains that Public Relations has several functions, including press relations or press agents (creating and placing newsworthy information in the news media to attract the attention of someone, a product, or service), product and brand publicity (publishing a product or service). and certain brands), public affairs related to building and maintaining national or local community relations, lobbying (building and maintaining relationships with legislators and government officials to influence laws and regulations), maintaining investor relations and development related cooperation with donors or members of nonprofit organizations for financial or voluntary support.

The application form of public relations communication (Public Relations) is a communication campaign through social media. Principally, a campaign is a process of individual or group communication activities carried out in an institutionalized manner and aims to create a certain effect or impact (Rogers & Storey, 1987). According to Venus, (2004), a campaign is defined as a set of planned communication actions to create a certain impact on a large number of audiences that is carried out continuously over a certain time.

According to Zhao, (2020) in conducting a health campaign, it is necessary to identify the objectives of the campaign, then develop a strategy for campaign messages to the public and how to spread the campaign messages and conduct systematic research on the impact of the campaign. The purpose of a campaign through communication media is to change the behavior of the audience which will serve as a useful framework for designing a systematic and appropriate evaluation of communication campaigns (Hornik & Itzhak, 2014).

Health Campaign Effectiveness

Weiss & Tschirart, (1994) explain that effective campaigns identify four tasks that make the campaign more likely to produce the desired policy results. Weiss & Tschirart, (1994) describe these four characteristics, among others, to attract the right audience's attention, to convey an understandable and credible message, to convey a message that affects the audience's belief or understanding, and to create a social context that leads to the desired result.

In contrast to Best, (2009) which measures the level of effectiveness of an effective campaign if the audience already has awareness, comprehends, interest, intention, and action of the campaign objectives. According to Best,

(2009) the characteristics of the campaign effectiveness in question are awareness, meaning that a campaign can be said to be effective if it has a good level of awareness, comprehend relates to the audience's understanding of the campaign message to be conveyed, Interest relates to the level of audience interest in the campaign program being implemented, the intention is related to the audience's intention to do things that are persuasively communicated through campaign programs and actions related to what the audience will do after knowing the purpose of the campaign.

According to Sagala & Kusumastuti, (2017), the effectiveness of social marketing communication can be seen from changes in audience attitudes. Continued Sagala & Kusumastuti, (2017) describe the characteristics in social marketing communication that have an impact on cognitive effects which form awareness of certain information, affective effects, namely giving the influence to act to do something and conative effects where this effect forms a mindset that will be the next action.

Health Consciousness

Health consciousness is defined by Gould, (1990) as relating to the extent to which a person pays attention or focuses on his health, state of mind, and body on signs that come from oneself, which reflect the health condition of the person. Characteristics of people who care about health are when that person always feels worried and always takes precautions, self-control, and response to behavior, or individual efforts to maintain and control their health. The information provided by the health consciousness measure will be useful for practitioners in the world of health as a preventive measure and others involved in health campaigns as an indicator of individual differences in their health consciousness.

According to Hong, (2009), health consciousness is defined as a person's motivation for overall health and is conceptualized as a concept consisting of three elements, namely self-health awareness, personal responsibility, and health motivation. Hong, (2009) argues that health consciousness can encourage someone to actively seek health-related information because someone who cares about their health is motivated to engage in health prevention behavior.

According to Ahadzadeh et al., (2016), health consciousness is an activity that encourages a person to be able to actively seek health-related information because people who are health conscious are motivated to perform health prevention behaviors such as seeking health information to achieve and maintain good health.

Influencer

According to Ki et al., (2020), the power of social media influencers to influence their followers comes from the emotional bonds they build with their followers. In addition, this study also clearly shows that the attachment of Social Media influencers to their followers is a significant role model that allows them to use their influence on their followers. The stronger the emotional bond a Social Media

influencer develops with their followers, the more effectively they influence them to receive the endorsement of their product. Research conducted by Ki et al., (2020) in this study, social media influencers have dimensions, namely Inspiration, Visual Aesthetics, Enjoyability, Similarity, Informativeness, and Expertise.

According to Taillon et al., (2020) Influencer marketing is a marketing strategy that relies on influencers as an attraction to create or promote branded content for followers in an effort to drive brand awareness and purchase intention. Social media influencers are often known to have some expertise in certain fields, such as Lifestyle, Traveling, foods, healthy life, and fashion. Some literature, discussing social media influencers are referred to as micro-celebrities because of the large number of followers they have accumulated. As for social media influencers, they must manage a Brand Ambassador and how their daily online activities are. Brand Ambassador has developed as a marketing communication tool for itself to be able to manage the identity of an institution or organization.

According to Jun & Yi, (2020) that the concept of influencer is becoming increasingly developed due to the widespread use of electronic media, the internet, and social media which encourage an institution to use influencers in communicating something from the institution. Because the influence and power of influencers on the audience begin to grow and develop, it becomes very important to conduct a study of influencers as brand ambassadors of an institution and its components. The characteristics of an Influencer are focused on famous people who have an influence on marketing communication practices including celebrities, fashion models, entertainers, CEOs, politicians, sportsmen, chefs, and artists, who currently have a lot of influence on institutions that make Brand Ambassadors.

According to Zakari et al., (2019) Influencers are considered people who are publicly recognized by most groups of people because of their achievements in their field of expertise, attractiveness to their followers, trustworthy person, and being loved by the general public.

Content

There are several definitions of content according to Chaffey & Ellis-Chadwick, (2016) the management of text, multimedia, audio, and video aimed at engaging customers and prospects in meeting business objectives published through print and digital media, including web and mobile platforms intended with various forms of websites such as publisher sites, blogs, social media and comparison sites.

In contrast to what was said by Karr, (2016) content is an instrument that effectively tells the hyper-relevance between stories and emotional relationships with the audience with the intention of stimulating reader cognition, sharing motivation, persuasion, decision making, and factors that affect family, coworkers, and friends. It said that companies spend a lot of time compiling and advertising content for customers. Therefore an organization often underestimates the cost of the content produced.

According to Chan & Astari, (2017), content is the art of creating and disseminating a relevant and authentic idea about a brand, with the hope of attracting attention and getting closer to customers.

Social Media

The social media used in this study include Facebook, Instagram, and Twitter. According to Gunelius, (2011) social media is a tool that is connected directly or indirectly with its use to create awareness, recognition, memory, and action for a brand, business, product, person, or other entity. Social media is managed using social web tools, such as blogging, microblogging, social networking, social bookmarking, and content sharing. The dimensions of social media stated are Content Creation, Content Sharing, Connecting, and Community Building.

According to As'ad et al., (2014) social media is one of the tools used in an organization to attract online users which has several dimensions, including Online Communities, Interaction, Sharing of Content, Accessibility, and Credibility.

According to Chaffey & Ellis-Chadwick, (2016), social media is an instrument to monitor and facilitate the audience in terms of interaction and participation via the web to encourage positive engagement with the organization. These interactions may occur on company sites, social networks, and third-party sites. The conclusion is that social media is a tool used by institutions by monitoring and facilitating the creation of interaction and participation relationships between customers and companies in a social media platform as tools to create and build relationships in the eyes of their audience.

Conceptual Framework

The researcher conducted a study and analyzed several previous research kinds of literature to find out how the independent variables (health consciousness, influencers, content, and social media) relate to the dependent variable (health campaign effectiveness) as shown below:

The Effect of Health Consciousness on The Health Campaign Effectiveness

There is some literature related to individual health consciousness and the effectiveness of health campaigns. The form of health consciousness relationship with the effectiveness of health campaigns is causality. According to research results Ahadzadeh et al., (2016) that health consciousness has a significant influence on the effectiveness of cancer health campaigns. Meanwhile, according to what was found by. Similar research was also developed and stated in Chen, (2009) that health care influences healthy living health communication. However, it is very different from what was stated by Gineikiene et al., (2017) which states that health care does not have a significant effect on the effectiveness of healthy food campaigns.

Based on the results of the framework above, the hypothesis is obtained as follows:

H1: Health consciousness has a significant effect on Health Campaign Effectiveness

The effect of Influencers on Health Campaign Effectiveness

The trend of using influencers as a way to increase the effectiveness of health communication is starting to be widely used. This variable has been studied by Ki et al., (2020) using influencers and has a significant influence on the effectiveness of marketing strategies for consumer needs. Other research also suggests that influencers have their influence to increase the effectiveness of communication as it is done (Weismueller et al., 2020) the influence of influencers has a significant impact on the effectiveness of advertising on social media. This is different from what was stated by research (Zakari et al., 2019) which stated that influencers were not significant towards advertising campaigns for telecommunication companies.

Based on the results of the framework above, the hypothesis is obtained as follows:

H2: Influencer has a significant effect on Health Campaign Effectiveness.

The Effect of Content on Health Campaign Effectiveness

Content in a Health communication campaign is very important to know the extent to which the campaign can reach the target audience. As research conducted by Pažeraitė & Repovienė, (2018) shows content has a significant influence on the effectiveness of the company's internal communication. Then research Müller & Christandl, (2019) states that content has a significant influence in its use on the effectiveness of brand responses. Likewise, research presented by Rahimnia & Hassanzadeh, (2013) states that content has a significant influence on the effectiveness of online marketing.

Based on the results of the framework above, the hypothesis is obtained as follows:

H3: Content has a significant effect on Health Campaign Effectiveness.

The Effect of Social Media on Health Campaign Effectiveness

Social Media has an important role in developing health communication campaigns. As research conducted by Koay et al., (2020) found that Social Media has a significant effect on the effectiveness of consumer-based brand equity. Another study Lagrosen & Grundén, (2014) stated that Social Media has a significant influence on effectiveness in the health industry. The opinion of the research Setiadi, (2016) states that Social Media has a significant and effective effect on the effectiveness of health brands.

Based on the results of the framework above, the hypothesis is obtained as follows:

H4: Social media has a significant effect on Health Campaign Effectiveness.

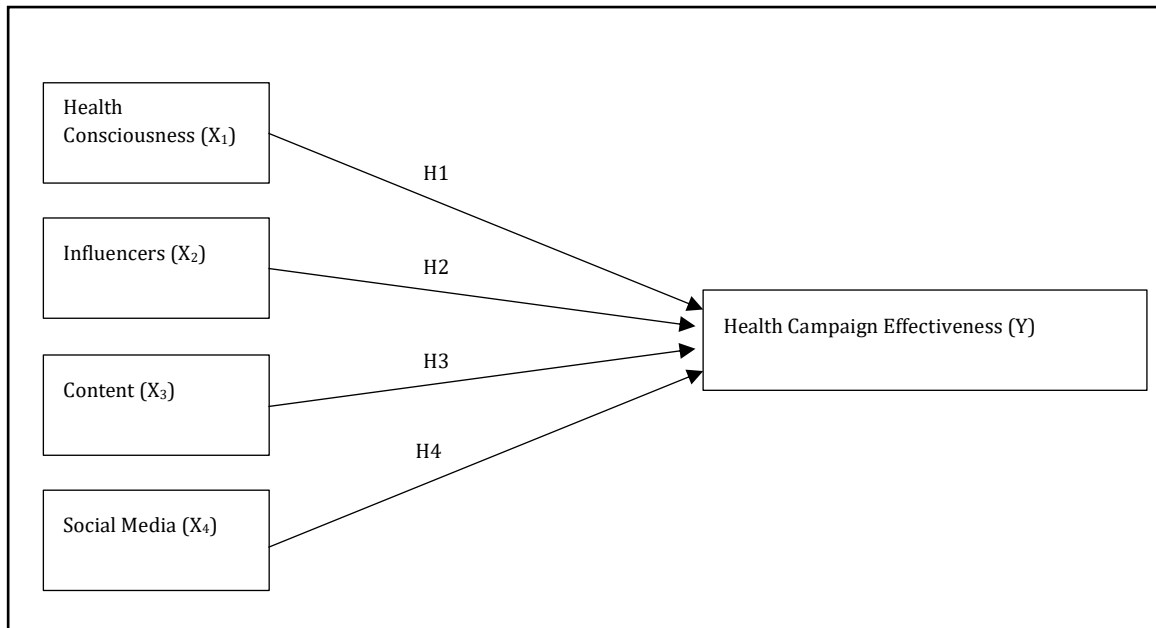


Figure 1. Conceptual Framework
 Source: Authors' own research, 2020.

III. RESEARCH METHODS

This study uses a causality research design defined by Malhotra, (2019) as the determination of cause-and-effect relationships. According to Sekaran & Bougie, (2019) causality design is the core of a scientific approach to research that examines whether one variable causes another variable to change or not. In causal research, this research is interested in explaining one or more factors that cause problems. The research that will be done is causal research, which can state that the independent variable affects the dependent variable.

This research is descriptive and verification using the research method used, namely the Explanatory Survey. The descriptive research with this survey was conducted to obtain phenomena or facts from the existing symptoms and to seek factual information related to research problems. Meanwhile, verification which is also known as explanatory research is intended to examine the relationship between the variables analyzed in this study.

According to Malhotra, (2019), a population is a combination of all elements that have a similar set of characteristics that cover the universe for the benefit of marketing research problems. The population in this study are people from the Jakarta area who are followers of Saya Berani social media (Social Media Facebook, Instagram, and Twitter). Based on data from the campaign management of Saya Berani, the total followers of the Saya Berani campaign are 20,810 followers on Facebook, 12,588 followers on Instagram, and 1,316 followers on Twitter. This study uses a non-probability sampling method, which is called purposive sampling. The criteria for respondents who have the right to fill out the questionnaire are (1) Jakarta residents who are adults over the age of seventeen, (2) become a follower of Saya Berani campaign on three social media (Facebook, Instagram, and Twitter).

The data analysis method used in this study uses variance-based Structural Equation Modeling (SEM), and data processing uses the Smart-Partial Least Square (Smart-PLS) program with two assessment model tests, namely the outer model test and the inner model test. According to Boonsiritomachai & Pitchayadejanant, (2019), Structural Equation Modeling (SEM) is an analytical technique applied to test hypotheses and detect linkages between independent variables and dependent variables.

IV. RESULT AND DISCUSSION

Characteristics of Respondents

The results of processing respondent profile data using descriptive analysis can be seen in Table 4.1 below. Based on gender, the majority of respondents are male (75.71%). Based on the type of age the majority of respondents were aged 20 years to 30 years (52.86%). Based on the type of education, the majority of respondents have a bachelor's degree level of education (43.33%). Based on the type of work, the majority of respondents have jobs as private employees (56.19%). Based on the amount of income the majority of respondents have an income of Rp. 3,000,000 up to Rp. 5,000,000 by (29.52%). Based on behavior in the use of social media to obtain information about HIV/AIDS information, the majority of respondents used social media Instagram (59.52%).

Table 1. Characteristics of Respondents

Characteristics		Frequency	Percentage (%)
Gender	Male	159	75,71%
	Female	51	24,29%
	Total:	210	100%
Usia	< 20 years old	7	3,33%
	20 tahun - 30 years old	111	52,86%

Characteristics		Frequency	Percentage (%)
	31 tahun - 40 years old	60	28,57%
	> 40 years old	32	15,24%
	Total:	210	100%
Education	elementary school	0	0,00%
	junior high school	3	1,43%
	senior high school	68	32,38%
	Associate's degree	32	15,24%
	Bachelor's degree	91	43,33%
	Master's degree	16	7,62%
	Total:	210	100%
Type of work	State Civil Apparatus/ASN	11	5,24%
	BUMN employee	2	0,95%
	Private sector employee	118	56,19%
	Entrepreneur	37	17,62%
	Tertiary student	24	11,43%
	Student	0	0,00%
	Not yet Working	18	9%
	Total:	210	100%
Monthly Income	Less than 500.000	16	7,62%
	500.000 to 1.000.000	14	6,67%
	1.000.000 to 3.000.000	22	10,48%
	3.000.000 to 5.000.000	62	29,52%
	5.000.000 to 10.000.000	54	25,71%
	More than 10.000.000	42	20,00%
	Total:	210	100%
Social Media	Facebook	63	30,00%
	Instagram	125	59,52%
	Twitter	22	10,48%
	Total:	210	100%

Source: Authors' own research, 2020.

Outer Model Test Results (Measurement Model)

The analysis of the test results of the outer model defines how each indicator relates to its latent variables. The tests carried out are as follows:

Convergent Validity

Convergent validity testing of each construct indicator. According to Hair et al., (2019) the indicator has a good validity if its value is greater than 0.70, while a loading factor of 0.50 to 0.60 can be considered sufficient. Based on

this criterion, if a loading factor is below 0.50, it will be dropped from the model (Hair et al., 2019).

Table 2. Factor Loadings and Reliability

Variable	Items	Loadings	Cronbach's α	CR	AVE
Health Consciousness	HC2	0,738	0,625	0,793	0,561
	HC4	0,785			
	HC5	0,722			
Influencers	INF2	0,635	0,864	0,899	0,598
	INF3	0,818			
	INF4	0,809			
	INF5	0,766			
	INF6	0,862			
	INF7	0,731			
	CTN1	0,759			
CTN2	0,648				
CTN3	0,789				
CTN4	0,854				
CTN5	0,780				
CTN6	0,727				
CTN7	0,841				
CTN8	0,748				
Social Media	SCM1	0,840	0,853	0,892	0,581
	SCM2	0,795			
	SCM3	0,845			
	SCM4	0,639			
	SCM6	0,681			
	SCM7	0,752			
	Health Campaign Effectiveness	HCE1			
HCE2					
HCE3					
HCE4		0,784			
HCE5		0,687			
HCE6		0,767			
HCE7		0,782			
HCE8		0,849			
HCE9		0,775			
HCE10		0,724			
HCE11		0,695			
HCE12		0,776			
HCE13		0,701			
HCE14		0,809			
HCE15		0,771			
HCE16		0,651			
HCE17	0,775				
HCE18	0,656				
HCE19					
HCE20					

Source: SmartPLS, 2020

*CR composite reliability, AVE average variance extracted, □ Standarized Loading
 **Items of HC1, HC3, HC6, INF1, SCM5, and HCE14 are re-estimate because the value of Loading Factor < 0,5

Discriminant Validity

The test of discriminant validity can be done by looking at the AVE root for each construct which must be greater than the correlation with other constructs (Fornell & Larcker, 1981). The diagonal element is the square root of

the Average Variance Extracted (AVE) of the reflective scale, while the off-diagonal is the squared correlation

between the constructs (Permana, 2017). The test results are shown in Table 3.3

Table 3. Discriminant Validity Test (Fornell-Lacker Criterion)

Variable	Health Campaign Effectiveness	Influencers	Content	Social Media	Health Consciousness
Health Campaign Effectiveness	0,749				
Influencers	0,483	0,773			
Content	0,660	0,630	0,771		
Social Media	0,715	0,575	0,700	0,763	
Health Consciousness	0,478	0,431	0,484	0,433	0,749

Source: SmartPLS, 2020

Inner Model Test Results (Structural Model)

The inner model testing stage is done by looking at the criteria for the R-Square value and the significance value (T-statistic).

The model gives an R-square value of 0.578 shown in table 3.4 below. It indicates that the health consciousness, influencers, content, and social media variables can influence the effectiveness of the health campaign by 57.8%. So that this research model is declared to be good because the R-square value is above 50%.

Table 4. R-Square Test Results

Variable	R Square
Health Campaign Effectiveness	0,578

Source: SmartPLS, 2020

Table 3.5 below shows that there is a significant effect of health consciousness on health campaign effectiveness. It can be seen from the T-statistic value of 2.599 (above 1.96) and the P-Value value of 0.010 (below 0.05), so that hypothesis one (H1) is accepted. However, there is no significant influence of Influencers on Health Campaign Effectiveness. This can be seen from the T-statistic value of 0.367 (below 1.96) and the P-Value value of 0.714 (above 0.05) so that the second hypothesis (H2) is rejected. There is a significant effect of Content on Health Campaign Effectiveness. This can be seen from the T-statistical value of 2.996 (above 1.96) and the P-Value value of 0.003 (below 0.05) so that the third hypothesis (H3) is accepted. There is a significant influence of Social Media on Health Campaign Effectiveness. This can be seen from the T-statistic value of 6.242 (above 1.96) and the P-Value value of 0.000 (below 0.05) so that the fourth hypothesis (H4) is accepted.

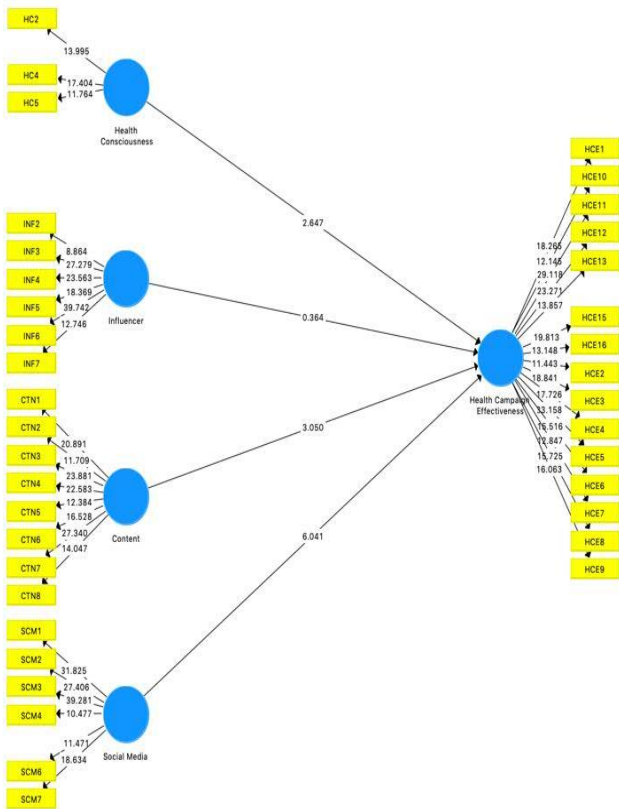


Figure 2. Inner Model Test Results (Structural Model)

Source: SmartPLS, 2020

Table 5. Path Coefficient Results

Hipotesis	Original Sample	T-Statistics	T-Table	P-Value	Standard coefficient
Health Consciousness → Health Campaign Effectiveness (H1)	0,153	2,599	1,96	0,010	0,05
Influencers → Health Campaign Effectiveness (H2)	-0,026	0,367	1,96	0,714	0,05
Content → Health Campaign Effectiveness (H3)	0,270	2,996	1,96	0,003	0,05
Social Media → Health Campaign Effectiveness (H4)	0,475	6,242	1,96	0,000	0,05

Source: SmartPLS, 2020

V. DISCUSSION

Analysis of the effect of security variables, information quality, ease of use, usefulness, trust, and intention to use IMK business actors on food delivery applications can be explained as follows:

First, Based on the results of testing the hypothesis above, the results show that there is an effect of health consciousness on campaign effectiveness with a value of 0.153 (15.3%). It means the high or low effectiveness of a health campaign is determined by the level of individual health consciousness (followers of the Saya Berani campaign). Therefore, if the management of the Saya Berani campaign wants the objectives of the HIV health campaign to be achieved, it requires a high level of health consciousness from the people targeted by management (the younger generation). To increase health consciousness by each person, the management of the Saya Berani campaign should do the following: (1). Provide education and socialization about the dangers of drug use and risky sex for young people; (2). Management Saya Berani campaign must provide advice and invitations to people who are the target of the campaign to routinely carry out free HIV tests.

The results of this study are relevant to the results of research by (Dutta-Bergman, (2004) which states that respondents who care about their health and use the internet as the main source to learn information related to personal health will be more aware of their health. They have higher health beliefs and are active in doing healthy activities, compared to respondents who do not learn health information from the internet. This can be seen from the large influence of health consciousness on the search for information on the internet by 39.7 percent in this study. Konuk, (2018) in his research states that although health-conscious consumers may be more aware of their own health behavior. This is because it is likely that people are more aware of health and they are more likely to be positive about the use of supplements as a selection of healthy food products that increase healthy food campaigns.

Second, based on the results of testing the hypothesis above, it was found that there was no influence from influencers on the effectiveness of campaigns through social media because the original sample value was -0.026 (-2.6 percent). This means that the influencers used in the Saya Berani campaign are HIV experts, HIV campaign activists, and people who are already open to HIV status are less attractive to young people who tend to prefer celebrities or people who are already famous. This is caused by the majority of respondents from this study are respondents aged 20 - 30 years who are millennials and generation Z who want celebrities or famous people to be appointed as influencers in a campaign to attract young people to get involved. Based on the research of Weismueller et al., (2020) states that influencers must have attractiveness, trust, and expertise, namely social media influencers who have a positive image of their followers in the context of advertising on social media to attract consumer interest in the advertised product. The influencers used by the Saya

Berani campaign have not been able to attract the interest of their followers because the influencer is an HIV expert who is not yet known by the public in Jakarta and it is hoped that influencers who are not people with HIV will be able to motivate followers to live healthier and avoid HIV.

Third, Based on the results of testing the hypothesis above, it was found that there was an effect of content on campaign effectiveness of 0.270 (27.0%). This means that the content in the Saya Berani campaign looks attractive to its followers because the content in the Saya Berani campaign educates and provides information related to HIV health. Similar research was also conducted by Wong & Rashad, (2015) which stated that content containing targeted information in a message can increase the success rate in reaching the target audience in a campaign. This is different from what was stated by Pažeraitė & Repovienė, (2018) which emphasizes content as something that focuses more on the format so that it can build effective communication skills in a campaign. Therefore, responsibly selected content formats can contribute to achieving the objectives of the campaign.

Fourth, based on the results of hypothesis testing, it is known that social media variables have a significant effect on the effectiveness of campaigns through social media by 0.475 (47.5%). This means that social media in the Saya Berani campaign has been able to reach all audiences, especially the millennial generation and generation Z who currently use a lot of popular social media such as Instagram. This can be seen from the profiles of respondents who tend to use Instagram as a medium to share information about HIV health information. This study also supports the concept of (Lagrosen & Grundén, 2014), the use of social media forms a very efficient campaign strategy to communicate information, knowledge, values, and ethics related to services or services, to attract followers of a social media platform to interact. In addition, Research from (Appel et al., 2020) also supports the concept that social media in a campaign is very interesting and it is also important for organizations to better understand social media because social media has become very culturally relevant in shaping expressive communication that is very important. dominant it is necessary to review the types of social media used by the organization in a campaign and other forms of communication.

VI. CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of the analysis and discussion above, this study finds the following conclusions:

1. Health consciousness has a significant influence on the effectiveness of health campaigns by 15.3 percent. This indicates that if someone has a top concern for HIV, the health campaign will be effective. To grow a person's sense of concern for HIV health, management needs to appeal by inviting people to eat healthy foods and do regular exercise. In addition, it is necessary to urge the public to do an HIV test twice a year.

2. Influencers do not have a significant influence on the effectiveness of health campaigns. This is because the influencers used by the Saya Berani campaign are not from famous people (celebrities) so they do not have a big impact on the effectiveness of the health campaign. Besides, the majority of respondents from the millennial generation and Generation Z want Saya Berani campaign influencers who are famous celebrities.
3. Content has a significant influence on the effectiveness of health campaigns by 27.00 percent. This indicates that people in Jakarta expect health campaign content in the form of video content because it can attract individuals to see and hear health campaign content.
4. Social media has a significant influence on the effectiveness of health campaigns by 47.5 percent. This indicates that the media that has the most followers is preferred by the people of Jakarta in campaigning for health. The social media favored by millennials and generation Z are Tiktok and Youtube, so the management of Saya Berani needs to use these two media in campaigning for HIV.

Suggestions

Based on the results of statistical tests seen from the R-square value of 57.8 percent, it can be interpreted that the research model is good (above 50 percent). This study suggests a further re-examination of this research model at different locations. For researchers who are researching the effectiveness of HIV Health campaigns, they can add new variables, namely campaign design, frequency of ad serving, and quality of information.

Based on the results of descriptive statistical tests, respondent profiles, and hypothesis testing results, this study suggests to the management of the Yayasan Kasih Suwitno as the organizer of the Saya Berani campaign as follows: **First**, it is necessary to add other social media platforms besides Facebook, Instagram, and Twitter, such as Youtube and Tiktok. Both YouTube and TikTok have video content that is more interesting for young people to follow the contents of the Saya Berani campaign. Ways to increase the use of social media by the public are: (1) management needs to add features for conversations between followers and influencers; (2) Management needs to take action to respond quickly to any comments from followers. **Second**, in the future, the management of the Saya Berani campaign needs to produce more video and image content about the dangers of HIV/AIDS and HIV treatment. The ways to improve the quality of the content of the Saya Berani campaign are as follows: (1) The management of Saya Berani should give freedom to its followers to share information related to HIV issues; (2) The management of the Saya Berani campaign needs to create video content in the form of an appeal to its followers not to isolate people living with HIV. **Third**, Saya Berani campaign management needs to increase the call for awareness to maintain health-related to HIV in the following ways: (1) The management of the Saya Berani campaign invites its followers to take HIV tests for free, both organized by the Ministry of Health and from the donors of the Saya Berani campaign; (2) The management of the Saya

Berani campaign encourages followers to always maintain a healthy lifestyle by always eating healthy foods.

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