

## THE EFFECT OF ENVIRONMENT HEALTH CAMPAIGN COMMUNICATOR CREDIBILITY ON HEALTHY LIFE

( A Study on the Effect of "AYO BERSIH" Campaign Communicator Credibility of City Health Office on Healthy Life Attitude of Housewives as Posyandu Members in Bandar Lampung)

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### ABSTRACT

Basically, communication campaign is a planned, organized, persuasive activity, and conducted within a specific time to gain specific effects on the receivers. The campaign in the research is an environmental health campaign consisting of communicator credibility factors in forming healthy life attitude with governmental institution communicators, in this case, the Health service office of Bandar Lampung city, which is aimed at doing healthy life persuasion specifically to the citizen intended to Posyandu cadres as receivers.

It is a quantitative research and uses qualitative data. The research is on the receivers perspective, which has a focus on the healthy life effects. The hypothesis uses path analysis counted through SPSS (*Statistical Programme Service Solution*). The data gain with questionnaire to 283 respondents as the sampel, using *random sampling* technique with population as 2,830 people.

**Key words** : Persuasion, Campaign, Health Environment, Communicator Credibility, Healthy Life Attitude.

### 1. Introduction

Communication campaign is a persuasive phenomenon. The communicator campaign activity can be applied in the health world to become a health campaign. In the development, the health communication is born in the frame of health issue delivery through communication science perspective.

Within the condition, the government of Bandar Lampung city carries out varied programs aimed at improving public health initiated from the effort of environment health. The program is well known as Gerakan Serentak Kebersihan Bandar Lampung that was declared by the mayor of Bandar Lampung on October 9, 2006 (source: Selayang Pandang Kota Bandar Lampung). This program is a persuasive campaign activity in order that the people of Bandar Lampung care more of the environment health, changing the image in October 2005 winning the predicate as the dirtiest city in Indonesia to be afforded a clean and healthy city. To change the public awareness on the program, it has already carried out a program *Jumat Bersih* emphasize more on one of public sectors, by generating governmental personnel on the program Gerakan Kebersihan through the campaign called "Ayo Bersih-Bersih" (ABB).

The public segmentation (housewives as cadres of Pos Yandu) in the campaign is an important point of the campaign (Venus,2004:142). The campaign strategy is definitely directed with the segmentation.

The arising assumption is the Pos Yandu cadres will experience persuasive effects by practicing healthy life habits in their health. In this perspective, the health campaign seems to be a social political phenomenon directed to win the Adipura award. When the campaign is to hold, it is a condition to see how the persuasion can give effects on communicants.

If seeing that the campaign is conducted at the public segment by the Pos Yandu officials, the curiosity arises to

know how far the effect of credibility of environmental health campaign communicator at the Health Service Office of Bandar Lampung on the healthy life attitude of the housewives as the members of Pos Yandu in Kota Bandar Lampung. What is the attitude of housewives as Pos yandu members toward *health habituation* able to be affected by communicator credibility at a campaign?

From the formulation of the problem is there an effect of environment health campaign communicator credibility , the identification of the problem is made through a series of questions : is there an effect of environment health campaign while the objective of the research is to analyze the effect of environment health campaign communicator credibility on the healthy life change of the housewives , members of Posyandu.

## 2. Research Method

The research is conducted using a qualitative approach with explanatory survey method. The research examines the research hypothesis, by giving explanation on causal relationship between environment health campaign communicator credibility as independent variable (X), while variable (Y) as dependent variable is healthy life attitude of housewives as Pos Yandu cadres. From those matters, it is expected to predict to obtain facts of existing symptoms, by doing investigation on facts of existing symptoms and searching information factually, then drawing conclusion from the research sample. From the operational variable it is arranged an instrument of the research (questionnaire/questions list) by using *likert* scale.

The object of the research (material or observed phenomenon) is the effect of environment health campaign communicator credibility including variable X is communicator credibility, while Variable Y is healthy life attitude consisting of cognitive, affective, and conative of health life of the respondents..

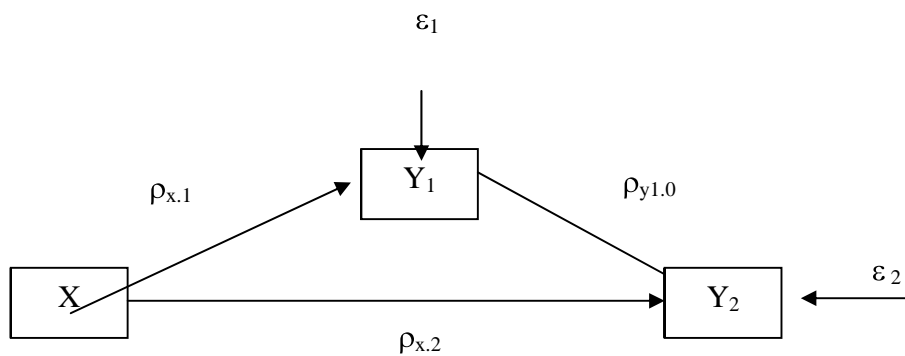
The population of the research is the housewives as the members of Pos yandu in Bandar Lampung. From the tinitial observation done by the writer, it is obtained data of 608

groups of Posyandu with the number of population or members of Pos Yandu as 2.830 people.

If the number of subject is less than 100,it is better to take all. If the subject is more than 100, it is better to take 10-15% or 25-25% or more (Ridwan, 2009:254). Based on the data of Pos Yandu in Bandar Lampung as 2.830 people, so 10% of the population is 283 people.

As the research guidance, the data quantity is done on the research hypothesis "Attitude factors (cognitive, affective, and conative) in communicator credibility at environment health campaign on the healthy life attitude of housewives the members of Pos Yandu.

To answer the hypothesis uses data analysis obtained from the questionnaire. The analysis describes each variable (descriptive analytical technique) using frequency analysis. Whereas, for the inferential analytical technique it uses path analysis using the model in the following figure.



Path Coefficient decomposition is as follows:

- X = environment health campaign
- Y<sub>1</sub> = Healthy life attitude
- Y<sub>2</sub> = Healthy life behavior
- $\tilde{\rho}_{x1}$  = Path coefficient effect X on Y<sub>1</sub>
- $\tilde{\rho}_{x2}$  = Path coefficient effect X on Y<sub>2</sub>
- $\tilde{\rho}_{y1}$  = Path coefficient direct effect Y<sub>1</sub> on Y<sub>2</sub>
- $\rho_1$  = Resting Coefficient effect X on Y<sub>1</sub>
- $\rho_2$  = Resting Coefficient effect X on Y<sub>2</sub> through Y<sub>1</sub>

### 3. Result of the Research and Result of the Discussion

Based on the hypothetical test counted statistically as the research guidance, the quantification of data is done on the hypothesis, using data analysis with software of Microsoft Excel-based Program SPSS (*Statistical Programme Service Solution*).

Based on the proposed hypothesis, it is obtained the result that H<sub>0</sub> is rejected, which means there is an effect between campaign communicator credibility on healthy life of the respondents. The result generally has answered the objective of the research to know factors of attitude (cognitive, affective, and conative) in communicator credibility at the environment health campaign on the healthy life attitude of the housewives as the members of Pos Yandu in Bandar Lampung.

The attitude change happens influenced by communicator credibility factors by seeing the closeness condition of the campaign communicators in doing the opinion share and visit to respondents' houses. At present, the credibility built from the frequency of a meeting to intimacy, finally forming *truthworthiness*. On this condition the persuasive is very effective in changing public attitude.

According to the assumption of planned attitude theories, other factors can be subjective norm or *perceived behavioral control*, which becomes factors of the doers' intention together with *attitude toward behavior*. The subjective norm is our belief on what other people want to do (Azwar, 2010:11). In addition, according to Venus (2004): subjective norm is related to behavior. It is connected with individual belief and people's thought which means it is important for the behavior. It is tightly related to how far the individual motivated to be able to fulfill the people's expectation (Venus, 2004: 35). Whereas, *perceived behavioral control* is stated by Azwar (2010:12), is a behavioral control comprehended, while Venus says : it is perception to behavioral control. It is mentioned the individual perception on external factor strength to be influenced by level of easiness or difficulty that the attitude and behavior appear (Venus, 2004:35).

Based on those varied assumptions tersebut, the environmental attitude and behavior arise which are determined by external aspects from each housewife the member of Pos yandu. Personally, the effect of attitude and behavior appear in individual will be different by the same emerging attitude and behavior in the environment.

The finding shows that there is a relationship between attitude and behavior, which becomes an important construction in *theory of planned behavior*. The behavior is mostly determined by the doer's intention formed from the attitude toward the behavior, and the subjective norm factor (*subjective norm*) and perceived behavioral control. Baldwin (2004:144) states that the planned behavioral theory (*theory of reasoned behavior*, then developing into *theory of planned behavior*, is the most successful psychological theory disclosing the relationship between attitude and behavior.

The result of analysis in the research can be seen in the following table:

**Table: 3. 2.** The result of path analysis affects the communicator credibility (subvarble  $X_1$ ) on cognitive aspects of healthy life attitude (subvariable  $Y_{1,1}$ ) that can be seen below:

Variable pair	R	$\square$	Fhit	Sig	thit	Sig.	Effect				$R^2$	$\square$
							direct	In-direct	Total	Non-causal		
$X_1 - Y_{11}$	0.424	0.424	58,162	0,000	7,626	0,000	-	-	-	-	0.180	0.906
$X - Y_2$	0.545	0.458	64,918	0,000	8,007	0,000	0.458	0.087	0.545	0.087	0.332	0.817
$Y_{1,1} - Y_2$	0.400	0.206			4,064	0,000	0.400	-	0.400			

Note:  $X_1$  : communicator credibility;  $Y_{1,1}$  : cognitive aspect of healthy life attitude cognitive;  $Y_2$  : healthy life behavior

Based on table 3.2. it is obtained  $F_{count}$  affects communicator credibility on cognitive aspects of healthy life attitude as 58,162 (signcificant) the path coefficient = 0,424 (significant), therefore it can be concluded there is an effect of communicator credibility on cognitive aspects of life attitude on healthy life behavior. Then, from the table it is obtained that  $F_{count}$  affects communicator credibility and cognitive aspects of healthy life aspects on healthy life behavior as 918 (significant) which means wholly the communicator credibility and cognitive aspects of healthy life behavior. Next, based on the result of  $t_{partial}$  ( $t_{test}$ ) is obtained  $t_{count}$  for the communicator credibility variable as 8,007 (significant) and  $t_{count}$  of cognitive aspect variable of healthy life attitude as 4.064 (significant). Besides, it is also

**Table 3.1.** Result of Hypothetical Analysis on attitude and behavioral factors in communicator credibility

No	Hypothesis	Variable Pair	Effect	Result
	hypothesis	1. $X_1$ on $Y_{1,1}$ .	direct	Significant
		2. $X_1$ on $Y_{1,2}$ .	direct	Significant
		3. $X_1$ on $Y_{1,3}$ .	direct	Significant

The hypothesis of the research is attitude factors (cognitive, affective, and conative) in communicator credibility on environment health campaign toward healthy life attitude of housewives the members of Posyandu

gained path coefficient of both variables as 0.458 (significant) and 0.206 (significant) each.

In table 3.2.can be seen value path coefficient is, so it can be described as follows: communicator credibility in fact has an effect on cognitive aspects of healthy life attitude. It is based on the result of path coefficient as 0.424 higher than 0.05, so it is said that it affects because the coefficient is significant. The result shows the cognitive component gets the effect from the communicator credibility strengthening the opinion that in changing the attitude of desired *source of credibilty*, as mentioned in Carl Hovland and Yale's *Study* (1953) disclosing that the credible sources able to change a attitude better than incredible communicator. In the result of the research, the communicator credibility is able to affect

cognitive aspects of the respondents, the implication is the persuasive process that happens more easy to be identified, perceived, and understood by the respondents. The initial condition will support the persuasive process at the next phase in this case to change the public attitude.

**Table. 3. 3.** For the result of path analysis of communicator credibility (subvariable  $X_{1.1}$ ) toward affective aspect (subvariable  $Y_{1.1}$ ) presented in the below table:

Variable pair	R	$\square$	Fhit	Sig	thit	Sig.	effect				$R^2$	$\square$
							Direct	indirect	Total	Non-causal		
$X_1 - Y_{1.2}$	0.411	0.411	57,072	0,000	7,555	0,000	-	-	-	-	0.169	0.912
$X_1 - Y_2$	0.526	0.447	62,038	0,000	8,193	0,000	0.447	0.079	0.526	0.079	0.307	0.832
$Y_{1.1} Y_2$	0.375	0.192			3,514	0,000	0.375	-	0.375			

note:  $X$  :communicator credibility;  $Y_{1.2}$  : affective aspects of healthy life attitude;  $Y_2$  : healthy life behavior

Based on table 3. 3. It is obtained  $F_{count}$  affects the communicator credibility on affective attitude of healthy life attitude as 57.072 (significant) and the path coefficient as 0.411 (significant), therefore it can be concluded that there is an effect of communicator credibility on affective attitude of healthy life behavior..The above table shows  $F_{count}$  affects the communicator credibility and affective aspects of healthy life attitude on healthy life behavior. Then, based on the result of partial test ( $t_{test}$ ) is obtained the value of  $t_{count}$  for environment health campaign as as 8.193 (significant) and  $t_{count}$ , the affective attitude variable of healthy life attitude as 3.514 (significant). Besides, it is also obtained value path coefficient of both variables for each as 0.447 (significant) and 0.192 (significant).

In table 3.3. can also be seen the result of value path coefficient as illustrated below. Besides affecting the affective attitude of healthy life attitude, in fact the communicator credibility also affects the affective aspects of healthy life attitude. It is based on the result of path analysis is obtained the value of path coefficient as 0.411. the value of path coefficient is bigger than 0.05. it means that communicator credibility gives an effect on respondents' emotion, feeling, and evaluation. The significant value

shows there is a quite big effect on respondents' affective aspects.

The communicator evaluated credible by the respondents is able to give an effect on their affection. The communicator delivers a persuasive message where he/she (his /her intuition) has credibility in the respondents' sight and this condition is a potential aspect in changing attitude affective components positively. The affective component can be taken as an important thing of an attitude. *Affective component* is someone's feeling related to the attitude consisting of emotion and feeling of a person on a stimulus, especially in positive negative evaluation (Taylor, 2009:166). It is further said that the attitude tends to be cognitively complex, but relatively simple and evaluative. The evaluative components involve emotion, feeling, and evaluation. Some experts state that attitude is an affective structure, which means an emotional aspect and evaluation is the main aspect of attitude.

The effect of affective aspects is an important finding when examining the effect of persuasion on the respondents' attitude, because the affective components are considered the most important aspect of attitude. komponen terpenting dari sikap. In addition, Rakhmat in his book tend to merely see the attitude of the affective components (Rakhmat, 1989:40). Regardless other attitude components, the research

proves there is a significant effect of communicator credibility in the campaign on affective aspects of attitude.

This finding can be used a proof that the health campaign can persuade and affect the respondents' healthy life attitude.

**Table. 3. 4.** The direct effect of communicator credibility in environment health campaign on the conative aspect of respondents' attitude as presented below:

Variable pair	r	$\square$	Fhit	Sig	thit	Sig.	Effect				R <sup>2</sup>	$\square$
							Direct	In-direct	Total	on-causal		
X <sub>1</sub> - Y <sub>1.3</sub>	0.325	0.325	33,218	0,000	5,764	0,000	-	-	-	-	0.106	0.946
X <sub>1</sub> - Y <sub>2</sub>	0.526	0.485	57,404	0,000	9,108	0,000	0.485	0.041	0.526	0.041	0.291	0.842
Y <sub>1.3</sub> - Y <sub>2</sub>	0.284	0.126			2,375	0,018	0.284	-	0.284	-		

Ket: X<sub>1</sub> : communicator credibility ; Y<sub>1.3</sub> : conative aspects of healthy life attitude ; Y<sub>2</sub> : healthy life behavior

Based on table 3.4. it is obtained  $F_{hitung}$  affects the communicator credibility on conative aspects of healthy life attitude as 57.072 (significant) and path coefficient as 0.325 (significant). It can be concluded that there is an effect of communicator credibility through conative aspects of healthy life behavior. Moreover, from the table above, it is obtained  $F_{hitung}$  affects communicator credibility and conative aspects of healthy life attitude on healthy life behavior as 57.404 (significant). It indicates that the communicator credibility and conative aspects of healthy life attitude affects healthy life behavior. Then, based on the partial test it is obtained the value  $t_{hitung}$  for communicator credibility variable as 9.108 (significant) and  $t_{hitung}$ , the conative aspect variable of healthy life attitude as .375 (significant). Besides, it is also obtained the values of path coefficient for both variables as 0.485 (significant) and 0.126 (significant).

in table 3.4. it can also be seen the result of the value of path coefficient, so it can be described as follows: from the analysis it is gained the value of path coefficient directly affects communicator credibility on the conative aspects of healthy life attitude as 0.325 which means that if it is bigger than 0.05, it significantly affects the communicator credibility on the conative aspects of healthy life attitude.

In psychological perspective, conative components is a tendency to behave which is a shaped attitude component or a structured attitude with affective evaluation and aspect. Walgito (1991) mentions conative component connected with tendency to react to an attitude object. This component indicates attitude intensity showing the quantity of behavioral tendency of a person toward an attitude object (Walgito,1991:110).

The result of the above analysis indicates that conative aspect as attitude attitude component has a similar consistency to the change of attitude. It is in line with attitude schematic concept from Hovland and Rosenberg (1960 in Azwar (2010:7). It is said that a person's attitude toward an object plays a role as mediator between respondents and the object. The response is classified into 3 types, they are cognitive response (perceptual response dan statement on what is believed), affective response (sympathetic neural response or affective statement), as well as behavioral response (responses such as action and statement about behavior). Each classification of responses is related to the three attitude components (Azwar, 2010:7).

In the further research, Rosenberg dan Hovland mentions the relevance of attitude and behavior. Based on the response conception on an attitude object, Rosenberg dan Hovland states that inference or conclusion about

attitude must be based on a phenomenon that can be observed or measured. This phenomenon states that inference is a response toward an attitude object in different shapes. This conception can be seen in the below table:

**Table. 3. 5.** Response used to Attitude conclusion (adapted from Rosenberg & Hovland, 1960)

<i>Type of Respons</i>	Response category		
	<i>Cognitive</i>	<i>Affective</i>	<i>Conative</i>
<i>Verbal</i>	Statement of belief on attitude object	Statement of feeling toward attitude object	Statement of behavioral intention
<i>Non-Verbal</i>	Perceptual reaction toward attitude	Physiological reaction toward attitude object	Visible behavior connected with attitude object

(source: Azwar,2010:21)

From the conception in table 3.5.it is seen that the conative component of an attitude can be said to have characteristics to look more obvious tampak than the other attitude components as comprehension or perception and evaluation and emotion) conative response is behavior or a relative intention that can be observed compared to the cognitive and affective responses which are deeper..

From the result of the analysis at subhypothesis, there are several aspects to say:communicator credibility factor plays a quite important role in a persuasive campaign to change or affect public attitude. The campaign communicators in a group of communication (preach and discussion) and visit to cadre's house (sharing) proves that it can affect the healthy life attitude of the huousewives the members of Posyandu.

#### 4. Conclusion

There are some conclusions of the research:

Based on the three results of analysis toward the three components it can concluded that the three components have indirect effects on attitude and healthy life behavior of the respondents. If categorized orderly, it can be said that communicator credibility affects healthy life attitude of the housewives which is shown by significant numbers of the three components. If reviewed from every aspect, it is found that communicator credibility tends more to affect the cognitive aspects of healthy life attitude of the housewives

the members of Pos Yandu, than the affective and conative aspects of healthy life attitude. it is indicated by the number of path coefficient value where the communicator credibility in the health campaign from the Health service office Badar Lampung toward the cognitive aspects of healthy life ( $\square = 0,424$ ), while toward affective aspects of healthy life attitude at the second number ( $\square = 0,414$ ), and conative aspects of healthy life attitude at the lowest ( $\square = 0,325$ )

Therefore, it can be recommended that:

- It is required more complete printed references or books on campaign and persuasion. So far, there are limited references especially discussing campaign communicator credibility in Indonesia.
- It is recommended to carry out further researches on campaign communicator credibility in Bandar Lampung. It is also recommended to do a research on the communicator credibility of health campaign in Bandar Lampung through theoretical perspectives, construction, or other models.

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