

THE EFFECTIVE MESSAGE WITHIN THE HEALTH CAMPAIGN TO IMPROVE THE HEALTHY LIFE BEHAVIOUR

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ABSTRACT

The result of this research about the healthy behaviour changes of the cadres of Maternal & Child Health Centre showed the effectiveness of the health campaign message from the local government of Bandar Lampung. There were the health behaviour changes with the quite significant result from the path analysis examined in the direct and indirect effect.

It was concluded that the specific characteristics of the message played an important role in the effectiveness of health campaigns. Moreover, the segmentation of the society also affected the effectiveness of the message.

1. Introduction

The health campaign is originally the communicative campaign in the health field. The goal of the campaign is to persuade the audience so that the health campaign is expected to give the effect in the form of behavioural changes for the receivers of the health campaign message. In this context, the effectiveness of the campaign is determined by the great extent of the effect of the health campaign message which addresses one segment of the audience who is able to change the behaviour which is reflected from their healthy habits.

The variable of the message in the health campaign with the emphasis on the characteristics of the message should

There were indications that the message received by the audience could affect the respondents' healthy behaviour. This confirmed the basic assumption of Icek Ajzen's theory of planned behaviour which became the theoretical basis of the research framework.

KEY WORDS

Characteristics of The Message; Health Campaigns; Healthy Behaviour; Theory of Planned Behaviour

be designed with the aspect of the content and the delivery (including the use of the media) which optimally reach the audience so that the result of the changes in the society's behaviour is obtained.

Regarding the importance of the segmentation of the audience, Venus (2007: 149) says that the campaign becomes more directional and focused. Based on this perspective, it can be said that the studied health campaign from the Department of Health of Bandar Lampung contained the campaign situation in the segmentation of the audience who had a cohesive group members. The cohesive group is defined as the force which encourages a group of members to stay in the group and to prevent it to leave the group (Rachmat, 1989: 164). In this context, it can be said that Maternal & Child Health Centre activities built the cohesion among members, at least in their monthly routine. In these conditions, persuasive messages were more likely to affect the group.

According to Betinghaus (1973), the more cohesive groups are more likely influenced by persuasion in general. There is a pressure towards the uniformity in opinions, beliefs and actions (in Rachmat, 1989: 165). Thus, the studied health campaign had been able to design the messages that affected the behaviour of the respondent if it was associated with the condition of the cohesive group of Maternal and Child Health Centre when their monthly routine was done.

The research was conducted with mothers of the member of Maternal & Child Health Centre as the respondents taken by the random sampling technique under the condition that if the subjects of the research were greater than 100, it could be taken between 10-15% or 20-25% or more" (Riduwan, 2009: 254). The data of Maternal & Child Health Centre members in Bandar Lampung were 2.830 people. Thus, 10% of the population was 283 people.

Health Campaign Message

The studied variables were: (1) the delivery of the

Table 1. Direct Effect of Characteristics of Message of Environmental Health Campaign Message on Personal Healthy life Behaviour of Mothers of Maternal & Child Health Centre

Pasangan Variabel	R	ρ	F _{hit}	t _{hit}	Pengaruh			R ²
					Lang-sung	Tidak Lang-sung	Total	
X ₂ - Y ₁	0.380	-	47.485	6.891	-	-	-	0.144
X ₂ - Y _{2.1}	0.259	0.185	15.554	3.188	0.185	0.074	0.259	0.100
Y ₁ - Y _{2.1}	0.266	0.195		3.020	0.266	-	0.266	

Source: Research of Dissertation of Hasan Basri 2011

Keterangan:

X₂ : Characteristics of Message;

Y₁ : Healthy Life Behaviour;

Y_{2.1} : Personal Healthy Life behaviour

campaign message and (2) their effect about the healthy behaviour changes of the respondent which were measured by: (1) the defecation and the urination which always used the lavatory; (2) clean water used in toilet; and (3) water for drinking and cooking. The data of this research using the path analysis showed significant figures:

In table 1 above, it was obtained that F_{calculated} of the effect of the characteristics of the message on the the healthy life attitude was 47.485 (significant) and the coefficient of the path was 0.380 (significant). Thus, it could be concluded that there was an effect of the characteristics of the message on the life's attitude. Furthermore, in Table 1, it was also showed that F_{calculated} of the co-effect of the characteristics of the message and the healthy life attitude the personal health behaviour was 15.554 (significant). This showed that there was a co-effect of the characteristics of the message and the healthy life attitude on the personal health behaviour of the respondents. Moreover, according to the result of the partial test (t test), it was obtained not only

$t_{\text{calculated}}$ of the variable of the characteristics of the messages by 3.188 (significant) and $t_{\text{calculated}}$ of the variable of the personal healthy life attitude by 3.20 (significant), but also the amount of the co-efficient of the path of these two variables by 0.185 (significant) and 0.195 (significant) for each variable.

It can be concluded that the characteristics of the message affected the healthy behaviour. The result of this analysis is a description of the persuasion effect which was successfully achieved from the campaign. As one of the variables, the characteristics of the message were able to affect the respondents' behaviour. This was the ideal condition which was to be achieved in the campaign. The assumption was that the message was designed properly with the aspect of the content and delivery (including the use of the media) which optimally reach the society so that the result of the changes in the society's behaviour is obtained.

Path analysis included the components of behaviour corresponding with the studied behaviour. The persuasion in the context of a change of the behaviour could be a behavioural change even though the characteristics did not always change. There is a strong tendency that the change of the behaviour will affect the change of the attitude (Anwar, 2010: 65).

The result of path analysis could be said to strengthen the theoretical concept of Icek Ajzen known as the theory of planned behaviour. Fishbein and Ajzen (1980) in Littlejohn (2008: 114), state that theory of planned behaviour is explained with a formulation based on the behaviour intention which can be predicted by looking at the attitude on the behaviour and subjective norm. The linkage between the intention and the appeared behaviour is described in the formulation below.

$$BI = A_B \omega_1 + (SN) \omega_2$$

Source: Littlejohn, (2009:114)

Note:

BI = behavioural intentions;

A_B = attitudes towards behaviour;

SN = subjective norm (what is the other people's mind);

1ω = weight of attitude;

2ω = weight of subjective norm.

The intention of a particular behaviour is specifically determined by your attitude on the behaviour and a collection of beliefs about how the other people want you to behave. Each factor – your attitude and the people's opinions – has weight which is based on its interest which meant that sometimes your attitude was the most important, sometimes the other people's attitude was the most important, and sometimes your attitude and the other people's attitude have more or less equal in its weight (Littlejohn, 2009: 114). The formulation, in the context of this research was described that the weight of the public attitude was in the form of the equal balance with the delivered, persuasive message.

The concept of the formulation indicated that the respondents of the healthy behaviour could be influenced by the campaigners' persuasion which was used to strengthen the behaviour intention (BI) so that the effect on the respondents' behaviour could occur by strengthening 2ω weights or the weight of the subjective norm as the attitude of the other people which strengthened the attitude of the respondents to behave. In this case, the campaigners' existence was at the position which had the capacity to strengthen the respondents' subjective norms.

Theory of Planned Behaviour

The implemented research was based on the theory of the planned behaviour which was linked with a series of the attitude and the behaviour. This theory was actually considered as the development of the psychological theory which was called the theory of the reasoned action which was previously developed by Icek Ajzen and Martin Fishbein since 1975. This theory was proposed by Icek Ajzen in 1985 in his article "From intentions to actions: a theory of planned behaviour."¹

The theory of reasoned action is rooted from the theory of behavioural tendency such as the learning theories, value and expectation theories, consistency theories, and the attribution theories. According to this theory, if a person evaluates the behaviour which is suggested as a positive tendency, and if he/she thinks that the significant people for him/her want the behaviour to be shown (this is the subjective norm), then the result is the higher intention (motivation) so that there is a bigger possibility for him/her to show such behaviour.

A high correlation between the attitude or the tendency and the adhered subjective norm on the behavioural goal for which the appeared behaviour is also correlated with them has been confirmed by many scientific researches. The counter-arguments which oppose the postulations of the high correlation between the intention of actions and the appearing actual behaviours have also been proposed as a result of several researches. Thus, it shows that the intention of the actions or the intention of the behaviours

does not continue to encourage the emergence of the actual behaviour due to the existing limitation.

Therefore, due to the intention of the behaviour which cannot exclusively be determining factor upon the emerge of the behaviour when the individual's control upon their behaviour is not absolute, Ajzen afterwards introduces theory of planned behaviour by adding a new component. It is the perceived behavioural control. In this way, he expands his theory of reasoned action to be able to cover a wide range of internal behaviour to predict the behaviour in the intentions and the actual behaviours.

Several constructs in the planned action can be explained as follows (Ajzen, 2005:80-99)²:

1. Behavioural Belief and Attitude on Behaviour

- a. Behavioural belief is the belief which belongs to the individual concerning the consequences of the certain behaviour. Its concept is based on the subjective probability which means that such behaviour will give certain results which can already be predicted.
- b. Attitude on behaviour is the positive or negative evaluation by the individual upon the certain behaviour that he shows. The concept is the degree to see the behaviour negatively or positively. This is determined by a whole set of beliefs of behaviours that can be accessed and can connect the behaviour with various results and characteristics of the other attributes.

2. Normative Belief and Subjective Norm

- a. Belief/Normative Values is the individual's perception about a certain behaviour which is

¹ Icek Ajzen opens internet site to study the theories of attitudes and behavior. Regarding the attitude and behaviour in the theory of reasoned action and theory of planned behavior can be checked through <http://www.people.umass.edu/ajzen/>

² Completed the references from the internet through http://edutechwiki.unige.ch/en/Theory_of_reasoned_action[19/02/2010] dan <http://www.people.umass.edu/ajzen/>[19/02/2010]

influenced by the judgement of people who are significant for him (e.g. parents, friends, husband/wife, teachers, and others).

- b. Subjective norm is the individual's perception on the normative demands of the social sphere or on the other people's beliefs about what should (or should not) do as a specific behaviour.

3. Belief/Steering Value and Perceived Behaviour Control

- a. Perceived Behavioural Control is the perception of the individual about the difficulties or easiness to show a certain behaviour. It is assumed that the perceived behaviour control is determined by a whole set of control beliefs that can be accessed.
- b. Control Belief is the belief belongs to the individual on the factors which can facilitate or hinder the appearance of a certain behaviour. The perceived control is conceptually associated with the self-efficacy.

4. Behavioural Intention and Behaviour)

- a. Behavioural Intention is the indication on the readiness of the individual to show a certain behaviour. The goal of this behaviour is assumed as a closest antecedent of the emergence of the behaviour. The goal of this behaviour is based on the attitudes on the behaviour, the subjective norm, and the perceived behavioural control that each of their formers of the behaviour has their own important weight in relation to the existing behaviours and interests.
- b. Appearing Behaviour is the response which can be observed from the individual in a certain situation

to achieve certain targets. Ajzen states that the behaviour is the function of the mutual support between the perception and the intention of actions in which the perceived behavioural control is expected to moderate the effect of an intention for such behaviour so that the perceived goal will result the occurring behaviour when the perceived behavioural control strongly appears.

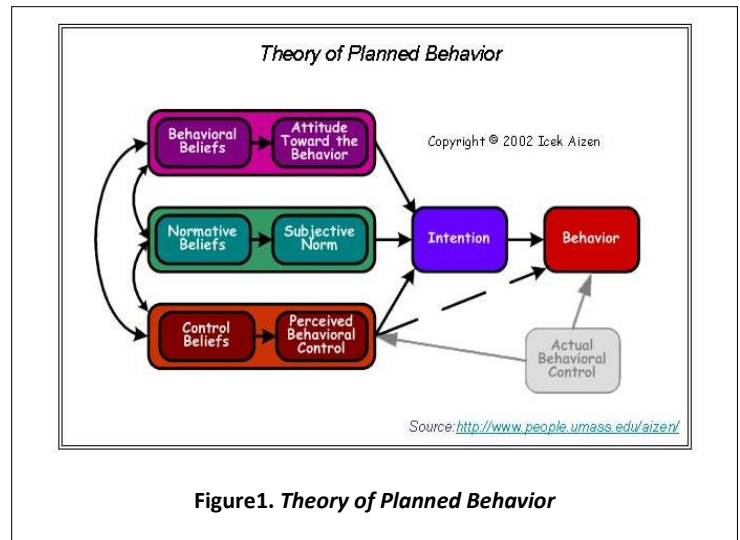


Figure1. Theory of Planned Behavior

Regarding the Figure 1, It can be stated that human behaviour is guided by three kinds of considerations. They are³: (1) the behavioural belief, (2) the normative belief, and (3) the control belief." The advantages of each of three candidates show that the behavioural belief generates attitudes on the perceived or unperceived behaviour; the normative belief produces the subjective norm; and, the control belief inflicts the perceived behaviour. In their combination, "the attitude on the behaviour", "the subjective norm", and "the perceived behaviour control" lead the formation of a behaviour intention.

³ Model and explanation quoted from the formal internet site of Icek Ajzen through <http://www.people.umass.edu/ajzen/> [19/02/2010]

In particular, "the perceived behaviour control" is considered not only directly affect the actual behaviour, but also indirectly affect it through "behavioural goals" (Zimmerman et.al, 2005)⁴.

As the general rule, the more acceptable the attitude on the behaviour and the subjective norm is and the greater the perceived behaviour control is, the stronger the intention of goals for showing the intended behaviours is. Eventually, it depends on the adequate degree of the actual control on the behaviour which is expected by people to carry out their intention when there is an opportunity for implementing it. The second explanation of the theory is that the theory of planned behaviour is the development of the theory of reasoned action which means that the improvement in an effort of Ajzen in studying the linkages between the behaviour and the attitude to deepen the theoretical constructs. The development made by Ajzen by adding the perceived behavioural control components is the factor that becomes a centre of attention in studying the emergence of the certain behaviour which is based on attitude.

Glanz, et.al. (2008: 70-73) propose a schematic illustration of the theory of planned behaviour as the development of the theory of reasoned action. In Figure 2.4., it was presented about the elements of the behaviour which are determined by the elements of the intention to form or to show a certain behaviour or intention to perform the behaviour. With schematic model, Glanz explains that the theory of reasoned action confirms that the most important component of the behaviours is the intention to perform the behaviour which is known as the intentional behaviour. The direct determining factor on the intention of individual's behaviour is his/her attitude in building his/her behaviour and his/her subjective norm which are associated

with the behaviour. In the theory of planned behaviour, the perceived control in the behaviour elements was added by taking into account the equilibrium situation where a person is unable to have a full control over certain behaviours. The attitude is determined by the individual's belief about the outcome or the attributes in shaping behaviour (behavioural beliefs) by taking into account the evaluation results or the attributes. A person who strongly believes that the behaviour will give a positive value on his/her behaviour will also believes that he/she will have a positive attitude to such behaviour. In return, a person who strongly believes that the result is negative value on his/her will also has a negative attitude on his/her behaviour.

Moreover, the subjective norm is also similarly determined by the normative belief which mean that whether the person has the important references to approve or to refuse in realizing the behaviour by being considered with the fulfillment of his/her motivation. Someone believes that the reference of thought makes him/her do certain behaviours so that he/she maintains the positive subjective norm. In return, someone believes that the reference of thought makes him/her not do certain behaviours so that he/she maintains the negative subjective norm. People who have less motivation to meet their reference of thought will relatively get subjective neutral norms.

The components of the perceived behavioural control are determined by belief control which depends on the existence of the facilitator or the obstacle in manifesting the behaviour by taking into account the strength or the ability in understanding or taking into account the impact of each factors of the control to facilitate or to inhibit such behaviour. Ajzen says that the perceived control is the

⁴ Quoted from the formal internal site of Icek Ajzen through <http://people.umass.edu/aizen/abstracts/sparks1995a.html> . [19/02/2010]

manifestation of the behaviour of motivation (intention) and ability (behavioural control).

The perception upon the control in the manifestation of a person's behaviour with the intention or the motivation is expected to have a direct effect on the behaviour, especially when it is felt that the control turns to be an accurate judgment upon the control behaviour and when the control will not be high. The influence of the control is perceived to decline and the intention is a thing which indicates the adequate behaviour happens in a situation where the perceived control is over the high behaviour (Madden, Ellen & Ajzen, 1992, in Glanz, 2008: 71).

Theory of planned behaviour explains that the main factor determining the existence of behaviour is the goal of the behaviour itself. Behaviour does not form for granted without any planning or awareness of a goal of a person which is achieved through such behaviour. The awareness of the specific goals will lead the individuals to make plans to form a behaviour in a certain situation. Thus, the main cornerstone of the behaviour is the behaviour of interest itself (Venus 2004: 35). Regarding the theory, Venus explains that the goal of the behaviours consists of several factors:

1. The attitude on the behaviour. This is related to the personal belief on the positive and negative consequences, the behaviour, and the important consideration which exists in each of these consequences. The behaviour will happen if people think the positive consequences is bigger than the negative consequences.
2. The subjective norm related to the behaviour. It is related to the individual's belief regarding the principles of those who have important meaning for them on such behaviour. This is closely related to the

extent of the individual who are motivated in order to meet the expectations of such persons.

3. Perception on the control behaviour. It is the individual's perception related to the strength of the external factors which will influence the level of the easiness or difficulty of the emergence of such behaviour.

Theory of planned behaviour also proposes a postulation that the perceived control is regarded as a determining factor of the behavioural intentions (in this case, along with the attitude and behaviour of subjective norm). In the constancy of the attitude and the subjective norm, the easiness or the difficulty of the perception of a person in realizing the intentions of behaviour will affect behaviour. The consideration of the relative weights of the three factors in determining the behavioural intentions or behavioural goal may vary in the differences of the behaviour and the population. Theory of reasoned action and theory of planned behaviour consider the causal chain which is interconnected among the behavioural belief, the normative belief, and the belief control to form the behavioural intentions and the linkage of the behaviour formed by the attitude, the subjective norms, and perceived control.

The advantage of the theory of planned behaviour is by displaying a chart or a model schematically from which its components are clearly specified and its measurements and calculations are drawn in detail (Ajzen and Fishbein, 1980; Ajzen, 1991; Ajzen, 2006, in Glanz, 2008: 72). The other factors including demographic characteristics and environment have a role in the schematic model construct and are not likely to contribute independently to determine the behavioural manifestation.

According to Glanz (2008: 76-78), Ajzen's theory has been widely used in the health behaviour research by providing

a framework to identify the behavioural belief, the normative aspects, and the belief control. The behavioural intervention can be designed for the targets and to change the belief or the value. Thus, through the way in influencing the attitude, the subjective norm, and the belief control, the process of transitioning them at the change of the behavioural intentions and behaviour is also continued. Several researches have shown that the perceived behavioural control is crucial in determining the intention of the behaviour, knowledge upon the influence of control belief to be the centre of the attention of facilitators or obstacles from which it will be useful in the development of an intervention at the target.

Furthermore, Glanz (2008: 78) explains that someone cannot perform the suggested behaviour without motivation. The four other components directly affect the behaviour (Jaccard, Dodge, and Dittus, 2002, in Glanz 2008: 78). Three of them are important in determining whether behavioural intentions can produce behavioural manifestation. First, someone requires knowledge and skills to make something happen in the form of behaviour even if he/she has a strong behavioural intentions; second, there are no environmental constraints which makes the behavioural manifestation happen; (Triandis, 1980, in Glanz 2008: 78); third, the behaviour must stand for someone (Becker, 1974, in Glanz 2008: 78).

In this case, the experience in realizing behaviour can be a habit so that the intentions of the behaviour become less important in realizing the behaviour for someone (Triandis, 1980, in Glanz, 2008: 78). Thus, a specific behaviour will likely occur if (1) a person has a strong intention to make it happen and have sufficient knowledge and skills to do so; (2) there is no serious environmental constraints to prevent the behaviour manifestation; (3) the behaviour is prominent; and, (4) the person has behaved previously. All the components and interactions among components are an

important consideration in order to design a behavioural intervention in promotional activities or campaigns of the healthy behaviour.

As an example, if a woman has a strong intention to obtain the mammography medical action; it is important to ensure that she has adequate knowledge about the health care system to follow through the intentions of the mammography behaviour. In that condition, there are no serious environmental obstacles such as lack of the transports or the restrictions of the service health clinic hour which can inhibit the action of the medical mammography (Glanz, 2008: 79) From the path analysis, it illustrates that there is an obstacle on the message delivery that was well received by the respondent during the campaign period. The characteristics of the message as the independent variable are the medium of how the contents of a campaign are conveyed to the audience. In this research, it showed that the design is quite good and becomes effective message.

This assumption refers to Rogers and Storey's concept (1987) about a successful campaign which is characterized by: the formation of the segmentative message in doing the campaign which is in terms of the types of the audience. Segmentation can be based on ages, genders, occupations, cultures, product benefits, and ideas (in Venus 2004.135). If you look at the characteristics of the respondents, the assumption strengthens the research results that the respondents tend to have several traits or identities which are similar each other (women, housewives, Maternal & Child Health Centre). This similarity can be sort of a reference group of mothers; while, the reference group can affect a person's attitude to behave. Regarding the formulation of the intention of the message (in Littlejohn, 2009: 114), there has been a subjective norm (SN) which supports personal behaviour. Moreover, the behaviour of the reference group – in context of a reference group –has

also become a reference and there has been previous behaviours which that support the formation of new behaviour after the obstacles of the message of the campaign.

We tend to be persuaded if an opinion is adopted by a group of people whom we like or we belong to them (Taylor, 2009: 184). This indicates that the messages conveyed in the campaign by the department of health of Bandar Lampung were presented properly. Furthermore, the respondents as the receiver of the message can be affected by their behaviour. The result of the analysis and the data processing showed the significant effect between the campaign

messages and the healthy behaviour of the respondents. The changes on the behaviour due to the role of the persuasion are able to reach the respondents. It can be expected that the effect of the messages of the campaign on the individual's behaviour had an effect in improving the quality of healthy life for each family of the respondents. If every cadre of Maternal & Child Health Centre has good healthy behaviour, it can be expected that goodness is embedded in the practice of the healthy lifestyle in everyday life within the family. Eventually, it gives the positive contribution for the health development in the future.

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