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ANALYSIS OF HEALTH CAMPAIGN FROM A BRANDING PERSPECTIVE: THE "GENRE" CAMPAIGN FOR ADOLESCENTS IN EFFORT TO PREVENT EARLY MARRIAGE, FREE SEX AND DRUGS ADDICTION

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ABSTRACT

This study aims to analyze the effectiveness of campaign programs in the health sector using social media, with the concept of brand resonance as a reference model. This was a qualitative case study research. The informants of this study were the person in charge of this program at BKKBN Jakarta and the younger generation who had become the followers of the generasi berencana (well-planned generation, shortened as GenRe) program on Instagram. Methodological triangulation consisted of observation, independent interviews, and literature was used to guarantee the quality of data. The results showed that the implementation of the campaign using social media concerning the GenRe program was still not effective. This can be seen from the implementation of the seven principles of social media management still far from the purpose of building the model. Departing from these findings, the studies related to the formulation and implementation to build a model by making it as a brand and utilizing social media as the main discussion become interesting to do.

KEY WORDS

Branding, health campaign, social media, public service.

Globalization has an impact on all aspects of life. Among them can be seen from various changes that occur in social behavior and communication patterns in society. Especially with the rapid development of communications technology, such as the presence of digital communication platforms, such as Facebook, Instagram and YouTube changing communication patterns become more complex and dynamic.

Some researchers, have discussed the negative impact of the presence of information technology among adolescents, without ignoring the role of social media in a constructive framework. The sophisticated communications technology makes the flow of information unstoppable and easy as well open to doing with various parties. Various negative effects due to the rapid development of communications technology start to emerge. One of the negative impacts is the increasing exposure of teenagers to pornography, which results in the emergence of various social problems among teenagers. Some of those problems are, among others, pregnancy before marriage, drugs accessible getting easy, free sex and various other deviant behaviors among teenagers. (Adikusumo, 2005; Kartono, 2011; Pratama, 2014; Romauli in Sari, 2016; Isnaini, et al., 2017).

In response to this reality, the National Population and Family Planning Board (BKKBN) has made various efforts to emphasize adolescents to focus on efforts to improve themselves and their quality so will have a healthy competing spirit and become a generation that plans, so that teenagers life can be filled with positive activities at school and in the community (BKKBN, 2018). The movement entitled GenRe was carried out massively, through social media, both offline and online. The offline spread of the program is done by visiting schools, universities, and working with the community. As for online program implementation, GenRe uses website and social media. The use of social media with various channels creates a positive correlation of the effectiveness of the use of social media as a media campaign (Fichman, 1992; Brandt & Henning, 2002; Chadwick, 2006; Bruhn, et.al, 2012; Mustafa , 2013; Rapp, et. Al, 2013; Siagian, 2015).

Social media is a group of Internet-based applications built based on technology from Web 2.0 that enables the creation and exchange of user-generated content. So that interactive communication will be built. Garven, 2010; Stroever, et.al, 2011; Gubta, et.al, 2013). The presence of new media, i.e. social media (especially Instagram) in the health campaign activities is expected to be used as a means of effective communication. In order to achieve the effectiveness of the campaign, Heldman et al. (2013) propose seven principles that must be part of the media communication strategy in public health organizations, including:

- Listening to social media conversations;
- Being engaged with influencers and conversations;
- Responding to questions or comments received through social media;
- Providing users the opportunity to engage with the organization and other participants;
- Receiving and inviting users to create content;
- Making the opportunity to integrate online and offline;
- Utilizing social media for community involvement.

This study aims to examine GenRe health campaigns through social media, especially Instagram analyzed based on the branding perspective. Branding perspective was selected because it also plays an important role in a campaign's success besides media channel (Pappu et al., 2005; Keller, 2008). More specifically this research uses the concept of Brand Resonance - Customer Based Brand Equity (CBBE) developed by Keller (2013).

LITERATURE REVIEW

Brand has been one of the key concepts in commercial marketing in the past few decades. Even it functions as a way to build the uniqueness of a product or service, through the concept of brand equity (Sugiono & Prima, 2004; Aaker, 1996; Basu and Wang, 2009; Pralea, 2011, Kotler & Keller, 2012). Brand is a process of creating an identity for a product, in other words, brand creates equity, which in turn will contribute to the absorption of larger products in the market. Kemp, Jillapalli & Bacerra (2014) emphasize that brands can be used as a means of developing meaningful connections with consumers so that they can help achieve differential and competitive advantage in the market. Branding is a product and service with a strength that aims to create differences between products. (Keller,1998; Evans et al., 2002; Evans, Price & Blahut, 2005).

Kemp et al., (2014) stated that health is one of the important and personal service industries. Meanwhile, brand in health campaigns can be an effective way to influence healthy behavior. For this reason, producers need to build a unique positioning in the minds of target audiences so the campaign strategies can generate good public awareness towards the campaign goals itself (Wardle, et.al, 2001; Evans, et.al, 2004; Evans & Hashting, 2008; Pralea, 2011)

Brand equity refers to the added value of products and services. This can be reflected by the way the consumers think, feel, and act regarding the brand, price, market share, and profitability that the brand commands (Kotler & Armstrong, 2012). This brand equity can be assessed through several perspectives, one of which is the consumer perspective. This perspective delivers Consumer Based Brand Equity (CBBE), namely the influence of differential of brand knowledge on consumer responses to brand marketing (Keller, 2013).

To be able to explain the brand position from the customer side, Brand Resonance Pyramid will be used referring to an intense and active relationship between customer loyalty and the brand (Kardes, et.al, 2011). Related to this, Keller explained it through six brand building blocks arranged in a pyramid (See Figure 1).

Based on the figure 1, the initial stage in the brand resonance model is determining brand identity. To achieve the right brand identity, it is necessary to create a good brand meaning. So that it can measure the aspects of consumer awareness of the brand and how easy and often the brand appears (Keller, 2013). The creation of good brand identity will

have an impact on brand performance and image. A product is the heart of brand equity because of its main influence on what experienced by customers. Brand performance explains how well the product or service meets the functional needs of consumers, while brand image refers to how consumers associate brands (with certain characters or values) directly through experience an indirectly through advertising or by other sources of information. (Keller, 2013; Evans et al., 2005).
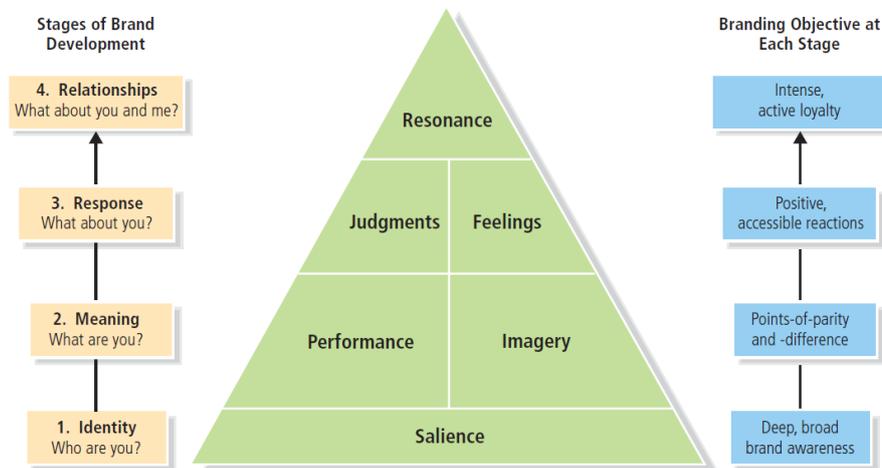

Figure 1 – Brand Resonance Pyramid (Source: Keller, 2013)

When identity and performance are well designed, consumers are faced with brand valuation activities. Brand assessment is the opinion and personal evaluation of consumers about the brand (Evans et al., 2005). This evaluation is obtained through an assessment of all brand performance. Consumers may have a different assessment of the brand, but there are four types of assessment which are most important, namely: brand quality, brand credibility, inclusion in consideration, and superiority over other products. Meanwhile, Brand Feeling refers to the response and emotional reaction of consumers to the brand. Furthermore, the final stage of the brand resonance model focuses on the relationship and level of consumer identification. How far consumers can internalize brand identity with the existing brands. In other words, brand resonance describes what relationships a customer has with a brand (Aaker, 1996; Evans, et. Al, 2004; Evans, 2008).

METHODS OF RESEARCH

The paradigm used in this study is qualitative. This was a snapshot case studies research (Stake, 2010; Yin, 2009; Creswell, 2014). The informanst were determined using purposive snowball technique in which the informants will stop if they have obtained the information needed in accordance with the focus of the study. The initial informants were those acted as the person in charge of this program at the BKKBN headquarter in Jakarta, then continued to the younger generation who had become the followers on Instagram. Data were collected using in-depth interviews, observation and literature/document studies. It also functions as a methodological triangulation, that is the use of more than one method of collecting data in a single case (Patton, 2002). Furthermore, data analysis uses an interactive model developed by Miles & Huberman (1994).

RESULTS OF STUDY

To see the use of social media in the GenRe program, the seven principles of the use of social media, developed by Heldman, et. Al. (2013), are the framework of the research analysis as presented in the previous method section.

First, Listening to social media conversations. Based on the results of the Instagram

observations and its comments column, the GenRe campaign followers still cannot listen well to the conversations on social media, as evidenced by social media content still focuses on GenRe activities and the selection of GenRe ambassadors. This condition can be seen from the conversation in the comments section which very rarely discusses essential information which is the main material for GenRe learning. This is very contrary to an ideal model framework for a campaign that uses a social media framework in the health sector.

Second, Influencer involvement and its conversation. In order to achieve the effectiveness of the GenRe program, one of the strategies taken is to choose ambassadors acting as influencers selected to represent each province through the GenRe Ambassador. In addition to acting as an influencer, the role of this ambassador is also expected to be an attraction for the younger generation. The rationale behind this strategy is to be able to disseminate information and recruit members from peers. The strategies are like to be able to provide space for ambassadors to convey information and persuade audiences according to the conditions and culture of each region. But the content that the ambassadors share online still involves the selection of ambassadors, not the GenRe material itself. Therefore, the role of an influencer is still not effective, as is the ideal role of an influencer in a campaign or advertising program.

Third, response to questions or comments received through social media. Social media allows organizations or individuals to engage in two-way communication and receive feedback or replies immediately (Gubta, et.al, 2013). Based on the results of observations and in-depth interviews with various informants, the GenRe Instagram administrator answers the questions through direct message. The questions asked were still same, that is the GenRe ambassador and had not discussed substantially the GenRe campaign program feed. Technical questions like this can be avoided by sharing this information on social media and utilizing social media features (such as highlight on Instagram). Whereas for comments both official accounts and per province are very normative and there is no discussion. For that matter, the essence of the campaign platform by using social media that should be very interactive and dialogical, as a form of two-way communication model, is still far from expectations.

Fourth, providing the user the opportunity to engage with the organization and other participants. Heldman, et.al (2013) stated that organizations must facilitate discussions between users, then this principle has not been applied by GenRe. The statement was strengthened by looking at the content and conversation of the GenRe account still focused on the dissemination of GenRe about Ambassador information.

Fifth, Receiving and inviting users to create content. Looking at the #genreindonesia topic trend will show that GenRe is currently trying to invite members to create content related to GenRe material. However, these activities are still extensions of offline activities and are not managed by an official GenRe account.

Sixth, Providing the opportunity to integrate online and offline. One important key to branding is consistency in delivering messages. Consistency is shown from campaign content, both online and offline. However, the fourth principle has not been fulfilled because GenRe has not integrated an offline campaign with social media.

Seventh, Utilizing social media for community involvement. Community involvement here is social media as a forum for community conversations. GenRe has not fulfilled this principle because the social media function is still an activity information portal.

Brand salience represents public awareness about the brand. Program stakeholders generally know about the existence of the GenRe program and acknowledge its potential to help the need for a healthy life through the information provided. By knowing this program, if connected with the principle of social media, increasing public awareness can be done using the first and second principles. (i). The first principle, that is listening to audience conversations on digital platforms can provide information about how messages and brands must be packaged according to trends. Therefore, the message and brand will be more interesting and easy to remember by the audience; (ii). The second principle, which is working with influencers can be the fastest way to introduce a brand. (Alba & Chattopadhyay, 1986; Alba, Hutchinson & Lynch, 1991; Vieceli & Frank, 2015).

Furthermore, it deals with brand performance and imagery. There are two different opinions, that the GenRe program provides many benefits, especially with the presence of leadership training, seminars to prevent drugs, early marriage, and premarital sex. All of these benefits are obtained through GenRe offline activities. The emphasis is more on Brand Performance. In addition, from the concept of brand imagery, informants (follower) imagine being a GenRe Ambassador or brand ambassador GenRe which will explain the activities of the GenRe program to adolescents. Being a Genre Ambassador will add personal value to them, such as pride feeling and getting benefits. Moreover, the selection of Genre Ambassadors is frequently aired through GenRe Instagram. A large number of publications on the selection of Genre Ambassadors and activities as a GenRe Ambassador is one of the factors considered. If analyzed further, the lack of information dissemination on social media makes the GenRe program only associated with the selection of ambassadors, not the material or the main message that the program wants to convey. Therefore, the resonance level of the brand ends at this stage. (Aaker, 1990; Aaker, 1991; Aaker & Keller, 1990; Aaker, 1996)

These two perspectives show how a message conveyed to the public must have a correlation with the personal value of the audience. Therefore, the message delivered has value and is attractive to those who are targeted by this program. Considering that GenRe content currently has a correlation with their position as part of the GenRe community and news about the GenRe ambassador can be more attractive to brands. As for the wider audience, the existing social media content does not provide a message and value that attracts them to engage further with GenRe. In addition, the lack of interaction between a broad audience and GenRe made the visitors not have enough experience to form an assessment of GenRe image and performance (Sanchez & Ostrovskaya, 2012; Aggarwal, 2004; Bao & Bakker, 2010)

To provide a brand experience with audiences, principles number 4 and 5 are very relevant to develop. For example is principle number 4, by providing the opportunity for the public to engage with the organization, audiences can get to know GenRe and form an image or picture of GenRe based on that experience. This opportunity can be done by inviting audiences to follow movements or social media competitions. The implementation can be done through the GenRe official social media and adapted to existing features and trends.

Related to the Brand Judgment and Feeling, they feel proud to be members of this community. Nevertheless, they feel that the substance of education through social media related to early marriage, drugs, and free sex becoming the main material of GenRe is indeed not optimal. GenRe is currently focused on offline campaigns and has not been integrated with social media. Therefore, at this stage, it is important to be able to implement and correlate the values offered by GenRe online with the circumstances and condition of the audience. We can achieve this through the application of social media principles, that is the 6th principle. Something which can be used to prove that being healthy without free sex, early marriage, and drug abuse are things that must be done by the public. The GenRe organization here can integrate the offline activities that they do by making social media content having the same content. This content will be more memorable to the audience if packaged by combining the cognitive side (such as the dangers of free sex, early marriage, and drug use) and affective (telling how the harmful effects of free sex, early marriage, and drug use).

CONCLUSION

The use of social media in campaign strategies guarantees the effectiveness of its implementation. There are 7 (seven) principles of social media management in an effort to realize this effectiveness. The GenRe Program still cannot implement the seven principles because there is still no clear framework from BKKBN as the program's leading sector. This has an impact on the orientation of the target audience in this program.

In order to make this program more effective, then the understanding of brand

activation in an effort to create brand equity supported by the management of the strategy of using social media becomes the main requirement before a campaign program is being implemented. Future research opportunities related to this theme, are how to develop a clear conceptual framework, followed by studies relating to the formulation and implementation of campaign strategies using social media.

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