

TABLE OF CONTENTS

APPROVAL PAGE	iii
MOTTO AND DEDICATION PAGE.....	v
ABSTRAK	viii
ABSTRACT	ix
TABLE OF CONTENTS.....	x
LIST OF TABLES	xiii
LIST OF FIGURES	xv
LIST OF ATTACHMENT	xvi
CHAPTER I.....	1
INTRODUCTION	1
1.1 Overview of Research Object.....	1
1.2 Research Background.....	1
1.3 Problem Identification	9
1.4 Research Objective	9
1.5 Research Uses.....	9
1.6 Time and Period of Research.....	10
1.7 Research Writing Systematics.....	11
CHAPTER II	12
LITERATURE REVIEW AND SCOPE OF RESEARCH	12
2.1 Theory Review	12
2.1.1. Health Communication.....	12
2.1.2. Genderlect.....	15
2.1.3. Persuasion Theory	20
2.1.4. Public Relations Campaign	21
2.1.5. Health Belief Model	24
2.2 State of Art.....	28

2.3 Framework.....	39
2.4 Research Hypothesis.....	40
2.5 Research Scope.....	41
CHAPTER III RESEARCH METHODOLOGY	42
3.1 Type of Research.....	42
3.2 Operational Variable and Measurement Scale	42
3.2.1 Operational Variable.....	42
3.2.2 Measurement Scale.....	45
3.3 Research Stages.....	47
3.4 Population and Sample	48
3.4.1. Population.....	48
3.4.2. Sample	48
3.5 Data Collection.....	50
3.5.1. Primary Data.....	50
3.5.2. Secondary Data.....	51
3.6 Validity and Reliability Test.....	51
3.6.1 Validity Test.....	51
3.6.2 Validity Test Result.....	52
3.6.3 Reliability Test	54
3.6.4 Reliability Test Result.....	56
3.7 Data Analysis Technique.....	57
3.7.1. Normality Test.....	58
3.7.2. F-Test.....	58
3.7.3. Linearity Test.....	59
3.7.4. Correlation Analysis.....	59
3.8 Hypothesis Test (T-test).....	60
3.9 Determination Coefficient	62
CHAPTER IV.....	63
RESEARCH RESULTS AND DISCUSSION	63
4.1 Data Collection	63
4.2 Respondents' Characteristics.....	63
4.3 Research Result	68

4.4 Research Result Discussion.....	91
CHAPTER V	100
CONCLUSION AND SUGGESTION	100
5.1 Conclusion.....	100
5.2 Suggestion	101
BIBLIOGRAPHY	103
ATTACHMENT.....	109