

CHAPTER 1

INTRODUCTION

1.1 Overview of Research Objects

One of the steps made by the Covid-19 Task Force as an effort to combat Covid-19 pandemic in Indonesia is by creating a public campaign. A public campaign is expected to raise public awareness and concern in implementing a healthier lifestyle during the pandemic because a well-designed campaign will provide great change. The government through Covid-19 Task Force then created and echoed the “Ingat Pesan Ibu” campaign to achieve the national-scale purpose of raising awareness and actions in implementing healthier lifestyle during pandemic.

The "Ingat Pesan Ibu" campaign was created to help convince the public to comply with health protocols¹. This campaign was raised by adjusting the existing culture in Indonesia. The mother figure is an important figure for the family because everyone is born of a mother and this message is assumed through the role of a mother who always reminds her children. Indonesian culture that has an attitude of obedience to its mother encourages this campaign to be made and it is hoped that with the tropes can happen the same thing in the community. Mother figure here describes health protocols that campaign for 3M messages (Wearing masks, washing hands with soap, keeping your distance). Therefore, this campaign aims so that the public can always remember to adhere to existing health protocols such as a child who obeys the mother's message and is always remembered in everyday life.

The “Ingat Pesan Ibu” campaign was created not only to raise awareness and actions of implementing healthier lifestyle but also expected to help convince the public to comply with health protocols that need to be implemented especially during the time of Covid-19 pandemic. Adjusting the Indonesian culture where children obey their mothers, this campaign is a way to rely 3M messages (wearing masks, washing hand with soap, keeping a safe distance) in a manner where children (public) can hopefully obey and remember their mother’s message (health protocols) for their everyday lives.

¹ <https://www.antaranews.com/berita/1825292/sosok-ibu-dalam-kampanye-pencegahan-covid-19>

The "Ingat Pesan Ibu" campaign is massively echoed through online media such as social media platforms by uploading posters, infographics and videos. Various *online* news portals and various forms of advertising or mentioned by television and radio *announcers* as appeals to listeners are also used in the spread of online campaigns. Various online news portals and forms of advertising platforms like television and radio are also used in spreading this campaign. As addition, this campaign also uses offline media such as poster installation in billboards, print media, and even played in public places. The song "Ingat Pesan Ibu" itself was created and popularized by Padi Reborn band. Together with task force Covid-19, the campaign movement began on Pancasila Day on October 1, 2020 with the theme of Behavior Change.

Piyu, Padi Reborn guitarist explained that this song was made based on the anxiety of Padi Reborn personnel about the situation where the number of Covid-19 continues to increase but the community is not compliant to carry out 3M.² Therefore, he hopes that the song created in a day is expected to entertain and encourage the public to implement health protocols. Research discussing the deconstruction of the meaning of the text of the Covid-19 health protocol in the song campaign "Ingat Pesan Ibu" on YouTube media by A. Yudo Triartanto, Adhi Dharma Suriyanto, and Tuti Mutiah from Bina Sarana Informatika University (2021) said that "Ingat Pesan Ibu" song is a positive invitation for the public to adhere to health protocols. Here are the lyrics to "Ingat Pesan Ibu" song by Padi Reborn.

"Ingat Pesan Ibu"

Pakai Maskermu

Cuci Tangan Pakai Sabun

Jangan Sampai Tertular

Ingat Selalu Pesan Ibu

Jaga Jarakmu

Hindari Kerumunan, Jaga Kehuargamu

1.2 Background

In December 2019, it was the beginning of an outbreak of the virus that made a stir in one world. *Novel Coronavirus* (2019-nCov) is a type of virus that causes diseases of the respiratory tract and was first detected in the city of Wuhan, China. Novel coronavirus or coronavirus is *zoonotic* which means a disease that can be transmitted between animals

² <https://www.beritasatu.com/kesehatan/682703/lewat-pesan-ibu-padi-reborn-putus-rantai-covid19>

and humans. The same virus also caused the Severe Acute Respiratory Syndrome (SARS) pandemics of 2002-2003 and Middle East Respiratory Syndrome (MERS) in 2015. This virus resembles *pneumonia* caused by bacteria and fungi.³

In a statement from the President of the Republic of Indonesia, Joko Widodo (Jokowi) at a *press conference* reported on March 2, 2020 confirmed that a mother (64 years old) and her daughter (31 years old) Indonesian citizen, tested positive for the Covid-19 virus. This is evident when the information of a Japanese citizen who had visited Indonesia was confirmed positive for the Covid-19 virus and after being traced had been in direct contact with the mother and child. This incident is the beginning of the Covid-19 virus case in Indonesia and continues to grow from day to day which has a huge impact in many sectors.⁴

The ever-increasing graph makes the government immediately take steps in dealing with the virus that has begun to enter Indonesia so that the spread is not widespread. Through President Jokowi's speech delivered at a press conference on March 15, 2020 at Bogor palace, he stated that he had ordered the Minister of Health and related ministries to increase extra measures in dealing with the global pandemic Covid-19. The government also formed a special team, namely the Covid-19 Acceleration Task Force which was tasked with providing directions to the implementers in carrying out the acceleration of Covid-19 handling and monitoring and evaluating the implementation of the acceleration of Covid-19 handling which was eventually replaced by the Covid-19 Handling Task Force which had the same function, only the flow in different coordination.

Since the first case on March 2, 2020, 364.191.494 people have been infected with the Covid-19 virus in 223 countries, of which 4.343.185 people tested positive in Indonesia⁵. To reduce the Covid-19 pandemic, the Indonesian government began to make various policies such as making teaching and learning activities and work from home by online. Restrictions on the movement of people in various regions are also one of the policies made to reduce the movement of people. This is done so that the Covid-19 virus does not spread more widely to other areas. To find out the movement of pandemics, in each region is given a color sign that is an indicator of the risk of transmission and spread

³ <https://www.kompas.com/tren/read/2020/03/17/153000465/apa-itu-virus-corona-yang-jadi-penyebab-penyakit-covid-19-mers-dan-sars?page=all>

⁴ https://youtu.be/0_y8QSbg_yo

⁵ www.covid19.go.id (as of January 30, 2022).

of Covid-19. Restrictions on activities and mobility have left many sectors affected. One of them is Yogyakarta city.

The city of Yogyakarta which is known as an education city because it has many famous campuses also had to send the students to their hometown because of this pandemic. No doubt if many students choose to return to their respective hometowns but there are still those who stay. However, this pandemic did not discourage tourists' interest in coming to Yogyakarta city. This is like the results of a survey from Go Local Domestic Travel for digital travel *platform* Agoda⁶. In the survey stated that there are five areas that became the *prima donna* of tourists during the Covid-19 pandemic, one of which is Yogyakarta city. This is because Yogyakarta has not submitted to implement the PSBB (*Pembatasan Sosial Berskala Besar*) or Large-Scale Social Restriction policy and prefers to develop a mass *rapid test* program.

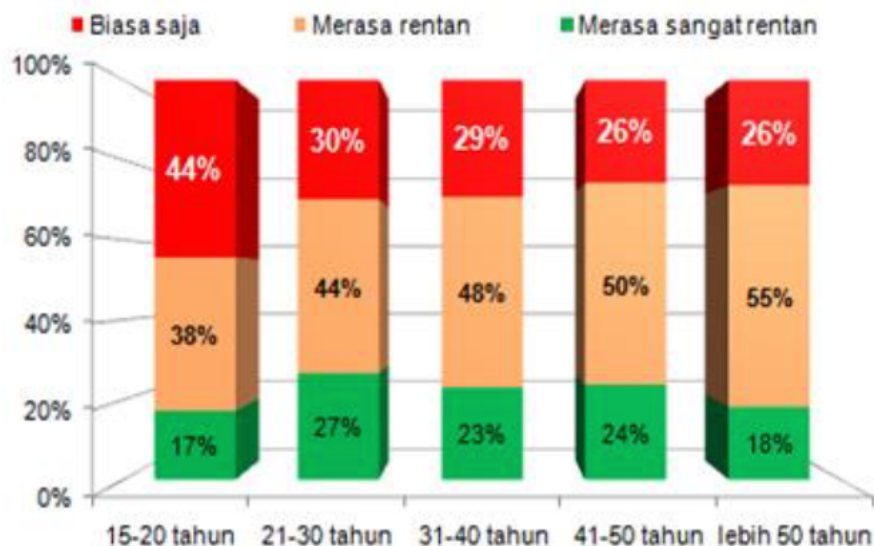


Figure 1.1 Perception data susceptible to Covid-19 based on age

Source: www.dinkes.jogjapro.go.id)

As the data presented in figure 1.1 by the Special Region of Yogyakarta Health Office on September 1, 2020, states that someone who feels that Covid-19 is not a threat will allow them not to run health protocols as well as possible. The results showed that the higher the age, the more vulnerable the perception of Covid-19. This proves that the vigilance of the people of Yogyakarta City, especially young people 15-20 years old still need attention. This is because young people still consider Covid-19 is still a common

⁶ <https://travel.kompas.com/read/2020/08/04/161000127/5-daerah-tujuan-wisata-favorit-wisatawan-saat-pandemi-bali-teratas?page=all>

thing, as evidenced by data that shows 44% of vulnerable perceptions of Covid-19 are considered ordinary. Chairman of the Health Handling Department of Task Force Covid-19, Akmal Taher, said that efforts or ways to resuscitate people wearing masks and washing hands are still a problem. This is because there are still people who feel that Covid-19 is not a very serious threat.⁷

The low public awareness to reduce the spread of the Covid-19 and increasing graph of confirmed cases spurred the Covid-19 Task Force in relying the urgency of implementing a healthier lifestyle with more efforts. Therefore, one of the steps made by Task Force Covid-19 is by creating a public campaign. A campaign is a series of organized communication activities with the aim of creating a certain effect on the goal in a sustainable manner (Rogers & Storey, on Venus, 2019) The campaign is expected to invite the public to be more concerned in implementing a healthier lifestyle during the pandemic. From these problems, the "Ingat Pesan Ibu" campaign was created and echoed by the government through the Covid-19 Task Force. This campaign began to be echoed with various campaign channels such as posters or *billboards*, *adlibs* by TV presenters and radio broadcasters, content on various social media, and by releasing the "Ingat Pesan Ibu" song by Padi Reborn band.

Previously, the author had conducted research on "Effectiveness of Ingat Pesan Ibu Campaign in Changing the Behavior of Late adolescence in Bali, Bandung, and Yogyakarta" and was measured through a campaign model by Oostergard (in Venus, 2019) whose indicators consisted of Knowledge, Attitudes, Skills, and Behavior. From this research, came to the conclusion that the Ingat Pesan Ibu Campaign has been conveyed well so that it can change the behavior of late adolescence in indicators of knowledge, attitudes, and skills only. Other results found that this campaign has not perfectly succeeded in changing the behavior of late teenagers in Bali, Bandung, and Yogyakarta. It is a concern that this campaign that is expected to change behavior so that it becomes a habit in this pandemic period has not been successfully succeeded in its purpose. Therefore, researchers want to review more about the influence of media channels used in the spread of this "Ingat Pesan Ibu" campaign.

⁷ <https://www.suara.com/news/2020/09/12/155240/satgas-covid-19-sebut-kesadaran-masyarakat-menggunakan-masker-masih-rendah>

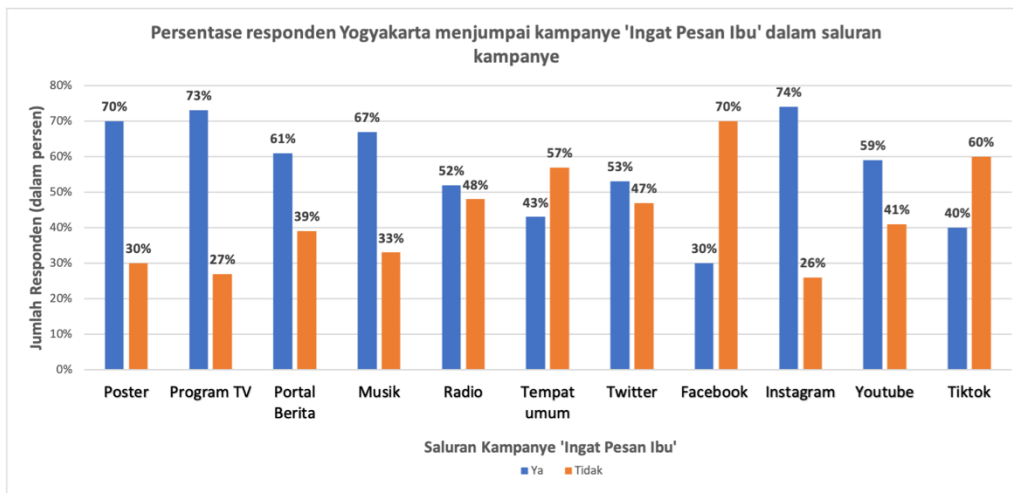


Figure 1.2 Media channels of Yogyakarta respondents' campaign

Source: Processed researchers in the study "Effectiveness of Campaign Ingat Pesan Ibu in Changing The Behavior of Late adolescence in Bali, Bandung, and Yogyakarta 2021

From the previous study, the author took respondents' results regarding campaign media channels received by Yogyakarta respondents to support this study as shown in Figure 1.2. As a result, the majority encountered the "Ingat Pesan Ibu" campaign in quick succession through social media, TV programs, Posters, Music, news portals, YouTube, and radio. This shows that the media channels used by the "Ingat Pesan Ibu" campaign are good so that the public can find this campaign easily. However, the author are interested in finding out more about the influence of song use in this campaign. "Ingat Pesan Ibu" song created by Padi Reborn band is very unique where it is rare to find Health campaigns that use music as media channels or songs in their spread. The playback of "Ingat Pesan Ibu" song is done massively disseminated through social media or played on various other media channels such as radio, advertising on television, to public spaces.

The "Ingat Pesan Ibu" campaign contains a message about the importance of 3M (Wearing masks, washing hands, keeping your distance) to prevent viruses that will attack our bodies. This message is also contained explicitly in "Ingat Pesan Ibu" song sung by Padi Reborn band. Therefore, the "Ingat Pesan Ibu" campaign is expected to facilitate the public in applying 3M in this pandemic period.

Essentially, campaign activity is considered as persuasive activity. Erwin P. Betinghaus in his book *Persuasive Communication* in 1973 explained that persuasiveness is the attitude of the communicator in influencing one's thoughts, actions, and behavior through the

intermediary of listener and vision. Venus (2012:30) quoted from Pace, Peterson and Burnett (1979) regarding the definition of persuasion, namely an act of communication that aims to make the communicant adopt the communicator's view of a thing or take a certain action. Therefore, campaigners are expected to be able to convey persuasive messages and change the attitudes of their targets to follow what campaigners want. In this case it can be concluded that the campaign "Ingat Pesan Ibu" is expected to influence a person's thoughts, actions and behavior in applying 3M, one of which is through the song "Ingat Pesan Ibu".

By "Ingat Pesan Ibu" song which is expected to help the community to remember and understand this 3M campaign so that it can be applied in a social environment is still not helpful in suppressing the rate of Covid-19 cases. Through Padi Reborn's YouTube account, the Ingat Pesan Ibu song as of January 31, 2022 has been watched by 190,640 viewers. At least this number can represent the high interest of users in accessing the videoclip. However, in a study conducted by Triartanto, Suriyanto, and Tuti Mutiah in a study entitled '*Dekonstruksi Makna Teks Protokol Kesehatan Covid-19 Pada Kampanye Lagu "Ingat Pesan Ibu" di Media YouTube (Analisis Hermeneutika Radika Derrida)*' in 2021 found facts that the message or text contained in "Ingat Pesan Ibu" song was not understood properly or in other words, this song was interpreted differently by the public. In fact, there are still people who do not comply with the health protocol implementation and this leads to the increasing number of people who get the virus.

The author is interested in conducting research on the influence of the song "Ingat Pesan Ibu" by Padi Reborn because in a previous study conducted by the author with research colleagues, out of 100 late adolescent respondents in Yogyakarta, there were 5% of respondents often encountered the "Ingat Pesan Ibu" campaign in the form of songs. The number of respondents is greater than the other 2 regions, Bandung and Bali. Then there are 67% of respondents feel they have encountered this campaign through song / music. The previous study also concluded that the "Ingat Pesan Ibu" campaign has not been able to change the late age group of teens to the behavior stage. This is what makes the author wants to focus more on the research by taking the music media channel in the form of the song "Ingat Pesan Ibu" by Padi Reborn.

There have not been many studies that make songs as the object of research to be studied into a form of behavior change. The form of campaigns in songs is more widely

used for commercial needs which is not far from the nature of consumer behavior. In this case, a community service campaign formed in a song should also be a concern. As in the function of the campaign that must persuade the community, this is the basis of research on *"The Influence of Ingat Pesan Ibu Song through the Intervening Process of Persuasion towards Behavior Change among Late Adolescence in the Special Region of Yogyakarta"*. The results of the study are expected to be a benchmark for the extent to which the "Ingat Pesan Ibu" campaign can influence and persuade the public through music media channels so that it can be an evaluation and input for other health campaigners to use music as an effective campaign media in persuading the community to have behavior change according to the 3M campaign.

1.3 Research Questions

Based on the background of this study, the formulation of the problems that will be brought in this study is:

1. How far does the role of "Ingat Pesan Ibu" song through intervening process of persuasion towards behavior changes of the late adolescence in Special Region of Yogyakarta Province?
2. How much influence does "Ingat Pesan Ibu" song through intervening process of persuasion towards behavior changes of the late adolescence in Special Region of Yogyakarta Province?

1.4 Research Objectives

This research aims to find out

1. Analyzed how far of the influence of "Ingat Pesan Ibu" song through intervening process of persuasion towards behavior changes of the late adolescence in Special Region of Yogyakarta Province
2. Knowing how much influence "Ingat Pesan Ibu" song through intervening process of persuasion towards behavior changes of the late adolescence in Special Region of Yogyakarta Province

1.5 Uses of Research

- a. Theoretical Uses

The results of this study are expected to provide insights and references for health campaigners in the field of communication so that the use of campaign songs can be an alternative for other campaigns. In addition, it is also expected to be a reference or reference to the next researchers about the influence of campaign songs in persuasion to the behavior changes that occur in the society.

b. Practical Uses

The results of this study are expected to be an evaluation for the Covid-19 Task Force and other health campaigners in disseminating campaigns during these pandemic and other campaigners who also use song or music media channels.

1.6 Time and Period of Research

The author conducted a study in March 2021 with a period of 10 months. The table of time and period of research will be conducted by author as follows.

Table 1.1 Research Time and Period

No.	Type of Activity	Moon									
		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
1	Research preparation										
2	Determination of research topics										
3	Chapter I - Chapter III										
4	Improvement of research proposals										
5	Dissemination of questionnaires to test validity and reliability										
6	Proposal seminar										
7	Revised proposal seminar										
8	Spread of questionnaires										

9	Preparation and creation of research results										
10	Thesis Defense										

Source: Research Processed Data, 2021