

THE MEANING OF “REMEMBER MOM'S MESSAGE” ADVERTISEMENT TO COMMUNITIES IN THE PANDEMIC ERA (CASE STUDY OF “REMEMBER MOM'S MESSAGE” ADVERTISEMENT TO ENTRY PEOPLE)

Muhammad Alvian Cahya

¹Komunikasi Korporasi Fakultas dan Peradaban, Universitas Paramadina
alviancahya107@gmail.com

ABSTRACT

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The Public Service Ads ‘Ingat Pesan Ibu’ is a social campaign conducted by the Indonesian government in preventing the spread of Covid-19. This research discussed about the figure of mother for migrants in Public Service Ads ‘Ingat Pesan Ibu’ with 3M Movements (washing hands, wearing mask, keeping distance) advertised through internet media and television. The purpose of this study was to analyze the meaning of Public Service Ads ‘Ingat Pesan Ibu’ as well as the effectiveness of messaging from ‘Ingat Pesan Ibu’ Ads. The theory used in this study is the Theory of Use and Gratification by examining audience role to the mass media through public service advertisement. The research method is in the form of a survey by distributing questionnaires to 10 respondent samples of CNBC Indonesia employee. The results showed that the public service ads ‘Ingat Pesan Ibu’ was rated as a successful health program initiated by the government in preventing and reducing the increase in Covid-19 cases. The meaning of the ‘Ingat Pesan Ibu’ PSA for migrants is as a reminder of mother's presence as a protective figure for their children. The mass media used in this PSA is in a form of YouTube account of the Covid-19 Handling Task Force and the airing of Public Service Ads ‘Ingat Pesan Ibu’ on television.

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1. Introduction

From the beginning of 2020, the world was cautious by the spread of the Covid-19 virus, which was pandemic in various countries, including Indonesia. Coronavirus Disease 2019 (Covid-19) is a disease that causes flu and other serious sickness that attack human respiration system (World Health Organization, 2020). As officially announced by the government on March 2, 2020, the first Covid-19 case in Indonesia started by two Indonesian citizens live in Depok (Ratcliffe, 2020). According to Indonesian Ministry of Health Decree number HK.01.07/MENKES/104/2020 stating the Determination of Novel Coronavirus Infections (2019-nCov Infection), Indonesian government provides guidelines to prevent and control the transmission of Covid-19 virus to mitigate Covid-19 cases (Keputusan Menteri Kesehatan Republik Indonesia 2020). Public service advertisement is one of many ways to manage the increasing spread of the Covid-19 virus.

Since its appearance, public service advertisement always tried to keep up with public trends, social and technological developments, especially in Indonesia. Advertisement is basically a part of visual communication. Visual communication has a strategic power in delivering messages in an advertisement which is seen as a language. Visualization in advertisements also includes sign structure that has a meaning behind it. Public Service Advertisement was chosen as a creative step because the design always involves creative and innovative concepts and strategies to form a creation with a strong message. Public service advertisement is advertisement that used to convey information as well as inviting public for a certain social purpose. The social benefits obtained are in the form of awareness and changes in people's behaviour towards the problems contained in advertisements which are considered important as part of public quality of life. (Pujiyanto, 2013).

The public service advertisement "*Ingat Pesan Ibu*" is one of campaign programs created by the government in order to prevent the spread of Covid-19 with the 3M Movement (Washing hands, Wearing masks, Keeping distance) which advertised through internet and television media. In the ad "*Ingat Pesan Ibu*" was aired on YouTube account of the Indonesian Covid-19 Handling Task Force with a 31 second visual animation accompanied by music by Padi Reborn with the lyrics "*Ingat pesan ibu pakai maskermu, cuci tangan pakai sabun, jangan sampai tertular, ingat selalu pesan ibu jaga jarakmu, hindari kerumunan, jaga keluargamu*".

The Covid-19 pandemic is an undeniably disaster for anybody, especially for nomads who are far from family. It became a challenge to deal with the pandemic by being away from family while need to do social distancing in the current city of living. As reference source, previous study conducted by (Widyastuti, 2018) titled "*HUBUNGAN KELEKATAN TERHADAP ORANG TUA DENGAN PENYESUAIAN DIRI PADA MAHASISWA PERANTAU*" stated that the attachment relationship between parents and their child is a factor that influences student adjustment ability to a campus environment. This study aims to determine the relationship between attachment to parents with adjustment ability of migrant students. The results of this study indicate that there is a positive relationship that is considered significant between migrant students' attachment to their parents with their environmental adjustments ability, with a total correlation of 0.645. From the results of this study, the figure of parents or mothers for migrants is very dominant, therefore the public service advertisement "*Ingat Pesan Ibu*" is considered to have a special meaning for migrants.

The second research conducted by (Handoko et al., 2017) in "*KOMUNIKASI PERSUASIF IKLAN LAYANAN MASYARAKAT DI TELEVISI TENTANG EDUKASI KANKER*" shown a quite positive results from public which were the targetted audience of a public service advertisements in cancer education. The audience liked the messages delivered in PSAs in the form of visual animation. They also liked the use of persuasive communication theory in public service advertisement that aim to promote healthier people lifestyles as well as the detection action as an early illness prevention.

The third research from (Nadilasari, 2021) titled "*ANALISIS IKLAN LAYANAN MASYARAKAT "INGAT PESAN IBU" DALAM TINDAK PENCEGAHAN PENYEBARAN COVID-19*" states that the impact of public service advertisement "*Ingat Pesan Ibu*" on preventing the spread of the Covid-19 virus can be known through 7C factors, namely Communication Credibility, Context, Content, Clarity, Continuity and Consistency, Channels and Capability of the Audience based on Cutlip, Center and Broom in Morissan (2006:89). This study aims to

describe how public behavior and awareness in preventing the spread of Covid-19 are influenced by “*Ingat Pesan Ibu*” advertisement. The results showed that the public began to have full awareness on preventing Covid-19 by paying attention to “*Ingat Pesan Ibu*” advertisement on the internet which delivery method was very well done and the frequency of people watching advertisements three times a day made people start limiting activities outside the home.

From the three studies above, it can be seen the similarities between the research subjects with the phenomena which will be discussed in this study. The purpose of this study is to analyze the public service advertisement “*Ingat Pesan Ibu*” for migrants. The government's campaign to prevent the spread of Covid-19 virus in the public service advertisement “*Ingat Pesan Ibu*” aims as a social campaign to discipline and provide full awareness to Indonesian people during the pandemic. The government uses social media to distribute public service advertisement because it is considered effective in reaching large public. The government and Covid-19 Handling Task Force social media provides encouragement and invitation to keep healthy and always comply with health protocols. They also created jargon that becomes a trending topic in internet so that people can always remember to keep their distance and apply 3M in their daily lives (Hua & Shaw, 2020).

Based on the description and phenomena listed above, the researcher is aware of the importance of public service advertisements in helping prevent the outbreak of Covid-19. Besides that, public understanding in maintaining health and avoiding the Covid-19 virus is the priority in this public service advertisement. The theory used in this study is the theory of Uses and Gratification. According to Rakhmat in (Pavitasari et al., 2019) Uses and Gratification theory is not interested and does not talk about what the mass media do to the audience, but this theory discusses what the audience does to the mass media. In relation to mass media, the audience will choose information and how to use the media according to what the audience needs and wants. This also relate to the theory of advertisement media, where theoretically for all news and information delivered through advertisement, it will be the audience who will later determine to choose which advertisement suits their needs and meet their knowledge. Basically, the Use and Gratification Theory sees the role of the audience to mass media. (Rakhmat, 2014).

2. Methods

This research uses survey method. Survey research basically used to gather information in large population by using sample where its quantity relative smaller compared to the population. Survey can be used to solve large scale problem or phenomena which need large sample volume. Related to that statement, the survey in this research uses questioner as data and information collection method from the respondents. The survey conducted to know and clearly described respondent behavior, opinion, perception and characteristic in the research.

Survey conducted in this research is by giving questioner to respondent related to their knowledge on public service advertisement “*Ingat Pesan Ibu*”. Respondent as subject in this research are 10 migrant whose status are employee or apprentice in CNBC Indonesia with 23-35 years old age range. Table 1 below is the respondent data

Tabel 1. Respondent Data

Name	Age	Native Town
Dede Suprayitno	27 Tahun	Solo
Nofebri Tri R	23 Tahun	Padang
Valentina Angel	31 Tahun	Medan
Annisa Sahaya	28 Tahun	Klaten
Latifah F	26 Tahun	Bandar Lampung
Probo	27 Tahun	Lumajang
Afif Nurahman	24 Tahun	Bukittinggi
Ridwan Hakiki	26 Tahun	Pontianak
Sri Lintang	26 Tahun	Garut
Berliana Rani	24 Tahun	Bogor

CNBC Indonesia was chosen since their respondent are dynamic since they came from different ethnic to avoid focusing to only one ethnic grup. CNBC Indonesia has also been worked together in developing public service advertisement. The 10 migrants whose status are CNBC Indonesia employee are chosen in this research based on their knowledge and clear understanding of public service advertisement “*Ingat Pesan Ibu*” which has been shown to them quiet frequently.

3. Result and Discussion

Covid-19 pandemic beginning to spread in Indonesia in 2020. The virus widespread rapidly all over the world by infecting human respiration system. Due to this outbreak, the Indonesian government introduced strict rules on social distancing and health protocols which need to be followed by all residents during pandemic time (Djalante et al., 2020). In order to provide understanding and reminder to public on the importance of health protocol during pandemic, government helped by Covid-19 Handling Task Force developed public service advertisements related to Covid-19 as health education for the public.

Public service advertisement generally used in non-business activities since public service advertisement is a form of government concern on problems or phenomena that are happening in public. “*Ingat Pesan Ibu*” public service advertisement is delivered through visual animation using advertisement language to persuade the targeted audience.

Migrant Perception to “*Ingat Pesan Ibu*” PSA

“*Ingat Pesan Ibu*” Public Service Advertisement is a health protocol during Covid-19 Pandemic time. Government through Covid-19 Handling Task Force collaborate with one of local group band PADI Reborn to campaign “*Ingat Pesan Ibu*” public service advertisement through a song. The song sung by Piyu in the advertisement is an expectation that the government wants to realize for the Indonesian people which is they will be able to understand and improve their behavior in maintaining health to avoid the Covid-19 virus. Reported by (Kompas.com, 2020), a mother figure vigorously appeared in Covid-19

prevention campaign through a hashtag #ingatpesanibu which shown in flyers, TV and social media advertisement. Below is one of the respondent comments:

“The first impression was immediately remembered in my mind, because this message uses a relatable approach, that is, the use of mother as an imaginary character to deliver the message. It fits well with a mother's character.” (AS, 10 Juni 2021)

The migrant's perception towards the use of “mother” word as advertisement character is considered very appropriate to deliver messages in a PSA, just like a mother figure who was close to us when we were growing up, and a mother who always forbids many things, especially if they are considered dangerous and risky. Inline with the COVID-19 Health Protocol which asks people to limit things for their own good, a mother also prohibits and asks us to limit things that could cause a sickness. The advertisement invites and disseminates to public to always comply with and implement Health protocols during the COVID-19 pandemic.

The purpose of “*Ingat Pesan Ibu*” Public Service Advertisement is basically a reminder of mother message who always remind us to adhere to Health protocols. Mother's figure is considered as a figure who cares and becomes the nation unifier in inspiring the implementation of health protocols during the COVID-19 pandemic (CNBC Indonesia, 2020). In addition, with the public service advertisement “*Ingat Pesan Ibu*”, counselling or socialization will be easier because it aimed directly to all Indonesian people. Audience perception on an advertisement can be rated from the selection of mass media and the form of message delivered in the advertisement.

Mother Figure in “ingat Pesan ibu” PSA for Migrants

Mother is a very meaningful figure within a family, therefore for migrants who are far from the family, they will feel lack of mother's presence in their daily lives. Mother figure appears in “*Ingat Pesan Ibu*” public service advertisement because it is aligned with the representation of mothers in society. The image of a mother in advertising media often appears as a person who is respected and always listened to by her children (Chatamallah, 2004), just like in “*Ingat Pesan Ibu*” advertisement where mother is very meaningful for migrants. Quoted from Antaranews.com, a mother figure is considered important because everyone is born from a mother's womb, so the message conveyed by mother will always be remembered by her child. Mother is an actor who is considered to have a special role in inheriting culture, mother is a figure who frequently communicates with her child, so the spreading of culture indirectly conveyed through the presence of mothers. Therefore a mother figure is chosen in “*Ingat Pesan Ibu*” campaign to prevent Covid-19 is considered the most appropriate (Antaranews.com, 2020).

Results of the research survey conducted shows that on average the migrant community welcomes the “*Ingat Pesan Ibu*” public service advertisement. 7 out of 10 sources said that the advertisement was a reminder to their mother figure at home as well as good socialization of the Covid-19 Health protocol. Especially for the migrants who are far from family and in particular, mother.

“My impression of the PSA is very striking. Because the ads contain important messages but wrapped in a fun concept and only take very short time. Moreover, the ads stars are legendary bands like PADI, so it keeps ringing in my mind” (AN, 11 Juni 2021).

For migrants, the presence of a mother figure will be a healer in the solitude and loneliness that haunt while far away from family. The song in this advertisement is considered to be a sufficient reminder and the right invitation for migrants who miss their mother figure. Most people see and watch the advertisement on social media platforms.

“For me, advertisements that are easily attract and remembered are advertisements that are funny and educative, not only counselling advertisements, but rather look at how people are easily attracted by unique things” (P, 11 Juni 2021).

From this response, it means that public perceived this PSA as education on health protocols in a unique way because the song used as the background sound in this advertisement is considered different from other public service advertisements. *“Ingat Pesan Ibu”* PSA also teaches public that we as good residents should be able to remind and take care of each other. Starting from taking care of your own health, then reminding others to maintain cleanliness and keep complying with health protocols. Because it is undeniable that the outbreak of corona virus is still continuing, and the future is unknown.

Indeed, it seems very appropriate with the condition of migrant workers who are far from the mother figure in distant places, so this PSA is considered sufficient as their reminder. In addition, the harsh city life will also make them forget to maintain cleanliness including their room and personal belongings. In the advertisement, Covid-19 Handling Task Force was also given an understanding of how we should sterilize goods during the pandemic as well as much knowledge about Covid-19.

Mass Media in Spreading “Ingat Pesan Ibu” PSA

An advertising activity will need mass media that fit with the content of advertising message. Use of the right mass media in advertising can help the achievement of advertising objectives. *“Ingat Pesan Ibu”* public service advertisement is broadcast on social media platforms, television, and mass media to reach large audience. On social media, *“Ingat Pesan Ibu”* PSA was broadcast on the YouTube account of Covid-19 Handling Task Force with 31 seconds duration in a form of visual animation. Social media has now become an inseparable part of people's daily activities (Nisa et al., 2018), therefore using YouTube as *“Ingat Pesan Ibu”* PSA mass media will reach much more audience especially the Millennials. Based on the research survey, 8 of 10 respondents watch the ads through television.

“When asked if I ever watched “Ingat Pesan Ibu” PSA or not? I often watched it on TV and YouTube so the lyric and melody already sticked in my mind. Also, the singer is Padi, a long standing and well-known group band” (RH, 10 Juni 2021).

Television is the main mass media used in *“Ingat Pesan Ibu”* public service advertisement because it is considered to have advantages in displaying audio visuals, colors, and real illustrations in building closer relationship with the audience. In addition, the simultaneous broadcast time on television to the audience will be very effective in conveying

the purpose of a public service advertisement (Laufit, 2012). Beside using social media and television, the advertisement also delivered in live Instagram as a unique way to gain people awareness on Covid-19 cases outbreak.

In terms of distribution, this advertisement is considered the most intensely distributed by the government with a lot of information provided and continuously reminder to all Indonesian people to maintain their health. The whole government and community work hand in hand in disseminating this advertisement. The type of mass media selected for the PSA program is very important in achieving the target. It because the mass media has a great influence on the smoothness and continuity of PSA runs (Mardiana, 2019). The wider media coverage of a public service advertisement, the greater reach achieved by the advertisement. The higher frequency of ads shown will affects the delivery of messages obtained by the audience.

The effects obtained from the selection of the right mass media can be divided into 3 categories, namely as follows: cognitive, affective, and behavioral. Cognitive effect will occur if there are some known changes, understood and received perceptions from the audience. Cognitive effect arises and are related to the transmission of skills, knowledge, and beliefs. Then, the affective effect seen when there is a change in what is felt, admired, and disliked by public (Rakhmat, 2002). This effect has a close relationship with emotions or attitudes. Finally, behavioral effect is related to the actual behavior on things that are observed and the pattern of activities carried out or behavioral habits. These three effects are quite influential on the characteristics of migrant's life who tend to prefer persuasive advertising types such as on internet or television media.

"Ingat Pesan Ibu" PSA Effectiveness for Public

The formulation of a public service advertisement can affect the level of achievement effectiveness of a public service advertisements. The effectiveness of public service advertisement can be seen from the various factors contained in the advertisements. According to one respondent, the *"Ingat Pesan Ibu"* PSA level of effectiveness is as follows.

This ad is not really help me since I already know about Covid-19 and what need to be done to protect myself. But maybe there are people that could not access that information as fast as I did" (AS, 10 Juni 2021).

The respondent's statement above shows that the advertisement does not have a significant influence to change people's behavior because its distribution is considered less massive and there are still many people not aware about the PSA. Contrary to the above opinion, 4 out of 10 other respondents said that this PSA is quite effective in increasing public awareness.

"Ofcourse, the message is short, concise and clear so I always remember" (VA, 12 Juni 2021)

This PSA is considered effective because it can increase the awareness of people who live in rural areas or who are far from the hustle and bustle of urban areas and still rely on TV and radio in their daily lives. They depend on their lives based on news from TV or radio and limited choice of information media, so advertisement like this is considered very helpful in

conveying messages to the public quickly, easily and on target. The PSA intention of influencing, inviting, or persuading the entire Indonesian people to change views, attitudes, or behavior to face the Covid-19 pandemic according to the message conveyed is considered effectively delivered.

The advertisement effectiveness can also be seen from the important messages in the advertisement which are wrapped in a very short and fun concept. Moreover, the star in this advertisement come from legendary group band such as PADI, which made the advertisement easily embedded in people's minds. The video clip in the advertisement is also short so that the message conveyed is easy to reach the public, especially the migrants who do not have a mother figure who is always reminds them about health.

This advertisement, of course, educating what need to be done and provides understanding that this corona outbreak case has a big impact on the people of Indonesia. On average, people who are not Covid-19 survivors have also watched the public service advertisement which shows that this advertisement has at least a little influence in preventing the increase in Covid-19 cases. *"Ingat Pesan Ibu"* PSA is considered important because people will more easily understand the dangers and actions that must be taken to avoid the spread of corona virus.

The effectiveness of *"Ingat Pesan Ibu"* PSA can also be assessed from the ease of audience understanding of message contained in the advertisement (Indriarto, 2006). Especially for the migrants, they clearly understand the meaning of *"Ingat Pesan Ibu"* is as a form of invitation and command like their own mother messages.

Impact of *"Ingat Pesan Ibu"* Public Service Advertisement

Public service advertisements function to change behavior and social life patterns in dealing with phenomena that are happening in public (Triyadi, 2017). With the *"Ingat Pesan Ibu"* public service advertisement, it is expected that public, especially migrants, can have a better understanding on how to prevent the spread of the Covid-19 virus. The social message contained in the *"Ingat Pesan Ibu"* PSA consciously has a significant impact on migrants.

"Since the advertisement was introduced, I always remember the lyrics of the song, which made me more obedient to health protocols and always carry out the 3M Movement, especially after traveling from abroad. As a migrant child, this advertisement is quite a substitute for a mother figure for me" (BR, 12 June 2021).

With the above statement, the *"Ingat Pesan Ibu"* public service advertisement is considered successful in reaching the public, especially migrants, to help prevent the spread of Covid-19 virus in Indonesia. According to the Use and Gratification theory, the impact of changing behavior on the community during the Covid-19 pandemic can be a prolog to the decline in Covid-19 positive cases in Indonesia. Counseling in various printed and social media also promotes the 3M Movement in line with the contents of *"Ingat Pesan Ibu"* public service advertisement, namely Wearing mask, washing hands, and keeping distance. Of course, the main impact of *"Ingat Pesan Ibu"* PSA' for migrants is that this advertisement can be easily understood and influence people's behavior because of the easy-to-remember song lyrics and the form of animation that clearly describes the current social situation.

4. Conclusion

Based on the research results above, it can be concluded that “*Ingat Pesan Ibu*” public service advertisement is considered a successful health program developed by the government to prevent and reduce the increase of Covid-19 cases. The meaning of “*Ingat Pesan Ibu*” PSA for migrants is as a reminder of a mother's presence as protective figure for her children. The mass media used in this PSA are in the form of a Youtube account of Covid-19 Handling Task Force and the broadcast of “*Ingat Pesan Ibu*” PSA on television. “*Ingat Pesan Ibu*” PSA also educate public that we as good resident should be able to remind and take care of each other during the pandemic.

The effectiveness of “*Ingat Pesan Ibu*” public service advertisement, is considered very significantly effective because the impact obtained from this PSA can change the overall mindset and behavior of the community as well as changes in perception related to health protocols that are increasingly followed by public. Migrant communities also view this PSA as health education in a unique way because the backsound of the song which has lyrics inline with the message in the advertisement. How ease audience can recall lyrics of the song in “*Ingat Pesan Ibu*” PSA are also an advantage of this advertisement. The feedback given by public to “*Ingat Pesan Ibu*” public service advertisement, is considered positive because this advertisement can directly and significantly influence people's social behavior and provide full awareness on the importance of implementing health protocols during the Covid-19 pandemic.

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