

"Remember Mother's Message" Campaign to Stop the Spread of COVID-19 in Indonesia

Remigius Asman¹, Fathul Qorib^{2*}, Riesta Ayu Oktarina³

^{1,2} Program Studi Ilmu Komunikasi, Universitas Tribhuwana Tungadewi

³ Program Studi Ilmu Komunikasi, Stikosa AWS Surabaya

Email : remigius.asman@gmail.com; fathul.indonesia@gmail.com*; riestaayu@stikosa-aws.ac.id

ABSTRACT

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This research aims to see the effectiveness of public service advertisements published by the Ministry of Education, Research, and Technology of the Republic of Indonesia's 'Remember Your Mother's'. This advertisement was launched in order to invite the public to break the chain of spread of COVID-19. The number of samples in this research was taken from students of the Communication Studies Program at Merdeka University, Brawijaya University, Tribhuwana Tungadewi University and Gajayana University. Advertising effectiveness research use the EPIC methodology as outlined by The Nielsen Company. The EPIC Paradigm includes 4 dimensions, namely Empathy, Persuasion, Impact and Communication. The results of this research show that the Ministry of Education, Research and Technology of the "Remember Mother's Message" campaign can have a significant impact. From these results, empathy is the most dominant dimension. The results of hypothesis testing show that the empathy variable of 91.18% has a positive sign, indicating that this variable influences audience interest. The effectiveness of advertising with empathy obtained by the most dominant indicator is the "remember mother's message campaign" advertisement in attracting students' attention which is influenced by the characteristics of the advertisement in the form of advertisements that have specific objectives and are clearly supported by advertising stages, the "remember mother's message" campaign with stages including: touching the audience's feelings to find out the level of liking for the advertisement that is shown, the level of attention of the audience towards the advertisement, whether the existing advertisement is good or not according to consumers.

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1. Introduction

The corona virus pandemic is a big problem that is being faced by almost all countries in the world, including Indonesia, throughout 2020 and even up to 2023 now. The very fast transmission of COVID-19 from one person to another has prompted the Indonesian government to implement regulations physical distancing (maintain physical distance) to all levels of society Large-Scale Social Restrictions in various regions in Indonesia.

The COVID-19 Handling Committee also recommends 3M health protocols to stop the transmission of COVID-19. The 3M Health Protocol consists of: 1) Wearing a Mask; 2) Maintain Distance; and 3) Washing Hands with Soap. Compliance with the 3M health protocol by all levels of society, without exception, can break the chain of transmission and reduce the spread of COVID-19 (COVID-19 Handling Committee, 2020). The 3M health protocol campaign was conveyed by the COVID-19 Handling Committee with the slogan "Remember Mother's Message: 3M". The "Remember Mother's Message: 3M" campaign is targeted at five main targets, namely individuals, families, communities, institutions and society. The success of this behavior change program through 3M can be measured by the decrease in the number of infected cases and increased compliance and discipline with 3M protocols (COVID-19 Handling Committee, 2020).

However, in its implementation, the "Remember Mother's Message: 3M" campaign is not as easy as imagined. The "Remember Mother's Message: 3M" campaign on YouTube has only been watched 38 thousand times; This number is relatively small considering that the target is 271 million Indonesians. Apart from that, the results of research conducted by Arumsari et al (2021), show that public compliance and awareness in preventing the spread of COVID-19 is still low, this can be seen from the low level of public awareness of using masks in everyday life.

A communication campaign is a communication action carried out over a certain period of time to achieve a certain goal. Communication campaigns are intended to influence audiences to change their behavior or thoughts (Wulandari, et al. 2019; Cutlip, et al. 2011). Communication campaign activities must include a minimum of four elements, specifically: 1) Campaign actions designed to achieve a certain effect or impact, 2) targeting a wide range of audiences, 3) typically concentrated within a specific timeframe, and 4) implemented through a succession of coordinated communication efforts. (Syahputra and Fuadi, 2019).

The communication campaign "Remember Mother's Message: 3M" is included in the category of Ideologically or cause-oriented campaigns are focused on specific aims and generally aim to bring about societal change. Hence, these campaigns are commonly referred to as social change campaigns. (Watie, 2011). So, the communication campaign related to "Remember Mother's Message: 3M" must be able to have an impact and influence on society. The public is expected to be able to absorb the messages contained in the "Remember Mother's Message: 3M" campaign to maintain health and implement existing 3M practices, thus the aim of the communication campaign can be said to be successful. Students have an important role in breaking the chain of transmission of COVID-19 so as not to create new sources of infection. COVID-19 prevention protocols that must be adhered to include washing hands, using a mask, keeping your distance, practicing coughing and sneezing etiquette, and self-isolating (Juliana, 2020).

This research will analyze research problems using The EPIC Paradigm developed by AC Nielsen, one of the leading marketing research companies in the world (Nielsen, 2008). The EPIC Paradigm is a strategic framework for designing effective campaigns that resonate with audiences and drive desired results. It emphasizes four key elements: empathy, persuasion, impact, and communication.

In this concept, empathy involves deep research to truly understand the target audience's needs, aspirations, fears, and pain points. By putting ourselves in someone's shoes, we can craft messages that resonate with them emotionally. The campaign needs to go beyond facts and figures to connect with the audience personally. Tell compelling stories, showcase real-life examples, and highlight the human impact of the cause (Kotler & Armstrong, 2018).

The second is persuasion, which means the campaign must present a clear and concise message explaining the "why" behind your campaign. Address concerns, offer solutions, and demonstrate the benefits of action. Third, the impact defines the goals the campaign organizer wants to achieve with the campaign, whether it is raising awareness, changing behavior, or driving sales (Nasution, Suyanto, 2016). The campaign constantly monitors its impact throughout its duration and refines its strategies based on data insights. The last is communication, in which we must select the channels our target audience uses most frequently and engages with actively. This could include social media, email marketing, traditional media, or community events. In this part, the campaign organizer must craft clear, concise, and visually appealing messaging that grabs attention, conveys the message effectively, and encourages action (Juliana, 2020).

2. Method

The type of research used in this research is descriptive quantitative research with survey methods (Arikunto, 2013). The descriptive research in this study aims to analyze and find out the effectiveness of the Ministry of Education, Research, and Technology of the Republic of Indonesia's 'Remember Your Mother's' campaign in increasing students' awareness of doing 3M to break the chain of distribution of COVID-19.

The population in this study were students from the Communication Science Study Program from 4 (four) different universities, namely Universitas Merdeka with 448 students, Universitas Brawijaya with 778 students, Universitas Tribhuwana Tunggaladewi with 438 students, and Universitas Gajayana with 82 students. Sampling technique used proportionate stratified random sampling that is sampling from members of the population is random and proportionally stratified (Creswell, 2016). Sampling was done by researchers using Isaac and Michael's formula as follows:

$$\frac{{}^2E.G(1-P)}{d^2(N-1) + {}^2P(1-P)}$$

Information:

- S = Sample size
- N = Population size
- P = Proportion in population
- d = Accuracy (error) 0,05

X^2 = Chi Square with dk = 1, error rates of 1%, 5%, and 10%\

With a population of 1,746 people, the researchers found 292 samples taken from four population classes using the stratified random sampling formula so that the total sample was 292 respondents in this study.

3. Results and Discussion

Empathy in the "Remember Mother's Message" Campaign

The results of the score index calculation were 91.18% in the very effective category, meaning that the "Remember Mother's Message" campaign was very effective in attracting students' attention. The highly effective category includes attracting interest. That the dimension of persuasion involves affection, whereas in simple language, affection involves feelings, is also in line with the opinion of Peter and Jerry (2009) that affection and cognition refer to an internal psychological response that the perpetrator has to a stimulus from the environment or an ongoing event where this affective response has variations in the form of a positive or negative assessment or pleasant or unpleasant. Then it is supported by research results by Dewi and Zenitha (2017) that effective advertising is seen as being able to influence the tendency to act in society. The results of the score index calculation were 91.18% in the very effective category, meaning that the "Remember Mother's Message" campaign was very effective in attracting students' attention. The "Remember Mother's Message" campaign touches the feelings of readers (students) to follow the recommendations given (P2). The persuasion dimension involves affection, whereas in simple language, affection involves feelings. This is also in line with the opinion of Peter and Jerry (2009) that affection and cognition refer to an internal psychological response that the perpetrator has to a stimulus from the environment or an ongoing event where this affective response has variations. in the form of a positive or negative assessment or pleasant or unpleasant.

Students liked the concept and context of the campaign message "Remember Mother's Message" (P3). The very effective category includes liking the concept and context of the message which is in line with the opinion of Peter and Jerry (2009) that affect and cognition refer to an internal psychological response that the perpetrator has to a stimulus from the environment or an ongoing event where this affective response has variations in the form of a positive or negative judgments as well as pleasant or unpleasant. Effective advertising is seen as being able to influence tendencies to act in society. The result of calculating the score index was 85.02% in the very effective category, meaning that it was very effective. Students liked the concept and context of the "Remember Mother's Message" campaign message.

The "Remember Mother's Message" campaign gives a meaningful impression to readers (students) (P6). The result of calculating the score index was 87.16% in the very effective category, meaning that the "Remember Mother's Message" campaign was very effective in giving a meaningful impression to readers (students). The very effective category includes giving an impression because the persuasion dimension involves cognitive aspects in the form of thinking processes, conscious, unconscious and automatic. Affective responses that vary in the form of a positive or negative assessment as well as pleasant or unpleasant

The "Remember Mother's Message" campaign influences the feelings of readers (students) (P7). The persuasion dimension involves affection where the type of affective response is emotion, special feelings, mood, and evaluation, positive or negative judgment. Also in line with the opinion of Peter and Jerry (2009) that affect and cognition refer to an internal psychological response that the perpetrator has to a stimulus from the environment or an ongoing event where this affective response has variations in the form of a positive or negative assessment or pleasant or unpleasant.

Persuasion in the "Remember Mother's Message" Campaign

The "Remember Mother's Message" campaign helps increase student awareness to implement 3M in stopping the spread COVID-19 (P9). The results of the score index calculation were 87.67% in the very effective category, meaning that the "Remember Mother's Message" campaign was very effective in helping increase student awareness to implement 3M in stopping the spread of COVID-19. The very effective category includes helping to increase awareness because effective advertising is able to cause changes in beliefs, attitudes and behavioral desires due to a promotional communication (campaign) that has been carried out (Ernestivita and Subagyo, 2020).

The "Remember Mother's Message" campaign increases students' awareness of wearing masks (P10). This statement is in line with the opinion of Setiadi (2010) that persuasion is an effort made by a company to encourage target consumers to change their behavior, beliefs and attitudes because persuasion is a change in beliefs, attitudes and behavioral desires caused by promotional communication activities (Elvinaro and Soemirat, 2007)

Persuasion is an effort made by a company to encourage target consumers to change their behavior, beliefs and attitudes of their own accord which can be achieved and is supported by research results by Dian et al (2017) that effective advertising is able to cause changes in beliefs, attitudes and behavioral desires. due to a promotional communication (campaign) that has been carried out.

The results of the index score calculation were 91.1% in the very effective category, so the "Remember Mother's Message" campaign was very effective in increasing students' awareness of washing their hands with soap. This is because effective advertising is able to cause changes in beliefs, attitudes and behavioral desires due to a promotional communication (campaign) that has been carried out.

The result of calculating the score index was 87.76% in the very effective category, so the "Remember Mother's Message" campaign was very effective in increasing students' awareness of keeping their distance.

Impact in the "Remember Mother's Message" Campaign

The "Remember Mother's Message" campaign influenced students to follow 3M's recommendations (P15). The very effective category includes influencing following the recommendations given, so this statement is in line with the opinion of Darmadi (2020), the effectiveness of an advertisement in capturing consumers' attention and achieving the desired impact is determined by the level of product knowledge acquired by consumers through their involvement with the product or selection process. Involvement, in this context, refers to the consumer's perception of the significance or personal relevance of an object or event. When individuals have a high level of product involvement, they are more likely to have intense influence responses, characterised by heightened emotions and sentiments.

Involvement refers to a psychological state that motivates and guides customers' cognitive processes and behaviour during decision-making. (Paul & Olson, 2009).

The results of the score index calculation were 88.01% in the very effective category, so the "Remember Mother's Message" campaign was very effective in influencing students to follow the 3M recommendations conveyed. If the level of product engagement is great, individuals will exhibit more pronounced influence reactions, including intense emotions and sensations. Involvement refers to the motivated state that influences and guides consumers' cognitive processes and behaviour during decision-making.

The result of calculating the score index was 86.73%, meaning the category was very effective, so the "Remember Mother's Message" campaign was very effective in influencing students' knowledge that implementing 3M was important. The "Remember Mother's Message" campaign influences students to comply with health protocols using masks (P17). The outcome of advertising is the extent of product knowledge that consumers acquire through their level of engagement with the product or selection process. Engagement refers to the consumer's perception of the significance or personal relevance of an object, event, or effectiveness. Greater product involvement leads to heightened influence responses, characterised by intense emotions and feelings. Engagement is a psychological state that stimulates and guides customers' cognitive processes and behaviour during decision-making.

Greater product involvement leads to heightened influence responses, characterised by intense emotions and feelings. Engagement is a motivational state that influences and guides customers' cognitive processes and behaviour during decision-making. The result of calculating the score index was 86.56% in the very effective category, so the "Remember Mother's Message" campaign was very effective in influencing students to comply with the rules for maintaining distance.

The very effective category includes influencing people to comply with recommendations, so this statement is in line with the opinion of Darmadi (2020), The effectiveness of an advertisement in capturing consumers' attention and achieving the desired impact is determined by the level of product knowledge that consumers acquire through their engagement and involvement with the product or selection process. Involvement, in this context, refers to the consumer's perception of the significance or personal relevance of an object or event. Greater product involvement leads to heightened influence responses, characterised by intense emotions and feelings. Involvement is a psychological state that stimulates and guides customers' cognitive processes and behaviour during decision-making. (Gregory, 2014).

Negative emotional and psychological reactions are more likely to occur when a high-quality product is spoiled. When making a decision, keterlibatan is a motivating status that affects and influences the cognitive and consumption processes. Then it is supported by the results of research by Klingemann and Andrea (2018) that effective advertising is advertising that is quite successful in capturing the attention of the audience, can be understood, cognitive responses, affective responses, and supportive attitudes from the audience themselves.

Communication in the "Remember Mother's Message" Campaign

Communication media informs consumers' ability to understand the main message. The communication dimension includes the clarity of information about a product's advertisement compared to advertisements for similar products, the ability of a product's advertisement to communicate the message it wants to convey, and the level of understanding of the audience (audience) to the message conveyed in the advertisement of a product.

The result of calculating the score index was 85.96% in the very effective category, so the "Remember Mother's Message" campaign was very effective using the right words so it was easy to understand. The "Remember Mother's Message" campaign uses sentences that are easy for readers (students) to remember (P24).

The very effective category includes using sentences that are easy to remember because communication can indicate a consumer's understanding, recall, and impression of a brand's message. The communication component measures customers' ability to recall the key message. The communication dimension includes the clarity of information about a product's advertisement compared to advertisements for similar products, the ability of a product's advertisement to communicate the message it wants to convey, and the level of understanding of the audience (audience) to the message conveyed in the advertisement of a product.

The communication dimension includes the clarity of information about a product's advertisement compared to advertisements for similar products, the ability of a product's advertisement to communicate the message it wants to convey, and the level of understanding of the audience (audience) to the message conveyed in the advertisement of a product. The results of the score index calculation were 81.42% in the very effective category, so the "Remember Mother's Message" campaign is very effective, available on various media platforms so that it is easy to find for readers (students) to understand. The communication dimension includes the clarity of information about a product's advertisement compared to advertisements for similar products, the ability of a product's advertisement to communicate the message it wants to convey, and the level of understanding of the audience (audience) to the message conveyed in the advertisement of a product.

A two-stage communication approach is essential for promotional strategy implementation. The market first encodes meaning in promotional messaging to entice consumers. Consumers decipher promotional materials and interpret the meaning for themselves in the second stage. Then supported by the results of research by Gesty et al (2020) that from the four dimensions EPIC model, noted that communication (communication dimension) is the most effective dimension because the message conveyed via Instagram is clear, and the images presented can be understood by consumers.

Effectively executing a promotional strategy requires the utilization of a two-stage communication model. In the initial phase, the market generates promotional communications that encode meaning in order to entice consumers. The second phase, decoding, consists of consumers entering and comprehending the information contained in promotional communications in order to form an opinion regarding the significance they perceive. Then supported by the results of research by Gesty et al (2020) that from the four dimensions EPIC model, noted that communication (communication dimension) is the most effective dimension because the message conveyed via Instagram is clear, and the images presented can be understood by consumers.

4. Conclusion

Utilizing the EPIC model has proven instrumental in crafting and executing the "Remember Mother's Message" campaign. The campaign's emphasis on empathy is evident in its ability to capture students' attention significantly, with an impressive 91.18% engagement rate. This empathetic approach plays a crucial role in fostering a sense of shared understanding and connection, thereby effectively increasing students' awareness of the 3M initiative to combat the transmission of COVID-19. The campaign strategically employs persuasive elements, particularly highlighted in the remarkable 91.1% increase in students' awareness of proper handwashing with soap. The persuasive component is instrumental in shaping attitudes and behaviours, contributing significantly to the overarching goal of promoting the 3M practices to break the chain of COVID-19 transmission.

The campaign's impact, a pivotal facet of the EPIC model, is notably exemplified by its influence in prompting students to adhere to health protocols, specifically in the consistent use of masks, as evidenced by an impressive 89.98% compliance rate. This impactful approach significantly contributes to heightened student awareness, reinforcing the importance of adopting preventive measures to curb the spread of the virus. Effective communication is a cornerstone of the "Remember Mother's Message" campaign, with 87.33% of participants acknowledging the conveyance of important new information. This underscores the campaign's ability to disseminate critical information clearly and compellingly, playing a pivotal role in enhancing students' awareness and understanding of the 3M initiative to break the chain of COVID-19 distribution. The EPIC model, woven seamlessly into the campaign strategy, has thus proven instrumental in achieving multifaceted success and resonating with the target audience.

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