

Posisi penerima pesan remaja dalam program kampanye sosial (studi kasus sosialisasi sanitasi publik di Cimahi dan Yogyakarta) = Adolescence and their audience reception positions in social campaign program: case study sanitation public diplomacy in Cimahi and Yogyakarta / Eleonora Bergita

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Abstrak

[ABSTRAK

Penelitian ini dilaksanakan untuk mendapatkan gambaran tentang posisi penerimaan pesan remaja terhadap pesan sanitasi yang diterima dalam Sosialisasi Sanitasi Publik yang dilaksanakan di Cimahi dan Yogyakarta. Penelitian ini dilakukan dengan menggunakan konsep teori penerimaan pesan Encoding-Decoding oleh Stuart Hall, dengan teori pendukung Theory of Planned Behavior oleh Icek Ajzen dan Human-Processing Information. Penelitian dilakukan dengan pendekatan kualitatif. Latar belakang penelitian adalah pentingnya peran remaja yang dengan kemampuan kognitifnya mampu menerima pesan sanitasi sehingga dalam kondisi masyarakat yang minim kesadaran sanitasi dapat berperan dalam menyebarkan pentingnya pesan dalam masyarakat yang sebagian besar hidup dalam lingkungan yang kotor dan mengalami banyak penyakit terkait dengan kebersihan lingkungan, seperti diare dan lainnya. Hasil penelitian menunjukkan bahwa posisi narasumber remaja pada umumnya dominant-hegemonic, dan ada pula yang negotiated. Posisi penerimaan pesan sanitasi remaja tersebut ditentukan oleh pengalaman hidupnya. Posisi penerimaan pesan didukung dengan penelitian melalui Theory of Planned Behavior melalui analisis human information processing untuk melihat faktor-faktor yang membentuk intensi remaja terhadap pesan sanitasi, yaitu attitude toward behavior yang positif, adanya subjective norms, dan juga kontrol perilaku atau faktor-faktor yang mendorong atau penghambat penerimaan pesan remaja. Penelitian ini dilakukan melalui human information processing.

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ABSTRACT

The research has been conducted to get a description on the adolescents' audience reception positions on sanitation public diplomacy campaign in Cimahi and Yogyakarta. The research used the audience reception theory ? particularly the encoding-decoding theory developed by Stuart Hall, supported by other theory from Icek Ajzen called Theory of Planned Behavior and human processing information. The research is conducted using a qualitative approach. The background of the research is that with their cognitive development adolescence can receive complex message and can play an important role to spread sanitation

message among the society, even though most of them are living under poor sanitation condition which causes several diseases, such as diarrhea. The research shown that most of the adolescence informants have chosen a dominant hegemonic position, and one of them has a negotiated position. The positions is supported by a research using the Theory of Planned Behavior through human information processing to look for factors which create adolescence's intention to sanitation message, which include positive attitude toward behavior, subjective norms, and perceived behavior control or factors which encourage or impede adolescence's reception on the message. The reseach has been conducted using human information processing.;

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