

# Analisis kampanye komunikasi dengan pendekatan social judgement theory = Communication campaign analysis using social judgement theory approach analisis

Acesa Rebecca Anindita, author

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## Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini dilatarbelakangi adanya berbagai macam bentuk kampanye yang dilakukan untuk mengkomunikasikan isu atau permasalahan tertentu. Penelitian ini menambahkan kajian teori karena menguji dua faktor sekaligus yaitu hubungan komunikator dan pesan kampanye dengan sikap audiens. Penelitian ini mengambil contoh kampanye pada ASI eksklusif yang dilakukan dengan dua pendekatan, yaitu menggunakan komunikator yang berbeda.

Penelitian ini adalah penelitian eksperimental dengan dua kelompok eksperiment yang diberikan perlakuan berupa bentuk kampanye berbeda. Partisipan berjumlah 40 orang, tiap kelompoknya terdiri dari 20 partisipan. Metode analisis yang digunakan adalah uji beda rata-rata tiap kelompok eksperiment untuk menunjukkan hubungan antara variabel yang diteliti.

Penelitian ini menemukan bahwa komunikator dan pesan kampanye memiliki hubungan dengan sikap seseorang. Penelitian menemukan terdapat perbedaan persepsi dan sikap mengenai komunikator, pesan dan sikap terhadap isu kampanye yang didasarkan oleh perbedaan bentuk kampanye yang diterima. Khalayak menganggap bahwa komunikator dokter dalam konteks kampanye kesehatan dipandang lebih memiliki kredibilitas dibandingkan komunikator kalangan populer

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This research conducted as a result from so many campaigns that held nowadays to communicate several issues or particular social concern. Campaign takes various form, stressing in selecting the communicator and message form as a purpose to change social behavior. Then again this research using breastfeeding campaign as an example to scrutinize with two approaches, Moreover this campaign is distinguished with its communicator, There are campaign using doctor and in another campaign using public figure as a communicator.

Using experimental method with two experiment group and each group of experiment treated by giving the group a video. Each video resemble two different form in communicator. Total participans are fourty person divided by two group. Analysis method is using T-test so we can compare and look throught the The result from this research found that communicator and message have effect upon behavioral change in each person. Proven by this research that doctor can

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