

# The Role of Public Service Advertisements in Improving Decisions to Follow Health Protocol Compliance when Visiting Mall During Pandemic

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## Abstract

*Bandung is a city that is famous for its creativity in various fields and is one of the big cities in Indonesia which has many malls scattered all over the city. In the new normal phase, which started around June 2020, several malls have been operating again with the supervision of the Bandung City Trade and Industry Office (Disdagin). This supervision is carried out to ensure that the mall has implemented the Health protocol during the current pandemic. One of the efforts made to educate the public in the new normal phase is through public service advertisements through electronic media and social media carried out by the current government. This study took a sample of 110 respondents from the city of Bandung. The results showed that 48.8% of public service advertisements affected people's decisions in obeying the Health protocol when visiting the mall during the pandemic, while 52.2% were influenced by other factors that were not tested in this study.*

**Keywords:** public service advertisements, decision to comply with health protocols.

## I. Introduction

Modernization processes almost penetrate all areas of life and offer various conveniences for humans. Economic and cultural globalization affects the image of a homogeneous culture that leads to uniformity of tastes, consumption, lifestyles, values, identities and individual interests. Modernization is inseparable from one's shopping habits. Shopping is a lifestyle that is inherent in people around the world, including in Indonesia. This is due to a person's lifestyle that involves a symbolic dimension, not only concerning basic life needs but constructing his identity so that the lifestyle can image a person's existence in a certain social status. Shopping activities are identical to a shopping place known as a mall.

Bandung is a city known for its creativity in various fields. The many creative powers that exist have made the city of Bandung the center of Indonesia's creative industry. Bandung includes culinary, fashion, games, music, and other multimedia. Bandung is already included in the top five creative cities in Asia. And become one of the big cities in Indonesia which has many malls scattered throughout the city. Based on data obtained from the Bandung City Central Bureau of Statistics at <https://bandungkota.bps.go.id/>, it was stated that there were 17 shopping centers or malls in 2019.

In April 2020, many malls were closed due to the spread of the coronavirus that was endemic. is increasing from time to time. The virus originating from Wuhan, China entered Indonesia,

including Bandung in around December 2019 and the number of patients increased in April 2020. This resulted in the Government deciding that some places that could cause the spread of the virus were closed, including malls in Bandung. In the new normal phase, which started around June 2020, some malls have been operating again with the supervision of the Bandung City Trade and Industry Office (Disdagin). This supervision is carried out to ensure that the mall has implemented the Health protocol during the current pandemic. One of the efforts made to educate the public in the new normal phase is through public service advertisements through electronic media and social media carried out by the current government.

According to Madjadikara (2004), public service advertisements are part of a social marketing campaign that aims to sell ideas or ideas for the benefit or service to the community. It is known as a public service advertisement towards the new normal, going to the mall, it is hoped that the public will be able to reduce the risk of coronavirus transmission when traveling to the mall. With this public service advertisement, it is hoped that it will raise public awareness in making decisions to come to the mall by following the applicable Health protocol.

Based on this background, further research problems can be identified, namely how the role of public service advertisements affects people's decisions to visit malls during a pandemic. The survey was conducted on the people of Bandung from June to August 2020. Based on the above background, the research problem is then formulated as follows:

1. How do people respond to public service advertisements with the adaptation of new habits of going to the mall and people's decisions to follow the Health protocol when visiting the mall during a pandemic?
2. How much influence do public service announcements with the adaptation of new mall habits have on people's decisions to follow the Health protocol when visiting malls during a pandemic?

## **II. Literature Review of Public Service Advertisements**

According to Lee and Jonson (2007), Advertising is commercial and non-personal communication about an organization and its products that are transmitted to an audience through mass media such as television, radio, newspapers, magazines, direct mail, outdoor billboards, public transportation.

The function of advertising is to provide information and leave the value of the commodity it advertises. An advertising method is a form of mass communication. Therefore, it is hoped that using advertising can direct its mission to a large number of consumers who become the target of the advertisement.

According to Madjakarya (2004), Public Service Ads are part of a social marketing campaign that aims to sell ideas or ideas for the benefit of the community, and public service advertising messages are in the form of invitations, statements or appeals to the public to take or not take an action in the interest of general or changing bad behavior to make it better, for example, environmental hygiene problems, encouraging respect for differences of opinion, family planning, and so on.

Dimensions of Public Service Advertising some decisions must be made by agencies or organizations in advertising according to Kotler and Keller (2016) or what is known as 5 M (the five Ms), namely (1) Mission: goals, advertising objectives, (2) Money: factor to consider stage in PLC market share and consumer base competition and clutter advertising frequency product sensitivity (3) Message: message generation, message evaluation, and selection, message execution, social response review (4) Media: reach, frequency, impact.

Major media types. Specific media vehicles, media timing, geographical media allocation. (5) measurement, communication impact. In this research, the dimensions used are mission, message, media, and measurement.

### The decision to Visit the Mall in the New Normal Period

The decision is the result of solving a problem that must be faced firmly. Consumer decisions are also influenced by core values, namely, the core system is much deeper than behavior or attitudes, and determines the choices and desires of others in the long run.

Kotler and Armstrong (2016) defines a part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and desires.

In this study, the decision process studied was limited to the community's decision to visit the mall during the pandemic. The decision indicators used in this research are (1) the purpose of making visits to malls, (2) processing information for visits to malls, (3) consistency in carrying out health protocols when visiting malls, (4) Providing recommendations to others regarding health protocol go to the mall.

### III. Research Paradigm and Hypothesis

Based on the above explanation, it can be seen that the research paradigm is as follows:



Figure 1 Research Paradigm

And based on the above paradigm, the research hypothesis is:

Hypothesis: Public service advertisements regarding health protocols affect the decision to visit the mall during the pandemic.

### IV. Methodology

Methods used for this research is descriptive analysis and verification, where the results will be processed and then drawn conclusions. By using the research method, a significant relationship between the variables under study will be known. Descriptive research aims to find out how people respond to public service announcements regarding health protocols for going to the mall and how people make decisions to make visits to the mall.

Meanwhile, verification analysis is used to determine the effect of public service announcements regarding the Health protocol on the decision to visit the mall.

The research model used is multiple linear regression and the hypothesis is tested to determine whether the hypothesis is accepted or rejected. The multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + e$$

Information:

Y = the decision to visit the mall.

$\alpha$  = A Constant

$X_1$  = Public Service Advertisements

$b_1 - b_2$  = Multiple Regression Coefficient

e = Error Term

The sampling in this study uses an iterative sampling technique, where the method must match the analytical tools used in hypothesis testing. The iteration calculations carried out in this study were three times and obtained a minimum sample of 110 respondents. The sampling technique using purposive sampling, which means that the sample is someone who has the information criteria needed in this study.

## V. Results and Discussion

Based on the results of data processing carried out on the collected questionnaires, it is known that the descriptive research results are as follows:

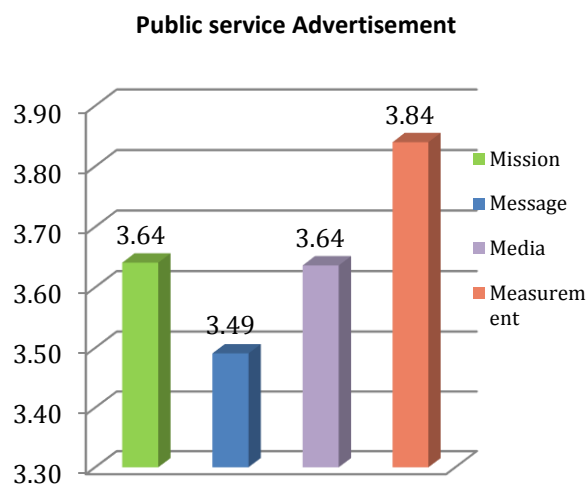


Figure 1. Recapitulation of Public Service Ads

Based on the results of data processing carried out, shows the results of recapitulation of respondents' responses regarding service advertisements public, where the highest indicator assessed are the measurement, it is meant how the impact of communication resulting from the public service advertisement, the choice of words used in the advertisement is one of the determinants of how the public service advertisement will be able to have a positive impact.

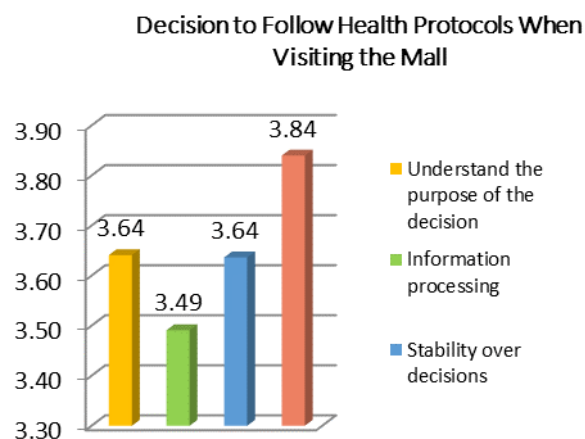


Figure 2. Recapitulation of the Decision to Visit the Mall in the New Normal Period

Based on the results of the data processing carried out, it shows the results of the recapitulation of respondents' responses regarding the decision to visit the mall during the New Normal period, where the highest indicator assessed is to provide recommendations to others. This can be interpreted that people in the current pandemic era can provide recommendations and education to others to comply with Health protocols when visiting the mall during the current pandemic. With this mutual recommendation and education, it is hoped that the spread of the coronavirus will be able to be minimized in visiting malls. Meanwhile, to find out how the previously formulated research hypotheses were accepted or rejected, and to assess how much influence public service advertisements on Health protocols had on decisions to visit the mall during the pandemic, it can be seen as follows:

**Table 1. Correlations**

		Y	X
Pearson Correlation	Y	1.000	.702
	X	.702	1.000
Sig. (One-tailed)	Y	.000	.000
	X	.000	.000
N	Y	110	110
	X	110	110

Source: SPSS Output (data processed, 2020)

To calculate how much influence, the independent variable has on the dependent variable can be, a correlation analysis is performed. In correlation analysis, there is a number called the coefficient of determination which is often called the coefficient of determination, because its magnitude is the square of the correlation coefficient ( $r^2$ ).

From the output above can be seen that the value of  $R^2$  stands at 48.8%, meaning that the variable Public service announcements regarding health protocol affecting decision visit the mall during the pandemic by 48.8%, while 52.2% are influenced by other factors not tested in This research is like the role of influencers and social media. Based on the results of data analysis, the regression equation is obtained as follows:

$$Y = 1.274 + 0.656 X + e$$

This means that if the independent variable is considered zero, the decision to visit the mall during the pandemic will have value by 1,274 times. And the decision to visit the mall during a pandemic can be increased if the independent variable of public service announcements on health protocols increases.

## VI. Conclusion

### Conclusion

Based on the results of the discussion stated above regarding how the influence of public service advertisements can affect the public in complying with the health policy when visiting malls during the pandemic, the following conclusions are obtained:

1. The results of research on public service advertisements have been considered quite good by respondents, indicated that the average value of each indicator is at a value of 3.2. And the highest value is on the indicator where the highest indicator assessed is the measurement, it is meant how the impact of communication resulting from the public service advertisement.

2. The results of the research regarding the community's decision to follow the Health protocol when visiting the mall are considered to be quite good with the value obtained by each indicator above 3.2, with the highest indicator being giving recommendations to others. This shows that the high level of public awareness to remind each other of the importance of following Health protocols when leaving the house, especially visiting the mall, is expected to be able to reduce the spread of the Covid-19 virus.
3. The magnitude of the influence of public service advertisements on the decision to follow the health protocol when visiting the mall during the pandemic is known to have an effect of 48.8%, where the variable public service advertisements regarding health protocols influence the decision to visit the mall during the pandemic by 48.8% while 52.2 % influenced by other factors that were not tested in this study the role of influencers and social media.

### **Suggestions**

Based on the results of the research that has been carried out and carried out the above discussion, the formulation of suggestions for this study is as follows:

1. The lowest value in the public service advertisement variable is a message, where what is meant in the message is message creation, message evaluation, and execution of message selection and a review of the social responsibility contained in the message. The message conveyed must be able to raise awareness, so sentences that are easy to understand must be paid attention to properly by the maker of the public service advertisement.
2. In the decision variable to follow the Health protocol when visiting the mall during a pandemic, the indicator that is considered the lowest is information processing. The community must make a decision on which one to take, where there are separate differences in that decision. With this process, mall management must convey information about Health protocols that are easy to understand and easily accessible so that the public can know well how the Health protocol is implemented in the mall.

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