

THE INFLUENCE OF PUBLIC RELATIONS CAMPAIGNS ON HOUSEWIVES' KNOWLEDGE LEVELS REGARDING ENVIRONMENTAL AWARENESS IN EAST JAKARTA

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Abstract

Public relations play a crucial role in enhancing the public image of organizations or campaign organizers. It is essential for public relations to develop goal-oriented campaigns. PT DANONE has launched the #SapuJagat campaign to address the issue of plastic waste. The lack of environmental awareness, particularly among housewives in Rambutan Village, Ciracas District, Jakarta, remains a significant concern. The region suffers from low environmental awareness due to insufficient knowledge and infrastructure support. A study was conducted among housewives in RW01 Rambutan Village, Ciracas District, using a quantitative research approach. Respondents were surveyed through a questionnaire to gather data for the research. The study addressed questions on an ordinal scale, covering 26 SPSS questions related to both variables. According to the statistical findings, 10% of housewives were aged 25-30 years, 9% were aged 31-35 years, 9% were aged 36-40 years, 14% were aged 41-45 years, and 9% were aged over 46 years. The research indicates that the Public Relations campaign variable has a positive impact on enhancing the environmental awareness of housewives. Public Relations campaigns have proven to be effective in increasing the knowledge of housewives regarding environmental issues.

Keywords: *Environmental Awareness, Public Relations Campaign, Knowledge Level*

1. INTRODUCTION

Ecology in Rambutan, East Jakarta, and RW01, Ciracas, is facing continuous degradation due to human exploitation of natural resources. Unfortunately, public awareness, especially among housewives in the Rambutan Subdistrict, Ciracas District, East Jakarta, remains low. The lack of regulations has resulted in the widespread use of excessive plastic, contributing to environmental pollution. As a result, the housewives of RW01 in the Rambutan Subdistrict, Ciracas District, East Jakarta, are now taking steps to care for the environment.

We must prioritize environmental care for the world and all its inhabitants, as plastic waste is a significant source of pollution. This study specifically focuses on addressing the issue of excessive plastic usage. Public Relations plays a crucial role in enhancing an organization's image or campaign, executing targeted campaigns to influence the audience positively. By increasing knowledge and awareness among the target audience, businesses can attract attention, improve operational perspectives, and build trust and a positive image over time. Public Relations campaigns are known for their high intensity and effectiveness.

According to Rogers and Storey, campaigns are a series of planned communication actions designed to influence the target audience over time. Leslie B. Snyder defines communication campaigns as systematic actions aimed at specific audiences within a defined timeframe. In spite of the limited environmental consciousness among the female homemakers in RW01, Rambutan Village, Ciracas District, East Jakarta, the objective of

this study is to assess the influence of PT DANONE's Public Relations initiative in promoting environmental awareness among the housewives residing in the locality.

PT DANONE, the world's largest beverage maker, operates in Indonesia with a focus on beverages, early nutrition, and medical nutrition. Notably, PT DANONE's commitment to social and environmental responsibility is underscored by its status as the first fast-moving company in Indonesia to obtain B-Corp certification. The #SapuJagat initiative, aimed at combating plastic waste, has garnered recognition, including the PR Excellence Award 2019 for Best Public Relations Campaign in ASEAN. Despite these efforts, housewives in RW01, Rambutan Village, Ciracas District, East Jakarta, remain unaware of environmental issues, contributing to the persistence of plastic waste pollution. This lack of awareness, coupled with the routine use of plastic by housewives, poses significant health and environmental risks. Consequently, there is a pressing need for a Public Relations campaign, such as PT DANONE's "*Sapu Jagat*," to raise environmental awareness among housewives in East Jakarta.

The purpose of this research is: (1) to assess the impact of PT DANONE's Public Relations campaign "*Sapu Jagat*" on enhancing the environmental awareness knowledge of housewives in the RW01 area of Rambutan Village, Ciracas District, East Jakarta; (2) to investigate the potential correlation between housewives' knowledge level and environmental awareness in the RW01 area of Rambutan Village, Ciracas District, East Jakarta; and (3) to analyze how PT DANONE's Public Relations campaign "*Sapu Jagat*" affects the knowledge of housewives regarding environmental awareness in the RW01 area of Rambutan Village, Ciracas District, East Jakarta.

2. LITERATURE REVIEW

2.1. Public Relations

Public Relations involves the structured exchange of information between a company and the public, including both internal and external audiences, with the aim of accomplishing specific objectives. This definition is provided by the Public Relations Society of America (PRSA), as cited by Lattimore, Baskin, Heiman, and Toth (2010, p. 3). Ristekdikti et al (2020) PR campaigns aim to educate, inform, and engage the public in events or initiatives through effective communication methods to build a positive reputation over time (Amalia, 2021).

Public relations aim to foster comprehension, confidence, and admiration within society and the general public. It is crucial for industries, whether they are private enterprises or government entities, to nurture positive and mutually beneficial connections with both internal and external stakeholders who play a crucial part in the success of an organization or business.

Public relations in private or for-profit industries focuses on building relationships with the community and boosting the sales of products or services. It strives to shape the behavior of individuals or groups by engaging with those whose beliefs, actions, and opinions impact the industry's prosperity (Wahyuningsih, 2014) The main goal of Public Relations is to establish a positive reputation for the industry, ultimately fostering customer loyalty towards the products or services provided by the industry (Wahyuningsih, 2014).

2.2. Campaign

A campaign is designed to communicate with the target audience in order to shape their knowledge and behavior based on the information provided (Michael Hartono, 2019). According to Pfau and Parrot (1993), a campaign is a thoughtfully planned and eco-friendly approach that aims to impact the intended audience within a specific timeframe (Simamora, 2019)

A campaign is a strategic effort to engage and unite individuals, encouraging them to spread information through various channels, such as media or direct communication. It aims to exert pressure on those in power, inform and involve the public, and drive positive changes in attitudes and behaviors for the betterment of society. Ultimately, its purpose is to inspire people to comprehend, embrace, and take specific actions (Simamora, 2019)

There are three categories of campaigns: product-oriented, candidate-oriented, and cause-oriented campaigns. Product-oriented campaigns focus on promoting a specific product. Candidate-oriented campaigns typically take place in a business setting. Cause-oriented campaigns aim to achieve a particular goal and contribute to social change (Sirait et al., 2018)

To effectively deliver a campaign message to the audience, it is essential to have a team of campaign actors working together. This team includes implementing coordinators, campaign managers, funders, and technical executors. The message can be conveyed through various mediums such as banners, posters, billboards, speeches, and flyers, using both verbal and non-verbal symbols to engage the audience. The ultimate goal is for the target audience to understand the message and respond accordingly to achieve the campaign objectives.

Campaign media, also known as campaign channels, encompass various forms of media utilized to convey information to the intended audience. Within communication campaigns, mass media is frequently regarded as the primary communication channel due to its capacity to reach a vast number of individuals and effectively disseminate information, while also possessing the power to persuade or influence the public (Wulandari, 2019)

According to Mcquail & Windahl (1992) cited in Venus (2009: 98), the audience is a significant group of individuals who possess the necessary knowledge and behavior that can be influenced through campaign activities. Nowadays, campaigners typically acknowledge that identifying the target audience is crucial for every campaign. The target audience serves as a guiding factor for campaigners in determining the type of message, the intended recipients, the appropriate media channels, and the suitable messengers. Describing the audience accurately plays a vital role in shaping the implementation of a campaign and predicting the outcomes it will yield (Wulandari, 2019).

2.3. Public Relations Campaign

Since the 1940s, campaigns have been widely recognized as activities that seek to persuade. The notion of campaigns as a means of persuasion is commonly understood. Nevertheless, according to Rogers and Storey (1987), a campaign is a sequence of deliberate communication actions that are strategically implemented over a specific duration with the objective of generating a particular influence on the target audience.

This perspective emphasizes the continuous and planned nature of campaigns (Ristekdikti et al., 2020)

Based on the analysis, one can deduce that each campaign endeavor encompasses a minimum of four elements. These include purposeful campaign actions aimed at generating specific impacts or effects, a substantial number of targets, typically devised within a specific timeframe, and a sequence of well-coordinated communication actions (Sirait et al., 2018).

Public Relations campaigns have the objective of enhancing understanding and consciousness among the intended audience, with the aim of capturing their attention and cultivating a favorable perception of a company's endeavors (specifically corporate activities). The ultimate goal of these campaigns is to establish trust and foster a positive image, encapsulating the essence of public relations in a more focused manner (Ii et al., 2011).

The primary goal of Public Relations campaigns is to ensure consistent information dissemination through ongoing communication strategies in a strategic manner, as well as to engage and inspire the public to partake in specific activities or initiatives in order to garner favorable publicity and enhance reputation (Ii et al., 2011).

According to Gani (2014, accessed on October 30, 2019), public relations campaigns are currently very important, and the campaign itself is a planned communication to achieve certain goals so that the target audience can be influenced (Novena, 2020).

According to Rahmadilaga (2017: 9), a Public Relations campaign in communication is designed to generate descriptions, awareness, interest, interpretation, backing, and comprehension from different stakeholders in order to cultivate a favorable perception of an institution or organization (Novena, 2020).

Based on Gregory (2018: 78), Public Relations campaign objectives consist of three levels. The first level is awareness (cognitive), where the target audience begins to think about a certain topic and aims to establish a level of understanding. The second level is attitudes and opinions (affective), where the audience is encouraged to form specific attitudes or opinions about a subject. This is when the target audience expresses their thoughts or opinions on a particular matter. The final level is behavior (conative), where the target audience is expected to act accordingly. This component influences individuals to take action towards certain objects and determines whether consumers will purchase or reject a product. The emotional aspect plays a crucial role in shaping consumers' perceptions and preferences towards a particular brand or product (Novena, 2020)

The campaign model by Ostergaard will be utilized in this study. He believes that a campaign's program begins during the pre-campaign phase, where identifying the problem is crucial (Sirait et al., 2018). The Ostergaard Model's campaign elements involve messages that can enhance the impact of a message. There are two crucial aspects to consider: message content and message structure. Message content encompasses the material, visualization, emotional tactics, creativity, humor, and approaches to reference groups. On the other hand, message structure reveals how the argumentation supporting a persuasive message is presented to the audience. It includes the message side, presentation structure, and conclusion statement (Sirait et al., 2018).

2.4. Knowledge Level

There are six different levels of knowledge, as classified by Kholid and Notoadmodho (2012). Firstly, knowing means understanding something through observation. For instance, being able to name, explain, or describe a substance. Secondly, comprehension is the ability to accurately explain and interpret something based on facts. Thirdly, application involves using investigated material based on facts. For example, using models and procedures. Fourthly, analysis refers to describing or explaining an item while relating it to others. Creating charts, organizing information, and collaborating with others measure knowledge at this stage. The fifth level is synthesis, which involves connecting individual components in a new way. Writing, summarizing, or utilizing content are examples. Lastly, judgment requires having the necessary information to evaluate a matter (Retnaningsih, 2016).

Knowledge can be assessed through questionnaires, interviews, or a combination of both methods. Syah (2007) categorized knowledge levels into five groups: excellent (80-100), good (70-79), sufficient (60-69), deficient (50-59), and failing (0-49).

Different factors such as age, education, environment, and socio-cultural background can influence a person's knowledge. The level of education, age, and social position are directly related, so it is reasonable to assume that a person with higher education and older age would have greater knowledge (Change, 2007)

Arikunto (2010) suggests that interviews or questionnaires can be used to test knowledge. The questionnaire will have questions about the subject being studied. To measure knowledge, both subjective and objective questions will be asked. Subjective questions are essay-type questions that assess the assessor's subjective views. Objective questions are multiple-choice questions. Syah (2007) categorizes knowledge degrees into five categories: excellent (80-100), good (70-79), moderate (60-69), deficient (50-59), and failing (0-4).

3. RESEARCH METHODS

This study is an explanatory and quantitative research. It aims to explain the causal relationship between X and Y using quantitative techniques. The research focuses on 576 housewives in RW 01 Rambutan Village, Ciracas District, East Jakarta. The sample is selected using random sampling, ensuring that each member of the population has an equal opportunity to become a sample. Data collection is done through questionnaires, using an ordinal scale. The questionnaires can be conducted either online or in person. The data collected can be categorized as primary (questionnaire) or secondary (website) according to the source.

Table 1. Operational Variables

Variable	Sub Variable / Dimension	Indicator	Scale
<i>Public Relations Campaign (X)</i>	Message content	1. Supporting material (Shows the prop of the Public Relations campaign.)	Ordinal
		2. Message visualization (illustrations to support the PR campaign message) Positive or negative (a public relations campaign message has a positive or negative value).	Ordinal
		3. Positive or negative message content (a public relations campaign message has a positive or negative value). 3. Emotional approach (PR messages are emotional in nature).	Ordinal
		4. Creativity and humor (Messages that can be easily accepted by the intended audience).	Ordinal

Variable	Sub Variable / Dimension	Indicator	Scale
<p>Source: (Nurlia, 2018)</p>	<p>Message Structure</p>	<p>1. The message side (Messages in public relations campaigns make to think).</p>	Ordinal
		<p>2. The order of presentation (messages delivered in sequence can make the target audience feel interested).</p>	Ordinal
		<p>3. The conclusion statement (a conclusion to a public relations campaign message must be interesting to be discussed by the target audience).</p>	Ordinal
<p>Knowledge Level (Y)</p>	<p>1. <i>know</i></p>	<p>1. Knowledge of housewives about the public relations campaign "Sapu Jagat"</p>	Ordinal
	<p>2. <i>Comprehension</i></p>	<p>2. Housewives' awareness of the Public Relations campaign "Sapu Jagat"</p>	Ordinal
		<p>3. Interested in the Public Relations campaign "Sapu Jagat"</p>	Ordinal
		<p>1. Housewives can understand what the Public Relations campaign "Sapu Jagat" is about</p>	Ordinal
		<p>2. Housewives can understand the factors that influence the success</p>	Ordinal

Variable	Sub Variable / Dimension	Indicator	Scale
		of the Public Relations campaign "Sapu Jagat" 3. Housewives can understand the benefits of the Public Relations campaign "Sapu Jagat"	Ordinal
	<i>3. Application</i>	1. Housewives can apply the Public Relations campaign "Sapu Jagat" in their daily lives 2. Housewives can run the "Sapu Jagat" Public Relations campaign in a constant period of time. 3. The principles used by housewives in applying the "Sapu Jagat" Public Relations campaign	Ordinal Ordinal Ordinal
	<i>4. Analysis</i>	1. Analysis of housewives about the Public Relations campaign "Sapu Jagat" 2. Housewives can distinguish between the "Sapu Jagat" Public Relations campaign and other Public Relations campaigns 3. Housewives can describe the material of the Public Relations campaign "Sapu Jagat"	Ordinal Ordinal Ordinal
	<i>5. Synthesis</i>	1. How housewives can know the purpose of the public relations campaign	Ordinal Ordinal

Variable	Sub Variable / Dimension	Indicator	Scale
Source: Notoatmodjo (2012) (Retnaningsih, 2016)	6. Evaluation	2. How housewives can run public relations campaigns in their daily lives	Ordinal
		3. Housewives can provide criticism and suggestions for the Public Relations campaign "Sapu Jagat"	Ordinal
		1. How housewives can evaluate the Public Relations campaign "Sapu Jagat"	Ordinal
		2. Housewives can understand the objectives of the Public Relations campaign "Sapu Jagat"	Ordinal
		3. Housewives are able to give an assessment of the Public Relations campaign "Sapu Jagat"	Ordinal

4. RESULTS AND DISCUSSION

4.1. Research Results

A. Validity and Reliability Test

Indicators of the Public Relations Campaign variable (X) and the knowledge level variable (Y) are declared valid, determined from the formula r_{96} respondents (0.195). Cronbach Alpha > 0.6 indicates that all SPSS indicators are credible. Table 3 explains these statistics.

Table 2. Respondent Profile

Ages	Total	Percentage
25 – 30	55	57%
31 – 35	10	10%
36 – 40	9	9%
41-45	13	14%
>46	9	9%

Total respondent	96	100%
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Table 2. Public Relations Campaign Validity Test Results (X)

Indicator	r value	r table	Description
X1	0.792	0.195	valid
X2	0.755	0.195	valid
X3	0.770	0.195	valid
X4	0.599	0.195	valid
X5	0.743	0.195	valid
X6	0.692	0.195	valid
X7	0.744	0.195	valid
X8	0.695	0.195	valid
Y1	0.681	0.195	valid
Y2	0.704	0.195	valid
Y3	0.777	0.195	valid
Y4	0.816	0.195	valid
Y5	0.820	0.195	valid
Y6	0.787	0.195	valid
Y7	0.819	0.195	valid
Y8	0.830	0.195	valid
Y9	0.865	0.195	valid
Y10	0.781	0.195	valid
Y11	0.789	0.195	valid
Y12	0.793	0.195	valid
Y13	0.670	0.195	valid
Y14	0.773	0.195	valid
Y15	0.778	0.195	valid
Y16	0.781	0.195	valid
Y17	0.797	0.195	valid
Y18	0.843	0.195	valid

Table 3. Reliability Test Results

Variable	Cronbach Alpha (0,6)	Description
<i>Public Relations Campaign (X)</i>	0.871	Reliable
Knowledge Level (Y)	0.963	Reliable

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	0.0000000

	Std. Deviation	5.69573379
Most Extreme Differences	Absolute	0.109
	Positive	0.039
	Negative	-0.109
Test Statistic		0.109
Asymp. Sig. (2-tailed)		.007c

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.

Based on the normality test results, the variables X (PR Campaign) and Y (housewives' environmental awareness) are assessed for normal distribution. The SPSS Kolmogorov-Smirnov test indicates that if the value is 0.007 and greater than 0.05, the data is considered to be normally distributed (The data is presented in Table 4).

Table 5. Partial T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.838	3.925		4.214	0.000
	X	2.266	0.126	0.880	17.971	0.000

a. Dependent Variable Y

The results of hypothesis testing in the partial t test of the Public Relations campaign variable (X) and the variable level of knowledge of housewives about environmental awareness (Y) based on the partial t test obtained the value of the Public Relations campaign variable (X).

Table 6. Simultaneous F Test Results

Model Summary ^b				
Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	.880 ^a	0.775	0.772	5.726

a. Predictors: (Constant), X

b. Dependent Variable: Y

The simultaneous f test on SPSS results in Fvalue 322.945 greater than Ftable 3.94 and Sig 0.000 <0.05. The data rejects H0 and supports H1.

B. Determination Coefficient Test

According to the findings, the R value of 0.880, which exceeds 0.5, indicates that the variable (X) of the Public Relations campaign has a significant 55% impact on the environmental awareness (Y) of housewives. The remaining 45% is attributed to the influence of other factors.

C. Normality test results

The Public Relations campaign variable (X) and housewives' knowledge level of environmental awareness variable (Y) were tested for normality using the SPSS Kolmogorov-Smirnov test. The result was 0.007, indicating that the data is normally distributed since the value is greater than 0.05.

5. CONCLUSION

Based on the data presented and research discussion, it is evident that the Public Relations Campaign has a significant impact on increasing the environmental awareness of housewives. The validity test of the X variable indicates that the content of the PT DANONE Public Relations campaign message is the most influential indicator with a result of 0.792, while the least influential is the emotional aspect of the campaign message with a result of 0.599. Regarding the Y variable, the Application indicator, representing the principle applied by housewives in the PT DANONE "SapuJagat" Public Relations campaign, has the highest value of 0.865. On the other hand, the analysis indicator, reflecting the ability of housewives to describe the campaign material, has the lowest value of 0.670.

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