

Conference Paper

The Impact of Social Marketing Mix and Message Effectiveness to Target Audience Behavior of HIV/Aids

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Abstract

The purpose of this study is to analyze the effectiveness of social messages delivered by the government to the public about HIV/AIDS, analyze the accuracy of the use of communication media used by the government to convey a message to the community about HIV/AIDS, and analyze the impact of social marketing mix toward target audience behavior. The sample of this study is a community that is accounted for 176 respondents. Analytical tool is Path Analysis. The result shows that social messages conveyed to the public about HIV/AIDS has been effectively using personal communication media. Furthermore, there is a significant direct and indirect social marketing mix toward the behavior of the target audience and through the effectiveness of the message.

Keywords: social marketing mix, the effectiveness of the message, the target audience's behavior

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Received: 29 August 2018
Accepted: 18 September 2018
Published: 11 November 2018

Publishing services provided by
Knowledge E

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Selection and Peer-review under the responsibility of the ICOI-2018 Conference Committee.

1. Introduction

The fundamental difference between social and business marketing is not about the goals and objectives of the service. Marketing mix application needs to be added to the partnership and policy. Without it, the delivery of messages to the public will not be effective. In connection with the delivery of the message, is the target community or public social marketing, and is often linked with public communication. Both of these concepts can be met in two ways, 'public communication of public interest' and 'involving public' (Ronald E. Rice and Charles K. Atkin, Sage, 2000). Both are public communications effort to express the needs of the community and its community involvement. The two are inseparable and influence each other. The problems arises is why does the idea to change people's behavior often less successful?. While the costs incurred by the government as a public service is not insignificant even tends to increase every year.

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One of the causes of the failure of the ideas delivery is the failure of the organization in conducting public communication or the idea of the organization is not in line with the needs of the community (Widodo, 2006). This condition is supported by the fact that the public services by government officials today have many weaknesses that cannot meet the quality expected by society. It is characterized by the presence of public complaints submitted through the mass media or directly to providers of services, which can result in unfavorable image of the government officers. While the main problem is the government message is not delivered to the public. Assumed that the primary function of government is to serve the society, the government needs to continue to work to improve the service quality [14].

To ensure the message is delivered to the main target, needs to develop an integrated marketing communications, which is a way to see the entire marketing process from the perspective of the recipient. Several communication channels must deliver a clear, consistent and interesting about the organization and its products [10]. Marketing communication serves to maintain the element of consumer behavior such as attitudes, confidence and attention to the specific product [15].

Message on HIV/AIDS is often delivered along with the increasing number of people affected by this virus. Data in December 2012 recorded 613 people living with HIV/AIDS, in which 305 people, and people with AIDS accounted for 308 people (Edi, 2013). There are 148 patients who died with HIV/AIDS in the province of Jambi within the period 1999 to December 2012. Based on data from the National AIDS Commission, within that period, there were 783 cases of HIV/AIDS. In details, 360 people suffering from AIDS positive, and 426 people infected with the HIV virus. Furthermore, the highest number of cases found in Jambi city for 597 cases or 76 per cent of all cases in the province of Jambi. Later, other cases are scattered in various districts/cities and others (Anonymous, 2013).

Based on this data, the budget amount that is allocated for HIV/AIDS is increasing. In 2012, Jambi province only allocates Rp 500 million to manage the problem. In 2013, this number had increased to Rp 1, 2 billion. There are 11 urban districts that allocate their budget for USD 450 million. It is expected that the increase of this budget can prevent the rise of people living with HIV/AIDS. According to Grier and Bryant (2005) social marketing mix strategy can be implemented and proven effective for public health programs. Social marketing is expected to provide more role in addressing social problems that exist in society. The increase in cases of HIV/AIDS, especially in Jambi province cause problems and rise high concern. Prevention has been intensified through an appeal to the public. Related to the aforementioned, the purpose of this

study is to analyze the effectiveness of social messages conveyed by the government to the public about HIV/AIDS, analyze the accuracy of the use of the communication media used by the government to convey a message to the community about HIV/AIDS and analyzed the influence of social marketing mix on social behavior community.

Hypothesis: there is the influence of social marketing mix on social behavior community.

2. Literature Review

Social marketing application has started in the early 1980s [11]. Basically, social marketing is the application of commercial marketing strategy to 'sell' the idea in order to change a society, especially in the management, including analysis, planning, implementation and control (Hermawan, 2006). For public organizations, social marketing plays an important role in conveying the message to the society. One of the roles of government is to provide public services needed by society [5, 9]. Thus, it must be ensured that the public service provided can satisfy the community.

The public is the public itself, which should be managed, organized and served by the government as an administrator, but also at the same time acts as a ruler in a country setting constitutional law [8]. In addition, the service function that is run by the Government, as Rashid (1997) argues, is to serve the public. This means that, the service is something that is related to the role and functions of government, which should be run. The role and function are intended to protect and meet the basic needs of the wider community, in order to accomplish the people's welfare. It is necessary for an effective approach.

Social marketing is considered as an effective approach to convey a message to society associated with a specific purpose. In social marketing contains an overview of how the process of delivering value to the community using the principles and technical-marketing techniques to overcome social problems or social behavior. Marketing becomes an appropriate planning tool for public agencies who want to meet people's needs and provide real value [9].

Important concept in commercial marketing namely marketing mix that consisted of a product (product), the price (price), distribution (place) and promotion (promotion), cannot be left out in social marketing. In principle this same concept implementation and the existence of a difference here and there is a logical consequence of the difference in context between commercial and social activities.

Social marketing is the utilization of the principles and techniques of marketing to mempengaruhi target audience so that they voluntarily accept, reject, modify, or meniggalkan behaviors for the benefit of all parties, both individuals the group, as well as the community. Social marketing is the design, implementation, and oversight of programs that seek to improve the attitude of received ideas, reason and social practices in the target group. Commercial marketing is aimed at satisfying the needs of consumers for the benefit or profit. Elements – elements of social marketing

2.1. Social products: Ideas and practices

Change of ideas or behavior which is detrimental to society to gagasanatau new behavior that is better is the goal of is the goal of social marketing. The idea and behavior of the product is marketed.

2.2. Target adopter

Social marketing objectives leads to one or more target groups of the adopter. There are a number of groups that can be addressed in ways as diverse as on the basis of age, socioeconomic status, the number of families or geographical location.

2.3. Social change management technology

A technology management social change should be that makes a good quality changes

2.4. Define product delivery

The first requirement in the success of social marketing is creating a new social product to meet a need that is unfulfilled or to design a better product that is acceptable. The task of defining a social change campaign is one of them comes from showing off a thing that is considered the most influential.

2.5. Designing social marketing product

The task of the next social marketing experts are presenting solutions effectively to the target group of the adopter.

2.6. Market to target adopter

Social marketing experts should be prepared to submit the social practices of the market or an activity of social change, which began to interest the Community target adopternya.

2.7. Maintain the market

The final task of the social marketing experts is to maintain the sustainability of the social change, that is, the form of the response corresponding to that expected from the environment around the target population of the adopter.

3. Methods

3.1. Research design

This study uses a sample survey approach. The survey approach is used to measure symptoms and help to compare with predetermined criteria. This study is an explanatory research.

3.2. Data source

- a. Primary data, the data needed to answer the research that comes from the respondents and there are no other parties who publish the data. In this case, the data is public perception, which was taken by using a questionnaire instrument.
- b. Secondary data, data is obtained through other parties either through internal records organization or published through print media or the Internet. Secondary data was collected on the topic of IMC and SM, which was published in the journal of research and development of HIV/AIDS, especially in Jambi.

3.3. Data collection technique

1. Questionnaire deployment. Questionnaires were distributed to selected respondents in the sample. The questionnaire is divided into two parts, the first relating to the collection of data on the characteristics of the respondent, the second part is collecting data on respondents' perceptions toward the effectiveness of social

message, the accuracy of the media used and the relationship between social marketing on people's behavior.

2. Interview. The data collection through questionnaires equipped with interview techniques for respondents and other related parties. Interviews were conducted to the government, in this case, the Health Office of Jambi city and Jambi Provincial Bureau of Public Welfare and respondents.
3. Observation. Observations were made on the programs of marketing communication that has been done by the Government. Observations were also conducted to capture the public reaction to the growing of HIV/AIDS.

3.4. Population and sample

The population of this research is the people in Jambi city. The sample unit is Jambi city community group that represents high school students, College students, housewives/career women, Breadwinners, community leaders/scholars, educators/academics and practitioners/businesses. The total sample is 176 people.

3.5. Research instruments

In order to obtain primary data, the research instrument is compiled in the form of a questionnaire that is prepared in the form of closed statement. The scale of measurement is using a 5-Likert scale that starting from the number 5 to the statement strongly agree, agree for the number 4, the number 3 for neutral statement, number 2 for statements disagree and number 1 for strongly disagree statement.

3.6. Analysis tools

The analytical tool that is conducted in this study is

1. Descriptive Analysis Percentage. This method is used to assess the variables that available in the research, which is the message design, channel of communication and social marketing. This percentage descriptive is processed by dividing the frequency with the number of respondents multiplied by 100 percent.
2. Average Score. Average calculations are performed by summing all the values of a group of data samples, and then divided by the number of samples. So, if a group of random sample with a sample size n , the average sample can be calculated.

The Criteria answers include: 1 to 1.8 = very ineffective; 1.81 to 2.6 = ineffective; 2.61 to 3.4 = neutral; 3.41 to 4.2 = Effective; 4.21 to 5 = very effective.

3. Path Analysis.

This analysis is one of the options in order to study the dependence of a number of variables in the model. This analysis is a proper method to explain if there is a large data set to analyze and look for a causal relationship. The formula for calculating the correlation coefficient is searched using the product moment coefficient of Karl Pearson. The reason for using this technique is because the correlation coefficient of the searched variables has interval scale measurement.

4. Results

4.1. Validity and reliability

The value correlation Pearson each indicator are on the lowest number of 0.352 and highest of 0.775, thus an indicator of research can be said to be valid. Based on the value of alpha Cronbach then note that numbers each dimension shows the lowest value and the highest numbers of 0.548 0.724. Although there are dimensions that enter the category less good, but still alpha numeric can be considered as reliable criteria dimensions.

In accordance with the purpose of research, the result shows that there is a significant influence between social marketing mix and the behavior of the target audience. This is shown by *t* value of 0.356 is significant at alpha 5%. Then, the social marketing mix has a significant influence on the message effectiveness with a value of 0.444 is significant at alpha 5%. The message effectiveness also affect the behavior of the target audience with a value of 0.198 is significant at alpha 5%. It can be seen from the following table.

TABLE 1: Influence among variables.

No.	Connection	Score	Sig.	Information
1.	Social Marketing mix → Message Effectiveness	0.444	0.000	Significant
2.	Social Marketing mix → Target Audience behavior	0.356	0.000	Significant
3.	Message Effectiveness → Target Audience behavior	0.198	0.009	Significant

Source: Primary data, 2015.

Partially, there are three out of four social marketing mix variables that significantly influence on change behavior, which is change (0.004), channel/access (0.006) and target audience (0.036), while the price variable has no effect on social behavior.

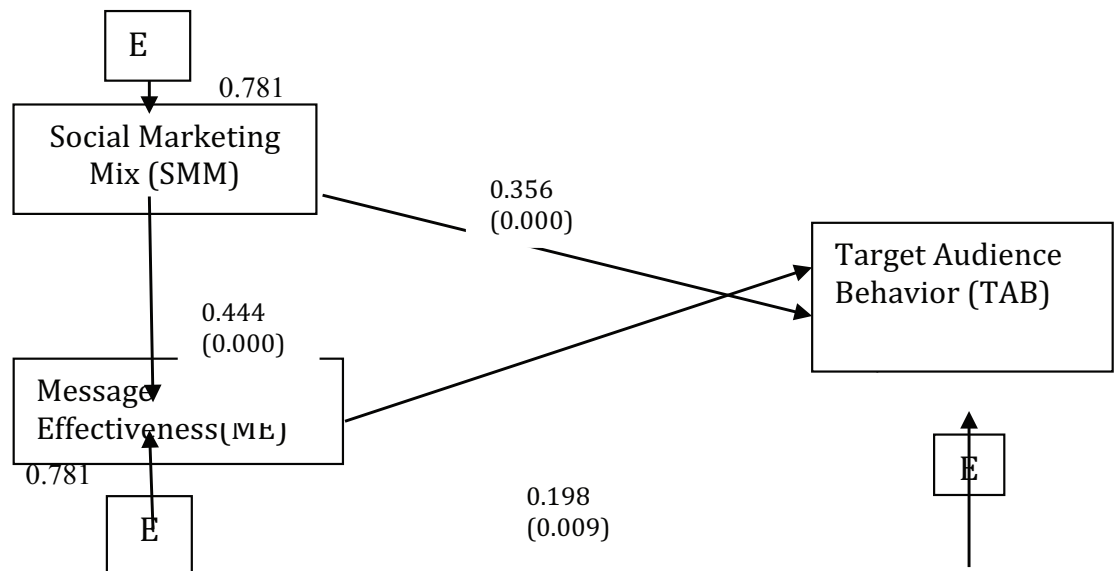


Figure 1

Based on the advertising effectiveness on the change in behavior, there are two out of four independent variables that have a significant effect, namely the message content (0.011) and message format (0.000), while the structure of the message and the message source have no significant effect. Based on the coefficient of total determination, it is found that the model can explain the information contained in the data amounted to 64.9%. This figure is considered quite large, so it can be done further interpretation. Then, it can be concluded that there is a direct influence of social marketing mix on the target audience behavior. Moreover, there is an indirect influence of social marketing mix on the target audience behavior through message effectiveness with a value of $0.444 \times 0.198 = 0.087$.

5. Discussion

The effectiveness of advertising message is very important to be assessed to ensure that consumers can receive the message. Advertising that is delivered can use multiple media and each media has its strengths and limitations. The use of media affects the achievement of the goals and performance of the advertising.

Each media and facilitation has a set of unique characteristics and advantages. The advertisers seek to choose the most appropriate means of the characteristics of the brand advertised in order to reaching the target audience and convey the message (Lee & Johnson, 2004). Therefore, in order to fulfill the purpose of advertising, the company must be accurate in selecting advertising media. Respondents show a very

positive perception for HIV/AIDS advertising through television. This means that the message of HIV/AIDS would be effective if it is presented on television. As with other media used in advertising, television also has its strengths and limitations.

5.1. Strengths

1. Efficiency. Many advertisers consider television, as the most effective media to deliver commercial messages that can reach very broad target audience.
2. Strong impact. The ability of to give strong impact on consumers, it can be emphasized on two senses, vision and hearing.
3. Strong influence. Television has more strong ability to influence the perception of the target audience than the other media.

5.2. Limitations

1. Huge costs. The drawback is a large cost to produce and broadcast.
2. Audiences are not selective. Commercials on television are likely to reach the wrong target market.
3. Technical difficulties. Media is not flexible in technical arrangements. Advertisement cannot be changed simply because it is already scheduled.

To measure the effectiveness of the message on HIV/AIDS is used dimensions of message content, message structure, message format and message source. On the message content dimension, value perception of the respondents shows the highest rates in the appeal of a moral message. There are several versions of advertising services on HIV/AIDS by the Commission on HIV/AIDS National, which is broadcasted through advertisement programs, included family version, do not dream anymore, walk together version, do not isolate him and scared my son is not healthy of each 30 seconds until 60 seconds minutes duration. Each version tells the social impact and prevention should be done both before and after victims affected by HIV/AIDS. Advertisement contains a strong moral message and broadcast on television and internet media on YouTube program.

Based on the test, it is found that there is significant influence of social marketing mix variables on the behavior of the target audience. If the commission on HIV/AIDS is capable of running a social marketing strategy with a focus on the use of social

marketing tools, it is expected there will be changes in people's behavior in order to avoid the factors, that cause the development or increase the number of patients with this virus. Social marketing is the application of commercial marketing strategy to 'sell' the idea in order to change a society, especially in the management including analysis, planning, implementation and control (Hermawan, 2006). For public organization, social marketing plays an important role in conveying the message to the public. These behavioral changes in social marketing can be said as a result of an exchange between marketers that offers benefits and minimal cost with the consumer gets rewarded for an active cooperation. Social marketing is part of a marketing concept that relates to the creation of exchanges in social relations. Marketers can make a contribution to other areas, that contain social exchange through the application of theory and techniques, to identify and control transactions even able to make social change.

The exchange process that occurs is more than the diffusion of innovation. In social marketing approach, targeted diffusion of innovation is to spread the social benefits of an idea that cannot be sold through commercial marketing.

The main application of social marketing is to change behavior expected by the individuals involved, but seemed are hindered by various causes.

For social marketing mix variables there are four indicators used, they are changes in behavior, fees to be paid, the channel/access and target audience. Based on the four indicators, the highest average value is to change people's behavior. Based on the calculations, it is also discovered that there is an indirect effect of social marketing mix variables on the target audience behavior, which is through the effectiveness of the message. This implies that the effectiveness of the message is a connector variable between the social marketing mix and the target audience. Thus, it can be argued that social marketing mix can influence the change of audience behavior indirectly, through the effectiveness delivery of messages by advertising. The more government develop campaign strategy to combat HIV/AIDS with social marketing programs, the more effective the message received by the community, So that people's behavior to avoid factors that trigger the spread of HIV/AIDS may positively change. By knowing these factors and the impact of HIV/AIDS, it may increase public awareness to prevent and avoid it. This discovery is in line with the research of Nia and Sarif (2011) which states that, the program of social marketing campaign can reduce people's consumption of unhealthy products.

6. Conclusions

The effectiveness of the message on HIV/AIDS uses dimensions of message content, message structure, message format and message source. The message content value perception of the respondents shows the highest rates in the appeal of a moral message. Society perceive that service message reduction and prevention of HIV/AIDS will be more effective when it is delivered through personal communication service representatives, by direct presentations to targeted communities than if it is delivered by phone, via email and online chat. However, the message source must have honesty in conveying the message and the background of the message source. Based on the test, it is found that there is significant influence of social marketing mix variables on the target audience behavior. Based on calculations, it is found that there is an indirect effect of social marketing mix variables on the target audience behavior through the effectiveness of the message. This implies that the effectiveness of the message is a connector variable between social marketing mix and the target audience.

The Commission on HIV/AIDS can strengthen the delivery of message about HIV/AIDS through print media, radio and television since it is proven that this message can be accepted by society compared with other non-personal media. The ability of workers and caring groups in providing information in the form of presentation is very important for the effectiveness of the delivery of advertising message, therefore the field officers and caring groups are demanded to be able to communicate well and have the ability to convince the target audience about the impact and prevention of HIV/AIDS victims. The government should be more proactive in developing a campaign strategy to combat HIV/AIDS with social marketing programs. The more effective the message received by the public, it is expected to change the people's behavior into more positive.

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