

Conference Paper

Social Marketing Campaign for Drug Rehabilitation Decision

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Abstract

This research aims to analyze the influence of social marketing campaign on decision-making process for drug abusers to go on rehab using attitude as an intervening variable in Pontianak City, Indonesia. It employed quantitative approach that is associated with survey method. The research population encompassed drug abusers and addicts in Pontianak that amounted to 150 people and around 96 of them were sampled. The sample technique used was probability sampling with simple random sampling method. The data were collected using questionnaires and analyzed using path analysis. The results of analysis and hypothesis testing concluded that: (1) social marketing campaign influenced attitude change among drug abusers and addicts; (2) the changes in attitude influenced their rehabilitation decision; (3) social marketing campaign influenced rehabilitation decision for drug abusers and addicts; and (4) social marketing campaign indirectly influences rehabilitation decision through the mediation of attitude change.

Keywords: social marketing campaign, attitude, rehabilitation decision

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1. Introduction

A National Survey on prevalence rate of drug abuse in 2014 disclosed that drug abuse had reached an alarming rate worldwide, including in Indonesia. Social and economic losses due to drug abuse has been increasing annually, from IDR 23.6 trillion in 2004 to IDR 48 trillion in 2008. On global level, money turnover in illicit drug trafficking allegedly occupies the first rank of overall money circulation, amounting to USD 399 billion, 80% of the total money in circulation. Narcotics-related problems remain as one of the most serious issues to be solved worldwide. Therefore, various breakthroughs have been initiated globally to increase the effectiveness in drug abuse prevention through national, regional, and international cooperation (National Policy and Strategy in P4GN).

Based on National Narcotics Board of West Kalimantan Province's data, 25% of 54,240 people are aware of their drug addiction and seek treatment (rehabilitation).

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However, as many as 75% of them have not realized it, because they do not believe they are addicted. Furthermore, based on a survey of 50 questionnaires, 35 respondents (76%) stated that their reluctance to go on rehab is caused by concern of dealing with law enforcement, as well as safety/self-protection from drug dealers' threats who are fear that their illegal network would be revealed. Such situations require a more persuasive breakthrough through social marketing campaigns about rehabilitation programs. Social marketing campaigns can promote or provide information about the rehabilitation programs to the community or drug abusers. Social marketing is characteristically comprehensive and targeted. Also, it can be interpreted as an activity to sell products or certain commodities. It facilitates people's access to know and deepen information. Campaign in social marketing is an important component to improve decision-making process in rehabilitation decision. Various forms of social marketing are conducted by conveying information and offering solutions to raise awareness and encourage behavioral change. According to Kotler and Armstrong's (2012) theories:

Social marketing campaigns refer to design, implementation, and control of programs as in commercial marketing, yet intended to create social change, such as behavioral changes toward a certain direction in accordance with the movement envisioned by the campaign's creator(s).

Social marketing campaign is employed to change or create behavior which has a positive impact on the targets, both individual and society. In general, social marketing is not science, but a professional activity which depends on various disciplines to create some intervention programs to change human behavior (Smith, 2006). Kotler and Zaltman defined social marketing as a way of influencing behavioral change which focused on health improvement, accident management, environment protection, policies, educational curricula, non-governmental organizations and business. It refers to the design, implementation, and control of programs to influence the acceptance of social ideas and involves some considerations about product planning, pricing, communication, distribution, and market research (Kotler and Zaltman, 1971).

Meanwhile, according to Allport in Assael (2003), attitude refers to a tendency to respond to an object (or a group of objects) favorably or otherwise on a regular basis. An important characteristic of attitude generally depends on consumer's belief and confidence in his/her ability to recognize certain characteristics of a product or brand. Allport also viewed attitude as general feeling (either positive or negative) about people, objects, or problems (Dharmmesta, 1998). Daugherty; Logan; Chu & Huang (2007) conducted their respective studies to examine how consumers shape their

overall attitude toward advertisement. Particularly, they studied some variables which are capable of shaping or influencing consumer perception toward advertisement as a form of institution. The findings revealed that attitude toward advertisement can shape consumer perceptions on choosing a certain product or brand. Assael (2001) defined attitude toward advertisement as: "...the consumer's predisposition to respond either favorably or unfavorably to a particular ad." A positive cognitive response would generally result in a positive attitude toward advertisement; while a negative cognitive response usually resulted in negative attitude as well. However, affective aspect is considered more dominant than cognitive. Hence, an attitude toward advertisement is commonly measured with affective aspects, such as favorable or unfavorable, like or dislike, interesting or boring, creative or unimaginative, informative or uncommunicative.

Prior to purchasing product or service, consumers largely conduct some evaluations which result in purchase decision. Decision-making itself is a process consisting of several stages, namely the introduction of needs, information search, alternative evaluation prior to purchasing, purchase process, consumption, and evaluation of alternatives post-purchase (Engel, 1995). Engel (1995) asserted that decision-making to purchase refers to a string of consistent and prudent actions which are taken to meet one's needs. Purchasing decisions are consumers' decisions about what to buy, how much to buy, where to buy, when to buy, and how the purchase will be made (Loudon & Bitta, 1993). Berkowitz (2002) also suggested that purchase's decision-making process refers to several stages passed by the consumers to determine products and services to be purchased. Other experts claimed that consumers' decision-making process is an integrative process which combines knowledge to evaluate two or more alternative behaviors, then choose one of them (Setiadi, 2003). Hence, any interaction in a social marketing campaign to promote rehabilitation should be convincing and able to build positive trust with drug abusers and addicts to create an integration between those processes. Moreover, the delivery of information shall also seek some prospects on whether the drug abusers and addicts might be willing to go on rehab (Hutagalung et al., 2014).

Rehabilitation is a comprehensive recovery process for drug addicts, covering biopsychosocial and spiritual aspects. It takes a long time and demands willpower, patience, consistency, and continuous learning. It targets narcotics addicts and aims to change their behavior and life style toward a healthy life. It also aims to improve their ability to control emotion to avoid the legal problems. The drug addicts are expected to be more productive so that they can carry out their social functions

and if possible, completely stop their narcotics addiction (Dirdjosisworo, 1990). In an attempt to change individual behavior through social marketing, there is a legal basis to implement rehabilitation process as stated in Regulation No. 23/2009 on Narcotics. Article 54 stated that "Narcotics addicts and abusers are obliged to undergo medical and social rehabilitation." The number of drug addicts who are willingly going to rehab is still relatively small, because they are still unable to optimally apply information in social marketing; hence, many people do not fully understand about rehabilitation process itself.

This study aims to:

1. To examine the influence of social marketing campaign (SMC) on the attitude of drug addicts.
2. To test the moderation of attitude toward rehabilitation decision.
3. To examine the influence of SMC on drug addicts' rehabilitation decision.
4. To examine the indirect effect of SMC on rehabilitation decisions mediated by attitude change.

The proposed conceptual framework is:

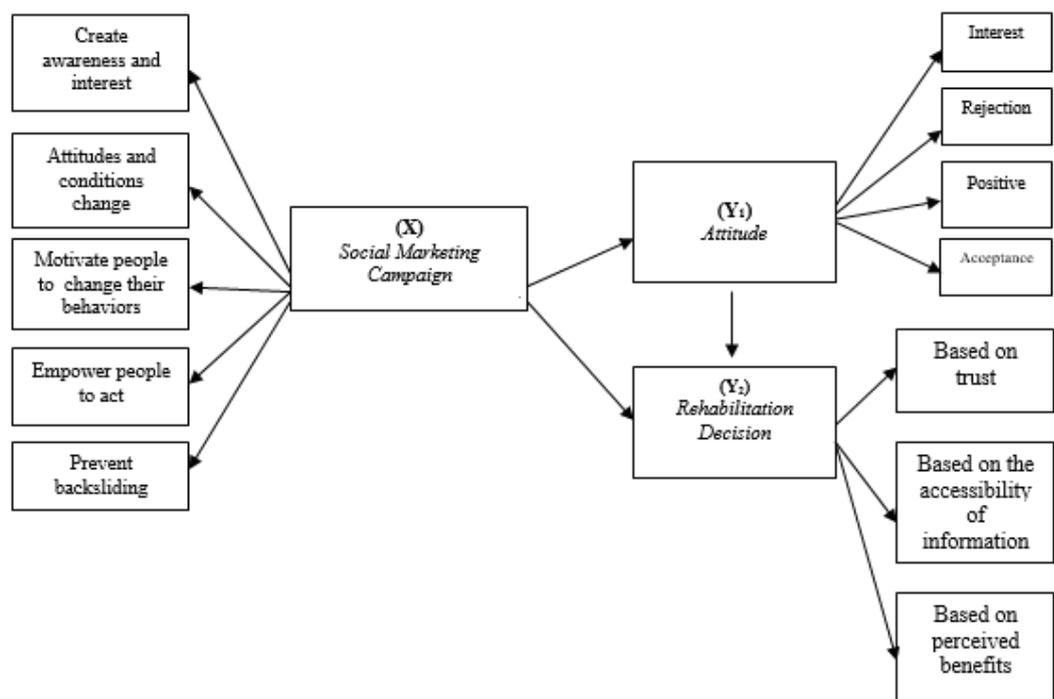


Figure 1: Conceptual framework.

Social marketing campaigns could be able to encouraging healthy lifestyle, preventing with drug use or promoting realistic social norms are formulated. Social learning theory (Bandura, 1977) postulates that personality and behavior are an interaction between environment, behaviors and the psychological processes of an individual. Media campaigns that aim to prevent drug use by providing information are based on the health belief model (Glanz et al., 2002). Changes in an attitude may be perceived as an attempt to balance the social environment (Helkama, Myllyniemi & Liebkind, 2004). The more realistic and pragmatic the patient's attitude is, the more he will be affected by the reflections on existential issues (Soleimani et al., 2015). People who have abandoned the use of drugs are beginning to search for principles they can build their lives on. The focus for social marketing campaign is behavior change and decisions about the form of an intervention will be determined by what is most likely to bring this about (Andreassen, 1994). One of the concerns is drug rehabilitation decision. Based on the purpose of this study, the hypotheses can be constructed as follows:

H₁: SMC significantly influence drug addicts' attitudes.

H₂: Attitude significantly influence drug rehabilitation decision.

H₃: SMC significantly influence drug rehabilitation decision.

H₄: SMC indirectly influences rehabilitation decision through the mediation of attitude change.

2. Research Methodology

This research was a quantitative research. This study was conducted on drug abusers and addicts as its respondents to find out about the impact of social marketing campaigns. This research employs descriptive and verification methods. The data were collected through survey distributed to and interviews conducted with drug abusers and addicts in Pontianak to obtain relevant facts about causality and hypotheses. The research population encompassed drug abusers and addicts in Pontianak which was amounted to 150 people and sampled around 96 of them. The sample technique was probability sampling with simple random sampling method. In this study, the primary data were derived from questionnaires and interviews, which were distributed to a number of respondents who are drug abusers and addicts in Pontianak. While the secondary data were obtained from literature studies, journals, and internet as the supporting materials for this research.

TABLE 1: Operational definitions.

Variable	Definition
Social Marketing Campaign	Social marketing is an adaptation of marketing theories to design an influential program to change one's behavior voluntarily in order to improve individual and/or individual welfare (Andreassen, 1994).
Attitude	The concept of attitude is based on human's general attitude which can be actually applied to consumers as users/buyers of products. Previous researchers conducted some studies on attitude to assert whether it can accurately predict behavior (Dharmmesta, 1998).
Rehabilitation Decision	Providing information about rehabilitation is necessary in order to assist decision-making process for rehabilitation decision, particularly for families who encounter problems related to drug abuse and illicit drug trafficking (Dirdjosisworo, 1990).

3. Result

3.1. Validity test

Validity test is employed to obtain (measure) data's validity. Valid means that some instruments could be employed to measure research variables (Sugiono, 2007:109). This research's instruments shall be tested on some respondents. Next, their instruments shall be concluded by correlating each instrument's score with total score (Y). According to Sugiono (2007:116), if the correlation value is recorded below 0.3, then the instrument is invalid and must be either repaired or disposed. To measure the validity of social marketing, attitude, and decision-making questionnaire, correlation measurement is conducted using r Pearson or Person product-moment correlation coefficient with 5% of significant level.

3.2. Reliability test

Furthermore, the instruments' reliability test is conducted through internal consistency test with split-half method and analyzed using Spearman-Brown formula. According to Sugiyono (2007:122), interpretation of reliability ($r1$) generally consists of these requirements: 1) reliability ($r1$) value at 0.70 or more implies a high reliability rate; 2) reliability ($r1$) value which is recorded at lower than 0.70 implies that the instruments are unreliable.

3.3. Mediating effect

After considering the requirement to determine the influence of mediation statistically, a measurement of Beta coefficient on standardized coefficient is needed in order to find out about direct influence, indirect influence, and total effect of each variable:

3.3.1. Direct effect

To measure direct effects, the following formula is employed:

- The influence of social marketing campaign on attitude change.

$$X \rightarrow Y_1 = 0.510$$

- The influence of changes in attitude on rehabilitation decision.

$$Y_1 \rightarrow Y_2 = 0.736$$

- The influence social marketing campaign on rehabilitation decision.

$$X \rightarrow Y_2 = 0.254$$

3.3.2. Indirect effect

The influence of social marketing campaign on rehabilitation decision mediated by attitude change:

$$X \rightarrow Y_1 \rightarrow Y_2 = (0.510 \times 0.736) = 0.375$$

3.3.3. Total effect

The influence of social marketing campaign on rehabilitation decision mediated by attitude change:

$$X \rightarrow Y_1 \rightarrow Y_2 = (0.510 + 0.736) = 1.246$$

From comparison of result between direct effect of SMC on rehabilitation decision (0.254) and indirect effect of SMC on rehabilitation decision mediated by attitude (0.375), this study proves that attitude changes is able to support the influence on social marketing campaign toward drug rehabilitation decision. As the indirect effect of attitude changes appears to be higher than the direct effect of SMC and rehabilitation decision.

3.4. Hypothesis testing

TABLE 2: Hypotheses Testing Test.

	Standardized Coefficients	t-value	Sig.	Hypothesis
SMC → Attitude	0.344	5.744	0.000	H1: Accepted
Attitude → Rehabilitation Decision	0.331	13.601	0.000	H2: Accepted
SMC → Rehabilitation Decision	0.249	4.698	0.000	H3: Accepted

Source: Primary Data, 2018.

From Table 1, this study can infer that:

1. *F*-value is recorded at 32.990 and significant *F*-test should result in *p*-value at 0.000 (< 0.05). Such value implies that social marketing campaign has a significant relationship with attitude change. Social marketing campaign can explain attitude change at 26% (*R-square value*) value. Based on individual test on coefficient table, it is depicted that social marketing campaign records 0.000 significant level (< 0.05); thus, H_0 is rejected. The result implies that social marketing campaign influences attitude change at 5.744.
2. Attitude change variable records 0.001 significant rate (< 0.05); thus, H_0 is rejected. The result implies that attitude change influences decision-making at 13.601.
3. *F*-value is recorded at 183.853 and significant *F*-test results in *p*-value at 0.000 (< 0.05). Such value indicates that social marketing campaign has a significant relationship with decision-making. Social marketing campaign can explain decision-making at 79.80% value. Based on individual test on coefficient table, it is displayed that social marketing campaign records 0.000 significant level (< 0.05); thus, H_0 is rejected. The result implies that social marketing campaign influences decision-making at 4.698.

4. Discussion

The results of tabulation data were processed descriptively by classifying the answers' score into five categories, as referred by Suharsimi Arikunto (2004: 354). Descriptive analysis of research variables firstly performed on social marketing campaign variable, then on attitude change and rehabilitation decision. The analysis results depicted that the influence social marketing campaign on the decisions of drug abusers and addicts

to go on rehab in Pontianak City was proven. This study's findings also provided an information that social marketing campaign program implemented by the National Narcotics Board of West Kalimantan Province could clearly understand which behavior desired to be implemented by the drug addicts. It is in line with Weinreich (2011) posit that a good social marketing campaign involves participation and solicitation beyond witnessing and listening to messages. Similar opinion was expressed by Lathinen (2010) who stated that a comprehensive social marketing strategy in a non-profit organization should be developed using campaign messages as a media to deliver the organization's idea, vision, and mission. Social marketing campaigns focuses on a voluntary transfer of behavior and a precise delivery of benefits toward some targeted audience.

5. Conclusion

Based on the research about the influence of social marketing campaign on attitude and decision-making of drug abusers to go on rehab in Pontianak, these following conclusions are drawn:

1. Social marketing campaign influences the attitude of drug abusers and addicts in Pontianak;
2. Attitude influences the decision-making of drug abusers and addicts in Pontianak on rehabilitation decision;
3. Social marketing campaign influences rehabilitation decision among drug abusers and addicts in Pontianak;
4. Social marketing campaign indirectly influences rehabilitation decision through the mediation of attitude change.

Drug prevention is initially being evolving by the concept of social marketing campaigns. Rehabilitation is part of social service efforts to improving drug abusers on building healthy lifestyle. Motivation is the main driver to be developed from a drug abuser. It is proved that attitude do influencing rehabilitation decision either directly or indirectly. Therefore, campaign should be focus on changing attitude by stimulating drug abuser's motivation.

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