



THE EFFECT OF INTERNAL PUBLIC RELATIONS CAMPAIGN PROGRAMME TOWARDS EMPLOYEES BEHAVIORAL CHANGES

Ruth Esther Ken Lestari, Lisa Esti Puji Hartanti

School of Communication, Atma Jaya Catholic University of Indonesia

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CORRESPONDENCE

E-mail: ruthestherr30@gmail.com

A B S T R A C T

Nowadays, environmental crisis becomes our challenge. Therefore, we must take care of our environmental problems together. Atma Jaya Catholic University of Indonesia as one of the educational institutions in Indonesia also contributes to take care of our environmental problems through an environmental awareness campaign program named #CerMatKerLAP (Saving Papers, Electricity, Water, and Plastics Smartly). The main purpose of this research is to understand the effect of the program towards Atma Jaya's employee behavioral changes. Then, publication is needed to support the internal public relations campaign program, also as the communications tools, so the messages will be well delivered to the public. The theories used by this research are the types of publication based on the internal public relations campaign (printed materials, spoken & visual words, media gathering) and the five steps of behavioral changes by Everett Rogers (Awareness, Interest, Evaluation, Trial, Adaptation – AIETA Model). The method used by this research is quantitative with questionnaire as the data collection method. The sampling technique used by this research is stratified sampling with Atma Jaya's permanent employees who know the campaign as the respondents of this research. The sample obtained for this research are 90 respondents. The result shows that the #CerMatKerLAP internal public relations campaign affects positively and significantly contributes to the behavioral changes of Atma Jaya's permanent employees.

INTRODUCTION

A campaign could be one of those creative strategies that can be used to communicate the program to the public (Gregory, 2000). According to Roger and Storey in Gregory (2000), a campaign is a series of planned communication act with the aim of creating a certain effect towards number of publics in a sustainable way in any given period-of-time. In this regard, the activity of public relations in the integrated communication program is a public relations campaign.

Snyder (2002) stated that public relations campaign or communication campaign is an

organized communication activity which directly targeted certain people, in a set period-of-time to achieve certain goals. Public relations practitioners are required to have creativity, so they will be able to give messages to the public in an interesting way (Green, 2000). The message packaging itself needs to be adjusted to the target audience, because with a respect towards public thoughts, it can help to make an appropriate campaign and it will be easier to persuade the crowds, so they want to be involved (Dervin and Frenette in Rice and Atkin, 2001).

The main goals of public relations campaign are to give information, to persuade, and-also to motivate a behavioral change in people (Ruslan, 2002). So, whatever the varieties or the goals are, public relations campaign always related to the aspect of knowledge, attitude, and behavior. Those three things are said by Ostergaard as 3A aspects, they are Awareness, Attitude, and Action (Venus, 2007).

Nowadays, environmental issues are getting more serious, how come? As many as 8 million metric ton plastics are being thrown away in a world sea every year (Jambeck, 2015). Indonesia itself produces plastics for 175.000 tons per day, that made Indonesia is noted as the second biggest country in the world who wastes plastics after China (geotimes.co.id, 2015). Not only plastics waste, paper waste problem also at the same level of seriousness. A research data from U.S Environmental Protection Agency revealed that more than 300 million-ton paper is produced every year all over the world (epa.gov, 2016).

In Indonesia, paper production reached 13 million ton in 2016 (kemenperin.go.id, 2016). That number made Indonesia as the sixth biggest country who produced paper in the world. (jpnn.com, 2016). Clean water availability issues in Indonesia is also a big problem (unicef.org, 2012). According to the data from the Ministry of Public Works and Housing of Indonesia, clean water availability in Indonesia reached the number of 3.900 billion cubic per year, but as many as 75% water still being wasted, meanwhile the clean water needs of Indonesian people is about 111 billion cubic per year (viva.co.id, 2014). Besides, according to the Ministry of Energy and Mineral Resources of Indonesia, four provinces in Indonesia still encounter an electricity crisis with the electrification level below 70%, even one of those provinces did not reach 50% of the electrification (detikFinance.com, 2016).

Based on various environmental problems such as the data exposure above, the researcher decided to conduct a study with the title "The Effect of Internal Public Relations Campaign Program towards Employees Behavioral Changes (Environmental Awareness Campaign #CerMatKerLAP by Atma Jaya Catholic University of Indonesia. Besides the

environmental problems, the reason why the researcher wants to do this study is because the researcher wants to know the impact of the program towards the behavioral changes of Atma Jaya's employees. Based on the data that the researcher has explained before, it can also be seen that the public relations campaign and behavioral changes are related to each other. So, hopefully through research, Atma Jaya University as the institution who did this program can evaluate the policy which is relatable to the campaign, so the program can be more effective.

LITERATURE DAN METHODOLOGY

Public Relations Campaign through Internal Media

The media used as one of the publication tools in public relations campaign can be divided into three types: general media (email, fax), mass media (print media and electronic/digital media), special media (advertisement, logo, company's name) and internal media. Internal media is a type of media used for limited circles and non-commercial use, also commonly used in PR activity. There are several types of internal media: (1) Printed materials used for publication and promotion. Could be in the form of booklet, pamphlet, leaflet, name card, and calendar; (2) Spoken and visual such as video recording and broadcasting media; and (3) Face-to-Face media seminars, meetings, presentation, discussion, exhibition, and gathering events.

The Five Steps of Human Behavioral Changes (AIETA Model)

Rogers (1983) introduced a phase of behavioral changes, widely known as AIETA model. This model was firstly introduced by Rogers in his book entitled Diffusion of Innovations in 1962. He stated that behaviors with base knowledge will last longer than the ones without base knowledge. The steps of the behavioral changes phase are Awareness, Interest, Evaluation, Trial, and Adaptation.

During the awareness phase, individuals were already aware of the existence of a program, a product, or an innovation. However, the information obtained was still insufficient and still had many flaws. The interest is needed so that individuals can accept and make

behavioral changes. Starting from interest in the program, until actively want to search for all forms of available information. Interesting publication will influence individuals' stance. During the evaluation phase, individuals are considering and making quick judgement on a new program or new-innovation. For instance, assessing the quality, the benefits, or the service (Kotler, 2012).

During the trial phase, Kotler (2012) stated individuals tried to be a part of change in a small scale. For instance, in a program, individuals tried to adopt new behavior to themselves in-order-to be an agent of change. The individuals want to feel their own benefits through experimenting by themselves. As for the last phase, adaptation, individuals have determined to keep on adapting to the changes they have experienced and then keep the changes as a new habit in their behavior as their final decision.

However, Rogers (1983) also said that the decision made during this phase is not always in the form of acceptance but can also be in the form of rejection toward the changes. The rejection is likely to happen if the individuals who have attempted to apply the innovation apparently could not adapt the innovation into their habits because the change is unsatisfying and even uncomfortable for them.

The Framework

This research is focused on the internal media in public relations campaign, as internal media plays a significant role as a communication tool in public relations. The independent variable is the AIETA Model (Awareness, Interest, Evaluation, Trial, Adaptation) because the concept is relevant to the phase of human behavioral changes. Therefore, the theory can explain the main objective of this research which is to discover the effect of internal public relations campaign on the behavioral changes of Atma Jaya Catholic University's employees.

Methodology

The researcher uses quantitative research method to measure the behavioral changes of Atma Jaya Catholic University's employees who apply #CerMatKerLAP internal public relations campaign. The data will be obtained in

the form of numbers so that they can be processed statistically.

Population and Sampling

Based on the data obtained from the Human Resources Bureau (BSDM), the total number of educators/ and regular non-educator staffs in Atma Jaya Catholic University are 777 people, consisting of 422 educators and 355 regular non-educator staffs.

The number of samples required in a research is adjusted to the analysis technique used by the researcher. The number of samples in this research was measured using Slovin formula (Kriyantono, 2009). Based on the data from 777 regular employees of Atma Jaya Catholic University, with 10% or 0,1 tolerance of error, the number of samples in this research was counted as 89. Hence, the minimum number required for the samples in this research is 89 educators and regular non-educator staffs of Atma Jaya Catholic University. Due to the minimum numbers, the questionnaires will be distributed to 90 respondents.

Sampling Technique

This study uses stratified sampling in which the criteria of the respondents are those regular employees in Atma Jaya Catholic University who are informed about #CerMatKerLAP campaign. The essence of stratified sampling is each strata unit from the overall population in this study must have their representative in sample structure. The strata units in this research are the bureau/faculty/unit of Atma Jaya Catholic University with the total of 26 units (Bungin, 2005)

The number of samples obtained by the researcher was used as a reference in distributing the questionnaire, so that there will be sample representative from each unit in Atma Jaya Catholic University. Based on the explanation above, the researcher decided to use stratified sampling method because this method can help the researcher to obtain the minimum number of eligible samples without losing the main purpose of this research.

Data Analysis Technique

Overall Mean Score (OMS)

The analysis of average value in this research is used in-order-to measure the average

sample's value toward #CerMatKerLAP internal public relations campaign variable and the employees' behavioral changes.

The interval value is 0.8, in which a scale range was made to see the average value of the answer from each variable as follows:

Table 1
Scale Range of Variable of #CerMatKerLAP Internal Public Relations Campaign (X) and Variable of Employees' Behavioral Changes (Y)

Interval Classes	Annotation
1,00 – 1,08	Strongly Disagree
1,81 – 2,60	Disagree
2,61 – 3,40	Hesitant
3,41 – 4,20	Agree
4,21 – 5,00	Strongly Agree

Source: Sugiyono (2008)

Pearson's Correlation (Product Moment)

This formula or statistical technique is used to measure the coefficient or the degree of how strong one thing correlates with another by proving the hypothesis between X variable and Y variable. This technique is used to find out whether a variable is dependent with another variable or not. The obtained coefficient has a value of 0 to 1 which shows whether the linear correlation is positive or negative.

Table 2
The Criteria of Correlation Value

Coefficient Interval	Correlation Degree
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Middle
0,60 – 0,799	Strong
0,80 – 1000	Very Strong

Source: Sugiyono (2008)

RESULTS & ANALYSIS

Environmental Awareness Campaign Program #CerMatKerLAP

#CerMatKerLAP campaign began from a discussion during the Board of Directions pre-work meetings (Pra-RaKerPim) between the head of Atma Jaya foundation and the head of Atma Jaya Catholic University in 2015. At that time, the rectorate was led by Prof. Dr. Ir. MM Lanny W. Pandjaitan, MT as the head of rectorate of Atma Jaya University in the period of 2011-2015.

During the meeting, the head of foundation stated that the university should take the efficiency of paper, electricity, water and plastic usage in university environment into consideration in a greater degree. Efficiency meant reducing the use of paper, electricity, water and plastic as much as possible. The main goal of this dialogue was to overcome environmental issues, that the university was expected to contribute actively in taking care of the environment.

One of the planned programs is constructing *water fountain* with Reverse Osmosis (RO) technology to reduce the consumption of water in university's environment. Later on, another idea to produce water bottle (tumbler) to reduce the use of plastic bottle emerged. Finally, according to the executed discussion, #CerMatKerLAP was declared as the campaign name. The campaign name was the abbreviation of *Cerdas dan Hemat Kertas, Listrik, Air, dan Plastik*. The campaign name was later branded through tumbler and goody bag that published in #CerMatKerLAP campaign special edition.

The Characteristics of Respondents

Based on the number respondents who filled the questionnaire there were 50 male (55,5%), and 40 female (44,5%) respondents. In regard to year working at the University, 13 respondents (14,5%) worked for less than 2 years, 19 respondents (21,1%) have worked for 2-5 years, 10 respondents (11,1%) have worked for 5-10 years, and 48 respondents (53,3%) have worked for more than 10 years. Therefore, the-majority-of educators and regular non-educator staffs who were aware of #CerMatKerLAP campaign were those who worked for more than 10 years. On the other hand, the regular employee who have the lowest level of awareness of #CerMatKerLAP campaign were those who have worked for 5-10 years.

The answer to type of employment were 9 respondents (10%) are educators (lecturer) and the number of regular non-educator staffs (employees) were 81 respondents (90%).

Descriptive Statistics

Table 3.
Descriptive Statistics

	N	Mean	Std. Deviation
XTOTAL	90	33,7889	6,67798
YTOTAL	90	103,1778	13,78452
Valid N (listwise)	90		

Based on the table above, the mean score of the X variable (#CerMatKerLAP public relations campaign) with 90 respondents is 33,7889 and the standard deviation is 6,67798. Otherwise, the mean score of the Y variable (employees' behavioral changes) is 103,1778 and the standard deviation is 13,78452.

Correlations

Table 4.
Correlations

		XTOTAL	YTOTAL
XTOTAL	Pearson Correlation	1	,671**
	Sig. (2-tailed)		,000
	N	90	90
YTOTAL	Pearson Correlation	,671**	1
	Sig. (2-tailed)	,000	
	N	90	90

** . Significance of correlation at 0,01

Based on the table above, the (r) correlations coefficient value between the X variable and Y variable is 0,671 with the significance level at 0,000. The number shows that the relationship between the X and Y variables is strong. It happens because about 67,1% respondent answered 'agree' in the questionnaire.

Coefficients Determination

Table 5.
Coefficients Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,671 ^a	,450	,444	10,27688

a. Predictors: (Constant), XTOTAL

The table above explains that #CerMatKerLAP as the public relations campaign has a strong relevance at the amount of 0,671 (R correlation score) with the employees' behavioral changes. Also, the level of behavioral changes determined at the amount of 45% by the internal public relations campaign.

ANOVA Test

Table 6.
ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	7617,093	1	7617,093	72,122	,000 ^b
Residual	9294,062	88	105,614		
Total	16911,156	89			

Based on the result if the ANOVA test above, it shows that the F value scores 72,122 with the significance level at 0,000. Because the significance level is below 0,05, means H₀ (Hypothesis 0) is rejected. Therefore, there is a significant effect between the internal public relations campaign #CerMatKerLAP (X variable) and the employees' behavioral changes (Y variable). The analysis of the findings is the following:

Printed Materials

Printed materials are one of the internal media used in public relations activity. Ruslan (2013) stated this printed material is one of the most important components in publishing or promoting PR activities. The printed materials can be in the form of booklet, pamphlet, leaflet, letterhead, name card, memo, or calendar. The examples of the printed materials can be

developed in accordance with the type of conducted PR activity.

When the researcher looked for the information about #CerMatKerLAP campaign on the field, the printed media used by Atma Jaya Catholic University for the PR campaign were tumbler, goody bag, and pre-launching event calendar.

The majority-of-respondents who agreed on this indicator have the overall mean value of 4,077. It indicated that the respondents were already aware of the #CerMatKerLAP campaign tumbler, goody bag, and pre-launching calendar special edition. Therefore, the printed materials were considered quite effective and quite successful. In this research, it could be seen that publication through printed materials is needed to raise the level of public awareness

Spoken and Visual Words

Audio and visual media were the types of internal media which are also commonly used to publish PR activities. Through the interviews done between the researcher and public relations staff of Atma Jaya Catholic University, the researcher found that audio and visual media used in publishing #CerMatKerLAP were social media (Instagram, Facebook, Twitter), internal university TV, internal email, and website.

The majority-of-respondents agreed on this indicator with the total average value of 3,577. It means that the publication of #CerMatKerLAP campaign through social media, TV, internal email, and Atma Jaya Catholic University's website were quite successful. The result indicated that the respondents were already aware of the publication of #CerMatKerLAP campaign through one of the media mentioned before.

Media Gathering or Face-to-Face

Media gathering is a type of publication conducted by meeting the targeted audience face-to-face. The examples of media gathering are seminar, meeting, presentation, discussion, or exhibition (Ruslan, 2013).

As the institution that made this internal PR campaign, Atma Jaya Catholic University made publications through media gathering such as a competition in recycling used materials between bureaus/faculties/units, socialized in the 56th Dies Natalis. Besides, discussion

between employees were also a pretty effective media gathering to publish the campaign by word of mouth system.

The overall average value obtained from this indicator was 3,622 which meant that the publication through discussions between employees and competition were quite successful in raising respondents' awareness of #CerMatKerLAP campaign.

AIETA Model

Awareness

The researcher elaborated this step into five statements in the questionnaire to assess whether the respondents were aware of #CerMatKerLAP campaign or not. All those five statements were: respondents know what #CerMatKerLAP stands for, the respondents know the message conveyed through #CerMatKerLAP campaign, the respondents aware of the water fountain reverse osmosis (RO) presence around Atma Jaya Semanggi and Pluit university environment, the respondents recognize the warning about saving on paper usage everytime they use printer, also knowing the policies made by the rector about saving on electricity when not in use.

In this indicator, the-majority-of-respondents agreed on the statement with the overall average value of 4,060. The result demonstrated the respondents' awareness of matters related to #CerMatKerLAP internal public relations campaign, aligned with the statements which were mentioned previously.

Interest

Based on the data obtained from the field, there were three statements in the questionnaire that supported this indicator. The three statements were: #CerMatKerLAP campaign has a unique name that attracted the respondents' attention, the design of the tumblr and goody bag special edition for #CerMatKerLAP campaign is attractive, the publication through social media, internal TV, website, and internal email encourage the respondents' curiosity to follow the recent update of #CerMatKerLAP campaign.

The overall average value of the respondents who agreed on this indicator was 3,581 which means that the campaign is successful enough in attracting the respondents'

attention to follow the recent update of #CerMatKerLAP campaign.

Evaluation

The researcher presented four statements which were adjusted to the situation of #CerMatKerLAP campaign to discover whether the respondents gave appraisal toward the campaign. The four statements were: the respondents think that water fountain RO is well managed, the #CerMatKerLAP campaign special edition tumblr and goody bag have high quality, respondents feel that the information about #CerMatKerLAP campaign is accessible, and the respondents feel the positive impact if they try to practice #CerMatKerLAP campaign.

The result showed that the-majority-of respondents agreed on this indicator with the overall average value of 3,601. In conclusion, respondents gave a quite high rating on #CerMatKerLAP campaign.

Trial

The result of this indicator obtained from the distributed questionnaire showed that the majority-of-respondents agreed on this statement, with an overall average value of 3,958. The respondents stated that they have tried to take the waste of paper into consideration whenever they use printer. They also tried to turn the electricity off when they finished working, tried to use the stairs more often than using the lift, attempted to bring their own tumbler to reduce plastic bottle waste, attempted to bring fabric-based bag rather than bringing plastic bag, and-also attempted to drink water from water fountain RO.

Therefore, it can be concluded that the-majority-of-respondents have tried to accept the changes to the extent of trying to practice the routines related to #CerMatKerLAP campaign

Adaptation

In this research, the majority-of-respondents agreed on the statement given by the researcher with the overall average value of 3,864. However, some respondents were hesitant on the statement saying that they continually drink from water fountain Reverse Osmosis (RO). The average value was only 3,288. It might indicate that those respondents who were hesitant were not sure whether they

will drink the water from water fountain RO continually or not.

However, if the statement was related to the other statements, the-majority-of respondents were willing to accept the change and be a part of the change by paying more attention to the environment surround them and practicing things related to #CerMatKerLAP campaign continually. From the elaborated explanation, it can be concluded that media, as a tool for #CerMatKerLAP internal public relations campaign, played a role in the behavioral changes of Atma Jaya Catholic University's employees. The employees' behavioral changes were indicated from the data counted using SPSS, found that #CerMatKerLAP campaign is effective and have positive and significant effect on the behavioral changes of Atma Jaya Catholic University's employees.

CONCLUSION

Based on the the analysis of the result, the researcher concludes that the internal public relations campaign done by Atma Jaya Catholic University, #CerMatKerLAP, has positive and significant effect on the behavioral changes of the Atma Jaya's employees. #CerMatKerLAP also contributed 45% to Atma Jaya' employee behavioral changes, in accordance with the coefficient of determination obtained from the research, while the other 55% were influenced by other external factors outside this research.

This research has been reviewed using relevant theories to prove the hypothesis of the research that #CerMatKerLAP internal public relations campaign does have a strong influence on the behavioral changes of Atma Jaya Catholic University's employees.

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