

Comparing Yogyakarta High School Students' Reception to Company and NGO Safe Sex Education Public Service Advertisements (PSAs)

ABSTRACT

This research study aims to examine and compare the reception of Yogyakarta city high school students regarding safe sex education in public service advertisements (PSAs) as an effort of social campaign advertising. Adopting reception analysis, the research explores the different approaches given from PSAs by a Non-Governmental Organization (NGO) and a company. The exploration is divided into the process of reception–information recall, cognitive and emotional responses–and outcome of reception of audience interpretation. The division sees reception in how the audience receives the information, and socio-cultural contexts. Thus, comparison and evaluation are in order. Given their relevance to the local context and the vulnerable age range, the research involved eight Yogyakarta city high school students as participants of the research method of situational-focused group discussion (FGD) that executed comprehensive insights into the students' thoughts, opinions, and preferences. The research found that comparisons were seen in the process and outcome of reception, noting Durex Indonesia has rich education yet less interesting approaches, yet Berani Berencana has adequate education yet more interesting approaches. The results showed that finding the balance between cognitive and emotional responses is crucial to motivate the most recall and overall responses. To add, the research found that the two institutions' values, methods of social campaign, and intentions be it commercially or socially could influence how participants interpret safe sex education PSAs and compare not only between the two institutions but also audiences' personal values. Participants have high awareness of approaches and measures that institutions instilled in their PSAs, meaning that they possess preferences and interests that are difficult to compromise when it comes to watching contents on social media platforms. Such revelations gather a comprehensive evaluation of future safe sex education PSAs.

Keywords: Safe Sex, PSAs, Non-Governmental Organization, Company, Reception Analysis, High School Students