

## PENGARUH KONTEKS PEMBERITAAN DAN DIMENSI BUDAYA INDIVIDUALISME-KOLEKTIVISME TERHADAP EFEKTIVITAS IKLAN LAYANAN MASYARAKAT COVID-19

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### **Abstrak**

Meningkatnya kasus Covid-19 di Indonesia tidak lepas dari rendahnya tingkat kepatuhan masyarakat terhadap protokol kesehatan. Perlu adanya intervensi yang menasar masyarakat secara umum. Salah satu media intervensi yang dapat efektif mempengaruhi sikap dan perilaku adalah iklan layanan masyarakat. Studi-studi yang ada sudah banyak mengungkap faktor yang mempengaruhi efektivitas iklan layanan masyarakat, antara lain dimensi budaya dan konteks pemberitaan. Penelitian ini berusaha mengukur pengaruh konteks pemberitaan dan dimensi budaya terhadap efektivitas iklan dengan komponen *attention*, *interest*, *desire*, dan *intention to action*. Penelitian ini melibatkan 281 partisipan dalam kelompok eksperimen acak faktorial 2 (*individualism vs collectivism*) X 3 frame (*gain, loss, neutral*). Data dianalisis dengan analisis varian multivariat dua jalur. Hasil penelitian menunjukkan ada pengaruh konteks pemberitaan terhadap efektivitas iklan, namun tidak ada pengaruh ditinjau dari dimensi budaya individualisme-kolektivisme.

Kata kunci: Covid-19, iklan layanan masyarakat, dimensi budaya, konteks pemberitaan.

### **Abstract**

*The number of Covid-19 cases in Indonesia is increasing due to the massive violation of the health protocols. This triggers a serious need for interventions that address the entire population. One of the intervention media that can influence attitude and behavior is public advertisement. Existing studies have revealed many factors that influence the effectiveness of public advertisement, for example cultural dimensions and news framing. This study seeks to measure the impact of news context framing and cultural dimensions on advertisement effectiveness in terms of attention, interest, desire, and intention to act. 281 participants were randomly assigned to 6 factorial randomized experimental groups; 2 (individualism vs collectivism) X 3 frames (gain, loss, neutral). Data were analyzed using two-way multivariate analysis of variance. The results showed there was a statistically significant effect in the advertisement effectiveness based on the context of the news, but there was no significant effect from the cultural dimension of individualism-collectivism.*

*Keywords: Covid-19, public advertisement, cultural dimensions, news framing context*