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PUBLIC PERCEPTION OF PUBLIC SERVICE ANNOUNCEMENT (PSA) ON TRANSPORTATION SAFETY AWARENESS THROUGH TELEVISION IN SURABAYA

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ABSTRACT

One form of transportation safety awareness carried out by the Ministry of Transportation of the Republic of Indonesia is the socialization through television known as Public Service Announcement (PSA) or in Indonesian known as “Iklan Layanan Masyarakat”. This study is part of the activities of Ministry of Transportation of the Republic of Indonesia in capturing responses and perceptions to the aired PSA in Surabaya. The survey method is an interview with a questionnaire. The results showed that only 5% -40% of respondents who noticed five PSA were aired. Approximately 57%-93% of respondents said PSA interesting. Factors of the less attractive PSA is the actors/actress are not interesting. Most respondents suggested in order to be understood and respected by the community, the PSA should be more attractive, the duration should be longer and its frequency should be increased and aired continuously.

Keywords: safety; transportation; public service announcement

1. INTRODUCTION

WHO data shows that, in the last two years, traffic accidents are the number three cause of death in Indonesia after heart disease and TBC. Global Status Report on Road Safety (2013) stated that “Rapid motorization in Indonesia over the past few decades has been accompanied by an increasing number of road traffic fatalities.”. Motorcyclists accounted for the biggest segment of fatalities, at 36 percent, followed by bus passengers at 35 percent. Pedestrians were the next most vulnerable at 21 percent, while car drivers and passengers accounted for just 1 percent of fatalities. It also noted that while motorcycle drivers wore a helmet in 80 percent of cases, their passengers only wore a helmet 52 percent of the time.

Moreover, passenger and air freight transportation growth have been increasingly significant. Referring to Indonesia National Air Carriers Association (INACA) data, there is a projected 15 percent growth in air transportation passengers in Indonesia in 2013. The association also reported there were over 51.5 million passengers flying from or arriving at Soekarno-Hatta International Airport in 2011, which far exceeds the 23 million passenger capacity of the airport. Unfortunately, Indonesia has been classified as a Category 2 country



by the Federal Aviation Administration (FAA), which is below international flight safety minimum requirements.

To increase the transportation safety in Indonesia, Ministry of Transportation of the Republic of Indonesia had produced and aired several PSAs in television during September 2013. This study is part of the Ministry of Transportation of the Republic of Indonesia survey in capturing feedback and the public perception of PSA which is presented on television.

The research's objective is to evaluate public perception and impression of five PSAs on transportation safety awareness that were aired through the medium of television in Surabaya, Indonesia.

2. LITERATURE REVIEW

2.1. Public Service Announcement (PSA)

The advertising messages can be in the form of text, pictures, films, or a combination of all these elements. Television announcement has unique advantages compared to advertising in printed media. The advantages of television announcement allow us to receive three kinds of power at once, such as narration, sound and visual. Those three powers then formed a labeling system that works to influence the audience. Of the three powers, the television announcement works effectively because it presents a message in the form of verbal and nonverbal as well.

A public service announcement (PSA) is an advertisement that a television or radio station airs for a cause or a charity. A PSA can tout the importance of medical check-ups for children or ask you to donate to the Salvation Army's bell ringers. (The Balance, 2016).

Public service advertising is designed to inform the public on issues that are frequently considered to be in the general best interests of the community at large. Typically, it is also commonly referred to as a public service announcement (PSA) or a community service announcement (CSA). The ads are usually broadcast on radio or television, but may also appear in newspapers or magazines. They are prevalent in industrialized countries throughout the world. PSAs are commonly aimed at altering public attitudes by raising consciousness about particular issues. Health, conservation and safety themes are prevalent in many PSAs. The public service advertising campaigns are often sponsored by trade associations, civic organizations, non-profit institutions or religious groups. (<http://www.wisegeek.com/what-is-public-service-advertising.htm>).

2.2. Content and Delivery of PSA

Elder R.W et al (2004) stated two aspects of mass media campaigns may influence their effectiveness. These can be categorized into variables related to message content and to message delivery.

- Message content. One important aspect of message content involves the themes used to motivate the desired behavior change.



- Message delivery. A mass media campaign cannot be effective unless the target audience is exposed to, attends to, and comprehends its message. Two important aspects of message delivery are control over message placement and production quality.

3. METHODOLOGY

The survey was conducted one week after the airing of several PSAs in television, which is on September 2013. The title of five public service announcements that are evaluated are as follows:

1. Do not Using Motorcycles for Long Distance Trip
2. Do not Using Motorcycles for “Mudik” (Mudik is the annual homecoming tradition that occurs ahead of major religious holidays, especially “Eid” holiday.)
3. Discipline in Driving
4. Be Alert and Obey the Rules at the Railroad Crossing
5. Air Transportation Safety.

The criteria of the respondents is as follows:

- The respondent selected are those who have never participated in the survey with the same purpose.
- Respondents have ages in the range of 17-50 years. The selection range so that there is no significant difference in expressing opinions.
- Respondents were not employees of the public transport operators or regulators, either Government or private
- The respondents have been watching PSA that aired on television

One of the respondent criteria the respondents have been watching PSA that aired on television.

The fact shows that it is difficult to get respondents to ever watch a PSA. Anticipation against these conditions, the surveyor is equipped with a PSA video that will be shown to the respondents. This step was taken because the majority of respondents watch a PSA only briefly and rarely watch the PSA.

The questions which were asked to the respondents include:

1. background of the respondents, namely: gender, age, education, experience of trauma when using public transportation in the last three years, the estimated average expenditure for transport in a month.
2. perceptions of the respondents against PSA, namely:
 - a. the PSA viewing experience;
 - b. the amount of PSA who has seen and understood its purpose by respondent
 - c. suggestions for the PSA that aired on television: concepts, actors/actresses, a message that has been delivered, the duration, frequency broadcast
 - d. Evaluation of the PSA: Impressions of the PSA, message delivered, the duration of the PSA, suggestion to PSA that had been broadcasted.



4. RESULTS AND DISCUSSION

4.1. Background of the Respondents

Respondents are 53% male and 47% female with daily mode of transportation as shown on Table 1. Most respondents use motorcycles for transportation (78.41%), while users of public transport (public transport-buses, public transport-car, and taxi) only 2.27% of total respondents. The age of respondents are 17-25 years old (55%) and has undergraduate level education (70%).

A great number of the respondents (82%) did not have transportation accident trauma. Respondents who have experienced the transportation accident trauma are around 18%, with the incidences especially on public transport modes, such as public transport-buses, public transport-car and motorcycles.

Most respondents have salary/month in the range of 2 million rupiah (43%) and 2.5 – 5 million rupiah (30%) per month and the biggest expenses for transportation is < 250.000 rupiah per month (47%) and 250,000 – 500,000 rupiah per month (32%). Based on the amount of revenue and transportation expenses per month, it is found that the average respondent in Surabaya has to expense 10% of their total revenue for transportation per month. Respondents' background is shown on Figure 1.

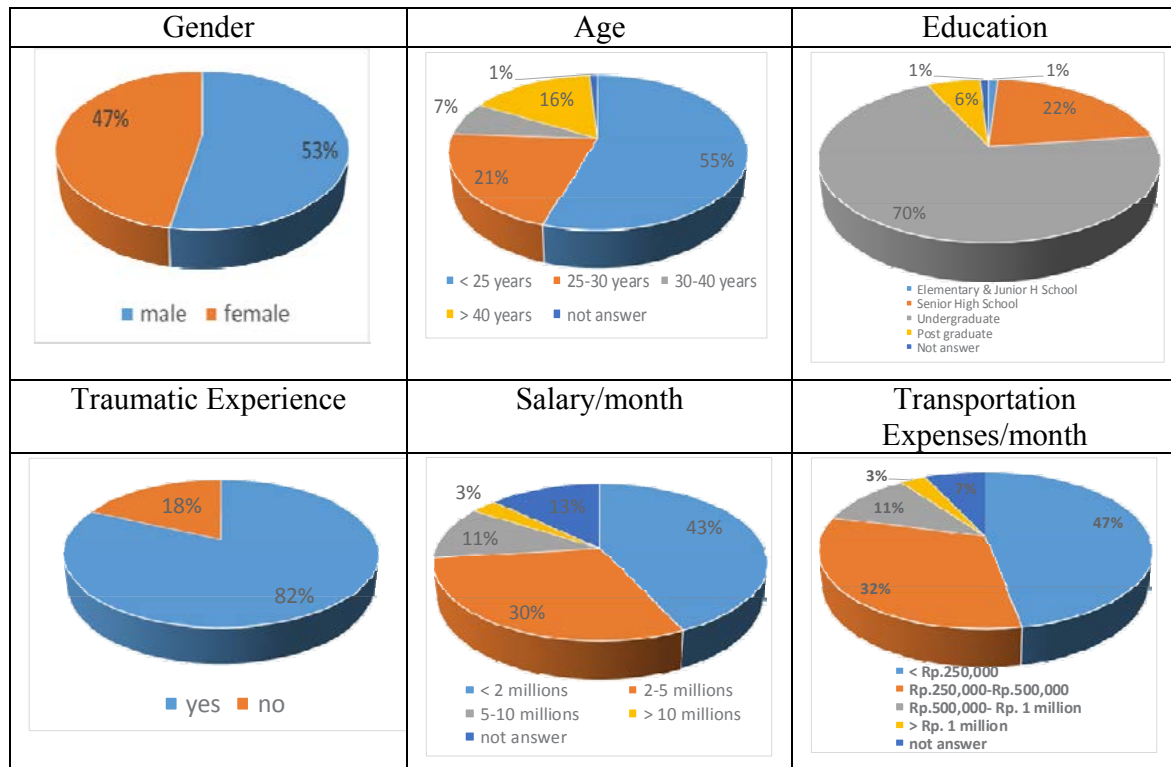


Figure 1. Background of the Respondents



Table 1. Mode of Transportation Used by Respondents

Transportation Mode	Frequency	%
Walking/cycling	20	7.58%
Motorcycle	207	78.41%
Private car	30	11.36%
Public transport	6	2.27%
Not answer	1	0.38%
Total	264	100%

4.2 Experience of Watching PSA on Television

From 264 respondents, 41 respondents said that they had watched PSA 1 (Do not Using Motorcycles for Long Distance Trip), 71 respondents had watched PSA 2 (Do not Using Motorcycles for “Mudik”), 106 respondents had watched PSA 3 (Discipline in Driving), 65 respondents had watched PSA 4 (Be Alert and Obey the Rules at the Railroad Crossing) and only 13 respondents had watched PSA 5 (Air Transportation Safety). Most watched ad is PSA 3 chosen by 40.15% of respondents.

Respondents who had the experience of watching the PSA, usually less attentive to the agencies that produce PSA. 40% chose not to answer the question, only 22% of respondents who viewed, while 38% of respondents not paying attention. Most of the respondents saw the PSAs only one time (44%), 25% have watched it twice, 14% watched it three to five times, 14% have watched it more than five times and 3% chose not to answer the question. Respondents’ attention to the agency and their watching frequency are shown on Figure 2.

Table 2. Experience of Watching PSA on Television

PSA	Audience	
	Number	%
1 Do not Using Motorcycles for Long Distance Trip	41	15.53%
2 Do not Using Motorcycles for “Mudik”	71	26.89%
3 Discipline in Driving	106	40.15%
4 Be Alert and Obey the Rules at the Railroad Crossing	65	24.62%
5 Air Transportation Safety	13	4.92%

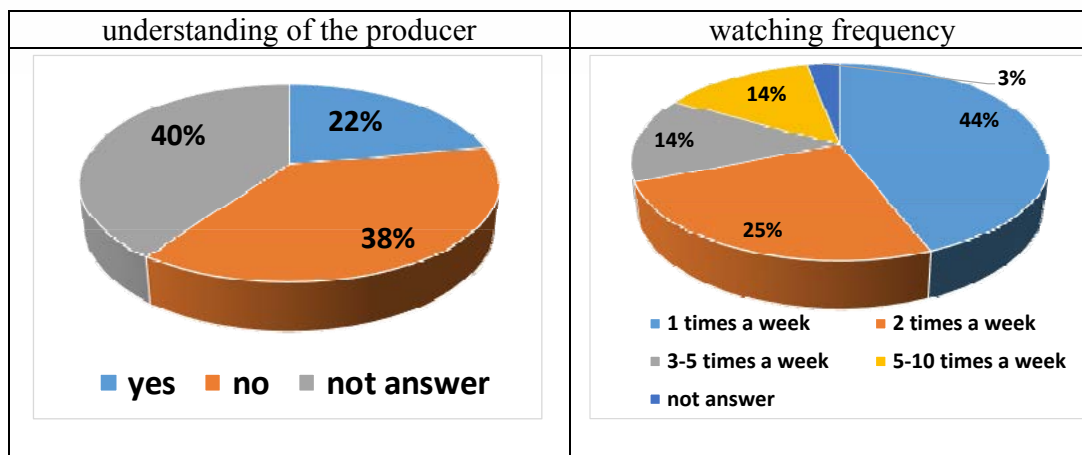


Figure 2. Attention to the Agencies and Frequency of Respondents Watch PSA

4.3 Respondents Impression

More than half of the respondents said that all PSA is interesting. Most respondents were interested in PSA 3 (“Discipline in Driving”) and 4 PSA (“Be Alert and Obey the Rules at Railway Crossing”) chosen by 90% and 93% of respondents. PSA 5 (“Air Transport Safety”) has the least number of respondents who are interested (selected by 57% of respondents). The reasons of respondents about why PSA unattractive shown on table 4.

Table 3. Respondents Impression

PSA	Respondents Impression (%)		
	interesting	Not interesting	Not answer
1	63	36	1
2	73	27	0
3	90	9	1
4	93	7	0
5	57	41	2

Table 4. The Reason about Why the PSA Unattractive

PSA	Reason
1	The actors/actress are not interesting, less expressive
2	Boring, the actors/actress are not interesting
3	Not special, monotonous, less expressive
4	Out of date, less attractive, not fun
5	Exaggerating, the message is not clear

The understanding on the message delivered by PSA is shown in the Table 5. Approximately 36%-75% of respondents in Surabaya captures the message that has been delivered by PSA. Messages that are captured by the respondents is the importance of



safety and discipline in driving. Constraints are often mentioned by the respondents to obey the message is because they “often break the rules”. This condition is extremely dangerous because it has become a culture that is bad for users of transportation in Surabaya.

Table 5. Understanding on the PSA’s Message

	PSA 1	PSA 2	PSA 3	PSA 4	PSA 5
capture the message clearly	54%	65%	68%	75%	36%
capture the message only a part	40%	30%	30%	23%	34%
cannot understand the message	5%	4%	2%	2%	28%
not answer	1%	1%	0%	0%	2%

Table 6 shows the overall evaluation that is marked with the percentage of respondents who gave a moderate and good value of all PSA which has aired on television in Surabaya as follows:

- Moderate to good concept: 76%
- Moderate to good actors/actress: 76%
- Moderate to good messages that were delivered in PSA: 82%
- Moderate to good duration: 71%
- Moderate to good frequency: 56%

Table 6. Respondents’ Evaluation which were aired on television in Surabaya

	concept	actors/ actress	message	duration	frequency
good	38%	22%	32%	8%	8%
moderate	38%	54%	50%	63%	48%
not good	24%	24%	18%	30%	44%

4.4. Reccomdaton for the PSA

Most respondents state that the PSA should 'more attractive' and “aired continuously”. They also expect that the PSA be aired to public continuously, not only during “Mudik” activities /Eid, but also aired throughout the year. According to some respondents advertisement made by the government is less attractive. Only 9%-26% respondents stated that the PSA are good enough. 46%-55% respondents want the PSA 'more attractive' and 15%-35% respondents state the PSA “be aired continuously”. The respondents’ recommendations to each PSA is shown on Table 7.

Table 7. Reccomdaton to the PSA

Recommendation for the PSA	PSA 1	PSA 2	PSA 3	PSA 4	PSA 5
good enough	10%	26%	23%	9%	17%
should be more attractive	55%	46%	47%	71%	68%
should be aired continuously	35%	29%	30%	19%	15%



5. CONCLUSION

- Most respondents are interested on PSA 3 (Discipline in Driving”) and PSA 4 (Be Alert and Obey the Rules at the Railroad Crossing) which has chosen by 90% and 93% of respondents.
- The reason why PSAs are unattractive predominantly because of the actors/actress are not interesting
- Around 36% - 75% of the respondents captures clearly the message that had delivered by each PSA. The most captured message is PSA 4 (captured by 75% of respondents). Obstacle often mentioned by respondents when not complying message delivered in PSA, is because they “often break the rules”. This condition is quite dangerous because it tends to be a bad culture of transportation users in Surabaya.
- The overall evaluation of the respondents is shown by percentage of respondents who give moderate and good value of all PSAs that had aired on television in Surabaya for the concept is 76%, for actors/actress is 76%, for messages that were delivered in PSA is 82%, for duration is 71% and for the airing frequency is 56%.
- Most respondents suggested in order to be understood and respected by the community, the PSA should be more attractive, the duration should be longer and its frequency should be increased and aired continuously.

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