

The Management of Channel Health Campaign and The Audience Attitude

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ABSTRACT

Perspective recipients into basic research rests on the Theory of Planned Behavior of Ajzen and Martin Fishbein Icek (Ramdhani, 2007) which states that the intention of the behavior (behavior intention) is determined by the attitude of the behavior (attitude toward behavior) and subjective norm. This study proves that public attitudes can be influenced, but not a major factor in generating behavioral effects. That the theory underlying the study mentions the association of attitude change with behavior change, it can be said that the success of persuasion in campaign can be started by changing the attitude of the audience.

The intended audiences are Posyandu cadres in which are subject to health campaign messages from the local government of Bandar Lampung City. In the population, quantitative research was conducted with path analysis of the communication channel variables used and the variable of attitude change in the audience. The findings of the communication channel used during the campaign contributed to the change of attitude. In this context, the most effective channel is the interpersonal communication between the communicator and the campaign audience. Can also be followed the development of communication channel management by presenting new media such as social media.

Keywords: *behavior intention, attitude toward behavior, subjective norm, communication channel.*

1. Preliminary

Implementation of campaign activities can be applied to the health world into health campaign activities. The development, has been born the term health communication within the framework of delivering a health issue through the perspective of communication science. A health campaign is designed by government institutions, in this case the Bandar Lampung City Health Office, with the aim of persuading healthy living to the citizens. Specific audiences are Posyandu cadres who are expected to have a healthy life effect.

Basically, a campaign is a process of persuasion. Persuasive communication is any message that is intended to shape, reinforce, or change the responses of others. (Miller, 1980 in Baldwin, 2004: 140). Changes in attitudes and behaviors are the goals of the campaign. Effectiveness is seen from how changes occur in the audience of campaign messages. Regarding attitude and behavior change, Icek Ajzen conveyed the theory of Planned behavior that there is harmony

between attitude change and behavior change. The assumption, when the campaign with the goal to change health behavior intended audience, will be seen bagaimana keterkaitan attitudes and behavior as well as other things that can give rise to a change tersebut. Konteks this change in perspective is the theory used in the series of attitudes and behavior, which in theory basic assumptions It is mentioned that the change in attitude followed by behavior change is also determined by the existence of behavior intention (behavior intention), also determined by attitude toward behavior (attitude toward behavior) and by subjective norm (subjective norm).

It sees the audience as a subject not merely reactive to persuasion, but there are components within the self that push, or vice versa, to embody a change of attitude into behavior change. Thus, not necessarily a change of attitude as a campaign effect will be accompanied by a change of behavior. Suppose a cadre inclined to berniatan clean the toilet regularly (as the effect on the communication message that he obtained from the extension)

can not automatically be indicated by the context keseharian. Dalam behavior inilah penelitian done using a quantitative approach and qualitative data, which is to know How successful the effect of persuasion on audiences attitude by paying attention to one of the campaign indicators: the communication channel used.

A research on campaign management states that in a communication campaign, mass media tend to be placed as the main channel of communication because only through this medium a large audience can be achieved. However, the mass media is not the only option to achieve the effectiveness of persuasion, the research conveys the role of social media in the campaign. The messaging perspectives always pay attention to the communication channels which in turn will show the effectiveness of the expected persuasion. In health campaign research in Bandar Lampung depart from the assumption: Posyandu cadres will experience the effect of persuasion by practicing healthy habituation in their daily life (health habituation). In this case, the underlying theory states that the effect will appear on the attitude component first before it further affects behavior. If you see that the campaign carried out by pointing to the multiple communication channels, can be assessed on the extent of the influence of environmental health campaign channel Bandar Lampung city Health Department attitude towards healthy living in mother-housewife IHC members in Bandar Lampung.

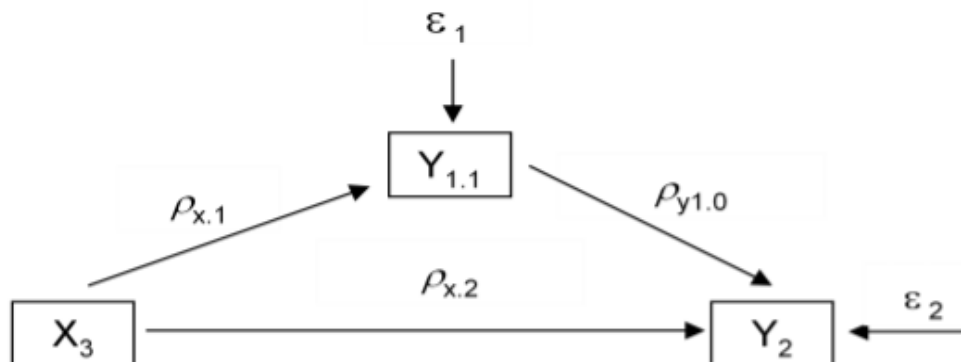
2. Methodology

The research was conducted by explanatory survey method (Arikunto, 1989: 67). This study tested the hypothesis of the study, conducted explanation causal

relationship between the variables of communication channels in the environmental health campaign as the independent variable or variables X, while the dependent variable Y as varabel healthy attitude to life is the mother-housewife as health cadres. From these things then foreseen, in order to obtain the facts of phenomena that exist, the investigation of the facts of the existing symptoms and seek explanations are factual, then draw conclusions from the study sample. Composed of variable operational research measurement tools (questionnaires) using Likert's (Hadi, 1996: 56).

The research object (material or phenomenon under study) is a health campaign channels are used as variable X. The variable Y is the attitude of Healthy Living which consists of cognitive, affective and conative Healthy Living on respondents.

Population in this research is all housewife who joined as member of Posyandu Cadre in Bandar Lampung City. From preliminary observations on the author obtained the data 608 IHC group with a population of as many as 2,830 or member of posyandu. Refeered to Ridwan (2009: 254) samples was determined at 10% ie 283orang. As the guidance research, quantification data were the basis of the hypothesis: Factors channel Communication in the campaign of environmental health campaign has an effect on the healthy life attitude of mothers of Posyandu members (cognitive component, affective component and conative component). Analysis of questionnaire data describing each variable (descriptive analysis technique) used frequency analysis. While for inferential analysis technique used path analysis with model in Figure 1. (Basri, 2011: 256)



Noted:

X3: Communication channel

Y1.1 : Cognitive aspect of Healthy living

Y2: Attitude of Healthy Living

Figure 1: Model of the influence Path coefficient of communication channel (cognitive aspect) to behavior

The above model is about the cognitive component of attitudes (Y1.1), along with it also duji affective component attitude (Y1.2) and cognitive component of attitude (Y1.3).

3. Analysis of Attitude Effect

The results of the analysis of the research data are presented in Table 1. By showing the three sub-variables of the attitude components. The components of attitude are cognitive, affective and conative (Waligito, 1991; Azwar, 2010).

The results of the table show that the influence of communication channel on the cognitive aspect of the healthy life attitude is 18,514 (significant) and the path coefficient is 0,249 (significant), so it can be concluded there is influence of message characteristic

to cognitive aspect of healthy life attitude. Sedangkan Fhitung influence together channels of communication and cognitive aspects of a healthy life attitude toward healthy living behavior is 55, 76 (significant). This shows that together communication channel and cognitive aspect of healthy life attitude have an effect on healthy life behavior. Then based on partial test result (t test) obtained tcount value for characteristic variable of message = 7,006 (significant) and tcount of cognitive aspect variable from Healthy attitude = 5,937 (significant). In addition, also obtained the magnitude coefficient of both lines of this variable are respectively 0.365 (significant) and 0.4 (significant).

Table 1. Influence of Communication Channels (Through Attitude) Campaign on Behavior

| Variables | Correlation | Prob. | Influence | | | | R-squared |
|--|-------------|-------|-----------|-----------|-------|--------------|-----------|
| | | | Direct | Un-direct | Total | Non - Causal | |
| Communication channel to Cognitive aspect of Healthy living | 0.249 | 0,249 | - | - | - | - | 0,062 |
| Communication channel to Attitude of Healthy Living | 0.442 | 0,365 | 0,365 | 0,077 | 0,442 | 0,077 | 0,286 |
| Cognitive aspect of Healthy living to Attitude of Healthy Living | 0.400 | 0,310 | 0,400 | - | 0,400 | - | 0,286 |

Source: Authors (2011)

Based on the result of path analysis, the amount of coefficient of path of indirect effect of communication channel (through the cognitive aspect of healthy life attitude) toward healthy life behavior is 0.077. Large coefficient of path > 0,05 indicates that communication channel has indirect effect to the emergence of healthy life behavior on the respondent.

Research conducted states that generally respondents liked the channel of communication interviews and visits campaigners to home respondents. If associated with the results of the table, it can be said that the attitude of "favorite" has an influence on attitude changes. From it, it is a

consequence to increase the intensity and quality of the "favorite channels". Departing from the preferences (which in the above analysis indicates its contribution in influencing behavior) can be expected to optimize the effect on behavioral change. This is corroborated by field observation that face-to-face communication channels can lead to proximity to campaigners. Respondents' attitudes can be influenced by the proximity, where each individual has a different form of closeness. It is noteworthy that public attitudes can dissolve individual differences when they interact socially in their group (Posyandu cadres) as well as in social circles as fellow housewives in neighboring

neighborhoods. These conditions allow for the effects of attitude changes.

4. Results

The results show the same trend with the theory of Planned behavior of Icek Ajzen. That there is an influence of healthy life attitude that contribute to the emergence of healthy life behavior. Attitude and behavior is the effect of persuasion expected from the campaign. With the communication channel used, it can be said that the effectiveness of attitude change is also enhanced by the use of communication channels.

Some other things can be said:

a) There is a tendency that the effects that arise in the attitude variable (Y1) also occur in the behavioral variable (Y2). This reinforces the psychological perspective of behavioral attitudes with behaviors as expressed in Theory of Planned behavior that behavior intention is determined by attitude toward behaviors and subjective norm. The conception of the theory mentions attitude linkage with behavior which considers aspects of behavioral intentions that are influenced by factors other than attitudes. This study proves that the attitude of mothers Posyandu members can be influenced, but in raising behavior effects there are factors other than the attitude formed from the persuasion results.

In this assumption, the proximity factor of communicators (campaigners) with respondents in the form of interpersonal communication (interpersonal communication) is a situational phenomenon that can be called a dominant factor in influencing the attitude and behavior of mothers of Posyandu members. This phenomenon supports Carl Hovland's conception of the credibility of communicators that can be built with truthworthiness through the proximity of communicator interaction with the communicant.

b) Channel Factors Communication is a variable in integrated health campaigns that influence the attitude and behavior of healthy living. The diversity of channels was originally intended to make the audiences more affordable in terms of geographic and social scope. In the future, not all communication channels used have a significant effect on attitude and behavior change. This study shows that the mass media and group media

channels are less effective in achieving the target of persuasion when compared with the non-media channels in the form of interviews and visits of campaigners to the Posyandu cadre's house.

The communication channel used affects the effectiveness of message forwarding. From the questionnaire data obtained, the use of mass media (in the form of advertisements on radio, television and newspapers) is less favored than the non-mass media channels. This is indicated by the preferences of campaign activities in the form of group discussions with campaigners, which are cumulative answers 'excellent' and 'good' and 'less good' by 92.6%. Trend or similar trend also occurred in communication channel in the form of visit of campaigner to house (92,2%) and lecture in class situation (90,5%) and communication channel in the form of interview or face to face with campaigner (88,7%) Compared to television commercials (71.4%) and radio advertisements (78.1%) or advertisements in newspapers (72.4%). Other printed media such as leaflets (83.7%) and booklets (87.3%) also show more favorable trends than mass media.

This condition should be a concern in the campaign strategy, as it is intended in the McGuire matrix (Baldwin, 2004: 337) which emphasizes the importance of paying attention to the third step, the channel or channel. That the non-media channel shows a positive tendency in achieving the effectiveness of the campaign channel, as shown above, this indicates that in campaign planning with clear segmentation of the audience, let's better sort out and select channels.

The matrix to be effective especially in campaign planning; whereas the campaign planner can manipulate the source, or channel, or message, which is intended according to needs or wants, beliefs, or media usage habits (media Habits) the receiver (receiver / communicant). The chosen campaign strategy and tactics should maximize the possibility of the receiver that it will pay attention, to compare (comprehend) or understand (understand) the message, to produce (yield) or at least consider the message, and to master (Retain) part of the message being campaigned. All of these things are needed in order to build or establish awareness, learn, attitude change, belief change and behavior change. (Baldwin, 2004: 336-337)

Table 2. McGuire Matrix

| <i>Independent Factors</i> | <i>Mediating Process</i> | <i>Outcomes or consequences</i> |
|-----------------------------------|---------------------------------|--|
| <i>Source</i> | <i>Attention</i> | <i>Awareness</i> |
| <i>Message</i> | <i>Comprehension</i> | <i>Attitude change</i> |
| <i>Channel</i> | <i>Yielding or Acceptance</i> | <i>Belief change</i> |
| <i>Receiver</i> | <i>Retention</i> | <i>Behavior change</i> |

Source: Baldwin (2003)

In McGuire's matrix model it has been stated about coverage of media exposure. When the municipal authorities have determined that the campaign is implemented in an integrated manner, where the existing channels are all utilized. It turns out that it is not entirely effective in changing behavior in community groups. In the explanation of the matrix, McGuire reveals the need for maximization in the mediation process (the use of media) in order to receptivity is more optimal in changing attitudes and behavior (Baldwin, 2004: 337-338). The results show that mass media (as the completeness of the integrated campaign) is less desirable in the segmentation of the audience such as mothers of Posyandu members. It can be predicted that the effect on attitude and behavior change is less effective than unarmed channels. That the purpose of media usage is as completeness (in the context of cohesiveness) with the goal of coverage coverage of messages to all citizens of the city, this choice should be understood as a step toward achieving the outcome of the message and the receptivity of the message. However, the effectiveness of behavioral and behavioral changes is certainly not as good as the non-media channels as shown above.

c) Communication channels and attitude changes as a persuasion effect indicate that health campaigns should be in the delivery of a more dialogical message rather than the use of mass media. In this context, Communication technology has spawned new media (internet-based and its applications) worthy of consideration for campaign communication channels. Based on research conducted by the Ministry of Communications and Informatics in the search for users of online activities in children aged 2014, drawn the conclusion that the use of social media is inherent with everyday adolescent life. According to Venus (2004: 34) Today's campaign is well aware of the importance of interaction with target audiences both through interpersonal communication (opinion leaders and campaign personnel) as well as group communication. From Venus pengasian it can be understood

that the change in attitude on khalyak much determined by the communication channel used. The choice of media to be an important consideration in campaign management, when a change in attitude is the goal of persuasion is the effective media planning or communication channel required. With the planning of the communication channel delivery of information will result in changes in attitude desired by the communicator. However, target of the campaign is the target of persuasion, the delivery of information in the communication channel is always directed at the perspectives of persuasion, as stated in Venus (2004: 34): "... in every action the informative dimension of the campaign always merges with persuasive, while the interactive dimension has become the need of a campaign activity To achieve optimal success. On this basis the concept of a campaign should be understood as a two-way communication act based on a persuasive approach."

d) In the campaign management of communication channel planning is important. Stages of planning should pay attention to the use of new media channels such as social media (social media or social media) for communication channels in campaigns. In theses PM Mana (2014) mentions that in the process of communication the rise of attention from the public or the audience towards the messages conveyed will facilitate persuasive and informative efforts to the community. This is in accordance with the procedure or from Attention to Action, which means to generate attention (attention) to further mobilize a person or people (community) to conduct actions (action) change attitude and mindset better in accordance with what is expected by the government.

The messaging patterns conveyed by the communicator to the audience are done through redundancy methods, and the Canalizing method, however the method of repetition of messages often leads to boredom and boredom from audiences. While governmental canalizing patterns seek to

influence or change attitudes of audiences through group influences.

Communications channels are a medium for delivering informative messages on kalayak. Pada interpersonal channels (interviews interpreter campaign) effects that arise in the attitude of course different from the same from the ads in newspapers. As the situational theory of Grunig (Grunig and Hunt 2004, in Baldwin, 2004: 340), research respondents can be categorized as Single-issue publics ie those who will be active and act on an important issue. Concerning J. Grunig's theory it can be said that Situational theory focuses on a set of factors that can be used to define extensions to the public in order to become more concerned with problems and / or act in relationships to key development problems or messages campaign. The original form of this theory states that the target of public action on an issue is based on three important factors. First, knowledge and awareness of the problem, second is the level of involvement and the third factor is the constraint perception. These variables and combinations of possibilities predict information processing and the level of activity seeking public information.

Early versions of Grunig's theory mention four main public groups: 1) nonpublics, unaffected and unconcerned about the problem; 2) latent publics, ie groups of individuals who will be influenced even though they are indifferent to the problems of the campaign; 3) aware publics, ie groups that have a high level of awareness and good attitudes, although not as active as expected; and 4) active publics, those who are aware, needy, active and have a positive attitude to campaign situations both when they are challenged and when they face no challenge all. 79

The key to campaign strategy planners is to predict that non-publics public unaware on one issue will not seek information about the issue and will not be as it would be achieved through campaign messages; as well as; Aware publics who do not act and do not seek information with proactively. This means that the campaign planner must carefully target them by having an important sense of the patterns of mass media utilization and using that information to place campaign messages according to the patterns. Active publics are looking for information and they will happily act. This means that planners should do everything possible to provide in-

depth information to mobilize the public and provide information, hoping, they can take advantage of and become active.

The Grunig Theory said that active publics seek information and they will happily act. This means that planners should do everything possible to provide in-depth information to mobilize the public and provide information, with great hope that they can take advantage of and become active. Furthermore, Grunig (1989, 2001) through his latest research has analyzed the target public against various problems and he states that certain public always exists among the situations discussed above. For example, school students may be regarded as apathetic public here, they usually do not pay much attention to the political issues that are going on around them. Single-issue publics are those who will be active and act on an important issue. The issue of abortion is one such public example. Hot-issue publics are those who tend to issue issues that become "warm" in the community and discussed by the media, workplace and even at home. For example, 9-11 (the September 11 WTC bombing incident) supports the spirit of patriotism and becomes an activist among individuals and groups who want the United States to be more secure, some individuals are those who are always active in voicing the issue, while others People who are motivated by all by the destructive actions and attention given by the media. All-issue publics. These are individuals or groups of individuals who will provide and actively eradicate all differences except the related issues. The group is not getting noticed from the campaign planners because they make great strategies based on coordinative efforts from the local, state and even to the national level. Psychologically, they are individuals who usually want to make changes and are eager to extend the time and resources to try to do something different. (Summarized from Baldwin, 2004: 339-340)

From the assumptions of Geunig's theory, the campaign designer needs to be aware of the presence of his audience. So that the management of communication channel planning is more directed and effective in changing the attitude of the audiences. When the results of the study convey that the mass media is less effective, the planning approach needs to consider channels of communication with media that can be judged more potential to change attitudes. A lot of research on the effect of social media on the attitude of the

audience. From Articles in Telkom STT Journal obtained information that the use of social media can change the attitude of the recipient. It is said that:

By using social media they feel a change of attitude to the audience as many listeners are curious to see first hand the stage action of Mustache and Beard after they hear Mustache and Beard songs and music through social media soundcloud, besides many fans who currently memorize five With their song and asking about their new songs through social media instagram, another thing is when fans are interested and want to buy and use products offered by indie band Mustache and Beard. That marketing communications strategy conducted by indie band Mustache and Beard through social media turned out to change the attitude of the audience and make the audience interested about the songs, music, and things related to indie band Mustache and Beard.

Currently, designing persuasion can no longer ignore social media such as application line messenger or tweeter. Hal as far as the author's observations have not been done by the Government of Bandar Lampung city for health campaign activities. There has been a development of communication technology where the application social media as embedded in the daily community. The next is to design a campaign with the management of communication channels that hit audiences where the potential effects of change are relatively stronger. Social media is one option, as far as being able to control the use and follow the rules of the sophisticated virtual world play.

e) Andreas Kaplan and Michael Haenlein define social media as "an internet-based application group that builds on the foundation of Web 2.0 ideology and technology, and which enables the creation and exchange of user-generated content"

The increasingly sophisti 80 technology base is the condition of the social media with consequences on the social life of its users, so according to Kaplan and Haenlein (2010) it takes 10 points to wisely use social media (social media). Referring to the article, the following is submitted: The first category is five things about media usage. In the use of media, the first is Choose Carefully which selects carefully for so many choices, because it will not be able to reach all that is available on the internet. The purpose of social

media usage to communicate the message of communication pay attention to the user group application. Better to select social media with the active group of application users As a target audience. Facebook applications can be the second choice after the Univision website, when the target audience is a Hispanic community group in the United States. Univision is a Spanish-language television network that is watched by people in South America and Puerto Rico.

Second is: Select Application, or Create Your Own. That social media means using internet applications make us stay choose that available. Namun not closed the possibility to design social media if we need. Application users get benefits based on the application as they wish and kebuthan. If that is not yet available, then designing the application is a good move to do, like Fuji Film in Japan that is designing new applications targeted by users is a community of fortified buffs. However, the step of selecting a social media app is based on the background of the underlying idea behind the existence of social media - it is user participation, sharing of content (sharing) and user collaboration - the new next on advertising and the commercial aspects that accompany it.

The Third Point is to Ensure Relation of the Message Contents Activity. This is worth noting when using a combined social media app for message delivery with the intention of extending the recipient (largest possible reach). Digital Nomadic campaigns from manufacturers of Dell computers for example. It uses a combination of Facebook and LinkedIn web application webs, Blogs and community use content in YouTube. Typical user activity Each application that explains that the meaning of Digital Nomadic is the widest network of computers that allows all user activity in various applications that content specifications are different.

The Fourth Point is an Integrated Media Planning. The important thing in this regard is: the use of social media has relevance to the use of conventional media. When uploading a product campaign on Youtubedan earned a high hit, it's good to deliver the ad on the television media. Achieving widespread audiences is made possible by channeling communication channels in the integration between social media with conventional media such as television.

The Fifth Point is All Can Access Social media App. There is a situation where PC Desktop company employees can access at once so active users social media like facebook or youtube, then the concentration of his work can be disrupted. All people can mengoksis medoso, so it is. In this case the full ban becomes less Wise, restrictions can be made by enabling the admin as a gate of PC use or using device design that allows user grouping to access the company's social media. This means not just any comments, posts or sharing that can appear. There is a group that has a password for full access while the second group Can not access as uploader without admin selection. This step secures their company's site or blog, but can still appreciate employees to access the social media company where it works.

Furthermore, there are five other points that Kaplan and Haenlein (2010) have to say about social media, which is five points about being social. The first thing is: Be Active (Be active) ie always accommodate our social media users, because they are not just consumers of messages, it is also a manufacturer of messages with their comments and their chances of re-posting to other networks. Submission of social media messages puts us happy parties who must be active because we interact with people who are also active.

Second: Have Interest (Be interesting). No one wants to talk to boring people, so be interesting. When we want them to come closer to us, make excuses for them to do it. When we want to convey that we are the best company, listen to our costumer. Find out what they love to hear, what they love to chat with apay that makes them interested, feel comfortable and appreciated. Then develop the contents of the message according to those expectations. You can take Starbukcs samples that listen to their customers with the application platform for new idea suggestions for the company. These ideas are then selected by themselves for one of the winning ideas, then the idea is accommodated by the company leader .

The Third Point is: Be Humble (Be Humble). The existence of social media actually existed long before it was decided to apply as our corporate message channel or organization. For that matter, first need to learn the application and how the ins and outs to history even the basic provisions, sc presence in it does not reflect arrogance. 1 81

from an airline's blog that does not allow users to comment, leading to the assumption that it is a fake blog and advertisement (blog as a fake, and simply corporate advertising in disguise). In fact, interaction and feedback are important in the world social media.

The Fourth Point is: Not Professional (Be Unprofessional). Social media users are ordinary people or ordinary people, who understand that sometimes everything does not go smoothly. Thus do not have to hire a professional writer or designer to succeed. In front of such people only Need to be nice (nice), when that happens, they will give us input for the better in the future.

The Fifth Point is: Be Honest (Be Honest). It takes honesty and appreciation of the prevailing provisions. Doing lies on the internet is useless. Countering the rules of the game seems futile. Later will be uncovered by itself because many anonymous user (some anonymous user account) that can dismantle it in this sophisticated virtual network. These ten things are worth considering when campaign management plans communication channels by presenting the internet especially social media for campaign channels.

5. Conclusions

Research on communication channels of health campaigns shows that mass media is less effective at changing attitudes of audiences. Potential communication channels are interpersonal communication and group communication (counseling). That the theory used states that attitudes related to behavior, need to present a communication channel capable of supporting attitudes, which can direct the behavioral changes as the communicator wants. Understanding the characteristics of the audience also determine the selection of channels Communication used in the campaign. Implementing a choice of communication channels by ignoring the specific features of audiences in community groups is believed to reduce the effectiveness of health campaigns.

In the context of campaign management, especially in the planning of communication channels with the rapid development of communication technology, media enrichment is required with the intention of strengthening in perceived behavioral control (in the context of the theory used). In this dimension, the presence of new internet media with the availability of social media applications can be

the primary choice that reinforces interpersonal communication that proves to be effective in changing khalyak attitudes. However, using the social media application as a campaign communication channel needs to be studied more thoroughly and wisely in its use.

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