

# Relationship between Social Media for Social Marketing in Family Planning

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This research is to examine the influence of marketing mix by media performance social media portals attitude towards a social marketing program, and its relationship with the source credibility portal. Social programs that made the object of research are the generation of program planning. The Research is using Structural Equations Modeling (SEM). Based on data from 150 respondents it can be seen that in social marketing programs, source credibility, engagement, word of mouth and positive influence on the formation of behavior, but not for an awareness program. Then research obtained findings that attitudes influence behavioral intention, but not subjective norms positively influence the formation of behavioral intentions.

**Keywords:** Media Performance, Social Media, Social Marketing, Source Credibility, Attitude, Subjective Norm, Behavior Intention

Penelitian ini ingin menguji pengaruh bauran pemasaran yang dilakukan oleh media performance portal social media terhadap sebuah attitude program social marketing, serta hubungannya dengan source credibilityportal tersebut. Program sosial yang dijadikan objek penelitian adalah program Generasi Berencana. Penelitian menggunakan metode Structural Equations Modelling (SEM). Berdasarkan data dari 150 responden maka dapat diketahui bahwa dalam program social marketing, kredibilitas sumber, engagement, dan word of mouth berpengaruh positif terhadap pembentukan perilaku, namun tidak untuk awareness sebuah program. Kemudian didapatkan temuan bahwa sikap berpengaruh terhadap niat perilaku, namun norma subjektif tidak berpengaruh secara positif dalam pembentukan niat perilaku.

**Kata Kunci:** Kinerja Media, Media Sosial, Pemasaran Sosial, Kredibilitas Sumber, Sikap, Norma Subjektif, Niat Perilaku.

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## Introduction

The development of information technology in general and the internet in particular have rendered large changes in human behavior to communicate and interact. Boundaries of space and time is not a barrier in communicating and interacting, it is more possible through the rising phenomenon of Smartphone technology to provide internet access. In the advertising world, which is one aspect of the Integrated Marketing Communication (IMC) it can be seen that the expenditures for global online advertising increased by more than 12.1% in the first quarter of 2012 compared to a year ago, outpacing other media including TV, radio, newspapers, magazines, cinema, and outdoor (Nielsen Global Pulse AdView Q1 2012). A study conducted by Ipsos, titled *Interconnected World: Com-*

*munication and Social Networking* which was published on March 27, 2012. From a total of 62 percent of which are social media users in the world, Indonesia ranks first with 83 percent. Although the total population using the Internet in Indonesia is not as much as in developed countries, but the data suggest the attention of Internet users in Indonesia is very big on social media.

Today the issue of population density not only become a problem that is regional but a global problem. In the year 1987 the world population approaching 5 billion people, population density is a threat if associated with other variables, some population problems, which are related to the rapid population growth is environmental pollution, climate change, defores-

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tation, urbanization, the decline income, inflation, unemployment, housing, literacy, hunger, lack of clean water, limited health care, energy and natural resources, and political conflict.

From the publications issued by the Central Bureau of Statistics based on Census 2010 (SP2010), addressing population growth in Indonesia during the period 2000 -2010 of 1.49 percent per year. Population growth rate is not decreased when compared with the period 1900 - 2000 in the amount of 1.44 percent per year, whereas in the previous year the rate of growth of the population in Indonesia tended to decrease.

Unemployment rate (TPT) describes the proportion of the labor force who are unemployed are actively looking for a job or preparing a business. The high number of TPT reflects the failure of the labor market to absorb some of the labor force. TPT Indonesia census population in 2010 was 2.6 percent, which means that of the 100 people on the Indonesian labor force that included unemployment around 3 people. From the data released by the National Statistics Office, TPT age group (15-29) years of age have the highest percentage compared to other age groups. It reflects that free is the main problem of unemployment on young people (youth unemployment).

Quality of manpower of a country can be measured by looking at the level of education. The labor force in Indonesia in 2010 Population Census results are dominated by those who are educated elementary school (SD), which is about 35.2 percent of the total workforce, an educated workforce and even SD or below the 50.4 percent. While the educated workforce in the Senior High School (SMA) is only 8.5 percent of the total workforce. It reflects the quality of the workforce in Indonesia is still low.

In this study, the authors review a program conducted by the National Population and Family Planning Board (BKKBN) the Generation Planning (genre). The goal of the program is genre of its own in accordance with Law No. 52 Year 1999 on Population Development and Family Development, the role of the youth in the family planning program which in this case translates to happy prosperous small family institutionalization towards balanced population growth in 2015. To create a change in behavior

in accordance with the objectives of the program genre, in addition to using conventional media, BKKBN using social media as a tool to reach out to the target audience of the program. Behavior change is to be achieved as a young target audience capable of planning and delaying the marriage to create a happy prosperous small family.

From the previous studies and analyzes of reference phenomena, the authors wanted to see how the attitude formed through source credibility and performance in social media marketing campaign later authors wanted to see how attitude and Subjective norm influence behavior intention. with social media as a medium of exchange programs, and subsequent social marketing program that will be examined are planning Generation program (genre) which is a program established by the National Population and Family Planning Board (BKKBN). The objective of the program is to create a role of young people in the family planning program in the role of young people planning program toward more balanced population growth in 2015, where the target audience than the program are kids who have not been married or are planning a wedding.

This study aimed to find out whether Source credibility significantly influence Attitude. Knowing whether brand awareness significantly influence Attitude. Knowing whether Brand engagement significantly influence Attitude. Knowing whether Word of Mouth significantly influence Attitude. Knowing whether significantly influence Attitude Behavior Intention. Knowing whether Subjective Norm significantly influence Behavior Intention.

## Literature Review

Social marketing term first coined by Philip Kotler and Gerald Zaltman in 1971 to refer to a marketing application to the solution of social and health problems. Marketing has been very successful in encouraging people to buy products such as Coca Cola and Nike. The argument can also encourage people to adopt behaviors that will improve their own lives and the lives around them. Many social and health problems caused by behaviors such as the spread of AIDS, traffic accidents and unwanted pregnan-

cies are all the result of the day-to-day human activities. Social marketing provides a mechanism to overcome these problems by encouraging people to adopt a healthy lifestyle.

According to the American Association of Advertising Agencies (the "4As") are presented in the book written by George E. Belch and Michael A. Belch (2012) that the definition of integrated marketing communications is a concept of marketing communications planning that recognize the added value of a comprehensive plan that evaluates strategic roles of a variety of communications disciplines, such as public communications, direct response, sales promotion, and public relations as well as incorporating a variety of disciplines proficiency level to provide clarity, consistency and maximum communication influence through a thorough integration of the different messages.

The term virtual social networks are starting to bloom in the late 20th century the beginnings of the various social network sites at the moment. In a journal devoted to the Social Network Sites by Boyd & Ellison (2007) define social networking sites as a web-based service that allows individual users to be able to compile a personal profile that can be shown to the public or semi-public, articulate a list of other users, with whom they can share and view and traverse the list of connections made by other people, in a system.

The model uses and gratification in the mass communication literature, looking at the individual as being supra-rational and highly selective. In this model explained that media audiences use the mass media as it is driven by certain motives. Among other things for comfort, empowerment (empowerment), learning and seeking knowledge, etc. (McQuil, 2000). But all the information would not be useful to them if deemed not credible. Then the audience will filter out useful information and retain only what is useful and trustworthy. Credibility is one of the criteria used to filter information (Wathen and Burkell, 2002). The theory discusses relations and media credibility by Kiousis (2001) in his book *Public Trust or mistrust? Perceptions of Media Credibility in the Information Age*, is divided into three parts: source credibility, media credibility and media channel credibility. In addition there are two things that also need to

be considered in view of the credibility of the media, message characteristics and audience characteristics.

The concept of Media Performance presented by Hoffmann and Fodor (2010) in their article entitled "Can You Measure the ROI of Your Social Media Marketing?". The article focus to when the managers become more comfortable with blogs and social not gained as part of the Integrated Marketing Communication, naturally they turned their attention to the subject of Return On Investment (ROI) than social media. Hoffmann and Fodor (2010) focused social media with media performance on three objectives, these objectives are: brand awareness, brand engagement and word of mouth.

Theory of Reasoned Action developed by Martin Fishbein and Icek Ajzen as an improvement on Information Integration theory (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). There are two important changes. First, it reasoned action adds another element in the process of persuasion, behavioral intentions. Rather than attempt to predict attitudes, as well as information integration theory (and some others), Reasoned Action is explicitly associated with the behavior. However, this theory also recognizes that there are situations (or factors) that limit the influence of attitudes on behavior. Therefore, reasoned action to predict behavioral intention, a compromise between the stop and the prediction of attitude really predict behavior. Since separating behavioral intentions of behavior, reasoned action also discuss the factors that limit the influence of attitudes (or behavioral intention) on behavior.

## Methods

The purpose of this study was to determine how the effect of source credibility on attitude. The study also wanted to see how the media affects the performance of the media attitude, the media in this case was social media generation planning program (genre) made by BKKBN. In the end the author wanted to see how the relationship affects the attitude and behavior intention subjective norm.

The model taken is a combination of several models that address source credibility, core-brand attitude, word of mouth, and behavioral

intention The models are used as reference in this study are as follows: (1) In the Journal of Heuristic Processing Can Bias Systematic Processing: Effects of Source credibility, Argument ambiguity, and Task Importance on Attitude Judgment, written by Chaiken and Maheswaran (1994), which describes the source credibility, message favorability, attitude-related thinking, thinking valenced source-related effect on attitude. (2) In Journal The influence of core-brand attitude and consumer perception on purchase intention towards extended product written by Shwu-Ing Wu and Chen-Lien Lo (2009), which describes the two main factors which 'core-brand attitude' and consumer perception fit 'effect on purchase intention. (3) Journal of The effects of single-message single-source mixed word-of-mouth on product attitude and purchase intention were written by Ho and Chung (2007), which describes the relationship than the word of mouth of the attitude and purchase intention, a relationship significant. (4) Journal of Construction of on-line consumer behavior models: a comparative study of industries in Taiwan are written by Wen (2008), which aims to build a model for factors influencing on-line consumer behavior intentions and post-purchasing behavior by integrating theory of planned behavior, technology acceptance model, and relationship quality, identify differences in industry and their effect on consumer behavior.

In this study, the authors wanted to incorporate the four conceptual models, with some modifications on each model. The modifications made to investigators were as follows: (1) the conceptual model first author would like to see how the influence of source credibility on attitude directly. Dimension message favorability, attitude-related thinking, valenced source-related thinking that exist in the model are not included. (2) In the conceptual model 2 authors wanted to see how the effect of brand awareness on attitude. Modifications made was not to involve the core dimensions of brand image as mediation, and added dimension into the brand engagement model. The addition of this dimension based on the concept that was written by Donna L. Hoffman and Marek Fodor (2010). Dimensions of brand preference, use experience, brand association, product connection,

consumer perceptual fit, and purchase intention toward the extended product is not included. (3) In the conceptual model 3 authors wanted to see how the influence of word of mouth on attitude. Purchase intention dimensions that exist in the model are not included. (4) In the conceptual model 4 authors wanted to see how the influence of attitude on behavior intention. Moreover, I also want to see the effect on behavior intention subjective norm. Dimensions of brand image, marketing mix, perceived risk, product involvement, and the gap of perceived service quality are excluded.

So as for the model of research by the author is shown in figure 1.

Based on existing research models in the image above, the variables used in this study consisted of: Dimensions of Source Credibility, forming media performance dimensions (brand awareness, brand engagement and word of mouth), Attitude, Subjective Norm and dimensions Behavior Intention. From the research model that has been described above, the researchers will test the hypothesis 6 that shows the relationship between seven variables.

Source credibility is expected to be positively related to attitude. Based on research conducted by Chaiken & Durairaj (1994), who found a positive relationship between source credibility and attitude when the recipient receives an ambiguous message. To that end, the hypothesis is:

**H1: Source credibility positively influence the Attitude**

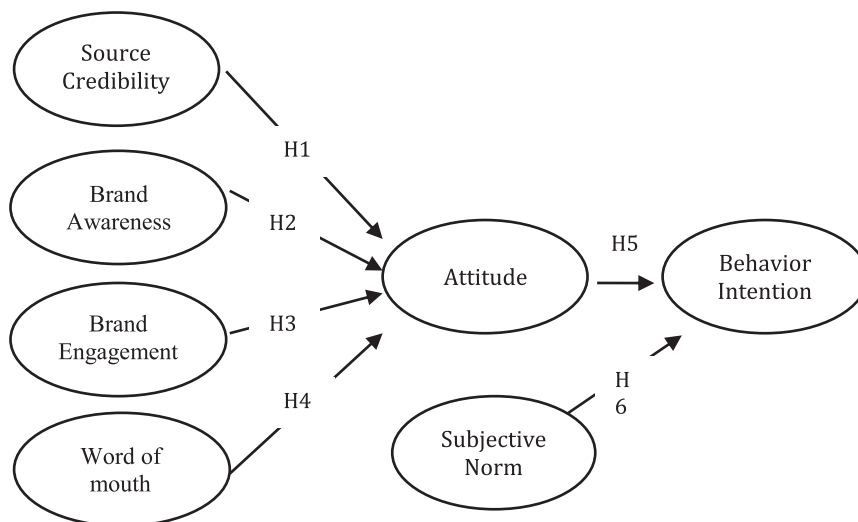
The next hypothesis are about media performance (brand awareness, brand engagement and word of mouth) which is a concept developed by Hoffman and Fodor (2010). Brand awareness and brand engagement is expected to be positively related to attitude. Based on research conducted by Ing Lo Wu and Lien (2009) who found a positive relationship between brand awareness and brand attitude cores are in mediation with the core brand image. Based on these studies, the hypothesis is:

**H2: Brand awareness is a positive influence on Attitude**

**H3: Brand engagement positively affects the Attitude**

Research conducted by Ying & Chung (2007), found a positive relationship between





Sources: Shwu-Ing and Wu Chen-Lien Lo (2009), *The influence of core-brand attitude and consumer perception on purchase intention towards extended product*. *Asia Pacific Journal of Marketing and Logistics* Vol. 21 No. 1, 2009 pp. 174-194; Shwu-Ing and Wu Chen-Lien Lo (2009), *The influence of core-brand attitude and consumer perception on purchase intention towards extended product*. *Asia Pacific Journal of Marketing and Logistics* Vol. 21 No. 1, 2009 pp. 174-194; Ho Lai Ying dan Cindy M.Y. Chung (2007), *The effects of single-message single-source mixed word-of-mouth on product attitude and purchase intention*. *Asia Pacific Journal of Marketing and Logistics* Vol. 19 No. 1, 2007 pp. 75-86; Wen-Bao Lin (2008), *Construction of on-line consumer behavior models: a comparative study of industries in Taiwan*. *International Journal of Commerce & Management* Vol. 18 No.2, 2008 pp. 123 – 149

Figure 1. Research Framework

the word of mouth of the attitude and purchase intention. In these studies it is known that positive word of mouth (PWOM) is more significant than the negative word of mouth (NWOM) on attitude and purchase intention. Word of Mouth is expected to be positive about attitude. To that end, the next hypothesis is:

**H4: Word of Mouth positive effect on Attitude**

Latter hypothesis is the relationship between attitude and behavior intention towards Subjective norm. Attitude toward behavior intention and behavior intention Subjective norm to have the same expected positive relationship. Hypotheses were developed based on research done by Bao Lin (2008), who found a positive relationship between attitude and behavior intention, and also a positive relationship between social norm towards behavior intention in his research that aims to determine the factors - factors that influence the behavior intention consumer on-line and at post-purchasing. To that end, the next hypothesis is:

**H5: Attitude has a positive on Behavior Intention**

**H6: Subjective Norm positively influence the Behavior Intention**

The study design or better known as the research design is a framework or blueprint for implementing a marketing research (Malhorta,

2010). In the process, this study used both exploratory research and descriptive research. Exploratory research aimed to explore and find a situation in order to gain knowledge and understanding used to analyze secondary data from several marketing research journals that have variables and research objectives are almost the same. Therefore, researchers conducted a modification of the model of the previous study, the exploratory research conducted only limited literature and some simple tests that the research in accordance with the conditions and objects of research. Furthermore, the researchers conducted a form of research namely descriptive conclusive research whose main objective to explain something, usually market characteristics or a function (Malhorta, 2010).

This research was conducted by cross-sectional or a type of research design is a collection of information from the sample on any population which is only taken once (Malhorta, 2010). Researchers distributed questionnaires at the University of Indonesia, schools and offices in Jakarta. For primary data collection, researchers conducted distributing questionnaires to 135 respondents. Through descriptive research, it is hoped this research will be able to provide an overview on the characteristics of certain groups, such as consumers, sales, organizational, or market area (Malhorta, 2010).

To improve the reliability of each question in the questionnaire, the researchers conducted a pretest to 30 respondents by way of distribution of questionnaires. Samples taken must be in accordance with the target audience karakteristik program genre. Therefore, only limited distribution of questionnaires to the respondents who are not married. In this test the questionnaire is targeting high school students, college students S1 & S2 and working women, who know information about the program genres through social media portals BKKBN. Sample was determined by non probability sampling, which is a technique in which the sample is based on personal judgment rather than an opportunity for researchers to determine the sample elements (Malhotra, 2010). Samples were selected based on Convenience sample, which attract researchers encountered members of the population based on the ease or availability of members of a particular population. Respondents were selected because of their presence at the time and place where the research is being done.

Questionnaires that have been proven reliable and valid to be deployed again to obtain primary data. Questionnaires will be distributed at the University of Indonesia, schools and offices in Jakarta. Deployment method similar to that used at the time of the pretest. Primary data were collected and viable use in further research is 135 respondents. According to Hair et al. (2006), the minimum number of respondents adalah 5 times the number of parameters of observation, which in this study is  $5 \times 27 = 135$ . Thus a total of 135 respondents who had obtained in this study has exceeded the minimum number of respondents for data processing method SEM (structural equation modeling).

Primary data collection in this study using the survey method by distributing questionnaires and methods of the Internet to the respondent. The survey, conducted with the respondents while they are on campus, and asked him to volunteer to participate in the survey. Then the researchers explained the purpose of the questionnaire that will spread their content and allow time for the respondents to fill out the questionnaire. If respondents do not understand the question in the questionnaire, the researcher will provide an explanation of the purpose of the question. Therefore, if there are those

who did not complete the questionnaire filling, then the questionnaire is considered null and researchers are looking for other respondents. The consideration of the method of the Internet is very appropriate if we want to test the target audience using the Internet media to get information out of them.

Before conducting the main questionnaire distribution, researchers conducted a pretest to determine the suitability of the prospective respondent comprehension questions. The questionnaires were designed using 2 formats, by providing response options and provide measurement scale (scaled response question). The first format is used to determine the profile of the respondents, while the second format is used to measure the attributes that are being studied. The questionnaire format both prepared using a Likert scale, where the scale is asking the respondents indicated the level of agreement or disagreement to a series of statements about an object.

The results of the primary data obtained from questionnaires processed using the software LISREL 8.8 Structural Equation Modeling (SEM) according to the method used in the journal. In the development of data analysis techniques, SEM is used researchers to overcome the limitations arising from previous techniques, such as regression analysis, path analysis, and confirmatory factor analysis. SEM is a statistical technique for testing and estimating causal relationships using a combination of statistical data and qualitative causal assumptions (Judea Pearl, 2000 in Ghaisani, 2008).

## Results and Discussion

The process of collecting primary data through questionnaire distribution beginning with the preliminary test or pretest to 30 respondents. After doing the pretest to the 30 respondents, the author conducted scale reliability analysis method using SPSS software 17.00. Testing was conducted on 27 variables represented in each of the questions in the questionnaire study and construct in accordance with the operational variables of the study (source credibility, brand awareness, brand engagement, word of mouth, attitude, Subjective norm, behavioral intention) of each variable

Table 1. Evaluation of Structural Model coefficients and Relation to Research Hypothesis

Hypothesis	Path	Estimation	t-value	Conclusion
1	SOUR→ATTD	0,33	4,19	Data support the hypothesis
2	AWAR→ATTD	-0,023	-0.26	Data do not support the hypothesis
3	ENGG→ATTD	0,40	2,24	Data support the hypothesis
4	WOM→ATTD	0,30	2,08	Data support the hypothesis
5	ATTD→ BEHI	0,97	9,92	Data support the hypothesis
6	SUBN→BEHI	-0,060	-1,08	Data do not support the hypothesis

them. Researchers conducted tests based on the value of the parameter consistency Cronbach’s Alpha greater than 0.5 (> 0.5) are still able to do further testing.

The authors conducted a survey on 150 respondents in fact, that men and women with unmarried status and have social media accounts. The authors deploy questionnaires via the Internet; all the questionnaires were distributed unfit because all the data is in check first vitur completeness by the application system deployment questionnaire itself is google document. In this section, the authors performed a descriptive analysis of the respondents to obtain a profile of the respondents that represent characteristics of the campaign target audience through social media program genre. Its characteristics include: age, education, employment, and expenditure per month.

On the Analysis of Causal Relationships, this value is the value that has been estimated previously used as a comparison of the t-value to test the hypothesis of the study. The results of this evaluation are summarized in the table below, along with the assumption of the hypothesis - the hypothesis of the research model is shown in table 1.

Based on the results of structural equation modeling analysis above, it is the justification of the few studies that have been prepared by the researcher, where there is a significant positive relationship between the complex variables of each hypothesis, and there are two significant relationships between variables are consistent with the hypothesis that has been designed.

**H1: Source credibility positively influence the Attitude**

In this research, the finding that source credibility a social marketing program has a positive influence on attitude in the eyes of the target audience. This is according to research conducted by Chaiken & Durairaj (1994) who found a positive relationship between source

credibility and attitude when the recipient receives an ambiguous message.

Media who have high credibility must meet five dimensions in news delivery, namely: fairness, bias, accuracy, trustworthiness, and comprehensiveness (Meyer, 1988), thus it can be concluded that if the credibility of the source is low, then the attitude of the target audience that wants to create marketers will be difficult to create the social marketing program, and vice versa when the credibility of a source is high then marketers will easily create an attitude rather than a target audience in a social marketing program.

**H2: Brand awareness can negatively affect the Attitude**

Brand awareness was not significantly influence attitude. This finding was different from the findings of Hoffman and Fodor (2010) who found brand awareness positively influence the attitude, as well as research conducted by Ing Wu & Lien Lo (2009) who found a positive relationship between brand awareness and brand attitude cores are in mediation with the core brand image. This can happen because it caused the entire target audience before completing questionnaire already in advance information about the program genre and introduced first with a social media portal program genre, so the data obtained do not vary so that the relationship between the brand awareness of a negative attitude.

Based on the results obtained in this study, the number of  $\neg$  t-value indicates a negative value which is -0.26, this can be caused due to various factors. To find the cause, we conducted further research to 20 respondents about their awareness of a social marketing program. The results further indicate that the respondents did not think that the high awareness of a social marketing program reflects their attitude towards the program, because they think a lot of social marketing programs that have a good

Table 2. Comparison of average value (mean) Subjective Norm and Behavior Intention Variable

Variable	Mean	Behavior Intention	
		< 3	≥ 3
Subjective Norm	< 3	3	19
	≥ 3	14	114

and useful purpose, but not entirely appropriate short-term life goals and their length.

**H3: Brand engagement positively affects the Attitude**

In this research, the finding that brand engagement is a social marketing program has a positive influence on attitude in the eyes of the target audience. This is according to research conducted by Hoffman and Fodor (2010), who found a positive relationship between brand engagement on attitude.

It can be concluded that if the involvement of the target audience rather than low, then the attitude of the target audience that wants to create marketers will be difficult to create the social marketing program, and vice versa if the target audience involvement than high then marketers will easily create the desired attitude towards the target audience in a social marketing program.

**H4: Word of Mouth positive effect on Attitude**

In the findings of this study also found that word of mouth a social marketing program has a positive influence on attitude in the eyes of the target audience. This is according to research conducted by Ying & Chung (2007) who found a positive relationship between the word of mouth of the attitude and purchase intention, the study also note that positive word of mouth (PWOM) is more significant than the negative word of mouth (NWOM) on the attitude and purchase intention

It can be concluded that if information from one person to another of a social marketing program is low, then the attitude of the target audience that wants to create marketers will be difficult to create the social marketing program, and otherwise if the information from one person to another of a high social marketing program then marketers will easily create an attitude rather than a target audience in a social marketing program.

**H5: Attitude has a positive on Behavior Intention**

In this research, the finding that the attitude of a social marketing program has a positive effect on behavior intention in the eyes of the target audience. This is according to research conducted by Bao Lin (2008), who found a positive relationship between attitude and behavior intention, in a study that aims to determine the factors that affect consumer intention behavior on-line and at post-purchasing

It can be concluded that if negative attitudes than the target audience so intent target audience behaviors created by marketers who want to be hard to create in the social marketing program, and otherwise if the target audience than a positive attitude then marketers will be easy to create the desired behavioral intentions toward the target audience in a social marketing program.

**H6: Subjective Norm negatively affect the Behavior Intention**

Subjective norm was not a significant influence on behavior intention. This finding was different from the findings of Bao Lin (2008), who found a positive relationship between Subjective norm and behavioral intention. This can happen because the target audience because most have the latest education above high school institutions are not too concerned with the issue of subjective norms that exist around their lives, especially the lives they created planning, education levels have a major impact on a person in analyzing, pass planning and decision making in their lives.

Based on the results obtained in this study, the number of  $t$ -value indicates a negative value which is -1.08, this can be caused due to various factors. To find the cause of the negative values, we conducted further research by comparing the results of the average (mean) of respondents from the variable Subjective Norm and BehaviorIntention. As for the comparison of the mean can be seen in Table 2.

From the results of the comparison note that negative values resulting from the mean subjective Norm <3 and Behavior Intention ≥ 3 was



answered by 19 respondents, and negative values resulting from the mean subjective Norm  $\geq 3$  and Behavior Intention  $<3$  was answered by 14 respondents. So it can be said that negative values occur because the majority of respondents with a low pressure Subjective norm has a behavior of high intention, this is a good thing if compared to respondents with a high pressure Subjective norm behavior intention produces a low.

It can be concluded that if the pressure Subjective norm rather than lower the target audience target audience behavioral intentions created by marketers who want to be easily created in the social marketing program, and otherwise if the pressure Subjective higher norm than the target audience then marketers will be difficult to create a behavioral intention desirable to the target audience in a social marketing program.

## Conclusions

Based on the analysis and discussion has been done, then the conclusion is as follows (1) Source credibility significantly influence Attitude. If the credibility of the source is low, then the attitude of the target audience created by marketers who want to be hard to create in the social marketing program, and otherwise when the credibility of a source is high then marketers will be easy to create an attitude than target audience in a social marketing program. (2) Brand awareness does not significantly affect the Attitude. This indicates the higher level of brand awareness on social marketing program, do not affect the attitude than the target audience. (3) Brand engagement significantly influence Attitude. If target audience involvement than low, then the attitude of the target audience created by marketers who want to be hard to create in the social marketing program, and otherwise if target audience high involvement than the marketers would easily create the desired attitude towards target audience in a social marketing program. (4) Word of Mouth significantly influences Attitude. If information from one person to another of a social marketing program is low, then the attitude of the target audience created by marketers who want to be hard to create in the social marketing program, and otherwise if the information from one person to another of a

social marketing program is high then marketers will be easy to create an attitude than target audience in a social marketing program. (5) Attitude significantly influences Behavior Intention. If target negative attitudes than the general public the behavior intention target created by marketers who want to be hard to create in the social marketing program, and otherwise if the target audience positive attitude than the marketers would easily create the desired behavioral intentions toward target audience in a social marketing program. (6) Subjective Norm did not significantly affect the Behavior Intention. This indicates the higher level of Subjective Norm on social marketing program, do not affect the behavior intention than the target audience.

Suggestions researchers for further research based on the limitations of the implementation and the results obtained in this study are as follows (1) Research should be conducted in the context of some of the city or region in order to obtain the level of external validity or generalizability of hasi better research (2) The number of respondents in the study should be enlarged in order to improve consistency (reliability) and accuracy (validity) of the results obtained. (3) Research should be carried out at several other conventional media used by program genre, in order to do a comparison of results and increase the level of external validity or generalizability of the results are better. (4) Future studies need to make further modifications to the research model and hypotheses to search for other factors that can influence the behavior intention of a social marketing program.

Based on the results of previous research and discussion, the following is a few things you need to hold on to analyze the effect of marketing activities on improved attitude and behavior intention genre program. (1) Awareness target audience is important in marketing a social marketing program. As with conventional marketing marketing social marketing also requires increased awareness of target audience to get the change you want created by a social marketing program. How to increase awareness through social media should be owned program genre in Balance with increased awareness through conventional media such as print, radio, televi-

sion, and direct socialization program through counseling and transfer information to the target audience. By improving and incorporating online media and conventional media market audience awareness can be improved in order to achieve the desired behavioral changes according to program genre. (2) Engagement of target audience a positive impact on behavior changes you want made. High creativity necessary to increase target audience engagement through social media. Social media conversations can facilitate a more interactive and communicative with the target audience. By maximizing the facility well to be engagement with the Followers or Fans. Online presence is clearly needed in order to increase the influence in cyberspace, greeting and greetings will break the ice with the target audiences that the distance be eliminated. This course will satisfy the audience and the impact on the success of the program genre. Social media is a way of communicating with target audiences everyday, make it a fun and informative collaborate well with the content in a more informative and entertaining. Creating a game or contest on social media also can increase target audience engagement. (3) One way to create a word of mouth with the media is to create emotional bonds with target audiences. Emotions are positive or negative bias and can provoke a person to change behavior. Emotions can affect the impression of a decision whether to change now or not. Social space is more limited and low emotional ties primarily cause changes in the patterns of community interaction. Digital technology is a tool to chan-

nel emotions target audience. Information technology now makes it possible to capture word of mouth from a social media. In response to word of mouth is continuously and rapidly, it can boost the emotional connection with the audience marketplace. Besides identifying the negative word of mouth early also needed to reduce the negative effects of the program genre. (4) The effect of a person like family and friendship environment is an important audience in creating successful social marketing program. Provision of information and knowledge should be able to reach the family and the friendship, by creating social marketing programs such as "Parents genre" with the target parent, and the "Friends of the Genre" friendship with the target environment, it was felt to increase public knowledge of the importance of program genre. Creating and shaping the genre community online and offline at any region is one way that can be done to disseminate the program genre. (5) As with other conventional media, social media success should also be measured. With the development of information technology today it is possible stimulation. Applications that there is now not only able to measure media performance social media platform of choice, but also can more quickly identify the influential target audience disseminate information disseminated through social media. By measuring the success of social media can create programs that are more focused and integrated from one platform to another, so that the effectiveness and sustainability can be created in the use of social media for program genre.

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