
The Effectiveness of Digital Campaigns in Delivering GenRe Program Information during the COVID-19 Pandemic

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Abstract

This article discusses the effectiveness of delivering the Generation Planning (GenRe) program during the Coronavirus Disease-19 (COVID-19) pandemic. The GenRe program is one of the programs initiated by the National Population and Family Planning Board to address human development problems, especially youth facing a golden Indonesia in 2045. Presenting information on the GenRe program is more challenging due to the COVID-19 pandemic, which limits face-to-face meetings so that the delivery of information on the GenRe program is maximized through social media, especially Instagram and YouTube as the implementation of digital campaigns. This study will discuss the effectiveness of digital campaigns in delivering information on the GenRe program during the COVID-19 pandemic. The data used comes from social media Instagram and YouTube with random sampling techniques by paying attention to the number of viewers/level of interaction. To answer this problem, researchers will use Media Theory, better known as Media Ecology Theory, proposed by Marshall McLuhan. From the results of the analysis, the use of Instagram and YouTube social media is quite effective in implementing digital campaigns because the packaging of content is creative and able to attract the target audience's interest.

Keywords: *Effectiveness; Digital Campaigns; COVID-19; Generation Planning Program (GenRe); Social Media*

Abstrak

Artikel ini membahas tentang efektivitas penyampaian program Generasi Berencana (GenRe) di masa pandemi Coronavirus Disease-19 (COVID-19). Program GenRe merupakan salah satu program yang digagas oleh Badan Kependudukan dan Keluarga Berencana Nasional untuk menjawab permasalahan pembangunan manusia khususnya pemuda dalam menghadapi Indonesia emas tahun 2045. Penyajian informasi program GenRe semakin menantang karena adanya pandemi COVID-19 yang membatasi pertemuan tatap muka sehingga penyampaian informasi program GenRe dimaksimalkan melalui media sosial khususnya Instagram dan YouTube sebagai implementasi kampanye digital. Kajian ini akan membahas tentang efektivitas kampanye digital dalam menyampaikan informasi program GenRe di masa pandemi COVID-19. Data yang digunakan berasal dari media sosial Instagram dan YouTube dengan teknik random sampling dengan memperhatikan jumlah viewer/tingkat interaksi. Untuk menjawab permasalahan tersebut, peneliti akan menggunakan Media Theory yang lebih dikenal dengan Media Ecology Theory yang dikemukakan oleh Marshall McLuhan. Dari hasil analisis, penggunaan media sosial Instagram dan YouTube cukup efektif dalam melaksanakan kampanye digital karena pengemasan konten yang kreatif dan mampu menarik minat khalayak.


Kata kunci: *Efektivitas; Kampanye Digital; COVID-19; Program Generasi Berencana (GenRe); Media sosial*

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1. INTRODUCTION

The Coronavirus Disease 19 (COVID-19) pandemic in Indonesia is a pandemic that is currently a significant problem throughout the world. People are always filled with fear and anxiety to carry out activities because of the nature of this virus which is easily transmitted to anyone. The pandemic that has not ended until now has undoubtedly made the community nervous and worried. The high rate of the spread of COVID-19 has become an obstacle to carrying out various activities, both those involving personal activities and activities in the world of government. One of the activities that the COVID-19 pandemic has disrupted is the delivery of information on the Generation Planning (GenRe) program conducted by the National Population and Family Planning Agency (BKKBN) and related organizations such as the GenRe Forum, Youth Information, and Counseling Center (PIK-R/M) throughout Indonesia.

In the current quite tricky time due to the COVID-19 pandemic, activities directly in the field have become significantly disrupted in the GenRe program campaign. However, activities carried out by the government and related organizations are very intensively carried out on social media as a form of minimizing cases of COVID-19 transmission. Digital campaign activities that are being maximized at this time are one part that inevitably must be used, considering that in addition to the COVID-19 pandemic, the use of social media as a digital tool needs to be used along with the times.

The COVID-19 phenomenon that is currently happening around the world is changing the perspective of all elements of society to further optimize the use of technology in digital campaigns, one of which is the delivery of information on the GenRe program in various regions. The GenRe program is a program that aims to develop human resources as an effort by the Indonesian government. *Generation Planning* is a program initiated by the National Population and Family Planning Board (NPFPPB/BKKBN) that prioritizes national character formation, especially among the younger generation in Indonesia. The GenRe program is a forum for developing national character because it teaches teenagers to stay away from Early Marriage, Premarital Sex, and Drugs (Narcotics, Psychotropics, and Addictive Substances) to become solid teenagers and can contribute to the development and benefit the homeland and nation.

According to the BKKBN, it was stated that the GenRe program was implemented through two approaches, namely the youth approach and the family approach with teenagers. The approach to youth is carried out through the development of the Youth/Student

Counseling Information Center (PIK R/M), which is carried out through an approach from, by, and for adolescents. In addition to a direct approach to teenagers, an approach is also taken to parents who have teenagers, considering that the family is the closest environment for teenagers and is the first and foremost place in character building. Families' approach to teenagers is carried out through the Development of Adolescent Family Guidance Groups (BKR).

Quoted from data released by the Central Statistics Agency (BPS) in 2020, the total population of Indonesia is 273.5 million people, with the number of teenagers aged 10-24 years as many as 67 million people or 24% of the total population. This vast number of teenagers is undoubtedly a big challenge for the government to touch young people in Indonesia so that the message of the GenRe program can be adequately conveyed. The GenRe program, which could be more lively if carried out by going directly into the field, has now become limited due to the COVID-19 pandemic, which has forced various related parties to be required to use social media in their digital campaign practices.

It is not a difficult thing in the current era. The approach through social media in digital campaigns is one of the most effective strategies in this era, considering that young people in Indonesia prefer things that are instant and easy to understand. They are more likely to explore looking for information on social media that they think fits their fashion. Most teenagers admire social media, Instagram, and YouTube. A study conducted by UNICEF with the Ministry of Communication and Informatics, *The Berkman Center for Internet and Society*, from Harvard University, which conducted a national survey on adolescent use and behavior, showed that there are at least 30 million adolescents in Indonesia who access the internet regularly (Lukman, 2014) on (Ayun, 2015).

This approach through social media is undoubtedly a very effective strategy during a pandemic. According to Nasrullah (2015) on (Hidayat, 2020), social media is a medium on the internet that allows users to represent themselves and interact, cooperate, share, and communicate with other users to form virtual social bonds. Social media becomes an essential element to use, considering that the information conveyed will be more effective.

The communication process that occurs in social media has an important role and linkage in communication science, namely in Public Relations. The use of social media in today's communication strategy has received considerable attention, considering that to achieve the target of a program, a communication strategy is needed, and this strategy cannot be separated from the times. According to Cutlip, Center, and Broom (2006:360-362) on

(Loupatty, 2022), strategy is an approach to the concept or general plan designed to achieve goals. The strategy has an essential role in creating a point of view or event. According to Safko (2012) on (Yoni, 2017), four pillars support strategies through social media, namely communication, collaboration, education, and entertainment. Based on this understanding, the delivery of information on the GenRe program is carried out not only about education but also in collaboration with various kinds of entertainment content, which has a youth theme.

The COVID-19 pandemic that hit Indonesia has changed the way people live. Wherewith this pandemic, all activities are carried out online. This is a new way in which we are required to be able to adapt quickly. One of the changes is the delivery of information on the GenRe program by the BKKBN, the GenRe Forum, and other organizations, which before the COVID-19 pandemic, mainly was done face-to-face.

The existence of social media, which is part of the new media, certainly has a positive impact on the dissemination of information on the GenRe program. The media theory initiated by McLuhan explains how the role of the media affects the dissemination of certain information, both physically and psychologically. Using this theory, one can see the influence of a particular communication medium on the listener or recipient to anticipate unwanted effects due to the nature of the communication media. Media theory studies how media and communication processes affect human perceptions, feelings, emotions, and values. This theory is centered on the principle that society cannot be separated from the influence of technology, and technology will remain the center of all levels of society. McLuhan stated that Medium was the message. This statement emphasizes how communication media differ in terms of content and how they are constructed and transmitted through thoughts and feelings.

Reflecting on the delivery of information on the GenRe program in the era of the COVID-19 pandemic as part of a digital campaign, it is true that it is challenging to separate youth from technology/social media as part of new media. The medium certainly affects their every thought and feeling and forms a perception. Therefore, departing from these problems and their relation to media theory, this journal discusses the effectiveness of digital campaigns in conveying information on the GenRe program during the COVID-19 pandemic, focusing on research on how the media package information that can attract public attention. The theory used in this study uses the Media Theory, better known as Media Ecology Theory, proposed by McLuhan to answer the research question.

2. METHODOLOGY

This study uses descriptive analysis with an approach to the interpretive paradigm. The theory used in this study is the Media Theory or better known as Media Ecology Theory, proposed by Marshall McLuhan. In this theory, digital media significantly influences information delivery because it is very instant and close to the community. This study aims to determine how effective the information delivery of the GenRe program is during the COVID-19 pandemic, where this study finds out how the government and related parties package the information content conveyed to the public whether it goes well or not. This study's data came from social media content, Instagram, and YouTube. Using a random sampling method, researchers selected data based on the number of likes, viewers, and subscribers from the public. The research period starts from the beginning of writing, namely February 27 to March 25, 2022. There are three steps in this research, namely; first, the author collects data obtained from social media, Instagram, and YouTube. The selection criteria were based on the relationship between content production results and new media theory. Second, the researcher analyzed the data that had been collected. At this stage, it is based on analyzing the phenomenon and its relation to theory. Third, the researcher concludes the analysis findings to answer the research questions in this research.

3. RESULT

A. Communication Effectiveness

Effectiveness, in general, refers to the extent to which a predetermined goal is achieved. Effectiveness is a condition that indicates the level of success or failure of management activities in achieving goals. At the same time, communication is a process of delivering messages by communicators to communicants through the media that causes inevitable consequences.

Steward L. Tubbs (2010) in Nurmila (2017) suggests that communication can be said to be effective if there are five indications, namely:

1. Understanding, namely careful acceptance of the content of the stimulus as intended by the sender of the message. In this case, the communicator is declared effective if the communicant gains a careful understanding of the message conveyed by the communicator.

2. Pleasure this communication is also called phatic communication, intended to cause pleasure. Communication becomes a relationship between individuals to be warm, intimate, and fun.
3. Influence on attitudes is an action that is close to everyday life. In various situations, individuals try to influence the perspectives of others and try to make others understand the message conveyed.
4. Better social relations, aimed at fostering good social relations, are closely related to humans as social beings who always need each other.
5. Action, the act of persuasion in communication, is used to influence persuasive attitudes. It is also needed to obtain the desired action of the communicator.

B. Social Media as Digital Campaign

Basically, the concept of media is a tool to store and convey information or data for purposes. Thus, it can be interpreted that social media is a tool used to interact using techniques that are very easy to access and facilitate publication to users (Kaplan, 2010) on (Ihsan, 2018).

Social media is now widely used by various circles of society because social media can convey news instantly and be targeted. Its nature, which can reach a broad audience, is the basis for people to use social media as a personal activity and for various purposes, one of which is for digital campaigns. The current digital era has brought many changes in human activities. This is because it is easy to use and helps human work. Because this makes people happy that they cannot be separated from the concept of digitization, especially the millennial generation and generation Z today. Young people are more dominant in using social media to obtain information and express themselves. Through social media, young people can interact, share, and gain insights about activities and other things that are considered necessary. Therefore, it can be understood that social media cannot be separated from people's lives.

Given the increasingly modern era and the COVID-19 pandemic, the use of social media as a digital campaign is a very strategic matter in delivering information on the GenRe program, of course, content packaging must be based on the concept of millennialization because of the nature of teenagers who prefer colorful content and exciting news.

C. Generation Planning Program (GenRe)

The Generation Planning Program (GenRe) is a program initiated by the National Population and Family Planning Agency that aims to facilitate the realization of solid youth,

namely teenagers who behave healthily, avoid the risk of TRIAD KRR (Sexuality, HIV/AIDS, Drugs) and plan a happy little family prosperous. GenRe is needed because it acts as a source of information related to the preparation of teenagers to face a better family life, prepares a mature personality in building a harmonious family, and strengthens planning in managing life for harmony. The GenRe program is aimed at teenagers/students with the following criteria:

1. Teenagers/students aged 10-24 years old and unmarried
2. Families that have teenagers
3. A society that cares for teenagers

The GenRe program has a forum for socialization and counseling activities for teenagers as a form of service called the Youth/Student Information and Counseling Center (PIK-R/M), which was established at the school and the university level.

D. Coronavirus Disease-19 (COVID-19)

Coronavirus Disease 2019 or commonly abbreviated as COVID-19, is an infectious disease caused by SARS-CoV-2. Patients with COVID-19 can experience fever, dry cough, and difficulty breathing. This virus is hazardous because it can attack anyone regardless of age.

Coronavirus can be transmitted through droplets, tiny water particles that usually come out when coughing or sneezing. If these droplets are inhaled or hit the corneal layer of the eye, a person is at risk of contracting this disease. Although anyone can be infected with the coronavirus, those elderly who have chronic diseases and have low immune systems are more susceptible to this infection and its complications.

As a result of this pandemic, all community activities have been significantly disrupted. All activities directly related to face-to-face meeting activities need to be minimized to minimize the spread of COVID-19. The GenRe program delivery activity is no exception, which is currently maximizing the use of digital campaigns to support the government in reducing mobility.

4. DISCUSSION

The presence of new media in the current era has expanded and changed the entire spectrum of life in terms of public communication. Social media allows people to talk,

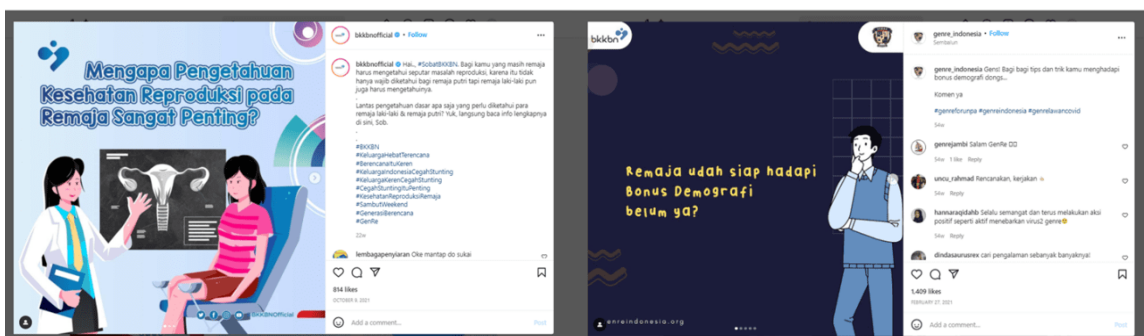
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participate, share, and create networks online. Using social media, various activities can be promoted online because of their effectiveness, reaching various groups instantly.

The use of social media in disseminating information on the current GenRe program is essential, considering that youth are the nation's assets in the future. The government and related organizations are certainly very aggressively using social media in their implementation. The approach through social media is very well targeted, apart from the COVID-19 pandemic, also because of the characteristics of teenagers who are very close to the internet. Instagram and Youtube are two media that teenagers currently favor because they are easy to use. Therefore, the government and related organizations are very aggressive in providing education and understanding the importance of the GenRe program on social media.

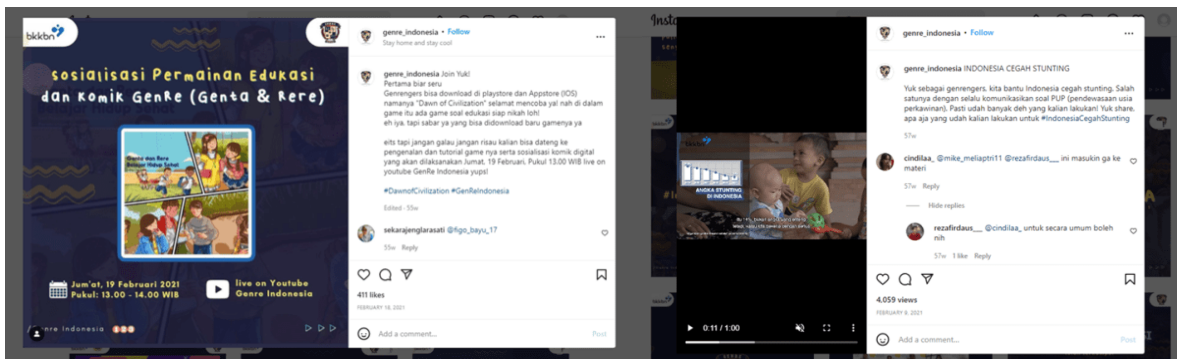
The following is a source of data that the author has collected from social media, Instagram, and Youtube, in disseminating information on the Generation Planning (GenRe) program.

I. Instagram



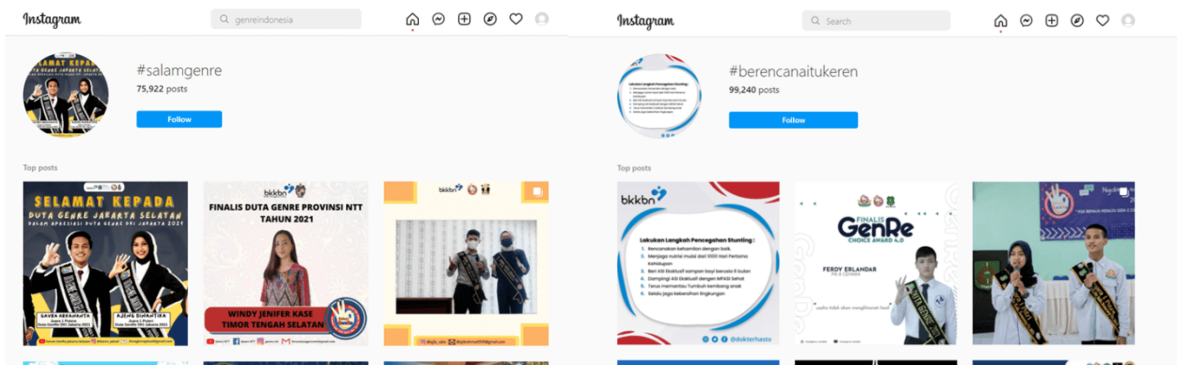
Data 1.1 (Interesting content)

The dissemination of information on the GenRe program carried out on Instagram social media is done by creating exciting content. Messaging content uses more appropriate image visualization. Each content created does not contain much text, and in this way, Instagram social media users can understand the production of messages conveyed through thoughts and feelings, then process them by adjusting the captions displayed on each content.



Data 1.2 (Content contains education and entertainment)

From the data source 1.2 above, disseminating information on the GenRe program on Instagram social media is not only about visual content. However, the Government and the Generation Planning Forum organization also create moving visual content in videos and games that can provide more understanding and fun to people. Teenagers in Indonesia aim to prevent teenagers from getting bored, especially with the COVID-19 pandemic conditions that are troubling the public.

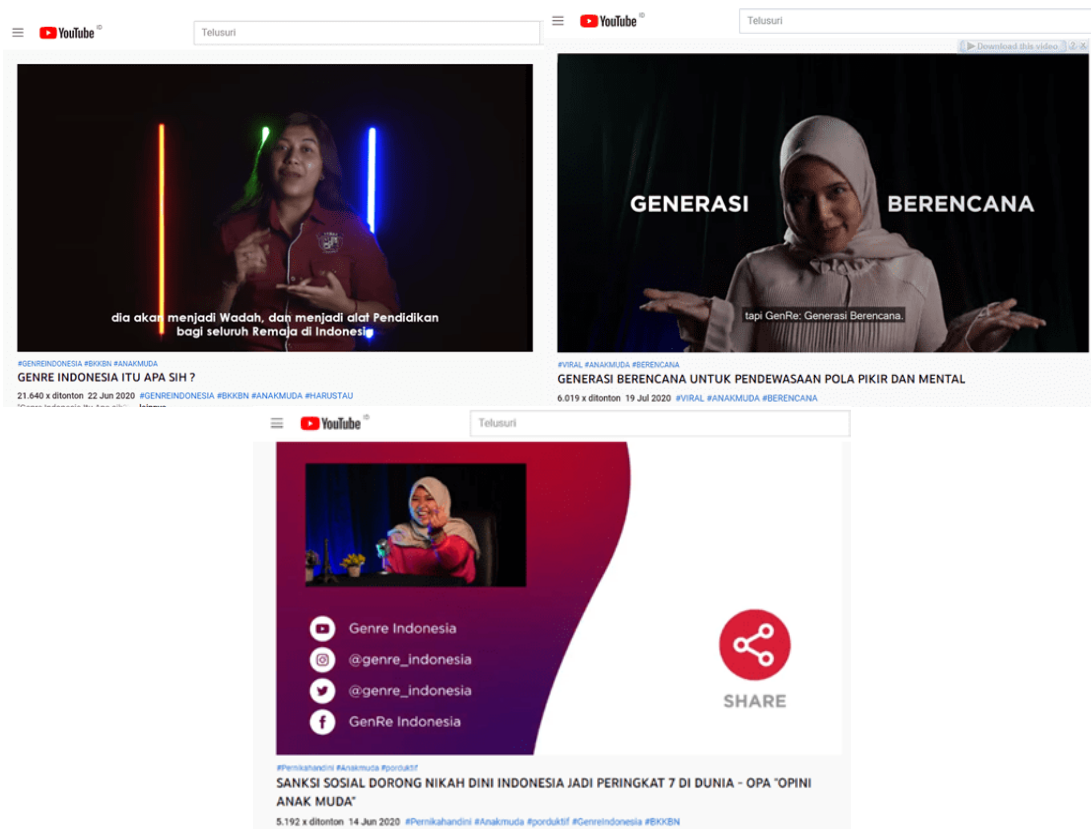


Data 1.3 (Significant hashtag promotion of GenRe program)

From the data presented above, the hashtag about GenRe shows a pretty significant number, through which it can be understood that the level of information dissemination of the GenRe program is relatively high.

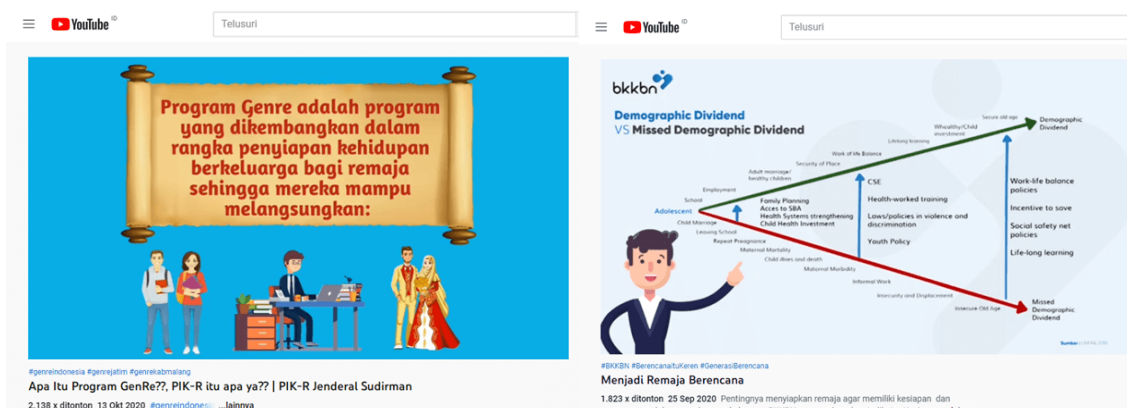
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II. YouTube



Data 2.1 (YouTube content based on the millennial approach)

From the data presented above, the dissemination of information on the GenRe program is carried out using an approach based on the millennial style, such as video podcasts, video explanations of GenRe information in a non-standard style, etc. This kind of technique and method can be said to successfully attract YouTube visitors to learn and understand the importance of the GenRe program and the number can see of viewers seen on the YouTube show.



Data 2.2 (YouTube content based on the visual technique of images and infographics)

An approach to data visualization and animated images is carried out to disseminate information on the GenRe program, as presented in the data sources above. This is intended so that teenagers and other community members can understand the content presented adequately. Infographics in the content are handy for readers because they can save time and make it easy to conclude the delivered content.

From the explanation of the data sources above, the effectiveness of delivering information on the Generation Planning (GenRe) program during the COVID-19 pandemic can be pretty optimal. This can be seen from the delivery of information, and the various approaches taken are very in line with the current developing era. Teenagers prefer content that is to the point and a modern style because this model is easier to understand.

The use of social media, Instagram, and YouTube, is, in practice, very appropriate and effective to use for digital campaign activities. This is because these two media are dominated by millennial teenagers and are close to technology. Instagram and YouTube are two online media included in new media, where this medium can influence individual perceptions and thoughts. This is in line with Media Theory, better known as Media Ecology Theory. This theory explains how media and communication processes affect human perceptions, feelings, emotions, and technological values that affect communication through new technologies. This theory is centered on the principle that society cannot be separated from the influence of technology, and technology will remain the center for almost all levels of society. McLuhan also states that we have a symbiotic relationship with technology that uses media. Humans create technology, and vice versa; technology has formed humans.

This is currently happening; various circles of society, especially teenagers in Indonesia, cannot be separated from what is called technology/social media, especially during the COVID-19 pandemic. Thus, in the current era, the method used by the government and related organizations in promoting the GenRe program through social media platforms such as Instagram and Youtube is very appropriate strategy because, through social media, the target audience indirectly learns and understands the content of the message conveyed.

5. CONCLUSION

The Generation Planning Program (GenRe) is a very strategic program to be developed more broadly, considering that the population in Indonesia is increasing every year. This increase in the number of teenagers is undoubtedly a big challenge for stakeholders to provide understanding to teenagers so that they can become a superior generation to

improve the quality of good human resources. In addition, the COVID-19 pandemic that hit the Indonesian nation became a challenging factor in delivering information on the GenRe Program to the public directly. However, that does not mean that the COVID-19 pandemic is an obstacle, by maximizing digital campaigns, of course, is a strategic and appropriate solution, using social media, Instagram, and YouTube.

Based on the results of the analysis conducted by the authors in this study, the delivery of information on the Generation Planning (GenRe) program conducted on Instagram and YouTube social media during the COVID-19 pandemic was quite effective and able to provide a deeper understanding of teenagers using Instagram and YouTube social media. This can be seen in the number of viewers and news content made more modern following the times. The target audience likes this because the process of delivering information uses non-standard language. Therefore, the presence of social media and strategic delivery techniques are indispensable in the implementation of digital campaigns to reach a wider audience.

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