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### THE EFFECTIVENESS OF PUBLIC SERVICE ANNOUNCEMENTS

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#### ABSTRACT

*Public Service Announcement (PSA) is the informative short films that made with the purpose to increase and give awareness to the society or creating behavioural changes. Media plays an important role in giving awareness to the public. Lots of Public service announcements (PSA) had been made in various platform as one of the used of PSA is to give awareness to the public. For example, through television, short video, radio, social media and others platform. Also, PSA had started to broadcasted on the internet as an alternative advertising media in order to reach out to the younger generation. As many as 10 journals were chosen wisely after going through some process corresponded to the criteria which is related to PSA. Through the findings, it shows whether PSAs effective to the public.*

Keyword: media, public service announcements

#### INTRODUCTION

Public Service Announcement (PSA) is a short informational clip that meant to raise audience's awareness about an important issue. PSA may include interviews, dramatizations, animations and other types of video or audio content as stated by Pennsylvania State University (n.d). Meanwhile, according to Suggett (2019), PSA is about to change public opinion and raise awareness on important issues while disseminating information quickly and efficiently. The example of issues covered for PSA are mostly health awareness which is drinking and driving, drug addiction and Coronavirus Disease or COVID-19 that had become the world's concern. In addition, PSA have being broadcasted on Internet as an alternative advertising media. For example, to reach young audience, United State Government's National Youth Anti-Drug Media Campaign's 100 million USD budget contained significant funding for Internet advertising İnci, Burcu & Sancar, Oya & Bostancı, Seda H. (2017).

Public Service Announcement can be defined as advertisements on issues of public interest presented at no cost as a service to the community (Imma, Dzaa & Zulkifli, Mohd &

Ghani, Siti, 2013). According to 30 second PSA examples (n.d), government, civic groups, organizations and non-profit use radio PSAs to reach a wide and diverse audience, making them an effective marketing tool for the organization. They are using radio PSA because it is more low cost than other broadcasted PSAs such as television.

## **RESEARCH METHODOLOGY**

This review involves studies on the topic published between 2010 and 2020 in the internet such as Google Scholar searched with the key words inclusive public service announcement, media, effectiveness as well as different key words used to get the articles that are related to the particular topic. The key words were entered in English and Malay. Only journal contributions were included.

In a first step, records identified through the database search were selected if their titles matched the topic of interest. In a second step, the references of selected records, as well as of meta-analyses and reviews on the topic were searched for further records. The third step consisted of screening the abstracts of the selected records and excluding them if they did not meet the selection criteria. Finally, the full-text articles were assessed for eligibility (Ridzuan, Ridzuan and Ridzuan, 2018). The articles were included in the review only if they corresponded to the following selection criteria:

- (a) The study evaluated the meaning of Public Service Announcements.
- (b) All articles are related to the public service announcements and its effectiveness,
- (c) The study had an experimental, a statistics and research finding.
- (d) The study was published in a peer-reviewed journal.

There are few articles that correspond to the criteria according to the titles and abstracts. A final total of 10 articles were selected for the review, 10 which were found in the reviews of Imma, Dzaa & Zulkifli, Mohd & Ghani, Siti. (2013), Maidin, A., Sakrani, S. N. R., Wahab, S. A., & Razal, N. A. A. (2019). Hye-Jin Paek, Thomas Hove, Hyun Ju Jeong & Mikiyoung Kim (2011) and more in the table 1 below.

<b>Authors (Year)</b>	<b>Journal</b>	<b>Method</b>	<b>PSAs</b>	<b>Past Year Findings</b>
Imma, Dzaa & Zulkifli, Mohd & Ghani, Siti. (2013)	<b>Social and Management Research Journal</b> (The influence of Malaysian Animated Public Service Announcements (PSAs) on Public Health and Safety Campaign and its Effectiveness among Students)	A survey conducted among students of media studies to identify the influence of animated PSA and its effectiveness on students.	a) animated spoke characters b) animated non spoke characters	Findings shows animated PSA played an important role towards effectiveness of animated PSAs.
Alexandra L. C. Martiniuk, Mary Secco, Laura Yake, Kathy N. Speechley	<b>Health Education Research</b> (Evaluating the effect of a television public service announcement about epilepsy)	A PSAs was developed with the theme ABC's of Seizure Management in 60 deliver first aid for a tonic-clonic seizure and a sample randomly from Grade 5 (9-11 years to complete the questionnaire and questions about PSA.	a) effects of PSA on epilepsy knowledge and attitudes b) effects of the PSA after an in-class epilepsy education program	The findings shows that the children who have seen the PSA were more likely to have higher knowledge and positive attitudes about epilepsy.
Maidin, A., Sakrani, S. N. R., Wahab, S. A., & Razal, N. A. A. (2019).	<b>International Journal of Heritage, Art and Multimedia</b> (Public Service Announcement by Government through Social Media: A public's perspectives)	The research under the exploratory research as it explores the uncertain effectiveness of the government social media on the public perspective.	a) social media	Findings shows that government social media is not really effective as the most informant of public perception.

Kim, E. A, Muralidharan.S (2019).	<b>Journal of Advertising Research</b> (The Role Of Empathy And Efficacy in Public Service Announcements Using Narrative to Induce Bystander Intervention In Domestic Violence)	The study was a two-group randomized experimental design. Also, applied stratified and quota random sampling.	a)characters and dramatic structure in narrative (content)	Findings show that narrative is more effective in PSA compare to non-narrative.
Hye-Jin Paek, Thomas Hove, Hyun Ju Jeong & Mikyoung Kim (2011)	<b>International Journal of Advertising</b> (Peer or Expert? The persuasive impact of YouTube public service announcement producers)	The study employs 2 producer type which is peer and expert to watch the PSA and evaluate. The 3 PSA about child abuse prevention were selected.	a) two types of PSA producer (average college student – peer) and (state-level non-profit organization – expert) b) type of PSA- fear, emotional, informational	Findings show that the young people are likely to respond to PSAs that they encounter online.
İnci, Burcu & Sancar, Oya & Bostancı, Seda H. (2017).	<b>Marketing and Branding Research</b> (Usage of health-theme public service announcements as a social marketing communication tool: A content analysis related to public service announcement in the republic of Turkey, ministry of health's website)	Qualitative content analysis has been used and this study focuses on content and contextual meaning of the observed PSAs.	a) health issue b) target audience c) message appeal d) spoke person / celebrity endorsed.	As a results, assessed PSAs show diversity to some extent and this diversity should be increased in suggested fields. PSAs as important health communication tools.

Ti, L, Fast,D. Small, M., Kerr, T., (2017)	<b>Harm Reduction Journal</b> (Perceptions of a drug prevention public service announcement campaign among street- involved youth in Vancouver, Canada: A Qualitative study)	The study conduct through an interview with the respondent age from 20-32 years. The participant will watch the PSA video about DrugsNot4Me and will give a review.	a) video and audio component in the PSA b) fear based appeals	Findings indicate that the PSAs were simplistic and lacked of information and emotionally harmful
Xiao, W. A. N. G. (2018).	Intercultural Communication Studies (Responses to HIV Public Service Announcement s: The mediating Role of Attitude towards the Ad and Source Identification)	Data were collected through an experimental study which attempted to explore how White and Black audience reacted. Only male spoke persons were selected to avoid introducing an additional factor.	a) message appeal (content PSAs) b) source identification (spoke person)	The findings show that the use of attractive, expert, ethnically spoke persons is more likely to enhance persuasion effects.
Purnamasari, O., Ardia, V., & Handoko, D. (2018).	<b>Malaysian Journal of Social Science and Humanities (MJSSH)</b> (Persuasive Communication Pattern of Public Service Announcement, A highlight of Cancer Education by Indonesia	Focus Group Discussions were conducted which is the participant is final semester students. 3 different versions of PSA were show to them. i) visual PSA – 30sec	a)communicator / spoke persons b)message and media (channel)	The findings show that the PSA communication pattern of research refer to endorsers / spoke person, message execute such as animation and last is duration.

	Government in Television)	ii) animated PSA - 30sec  iii) animated PSA – 60sec		
Liem, S., Marta, R. F., & Panggabean, H. (2019).	<b>Journal the Messenger</b> (Sanitation Behavior and Risk of Stunting; Understanding the Discourse of a Public Service Announcement)	Method use is Critical Discourse Analysis (CDA) which is a method use to analyze social issues.	a) message as the content of PSA b) structure which message is conveyed c) format of PSA d) messenger who deliver the message / spoke persons	Finding show the elements of effective PSA successfully conveys the government main messages about stunting, covering the definition, period of time when it happens, indicators and risk factors.

Table 1

## CONCLUSION

Public Service Announcement is known as important role and widely used by government or organization in convey the message of certain issues, giving awareness and for behavioral change. Public Service Announcement is widely used for giving awareness. It can be seen that the PSA can influence people behavior and thinking. The PSAs that include with different type of appeal such as fear, emotional, and information shows it is effective to attract public attention. Other than that, it shows that animated PSA is more effective rather than Visual PSA due to the animation, audio used in the Public Service Announcement.

PSA is widely used in television and social media however, through a radio there are not many PSA I can found. Radio should also be one of the Platform for PSA. This can be change if the script for the PSA is interesting and can gather the attention of the public.

Furthermore, the uses of Public Service Announcement should be more develop in Malaysia especially if want to attract younger generation because it can be seen through the findings that PSA can influence younger generation if the duration is not long, animated Public Service Announcement also the content of the issues discussed in the Public Service Announcement.

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