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**DESCRIBING ADVERTISING APPROACH BY MINISTRY OF HEALTH MALAYSIA
FOR PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN:
CASE STUDY ON ANTI DENGUE CAMPAIGN IN PRESS AD**

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Abstract

The Ministry of Health Department had put in a lot of effort in promoting a better lifestyle among Malaysia society through public service announce campaign that include anti-dengue campaign throughout media, but the public doesn't care and less participated in efforts to eliminate and reduce the cases of dengue fever that gong increase yearly. The government has spent almost RM 1.7 million in 2010 for media promotion in providing information about aedes mosquito that involves various approaches, most of them are emotional appeal, and it clearly applies in educating people about prevention, treatment and awareness as a vector that carries dengue virus. All this approach is objectively to ask public in adopting positive attitude to prevent the issue.

The purpose of the study is to analyze and determine the advertising approach on existing anti dengue camping by Department of Health Promotion in Ministry of Health Malaysia. To conduct this study, a mixed method approach was employed which encompasses a visual analysis by referring to advertising category and a consumer perception survey.

In the first stage, samples of anti-dengue camping approach being analyze and highlighted Facts, Motivation & Inspiration, Life Experience and The Problem is the Solution are the most frequently approach apply in the camping

In the second stage, conducting a survey towards public perception on Knowledge on aedeses Mosquito as vector. beliefs toward dengue prevention. Attitude on prevention behavior. Interpretation on Visual Message.

Key words: Tone of advertising, anti-dengue campaign

INTRODUCTION

Ministry of Health Department has made a lot of efforts to increase the awareness and knowledge of the societies about the dangers of the Aedes mosquitoes and dengue fever. However, the public does not care and do not engage actively in the effort to destroy the Aedes mosquitoes and reduce rate of people suffered from dengue fever. This is one of the reasons why dengue fever continues to increase each year and mortality rates of dengue fever did not decrease. The main problem of this study is to find a suitable advertising approach that can be displayed in a visual form to increase the awareness, knowledge, and public involvement as recommended in the campaign.

Throughout this research paper, the researcher will assess the approach that has been applied in developing a creative strategy that involves in the development of the big idea of advertising in print ads for an anti - dengue campaign that has been applied by the Department of Health Promotion.

The ideas apply in this anti-dengue campaign advertisement by show fact and state the total number of dengue cases and deaths cases in the print ad is to develop a perception on danger of dengue virus by using statistic to show endemic situation. There are various options in visualizing data or statistic.

One of it is infographic. Rajamanickam (2005) defines infographics as visual elements such as charts, maps, or diagrams that aid comprehension of a given text-based content.

METHODS

Exploratory case study

Researcher became aware that there is a sharp increase in deaths from dengue virus outbreak is linked to the attitude of the society. Therefore, the design problem is to increase public awareness that there is a connection between the death cases and preventive action. In this research, the researcher explored the websites to know more about anti-dengue campaign. The researcher also made an analysis on the campaigns in the press ad and news reported on television. Then, the researcher also analysed any reported of updating the current statistics regarding the issue in Klang Valley only.

Oral interview

The first interview is with the Health Promotion Division, Ministry of Health Malaysia, Mr. Azman Ab Rashid as a Senior Assistant Director, The purpose of this interview is to identify that category approach has been applied and the big idea in the message has been portrayed in the press ad campaign from 2009 until 2011. From the interview, the researcher defines that most of the objective of the campaign is to persuade people by motivating them to discharge ideas and gain public support and together involve in control and prevention methods that have been suggested in the advertising message on the campaign. This research also conducts an interview with Dr. Khairul Rafizah as the Head of Assistant Director in Quality Control Unit of Selangor Health Department. He gave detail explanation regarding the main issue on the potential facts of Aedes mosquito - from the possible breeding areas that includes internal and external environment to the process of virus transmission until the final stage of dengue symptom.

Preliminary survey

From September to November 2011, the questionnaire survey has been conducted at Selangor district with two focus area groups that were reported as higher dengue cases in 2011. From the random sample survey, the selected groups of participants are from two different residential areas in PJS 8 and PJS 10 Petaling. The question from the questionnaire formulated into four different types of section:

- i Knowledge (Vector-Aedeses Mosquito)
What barriers hinder the adoption of the dengue prevention practice?
- ii Belief (Prevention/Symptom/Treatment)
Are there any differences in beliefs toward dengue prevention?
- iii Attitude (Responsibility)
What factor will motivate the adoption of prevention behavior?
- iv Interpretation (Visual Message)
What is the current focus group participant's interpretation of a prevention message in printed media?

Building a prototype

Before starting any development idea to apply in the advertisement, the early stage is to determine design process; the researcher has outlined the stage in developing advertisement campaign by

applying infographic as a stylistic feature in visualizing data statistic.

Testing prototype Questionnaires

The questionnaires have been distributed to 50 public among three major races in Malaysia mainly Malay, Chinese and Indian, around Selangor area, Petaling district and Gombak district. The selection of these places and respondents is based on the location: in urban and sub-urban areas.

RESULTS

From the prototype survey, researcher manages to find out the same important element that influences respondents' perception while judging the prototype layout. The most prominent element includes visual presentation, message and character of text and the message should be appealing.

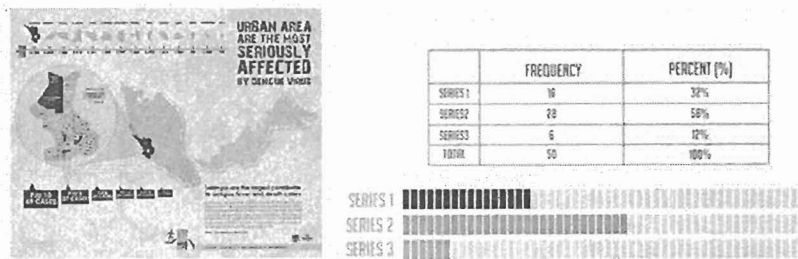


Figure 1: Launch Press Ad Series 2 (Action)

Overall, it shows that from all the three series of an Launch Ad, the most preferable and manage to influence audiences to take action after seeing the ad is advertisement series 2, with highest voting (56%) from respondent comparable to the 1st series (32%) and 3rd series (12%).

DISCUSSION

There are three major elements to be successful in developing effective advertising campaign for public service advertising

- i. Clarify on the objective of the campaign with realistic target.
 - ii. Be specific with target audiences
 - iii. Appropriate in qualitative features.
- i) Clarify and Realistic in Developing Campaign Objective -.** Changing attitude or behavior is a complex process, to overcome the problem; the objective must convince the person that the issue or problem are related to them and drag their desire where they intend to change their behavior and provide the way to overcome the problem. There are three different approaches that can be applied to develop a convincing ad message,
- i. Persuasion –impact on beliefs, attitudes, behavior
 - ii. Instruction- interaction necessary to correct mistakes
 - iii. Raising Awareness - to show an effect and consequences
- ii) Specific Target Audience -** Focus on targeting an audience should be specifically defined as the personal of the ad and the more likely respond to reply on the campaign. It is also to identify relatively group acceptance to be influenced, and to consider what would be the main focus to change.

iii) Appropriate in qualitative features - To grab attention from audience to notice the ad, the message must be remained in the mind of the viewer. It depends on the appropriate type of appeal applied, with the message well delivered, easy to understand and relevant to the audience. The technique's selection and tactic in creating creative execution of the message are also important factors in developing an advertising campaign.

CONCLUSION

The conclusion of the survey method has answered the research question. After conducting a research and survey on the design issue, a transformation on the changing scope in different approach has been determined. As discussed earlier regarding specific target audience, the design that is recommended focuses more towards the targeted audience by stating specifically the location where the highest number of cases are reported, based on real cases report. Hence, using print ads to represent statistical data is an effective method for the government and local authorities to report dengue cases and death rates due to dengue in locations where the disease is prominent so that immediate actions can be taken and those in close risks will take necessary precautions.

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