

**PESAN KAMPANYE #PADATEMPATNYA TERHADAP SIKAP
MENDUKUNG PERILAKU HIDUP BERSIH DAN SEHAT (PHBS)
MASYARAKAT
(SURVEI PADA PENGUNJUNG XXI DI CITY PLAZA JATINEGARA)**

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Abstrak

Jumlah layar bioskop yang semakin meningkat memengaruhi jumlah penonton bioskop. Maka dari itu, terdapat potensi untuk penonton meninggalkan sampah di dalam bioskop yang perlu diatasi demi mendukung perilaku hidup bersih dan sehat (PHBS). **Tujuan penelitian** adalah untuk membuktikan adanya pengaruh pesan kampanye #PadaTempatnya terhadap sikap mendukung PHBS masyarakat. Pendekatan yang digunakan dalam penelitian adalah **kuantitatif survei** yang menguji **Teori Integrasi Informasi** pada pengunjung XXI di City Plaza Jatinegara sebanyak 100 orang. Teknik sampel yang digunakan *accidental sampling* sedangkan pengolahan data menggunakan kuesioner. Pesan kampanye diukur berdasarkan dua (2) dimensi yaitu Isi Pesan dan Struktur Pesan sedangkan sikap diukur berdasarkan tiga (3) dimensi yaitu kognitif, afektif, dan konatif. **Hasil uji regresi linear sederhana** menunjukkan bahwa arah pengaruh pesan kampanye #PadaTempatnya dengan sikap mendukung PHBS masyarakat bernilai positif. **Hasil koefisien determinasi** menunjukkan bahwa terdapat pengaruh sebesar 66,4% antara pesan kampanye terhadap sikap mendukung PHBS masyarakat. Hasil tersebut diperkuat dengan **hasil uji hipotesis** yang menyatakan bahwa H_0 ditolak dan H_a diterima, artinya terdapat pengaruh antara pesan kampanye terhadap sikap mendukung PHBS masyarakat. **Kesimpulan** dari penelitian adalah pesan kampanye #PadaTempatnya memengaruhi sikap mendukung PHBS masyarakat, khususnya pada pengunjung bioskop XXI di City Plaza Jatinegara.

Kata Kunci: Pesan Kampanye, PHBS, Sikap Masyarakat, Teori Integrasi Informasi

**CAMPAIGN MESSAGES #PADATEMPATNYA TOWARDS SUPPORTIVE
ATTITUDE OF CLEAN AND HEALTHY LIVING BEHAVIOR (PHBS) IN
THE COMMUNITY
(SURVEY OF XXI VISITORS AT CITY PLAZA JATINEGARA)**

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Abstract

*The increasing number of cinema screens affects the number of cinema viewers. Therefore, there is the potential for visitors to leave trash in the cinema that needs to be overcome in order to support clean and healthy living behaviors (PHBS). **The purpose of this study** was to prove the influence of #PadaTempatnya campaign messages on the supportive attitude of PHBS in the community. The approach used in this study is a **quantitative survey** that tests the **Information Integration Theory** on XXI visitors at City Plaza Jatinegara as many as 100 people. The sample technique used was **accidental sampling** while data processing used a questionnaire. Campaign messages are measured based on two (2) dimensions namely Message Content and Message Structure while attitude is measured based on three (3) dimensions namely cognitive, affective, and conative. **Regression test results** show that the direction of the influence of the #PadaTempatnya campaign messages with the supportive attitude of PHBS in the community is positive. **The results of the coefficient of determination** indicate that there is an influence of 66.4% between campaign messages to the supportive attitude of PHBS in the community. These results are strengthened by the results of a **hypothesis test** which states that H_0 was rejected and H_a was accepted, meaning that there is an influence between the campaign messages on the supportive attitude of PHBS in the community. **The conclusion of the study** is the #PadaTempatnya campaign messages influence the supportive attitude of PHBS in the community, especially on XXI cinema visitors at City Plaza Jatinegara.*

Keywords: Campaign Messages, Community Attitudes, Information Integration Theory, PHBS