

The Influence of “Every U Does Good Heroes” Public Relations Campaign Message on Followers Attitudes regarding Unilever Indonesia’s Vision and Mission on Instagram @unileveridn

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ABSTRACT

This research was intended to explain the influence of campaign message Every U Does Good Heroes on the followers of @unileveridn. Unilever Indonesia has run a campaign of Every U Does Good Heroes since August 2021 until now. The campaign invites individuals or companies to extend kindness to others in simple ways. To provide kindness for around, Indonesia Unilever guides on three pillars that are in line with this campaign. These pillars are building more sustainable planets, improving the health and well-being of the community, and contributing to a just and inclusive society. The kind of research is explanatory quantitative, with online methods of surveys and simple linear regression as data analysis techniques. The number of samples, as many as 100 followers of @unileveridn based on purposive sampling. Research has shown that campaign messages influence the followers of @unilever. The highest influence is on the message structure sub-indicator, namely conclusion statement. The lowest influence is in the message's content sub-indicator, supporting material that contains the purpose of campaign message. Research shows that variable x: public relations campaign message also has strong correlation with variable y: attitude. This was due to campaign messages consistent with three pillars of Unilever Indonesia.

Keywords: *public relations; public relations campaign message; followers attitude; Unilever Indonesia*

INTRODUCTION

Rice and Paisley in Anggani, (2014), declare that the campaign was someone's desire to individual opinion and public, trust, behaviour, interest, and the desire of the audience with the charm of a communicative communicator. Whereas, Rogers and Storey in Kusanti & Leliana, (2018), says that the campaign was a process designed with a conscious condition, slowly, and continuously done at a certain time with a purpose to persuade the target audience.

According to Sugianto and Sembiring (2019), the public relations campaign can be defined as it continues to enlighten and motivate people against an activity or certain programs through processes and communication techniques are ongoing and had been planned previously.

Based on the campaign definition above, communication has an important role in the process of campaign execution. It was meant to get the audience of the campaign understanding the message contained within. Furthermore, the campaign aims to persuade and motivate the audience to partake of the campaign's proceedings. Creating a certain effect or impact according to the plan that had also been made the goal of the campaign. Campaigns usually conducted by taking specific themes and expert sources comply with the assigned theme. A good campaign will be carried out sequentially for public benefit or particular party (Anggani, 2014).

Pfau and Parrot in Venus, (2019), explained that the campaign was a consciously designed, incremental, and continuous process that is carried out within specific vulnerable time with a purpose affecting a set audience of targets. Public relations campaign is a coordinated attempt to affect the people, both supportive and disapproving of the mission made, with the intent of encouraging objectives to imitate the will of the organization or promote its organizational activity.

In promoting the activity of the organizations, organizations must know what is the problem in this era. After that, they can identify the problem and solve it with strategy and tactics. Indonesia is a developing country that has large populations and natural resources overwhelmed by complex social and environmental issues. Interactions between social factors, such as poverty, economic inequality, migration, urbanization, and cultural issues, with environmental factors, such as deforestation, degradation of land, air, water pollution, and climate change, present serious challenges for Indonesia's continued development. Populix was a research and provider platform online survey linking individuals to respondents across Indonesia. According to research done by Populix, 42 percent of Indonesia's people said they were familiar with environmental issues. Whereas, another 55 percent say they are familiar with this issue (Populix.co, 2022). Meanwhile, for social issues in Indonesia, 20 percent people say they were familiar with it. 30 percent of people claim that they were familiar enough. Then, another 49 percent of people declared they were unfamiliar with social issues in Indonesia.

Based on the above issues, the thing that an organization can do is to hold a campaign. Campaign is a part of a public relations activity. Public relations is a management function to reach certain goals that must previously have a clear work program and detailed, fact-finding, planning, consuming, to evaluate what result it has accomplished. It is in line with the Unilever Indonesia which has stood since December 5, 1933, Unilever Indonesia grew into one of the fast moving consumer goods (FMCG) prominent in Indonesia who always accompany people's daily lives through some product. Moreover, the company hosts a campaign entitled Every U Does Good Heroes. It is an annual campaign that brings in individuals or the company to be able to provide kindness for others through a variety of simple ways. The campaign of Every U Does Good Heroes has a message which contains the vision and mission of Unilever Indonesia. The vision of Unilever Indonesia is to be a leader in the global market in terms of creating sustainable business; based on the purpose-led and are able to compete in the future

(future-fit). On the other hand, the mission of Unilever Indonesia is to increase the preservation of the planet, improve public health, confidence, and welfare, and help to create a more just and inclusive world.

Researchers attracted to examine the title “The Influence of Public Relations Campaign Message on Followers Attitudes regarding Unilever Indonesia’s Vision and Mission on Instagram @unileveridn” is to find out the extent to which this campaign can change followers attitudes on Instagram @unileveridn. How does the campaign message of Every U Does Good Heroes affect followers to do the same according to the three pillars of Unilever Indonesia. Why researchers are taking this research is because the campaign Every U Does Good Heroes made by Unilever Indonesia since 2021 is effective in achieving their goal of contributing in a more just and inclusive society. Based on data obtained from the survey in 2021, a majority or 77,4% of young people in Indonesia were interested in the environmental issue. Only 22,6% of those respondents were not interested in environmental issues. In detail, 78,2% of the respondents from generation Z (14-24 years old) were intrigued by environmental issues. From generation Y (25-40 years old), 76,5% of respondents are interested in environmental issues (Katadata.id, 2021). Whereas, by 2023 a survey conducted by Indonesia Political Indicator Researcher, Kennedy Muslim revealed one of the major focuses of the younger generation is the environmental issues. One of them is the generation Z and millennials awareness of environmental issues up to 82%. Based on the data above, it seems to suggest that there is an increase of 4,6% in the last two years.

However, in 2024, environmental surveys didn’t exist, so researchers would like to know how far the campaign of Every U Does Good Heroes has stretched to followers' attitudes regarding Unilever Indonesia’s vision and mission on Instagram @unileveridn. Because it’s based on 2021’s done by the Coffee Shop and 2023’s done by Political Indicator Researcher, as much as 77,4% of Indonesia’s young people are attracted to environmental issues and 82% of generation Z and millennials have awareness about environmental issues. Which kameans there is 4,6% of increase. That’s why researchers want to find out how far the campaign of Every U Does Good Heroes has influenced that followers' attitude of Unilever Indonesia’s vision and mission on Instagram @unileveridn.

LITERATURE REVIEW

Public Relations

Jefkins in Rahmadilaga, (2017), claims that public relations is a series of activities done in harmony and carried out continually and systematically in order to achieve goals that an organization has already targeted. Public relations in this explanation focuses on overcoming the communication obstacles that require a certain change. According to the Institute of Public Relations (IPR) in Gregory, (2018), public relations is a business that has been made and executed in a general way constantly to establish and maintain a good name between an organization and the public. Thus, between organizations and the public will create an agreement that will create change.

Public Relations Campaign

Ostergaard in Venus (2004) affirmed that the campaign should start from an identification problem. The first step toward the campaign source is identifying factual problems that are felt. Then, it causes an effect on the existing facts. The second stage is campaign management ranging from design to execution to evaluation. Research is in order to identify characteristics of the target audience to be able to formulate a message, the campaign's actor and the channels to technical implementation of the appropriate campaign. At this stage, the management of this entire campaign program is directed to expose and affect aspects of the knowledge, attitude and skill of the target audience. These three aspects become prerequisites for change in behaviour.

The campaign's management phase ends with an evaluation of the effectiveness of programs that are implemented, covering whether the campaign message reaches the people, whether the people can receive the message's content, and whether the people can remember it. This last stage looks at the problem coping aspect. In the assessments stage that are directed at the effectiveness of campaigns to eliminate or reduce problems as has been identified before the campaign began.

The aspect of the campaign in the Ostergaard Model consists of a message that can support the effectiveness of a message. Referring to Bettinghaus, Applbaum & Anatol, Shimp and Delozier and Johnston in Venus (2012), there are at least two important aspects to attend to, which is the content of the message and the structure of the message.

1. Message content, including message materials, message visualization, and approach to the referral group. Here is an explanation of the message's content indicator:

- Supporting material. A lot of research has found supporting material such illustrations and historical events in a very message affecting the recipient's perception.
- Messenger visualization. The message's content must include visualization about the certain positive impact to everyone that are expected to emerge from the target audience. More real message visualization makes it easier for people to evaluate the message and sets out an attitude to receive or reject the content of the message.
- Group reference approach. A group of certain inspirational people to others and become role models or models that can be representative of the organizations. In that way, campaign messages can be adopted by the masses in a good way.

2. Message structure covers the side of the message and the conclusion statement. Message side shows how the argument underlying a persuasive message is presented to the public. Here's an explanation of the message structure indicator:

- Message side. The side of the message illustrates how the argument underlies a persuasive message was presented to the multitude. If the campaign mounts presented messages that supported his position and so he used the one side pattern (one sided fashion). If the campaign's perpetrators present some of the weaknesses of his positions or some of the strengths of the other party, then so be it using the two-sided message pattern (two sided message).

- Conclusion statement. Relating to the statement whether the campaign's perpetrator needs to present explicit or explicit message conclusions letting the audience conclude their own message.

Attitude

The attitude in general is often defined as a course of individuals actions to respond to a thing (Azwar, 2017). Another meaning of an attitude is a reaction or response to an assessment that arises from an individual to an object. Attitude can also be said to be a manifestation of consciousness to individual surroundings. The process that begins to form an attitude is the existence of an object around the individual that gives a stimulus that then hits the individual's sensory apparatus, information that is captured regarding objects then processed in the brain and produces a presence reaction. The attitude that an individual shows toward an object has a structure that is made up from some of the components. Azwar (2017) explains the component in the attitude structure are as follows:

1. A cognitive component, which is a belief and understanding of an individual in an object through the process of seeing, hearing and feeling also trust and understanding. Being formed gives information and knowledge about the object.
2. An affective component, one that deals with emotional subjective problems of individuals towards something.
3. A behavioral or conative component of the individual's disposition to the object it faces.

Social Media

Social media is a web media that permits clients to effectively take an interest, share, and make substance such as blogs, social systems, wikipedia, gatherings, virtual universes, and so on. Blogs, social networks, and wikipedia are the foremost common social media shapes utilized by individuals all over the world. Another claim is that social media is online media, social media underpins social interaction, and social media employs web-based innovations that turn communication into intelligent discourse (Cahyono, 2016).

METHODOLOGY

Research Conceptualization

The method of research used in this study is survey. A survey method was chosen to identify the influences of Every U Does Good Heroes public relations campaign message on followers' attitudes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn. According to Sugiyono (2018) survey methods are quantitative research methods used to get data that happened in the past or time it is about belief, opinion, characteristics, behaviour of variable relationships and to test multiple hypotheses on sociological and psychological variables from samples taken from certain populations, data-collection techniques with observations (interviews or questionnaires) which is not profound, and research results tend to be generalized.

Research Subject and Objects

Sugiyono (2015) declares that the understanding of the object of research is an attribute or people's assessments, objects or activities that have certain predetermined variations by researchers to then study and come to conclusions. Subjects or respondents are the parties used as samples in this research. The object in this study is a public relations campaign message and attitude. The research subjects are the followers of @unileveridn. The target audience in the Every U Does Good Heroes campaign is followers of @unileveridn, millennial generation and generation Z who have not participated in this campaign.

Researchers choose Instagram as subject to this study because based on the research done by We Are Social, Instagram comes second in proportion of users 85.3% after Whatsapp in Indonesia (Databoks.katadata.co.id, 2024). Besides, Instagram is a social media that is easily understood, used by all peoples especially millennials and generations Z, and it has diverse features that can be facilitating the organization's message delivery (Sugiaro, 2018).

Data Collection and Analysis

Sugiyono (2018) states the questionnaire as a data collection technique by presenting a set of questions or written statements to the respondents to answer them. The questionnaires used are the scale of a likert-scale questionnaire or scale rating questions. It is used to measure someone's attitudes, opinions, and perceptions or a bunch of people's perceptions about social phenomena. Answers to any instrument item that uses the likert scale is varying from very positive to very negative.

The data analysis used in the research is simple linear regression. Simple regression is based on functional or causal relationships of one independent variable with dependent variables (Sugiyono, 2017). Regression tests are used to test relationships between free variables (independent variables are also referred to as predictors and variables attached (variable) are also called kriterium. The purpose of regression analysis is to provide a basis for predictions and gives the basis for the talk about covariance analysis. Relationship or correlation between free and bound variables can be described in the form of regression lines. Regression line could be a straight line, or it could be a curved line. Regression line it's an equation called a regression equation. Regression analysis is to make the decision whether its up and down variables can be made through improved independent variables or not.

RESULTS AND DISCUSSION

Before releasing the questionnaires to 100 respondents, researchers will conduct tests validity and reliability of statement items found in questionnaires. Researchers first release the questionnaires to 30 responders. Validity test done for a valid measure of a questionnaire. A questionnaire is declared valid when a statement on a questionnaire capable of expressing that will be measured by the questionnaire (Sugiyono, 2018). The validity test will be seen from the original corrected correlation items bigger than the r table. The statement is valid if the value of correlation (r) > critical point: 0.361. Here's the validity test that has been done:

In this study, to know whether or not each instrument is used, a test is made on the instruments so as to know whether they have validity logic or not. To see whether instruments

are valid, researchers using IBM SPSS Statistics 26 program with a clause when they are correlated above 0.361 it can be determined that the instrument grains are valid, otherwise r correlation is below 0.361 and it can be determined that the instrument grains are not valid.

Table 1. Validity Statistic of Variable X: Public Relations Campaign Message

Indicator	Sub Indicator	Item	r-count	r-table	Valid
Message Content	Supporting Material	1	0,786	0,361	Valid
		2	0,778	0,361	Valid
		3	0,661	0,361	Valid
		4	0,641	0,361	Valid
	Message Visualization	1	0,573	0,361	Valid
		2	0,702	0,361	Valid
	Reference Group Approaches	1	0,565	0,361	Valid
		2	0,647	0,361	Valid
		3	0,560	0,361	Valid
Message Structure	Message Side	1	0,688	0,361	Valid
		2	0,807	0,361	Valid
		3	0,726	0,361	Valid
	Conclusion Statements	1	0,712	0,361	Valid
		2	0,730	0,361	Valid

	3	0,773	0,361	Valid
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Source: The Researchers, 2024

Based on table 1 above, all statement items for variable x are valid. Known value of coefficient correlation (r) from the item variable statement x has positive value. Furthermore, it is known that the coefficient value of the correlation of the greater statement of items r table is 0.361. Therefore, this questionnaire can be disseminated to the rest of the group.

Table 2. Validity Statistic of Variable Y: Attitude

Indicator	Item	r-count	r-table	Valid
Cognitive	1	0,607	0,361	Valid
	2	0,738	0,361	Valid
	3	0,792	0,361	Valid
Affective	1	0,768	0,361	Valid
	2	0,862	0,361	Valid
	3	0,725	0,361	Valid
Conative	1	0,788	0,361	Valid
	2	0,759	0,361	Valid
	3	0,747	0,361	Valid

Source: The Researchers, 2024

Based on table 2 above, all statement items for the y-variable are valid. Known value of coefficient correlation (r) from the items variable statement y has positive value. In addition, the coefficient value of the correlation from the larger statement items is 0.361. Therefore, this questionnaire can be disseminated to the rest of the group.

Table 3. Reliability Statistic of Variable X: Public Relations Campaign

Cronbach's Alpha	N of Items
0,918	15

Source: The Researchers, 2024

Based on table 3 above, showing the results of the religious testing on variable x are reliever. Because the score of cronbach's alpha is larger than 0.6 which is 0.918. Questionnaire stated it's religious when a statement answer is consistent. It's called religious if you want consistent results or answers to the same symptoms, though used repeatedly (Kriyantono, 2006).

Table 4. Reliability Statistic of Variable Y: Attitude

Cronbach's Alpha	N of Items
0,903	9

Source: The Researchers, 2024

Based on the table 4 above, showing the results of religious testing on the y variables are reliever. Because cronbach's alpha is bigger than 0.6 which is 0.903. Questionnaire stated it's religious when a statement answer is consistent. It's called religious if you want consistent results or answers to the same symptoms, though used repeatedly (Kriyantono, 2006).

ANALYSIS AND INTERPRETATION

Descriptive Statistic of Variable X: Public Relations Campaign Message

The class of interval use to classify the respondents's answer is:

1,00 < 2,33 = Low

2,34 < 3,66 = Medium

3,67 < 5,00 = High

Table 5. Mean Value of Sub Indicators Message Content: Supporting Material

NO.	Statement	STS	TS	N	S	SS	Total	Mean	Total Mean
1.	Respondents gained an understanding of the “Every U Does Good Heroes” campaign program intended to find the heroes who was featured in creating the greener Indonesia on @unileveridn Instagram account.	1	1	12	56	30	100	4,13	4,15
2.	Respondents gained an understanding of the “Every U Does Good Heroes” campaign program intended to find the heroes who was featured in creating a healthy and prosperous Indonesia on @unileveridn Instagram account.	2	1	9	53	35	100	4,18	
3.	Respondents gained an understanding of the “Every U Does Good Heroes” campaign program intended to find the heroes who was featured in creating fair and inclusive Indonesia on @unileveridn Instagram account.	1	1	14	57	27	100	4,08	

4.	Respondents gained an understanding of the uniqueness of the Every U Does Good Heroes program that the ten best heroes received micro grants from Unilever Indonesia on @unileveridn Instagram account.	1	0	12	50	37	100	4,22
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Source: The Researchers, 2024

Based on table 5 above, the highest average is 4.22 with the statement that respondents gained an understanding of the uniqueness of the "Every U Does Good Heroes" program, that the ten best heroes received micro grants from Unilever Indonesia on the Instagram account @unileveridn. A total of 1 respondent answered strongly disagree, 12 respondents answered neutral, 50 respondents answered agree, and 37 others answered strongly agree. Based on the respondents' answers above, it can be seen that there is a connection between the statement submitted and one of the elements of the social media campaign, namely key messages. When key messages are created, the vocabulary and content must be based on the individuals who are the targets of the social media campaign communication (Kim, 2021).

Table 6. Mean Value of Message Content Sub Indicator: Message Visualization

NO.	Statement	STS	TS	N	S	SS	Total	Mean	Total Mean
1.	Respondents know about Unilever Indonesia's logo through videos related to the "Every U Does Good Heroes" campaign on @unileveridn Instagram.	0	2	17	47	34	100	4,13	4,14

2.	Respondents were aware of the existence of experienced mentors through uploads related to the “Every U Does Good Heroes” campaign on @unileveridn Instagram.	0	1	14	54	31	100	4,15
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Source: The Researchers, 2024

Based on table 6 above, the highest average is 4.15 with respondents stating that they were aware of the existence of images of experienced mentors through uploads related to the "Every U Does Good Heroes" campaign on Instagram @unileveridn. A total of 1 respondent answered disagree, 14 respondents answered neutral, 54 respondents answered agree, and 31 others answered strongly agree. Based on the respondents' answers above, it can be seen that there is a connection between the statements submitted and the tactics which are one of the elements of a social media campaign. Tactics are specific actions or steps taken to achieve campaign goals (Forbes & Sedorkin, 2015). The tactic used in this campaign is to upload pictures of experienced mentors on the Instagram account @unileveridn.

Table 7. Mean Value of Message Content Sub-Indicators: Referral Group Approaches

NO.	Statement	STS	TS	N	S	SS	Total	Mean	Total Mean
1.	Respondents believe that the reference group's information about Indonesia's young generation is able to persuade Indonesian people who have not yet participated in the "Every U Does Good Heroes" campaign on @unileveridn Instagram account.	0	0	11	58	31	100	4,20	4,26

2.	Respondents believe that the reference group's information about Unilever Indonesia is able to persuade Indonesian people to care about the environment and social issues in Indonesia on @unileveridn Instagram account.	0	0	9	53	36	100	4,25
3.	Respondents believe that the reference group's information about experienced mentors is able to persuade participants in the "Every U Does Good Heroes" campaign to continue developing their ideas on @unileveridn Instagram account.	0	0	7	53	40	100	4,33

Source: The Researchers, 2024

The lowest average was 4.20 with respondents stating that they believed that the reference group's information regarding Indonesia's young generation was able to persuade Indonesian people who had not yet participated in the "Every U Does Good Heroes" campaign on the Instagram account @unileveridn. A total of 11 respondents answered neutral, 58 respondents answered agree, and 31 others answered strongly agree. Based on the respondents' answers above, it can be seen that there is a connection between the statement submitted and one of the elements of the social media campaign, namely key messages. When key messages are created, the vocabulary and content must be based on the individuals who are the targets of the social media campaign communication (Kim, 2021).

Table 8. Mean Value of Message Structure Sub Indicator: Message Side

NO.	Statement	STS	TS	N	S	SS	Total	Mean	Total Mean
1.	Respondents received information on @unileveridn Instagram as an invitation to mobilize the younger generation to carry out sustainable efforts that could have an impact on Indonesia.	0	0	7	46	47	100	4,40	4,31
2.	Respondents received information about an invitation to mobilize the younger generation to develop the ability to respond to the challenges currently being faced on @unileveridn Instagram account.	0	0	8	57	35	100	4,27	
3.	Respondents received information about an invitation to mobilize the younger generation to look for and take advantage of opportunities to expand their programs on	0	0	10	52	38	100	4,28	

@unileveridn
Instagram account.

Source: The Researchers, 2024

The lowest average was 4.27 with respondents stating that they received information about an invitation to mobilize the younger generation in forging the ability to answer the challenges currently being faced on the Instagram account @unileveridn. A total of 8 respondents answered neutral, 57 respondents answered agree, and 35 others answered strongly agree. Based on the respondents' answers above, it can be seen that there is a connection between the statement submitted and one of the elements of the social media campaign, namely the message map. Message maps will guide communication on social platforms (Kim, 2021).

Table 9. Mean Value of Message Structure Sub Indicators: Conclusion Statement

NO.	Statement	STS	TS	N	S	SS	Total	Mean	Total Mean
1.	Respondents received informed conclusions regarding planetary preservation, people's health and welfare, as well as the importance of contributing to a just and inclusive society.	0	1	11	46	42	100	4,29	4,35

2.	Respondents received informed conclusions regarding hundreds of young Indonesians who have extraordinary ideas, movements, or programs that makes Indonesia greener, healthier, more prosperous, fair, and inclusive.	0	0	12	42	46	100	4,34
3.	Respondents received informed conclusions regarding the benefits of participating in the “Every U Does Good Heroes” campaign which is useful for everyday life.	0	0	7	42	51	100	4,44

Source: The Researchers, 2024

The lowest average was 4.29 with respondents stating that they obtained informed conclusions regarding planetary preservation, public health and welfare, as well as the importance of contributing to a just and inclusive society. A total of 1 respondent answered disagree, 11 respondents answered neutral, 46 respondents answered agree, and 42 others answered strongly agree. Based on the respondents' answers above, it can be seen that there is a connection between the statement submitted and one of the elements of the social media campaign, namely key messages. When key messages are created, the vocabulary and content must be based on the individuals who are the targets of the social media campaign communication (Kim, 2021).

Descriptive Statistic of Variable Y: Attitude

The class of interval use to classify the respondents's answer is:

1,00 < 2,33 = Negative

2,34 < 3,66 = Neutral

$3,67 < 5,00 = \text{Positive}$

Table 10. Mean Value of Cognitive Indicators

NO.	Statement	STS	TS	N	S	SS	Total	Mean	Total Mean
1.	Respondents know about the importance of clean and healthy living education for all Indonesian people from @unileveridn Instagram.	0	1	7	42	50	100	4,41	4,38
2.	Respondents know the importance of taking wise steps to reduce plastic use in every activity that is informed on @unileveridn Instagram.	0	1	8	45	46	100	4,36	
3.	Respondents know the importance of empowering Indonesian people by providing them with training and opportunities for entrepreneurship from @unileveridn Instagram.	0	1	7	44	48	100	4,39	

Source: The Researchers, 2024

The second highest average was 4.39 with respondents stating that they knew the importance of empowering the Indonesian people by providing them with training and opportunities for entrepreneurship from Instagram @unileveridn. A total of 1 respondent answered disagree, 7 respondents answered neutral, 44 respondents answered agree, and 48 others answered strongly agree. Based on the respondents' answers above, attitudes are evaluative statements, whether desired or undesirable, regarding objects, people or events (Robbins & Judge, 2015).

Table 11. Mean Value of Affective Indicators

NO.	Statement	STS	TS	N	S	SS	Total	Mean	Total Mean
1.	Respondents agreed that education about clean and healthy living is very important for all Indonesian people, as informed on @unileveridn Instagram.	0	0	5	45	50	100	4,45	4,44
2.	Respondents agreed that reducing the use of plastic in every activity is very important as informed on @unileveridn Instagram.	0	0	4	44	52	100	4,48	
3.	Respondents agreed that providing training to Indonesian people and opportunities for entrepreneurship is very important as informed on @unileveridn Instagram.	0	0	6	47	47	100	4,41	

Source: The Researchers, 2024

The lowest average was 4.41 with the respondent's statement agreeing that providing training to the Indonesian people and opportunities for entrepreneurship is very important as informed on Instagram @unileveridn. A total of 6 respondents answered neutral, 47 respondents answered agree, and 47 others answered strongly agree. Based on the respondents'

answers above, it can be seen that there is a connection between the statements submitted and the domains which include feelings, values, appreciation, enthusiasm, motivation and attitudes which are the affective domain (Anderson & Krathwohl, 2015).

Table 12. Mean Value of Conative Indicator

NO.	Statement	STS	TS	N	S	SS	Total	Mean	Total Mean
1.	Respondents will participate in clean and healthy living education for sustainable living in the future as informed on @unileveridn Instagram.	0	0	6	55	39	100	4,33	4,28
2.	Respondents will participate in reducing the use of plastic in every activity in order to live sustainably in the future as informed on @unileveridn Instagram.	0	0	6	55	39	100	4,33	

3.	Respondents will participate in providing training to the Indonesian people and opportunities for entrepreneurship to live sustainably in the future as informed on @unileveridn Instagram.	0	1	13	53	33	100	4,18
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Source: The Researchers, 2024

Based on table 12 above, the highest average is 4.33 with two statements, namely respondents will participate in clean and healthy living education for sustainable living in the future as informed on Instagram @unileveridn and respondents will participate in reducing the use of plastic in every activities for sustainable living in the future as informed on Instagram @unileveridn. These two statements also had the same number of answers, namely 6 respondents answered neutral, 55 respondents answered agree, and 39 others answered strongly agree. Based on the respondents' answers above, conative attitudes relate to a person's overt actions in relation to the object of research, namely public relations campaign messages. Thus, it is seen as a core concept in explaining individual participation in activities and actions related to the research object (Chowdhury & Salam, 2015).

Normality Test

Normality tests are made to see if data distribution follows or approaches normal distribution, that is with the shaped bell. The good data has a pattern like normal distribution, which means that data is not deviant to the right or to the left (Singgih, 2018).

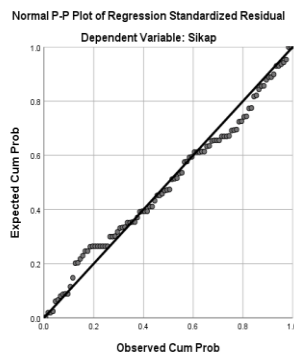


Figure 1. Normality Test

Source: The Researchers, 2024

Based on figure 1, it can be seen that the dot spreads across the area diagonally. Though there is some data which are directions to the right and to the left, there are few. This shows that the normal distribution of data disperses. Therefore, H_0 rejected and H_1 received.

Linearity Test

One of the basic assumptions of regression is data linearity. Therefore, a test needs to be carried out linearity to show that the variables being tested have a linear relationship each other. The requirements for linear data are as follows (Gani & Amalia, 2015):

1. If the significance level of the data linearity test is greater than the alpha level of 0.05, then H_0 accepted or the relationship between variables is not linear.
2. If the significance level of the data linearity test is smaller than the alpha level of 0.05, then H_1 accepted or the relationship between variables is linear.

Table 13. Linearity Test

		Anova Table					
			Sum of Squares	df	Mean Square	F	Sig.
Sikap*Pesan Kampanye	Between Groups	(Combined)	1040.157	24	43.340	5.907	.000
		Linearity	834.839	1	834.839	113.783	.000
		Deviation from Linearity	205.317	23	8.927	1.217	.258
		Within Groups	550.283	75	7.337		
	Total		1590.440	99			

Source: The Researchers, 2024

Based on table 13, it suggests that the significance of f is 0,000. When compared with an alpha level 0.05, then the significance of f linearity is smaller than the level alpha ($0,000 <$

0.05). It can be concluded that H_0 was rejected and H_1 accepted. In that way, the Every U Does Good Heroes campaign message has a linear relationship with followers' attitude regarding Unilever Indonesia's vision and mission on Instagram @unileveridn.

Correlation Test

Coefficient determinations are an important measure in regression, because it can inform whether or not the regression model is approved or in other words. Those numbers can measure how closely the regression line is estimated with the real data (Sugiyono, 2017). Correlation tests are made to see if there is any correlation among variables free (x) is the message of the public relations campaign against the bound variable (y) followers attitude on Instagram @unilleveridn.

The hypothesis for this analysis is as follows:

H_0 = No influence on public relations campaign messages Every U Does Good Heroes on followers' attitudes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn.

H_1 = There is an influence on public relations campaign messages Every U Does Good Heroes on followers' attitudes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn.

From the results of the data processing done, the results of the correlation tests are as follows:

Table 14. Correlation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,725 ^a	0,525	0,520	2,77673

Source: The Researchers, 2024

Based on table 14, it is known that the number r measures 0.725. It shows it correlates the campaign's message Every U Does Good Heroes on followers' attitudes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn have a strong relationship. Coefficient interpretation of correlation as follows:

Table 15. Interpretation of Coefficient Correlations

Coefficients Interval	Relationship Level
0,00 - 0,199	Very Weak
0,20 - 0,399	Weak
0,40 - 0,599	Medium
0,60 - 0,799	Strong
0,80 - 1,000	Very Strong

Source: The Researchers, 2024

Based on table 15, strong correlation is at intervals of 0.60 to 0.799. The r-count result was 0.725, indicating that there was a strong correlation between the campaign of Every U Does Good Heroes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn. Significant connections can be seen from the area count that is bigger than the table is 0,725. Compact determinations (r^2) or r square is 0.525. 0.525 on r square states that together 52.5% changes the variable attitudes are caused by the campaign message. Whereas, the remaining 47.5% was caused by other unexamined variables.

Hypothesis Testing

The free variables used in this research are campaign message. Then from that, the hypothetical test used is uji-t. Criteria for acceptance and a hypothetical denial partial with t-test is:

1. If t count is smaller than t table means zero is accepted and H_1 is rejected, it's no influence in the public relations campaign Every U Does Good Heroes against followers' attitudes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn.
2. If t count is greater than t the table means H_0 is rejected and H_1 is accepted, its meaning exists to influence the public relations campaign every u does good heroes against followers' attitudes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn.

From the results of the data processing done, test results are as follows:

Table 16. T-Testing

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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	B	Std. Error	Beta		
(Constant)	11,912	2,650		4,494	0,000
Pesan Kampanye	0,431	0,041	0,725	10,406	0,000

Source: The Researchers, 2024

The value t table is 1.987. Based on table 16, it is known that the t count is larger from the chart t to 10.406. Thus, the Every U Does Good Heroes campaign message significantly influenced followers' attitudes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn. Presumably that:

H_0 = No influence on public relations campaign message Every U Does Good Heroes on followers' attitudes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn.

Rejected

H_1 = There is an influence on public relations campaign message Every U Does Good Heroes on followers' attitudes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn.

Received

Simple Linear Regression Test

Regression analysis is to make the decision whether its up and down variables can be made through improved independent variables or not. Simple regression is based on functional or causal relationships of one independent variable with dependent variables (Sugiyono, 2017). Regression testing is done to see if there is any influence between variables free (x) is the message of the public relations campaign against the bound variable (y) followers attitude regarding Unilever Indonesia's vision and mission on Instagram @unileveridn.

Analyze these as follows:

H_0 = No influence on public relations campaign message Every U Does Good Heroes on followers' attitudes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn.

H_1 = There is an influence on public relations campaign message Every U Does Good Heroes on followers' attitudes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn.

From the results of the data processing done, obtained a simple linear regression test as follows:

Table 17. Simple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11,912	2,650		4,494	0,000
Pesan Kampanye	0,431	0,041	0,725	10,406	0,000

Source: The Researchers, 2024

Regression equations as follows:

$$Y = 11.912 + 0.431x$$

From the regression function above, suggests that:

Constanta numbers (a) are 11.912 which have meaning if an x (campaign message) = 0, then y (attitude) = 11.912. (a) followers attitude regarding Unilever Indonesia's vision and mission on Instagram @unileveridn has before there was a campaign message that was delivered as big 11,912. The magnitude of this figure is affected by other factors like any program ever made earlier by Unilever Indonesia . Regression coefficient of 0.431 assuming other variables are constant. That is, if variable X (campaign message) increases one unit, then variable Y (attitude) will also increase by 0.431. It can be concluded that the higher the knowledge of someone's campaign message, the higher the attitude they show.

Regression test results show that the Every U Does Good Heroes campaign messages are conveyed by Unilever Indonesia to the followers' attitudes regarding vision and mission on Instagram @unileveridn. The effect is based on the indicators found in the campaign message are the content of the message and the structure of the message. In the message content indicator, there are sub-indicators of supporting materials, message visualization, and referral group approaches. While in the message structure indicators, there is a sub indicator on the message side and the conclusion statement. Moreover, an attitude indicator is composed of cognitive, affective, and cumulative. With those indicators, the Every U Does Good Heroes campaign message can influence the followers' attitudes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn.

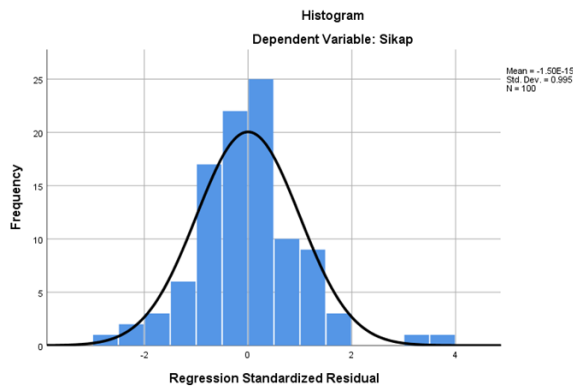


Figure 2. Simple Linear Regression Curve

Source: The Researchers, 2024

Based on figure 2, it is known that the value of the t amount of 10.406 lies on the positive impact area. Thus, there was a positive impact on the Every U Does Good Heroes public relations campaign message on followers' attitude regarding Unilever Indonesia vision and mission on Instagram @unileveridn. Based on these discussions, it can be concluded that the Every U Does Good Heroes public relations campaign message on followers' attitude regarding Unilever Indonesia vision and mission on Instagram @unileveridn has a positive impact. Total impact by 52.5%. This positive impact is significant; a person's knowledge will message the Every U Does Good Heroes public relations campaign message. Then, followers' attitudes regarding Unilever Indonesia vision and mission will have an impact on Instagram @unileveridn.

CONCLUSION

Analysis has proved that Every U Does Good Heroes public relations campaign message consists of content that includes vision and mission, message visualization, referral groups approaches and message structures which are message side and conclusion statements that have been conveyed in the last few years has an influence on followers' attitudes regarding Unilever Indonesia’s vision and mission on Instagram @unileveridn.

The influence of Every U Does Good Heroes campaign message on followers' attitudes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn is relatively strong, as big as 0.725. This is due to Unilever Indonesia's activeness in conveying messages of Every U Does Good Heroes campaign on the Instagram account @unileveridn. This campaign program is also listed in the Instagram Story highlight @unileveridn so followers of @unileveridn can take a look back at what the Every U Does Good Heroes campaign looks like which has been held previously.

On the other hand, the lowest average value is for supporting material that contains the purpose of a campaign message. The low average on campaign purposes is due to a purpose of an organization or company that is not very clear to the audience. That is, in determining

the purpose of a campaign, public relations needs to think carefully about what it wants achieved from organizing the campaign.

Through this research, it can be seen that followers' attitudes regarding Unilever Indonesia's vision and mission on Instagram @unileveridn was influenced by the Every U Does Good Heroes campaign message that have been delivered in recent years. Correlation between variables is also strong. Campaign messages can influence the attitudes of followers @unileveridn, as the audience because the campaign message is in line with Unilever Indonesia's three pillars. The three pillars are building a more sustainable planet, improving people's health and welfare, and contributing to a just and inclusive society. Therefore, the Every U Does Good Heroes campaign message influences followers' attitude regarding Unilever Indonesia's vision and mission on Instagram @unileveridn.

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