THE PRODUCTION OF THE PUBLIC SERVICE ADVERTISEMENT "LET'S READ TO ACHIEVE A LEARNING SOCIETY"
(Analysis of Pre-Experimental Design in Audiovisual Communications Department Laboratory, Faculty of Social and Political Sciences, Hasanuddin University)

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ABSTRACT: *The Production of the Public Service Advertisement, "Let's Read to Achieve a Learning Society" (Analysis of Pre-Experimental Design in the Laboratory of Audiovisual Communication Department, Faculty of Social and Political Sciences, Hasanuddin University). The purpose of this study is to provide additional practical and creative skills in the production of advertising in general and specifically, in the production of public service advertisement. This study is also expected to raise reading awareness, especially of the students at the Department of Communication Sciences in the Faculty of Social and Political Sciences, Hasanuddin University, and they can become a role model to help indulge reading habit, especially to the people in the neighborhoods around the campus.*

The testing of the public service advertisement was in the laboratory of Audiovisual Communication Department using a pre-experimental design. To control the situation of the research, this test uses a specific design and selection of the subjects was through a non-random assignment. This design is useful to obtain preliminary information related to the questions of the study. This study produces a Public Service Advertisement named "Let's Read to Achieve a Learning Society", set in a family, school, Communication Sciences Department Library, Central Library of the University of Hasanuddin. The production process consisted of three phases namely: 1) pre-production, including production scheduling, storyboard, and the cast for the ad; 2) production, including taking pictures suitable to storyboard concept; 3) post-production, including selection of best pictures from the shoots, connecting the appropriate picture frames in the storyboard, editing, selecting the jingle/advertising music, combining pictures and sound (synchronization) put into a CD format.

Testing the Public Service Advertisement "Let's Read to Achieve Learning Society" that has been produced and tested showed a significant increase in X1 = Narrative, X2 = Jingle, and X3 = Contents of the message after PSA's elements were produced. This proves that the narration, jingles, and the contents of the message can be received well and furthermore, has the eligibility to **be a wider audience.**

Keywords: Public Service, Audio Visual, Advertisement

1.   INTRODUCTION

The production for the Public Service Advertisement's audiovisual with a theme of "Let's Read to Achieve Learning Society ", is an effort to address the social conditions by selecting students of Communication Sciences student of the Faculty of Social and Political Sciences at University of Hasanuddin as the target of the study. The students are then expected to be the successors in conveying creative messages to the community. The production of the Public Service Advertisement serves as a social message that aims to raise awareness about a number of urgent issues that can threaten the harmony of their lives in general. An example of an urgent central factor is 'the interest in reading.' Indonesia is categorized as a country with low reading interest based on the data showing that only one book is read for every 80,000 people of the 240 million population in Indonesia.

In terms of reading activity, Indonesia was ranked 57th among 65 countries. In 2011, the number of books produced in Indonesia was around 20,000 titles; considerably low in comparison to Indonesian population of around 240 million [5]. According to the survey by Programme for International Student Assessment (PISA) in 2009, 78% of the students in Indonesia only read books when they are given reading by their teacher and lecturers. Indonesia National Library recorded that in 2011, 38,100 people visited the library and only 2,221 among them were students.

The world advertisement comes from the French term, re-clamare which means "chanted repeatedly". Concepts are propagated through mass media, both in print and electronic. Several experts give limitation or definition about advertisement such as C.H. Sandage that advertising is the dissemination of information, concerning idea, service or product to compel action in accordance with the intent of the advertiser [1].

Implementation of the Public Service Advertisements produced in the Laboratory of the Audio Visual Communication Science combines two human senses; hearing and sight. Through the production of these advertisements, they are expected to be more effective and easier to capture the audience's attention through the meaning of the message by informing or influence the behavior of students (audience), and advertisements are generally made for non-profit purposes through mass media displays. The main concern is whether the message evokes reading interest in families in order to create a learning society that result in a change of knowledge, persistence, and reading behavior of the audience (students) in the Communication Studies in the Faculty of Social and Political Sciences at University of Hasanuddin.

2.   PURPOSES OF RESEARCH
The specific objectives of this study are:

1. To provide additional practical and creative skills specifically in the production of Public Service Advertisement.
2. To increase knowledge, attitude affirmation and positive changes in behavior patterns related to the interests and passions for reading by students and the public.
3. To raise awareness especially for students in the Communication Sciences in the Faculty of Social and Political Sciences at University of Hasanuddin, to provide role models and encouragement for reading, especially to their family and the community at large.

3.   RESEARCH METHOD

Pre   and post production of the Public Service Advertisement's audiovisual theme "Let's Read to Achieve a Learning Society" was conducted in the Audiovisual Laboratory, Department of Communication Sciences, Faculty of Social and Political Sciences, University of Hasanuddin. In the production stage, pictures were taken in various locations as needed. The imaging process was done using a multiple camera set up. Pictures were taken based on the story board/script for the Advertisement. The equipment included : Digital camera,LCD TV, Camera Control Unit, Vision Mixer/Switcher, Monitor, Talkback, Teleprompter, Audio Mixer, Audio Set / (Clip On, Boom Mic, etc.)

The study used a combination of quantitative and qualitative approaches. The quantitative approach is used in experimental research. According to [4], an experimental study is research consisting of at least one variable manipulated to examine cause-effect relationships. Therefore, experimental research is used to test a hypothesis in order to seek influence, relationships, and differences to imposed changes to the treated objects.

In this study, the test was done using a pre-experimental design. The reason for choosing this design was because it was not a pure experiment since there are external factors that affect the dependent variable. This design is useful to obtain preliminary information on the questions of the study.

A form of the Pre-Experimental Design used in this study was the One-Group Pretest-Posttest Design. The design finishes the pretest before being treated. Thus the results of the treatment can be determined more accurately because it can be compared with the situation before the treatments were applied.

$$O_1 \longrightarrow \quad X \longrightarrow O_2$$

Notes :

O_1= Pretest before treatment application, X = Treatment, O_2= Posttest after treatment application

The effect of the treatment is O2-O1, the result of O2 and O1 were compared to detect the presence of a significant difference in understanding the Public Service Advertisement messages. This test aims to quantitatively measure the students' understanding of the Public Service Advertisements that have been produced in the audiovisual laboratory. Furthermore, the data was reinforced by obtaining additional evidence through FGD (Focus Group Discussion) to assess the qualitative data by analyzing the Advertisement, "Let's Read to achieve a Learning Society" in detail.

3.   RESULTS AND DISCUSSION

A pretest with a pre-experimental design was used in this research to determine the initial knowledge of the respondents towards the "Let's Read to Achieve a Learning Society" public service advertisement. A pretest was done prior to applying treatment for the sake of increasing accurate making the before and after more comparable.

This is called a pre-experimental design because it is not a significance experiment due to external variables that affect the formation of the dependent variable. This design is usefu for obtaining   preliminary information regarding the questions in this study. Testing the Public Service Advertisement "Let's Read to Achieve a Learning Society" on 2012 student in the communication science aims to examine the feasibility of and before being applied to the public.

The design concept of Public Service Advertising messages according to Christopher and Berkman (1980) namely:

a) The contents of the message: Communicators must take into account what must be delivered to the target audience in order to get the desired response. In determining the content of the message there is a need for a unique appeal, namely:

i. Rational appeal to arouse the interest of the audience that the product will generate the mentioned benefits.

ii. Emotional appeal to evoke positive or negative emotions that can move the audience. Some positive emotional appeals are humor, love and happiness. Example of a negative emotional appeal is shame, fear, and guilt.

iii. Moral appeal geared more towards the audiences's sense of what is right and what is good.

b) The structure of the message: The effectiveness level of a message depends on the structure and its contents. The structure of a good advertising is able to give a statement and let the audience draw their own conclusions.

c) The format of the message: a message format created by a communicator must be conspicuous. When broadcast on television, then all these elements plus body language (non-verbal cues) are planned.

d) Source message: The impact of the message is perceived by the audience is also influenced by audience reception to the communicator. Messages that originate from a trusted source are more persuasive.

Additionally, testing the "Let's Read to Achieve a Learning Society" advertisement is to determine whether it effectively attracts attention, is easy to remember, is easy to understand, changes knowledge, attitudes, and behavior of the public on the importance of reading both within a family, school, or university environment. Advertisements are basically intended to reinforce the message by creating a message inside the content, thus creating a memory within the public mind.

The message in the Public Service Advertisement, "Let's Read to Achieve a Learning Society", is in the form of an invitation for local communities to act in the public interest or to change their habit or behavior.These advertisements are part of a social marketing campaign that aims to convey the

idea or ideas for the benefit of the community. Thus, the Public Service Advertisement, "Let's Read to Achieve a learning society", does not to make a profit, but rather to change knowledge, attitudes, and behaviors of the target community or audience in the Department of Communication in Faculty of Social and Political Sciences at Hasanuddin University. The forms of testing used to test these Advertisements are described as follows:

Table 1. Testing the Pretest in the Public Service Advertisement

Use of Advertisemen
Language
- Choice of the right words, charming, courteous, and logical.
- Disclosure or an alluring figure of speech and suggestions.
- Brief and highlighted with the important points.
- A catchy jingle to attract audience attention.
Advertisement Contents
- Objective and honest.
- Brief and clear.
- Does not offend certain groups.
- Drawing the attention of many people.
Advertisement Pictures
- Suitable pictures and storylines.
- Accuracy of image placement.
- The appeal of the image.

Source: Creative team Making the Public Service Advertisements

The posttest occurs after the public service advertisement is applied towards students at the Department of Communication Studies who took the course on Fundamentals of Advertising. This experimental study on the public service advertisement, "Let's Read to Achieve a Learning Society", in the Audiovisual Laboratory, Department of Communication Sciences, Faculty of Social and Political Sciences, University of Hasanuddin, was done by emphasizing the process of the PSA's production, before and after informing the several aspects in producing this audiovisual PSA using several elements, including narration, a jingle, and the contents of the message. Afterwards, to understand the difference of the process between before and after editing the advertisement. The elements tested in the advertisement, among others were:

$X_1 =$ Narrative,

$X_2 =$ Jingle,

$X_3 =$ Message contents

The three elements are the main indicators for assessing the effectiveness for the "Let's Read to Achieve a Learning Society" PSA. The assessment aims to determine the value with a significant difference between before and after the elements of the PSAs produced at enhancing the effectiveness of the production of PSAs.

To attain these objectives, it was necessary is to construct hypotheses that there was a significant effect occurs before and after the PSA's production. Thus, each element has its own hypothesis as follows:

(H_0) : There were no significant differences in values between before and after the elements of the PSAs were produced to increase the effectiveness of producing the PSA, "Let's Read to Achieve a Learning Society".

(H_1) : There were significant differences in values between before and after the elements of the PSAs were produced to increase the effectiveness of producing for the PSA, "Let's Read to Achieve a Learning Society".

In this study, respondents consisted of 40 students who were purposively selected based on their participation in the course of "Advertising Fundamentals". The goal is to determine the testing values before and after the elements of the PSAs is produced to increase the effectiveness of PSA production "Come Read to Achieve Learning Society". The main hypothesis of the study was developed based on the indicators used to the production's effectiveness on the PSA, "Let's Read to Achieve a Learning Society". In the sub-hypotheses, consisting of indicators X1 (Narrative), X2 (Jingle), and X3 (message) on the effectiveness of production this PSA, sub-hypothesis are successively described as follows:

(H_0) : There were no significant differences in values between before and after the elements of the PSAs were produced to increase the effectiveness of the Narrative (X_1) for the "Let's Read to Achieve a Learning Society" PSA production.

(H_1) : There were significant differences in values between before and after the elements of the PSAs were produced to increase the effectiveness of the Narrative (X_1) for the "Let's Read to Achieve a Learning Society" PSA production.

Furthermore, the test results are accumulated in a table to illustrate the results of the value or increase in the difference of the value that is revealed in the tests. The tests were conducted twice: before and after advertisement production using inferential t-test as shown in Table 2.

Table 2 : Results of the Narrative Difference Test

Element X_1 Narrative	t_{hit}	df	t_{tab}		Signt. (2-arah) (2-way)
			$\alpha=0,05$	$\alpha=0,01$	
X_1 (Narrative)	-13,880	39	-1,684	-2,423	0,000

Source: Results of Primary Data Processed in SPSS version 16 (2013)

Based on calculations for the analysis of two different samples before and after the X1 (Narrative) or the difference in values before and after elements of the PSAs produced to increase the effectiveness of producing the PSA, "Come Read to Achieve Learning Society", the value of the t_{cal} amounted to -13.880. Thereby showing the relationship on the value differences, the level of significance by comparing the values obtained between the t_{tab} and t_{hit}. The result of the $t_{hit} = -13.880$ with df = 39, and a significant level of 5%, the value of -1.684 means that the t_{tab} is much larger than the t_{tab}. (-13.880 <1.684) so that (H0) is rejected and (H1) is accepted.

Thus conclusions that can be obtained showed that the values had significant differences between before and after elements of the PSAs produced for increasing the effectiveness (Narrative) of the PSA production "Let's Read to Achieve a Learning Society".

Burton said that the Defense Against the creative ideas for ads to be more powerful, so that the purity of the creative idea can be maintained (1990). Furthermore, the sub-indicators for the sub hypothesis of Jingle (X2) were tested using an inferential hypothesis test. To create the framework and facilitate in obtaining research purposes then the sub hypotheses formulated as follows:

(H_0) : There is no significant differences in values between before and after the elements of the PSAs were produced to increase the effectiveness of the Jingle (X_2) for the "Let's Read to Achieve a Learning Society" PSA production.

(H_1) : There is significant differences in values between before and after the elements of the PSAs were produced to increase the effectiveness of the Jingle (X_2) for the "Let's Read to Achieve a Learning Society" PSA production.

For testing, verification, and calculation from the sub-hypothesis the t-test was used. Based on these test results, the table of the test results are shown as seen below:

Table 3 : Jingle Differences Test Results

Element X_2 Jingle	t_{hit}	df	t_{tab}		Signt. (2-arah) (2-way)
			$\alpha=0,05$	$\alpha=0,01$	
X_2 (Jingle)	-11,440.	39	-1,684	-2,423	0,000

Source: Results of Primary Data Processed in SPSS version 16 (2013)

From this before and after for the X_2 (Jingle) test, values for both before and after elements had a t_{cal} value of -11.440. The data shows the relationship of the differences in values. The level of significance can be seen comparing the values obtained with t_{tab} and t_{cal}. The t_{cal} = -11.440 with df = 39, a significance level of 5%, and t_{tab} amounted to -1.684 meand that the t_{cal} is considerably greater than t_{tab}. (-11.440 <1.684) so that (H0) is rejected and (H1) is accepted. There are significant differences in values between before and after elements of the PSAs produced in the terms of Jingle in increasing the effectiveness of the production of Public Service Advertisement "Come Read to Achieve Learning Society".

Public Service Advertisement " Let's Read to Achieve a Learning Society" is the delivery of a non commercial that promotes government programs which motivate the behavioral aspects of Indonesian especially for people in South Sulawesi to read.

Then, for the next hypotheses, in looking the differences before and post applying the indicator of the content of media (X3), we can look at the hypothesis below, namely:

(H_0) : There is no significant differences in values between before and after the elements of the PSAs were produced to increase the effectiveness of the content of message (X_3) for the "Let's Read to Achieve a Learning Society" PSA production.

(H_1) : There is significant differences in values between before and after the elements of the PSAs were produced to increase the effectiveness of the content of message (X_3) for the "Let's Read to Achieve a Learning Society" PSA production.

In providing the above hypothesis, we need to some steps to make differences, we can look at the below table:

Table 4 : The Result of Differences in the Content of the Message

Element X_3 Message Content	t_{hit}	df	t_{tab}		Signt. (2-way)
			$\alpha=0,05$	$\alpha=0,01$	
X_3 (The Content of Message)	-10,877	39	-1,684	-2,423	0,000

Source: Results of Primary Data Processed using SPSS version 16 (2013)

Lastly, for the indication of the message content X3 (message) refers to the calculation results of inferential statistics of the analysis of two different samples before and after X3 (message for the difference in value before and after elements of the PSAs produced to increase the effectiveness of the "Let's Read to Achieve a Learning Society" PSA production, the value of t_{hit} amounted to -10.877. It shows the differences in value, next for the level of significance, it is compared by the t_{hit} values obtained through t_{tab}. The t_{hit}'s results were amounted to -10.877 with df = 39, and a significant level of 5%, the value of t_{tab} was -1.684, which means that the t_{hit} is much larger than t_{tab}. (-10.877 <1.684) meaning that (H0) is rejected and (H1) is accepted. This comparison concluded that there are significant differences in values in before and after the elements of the PSA were produced to increase the effectiveness of the message (message) from the PSA "Let's Read to Achieve Learning Society" production.

This idea evolved from existing data that Indonesia is among countries that have a low interest in reading. This is reinforced by data that every 80.000 of the 240 million populations reads on average one book. Furthermore, in the case of reading, Indonesia was ranked 57th among 65 countries. In 2011 Indonesia produced only about 20.000 titles. According to the survey result of the Programme for International Student Assessment (PISA) in 2009, 78% of Indonesian students read books only when given tasks by their teachers or lecturers. NLI data source in 2011 also noted as many as 38.100 people visited and the students just made up 2.221 of that.

Production Laboratory of the Department of Communication that aims to test the feasibility of PSAs by testing the narrative, jingle, the message content. The purpose of testing the narrative is so that the delivery of the message inferred by the audience. Narration in public service announcements can be seen by the choice of the right words (charming, courteous, and logical); and alluring and suggestive expression or figure of speech; brief with highlighted points; and a catchy and jingle.

Furthermore, the advertising jingle is the main attraction in assessing an advertisement. Memorable jingle make public service announcements will not be soon forgotten by the audience. The jingle is made to be adapted to the advertisement image and impression. Jingle must match the pictures and stories,with shoot-shoot precision placement of advertising images, and the appeal of the image.

The content of the message must consider several ethics so that they do not offend or cause any harm. The contents of the advertisement can be seen from each objectivity and honesty, precision, neutrality towards religion, race or class, and its message to attract and touch the minds of people so that they will follow what was advertised.

This content should be based on the goal of the advertisement. First, it should change the habits of society to become more diligent in reading. Second, it should reduce the waste of the natural resources. Thirdly, communicating this government program to improve literacy among Indonesians that lags behind neighboring countries in Southeast Asia. Fourth, it should improve people's attitudes. Lastly, it should provide a solution.

The Public Service Advertisement, "Let's Read to Achieve Learning Society", seeks to stimulate the mindset of the public. This is in accordance with the advertising function according Liliweri Alo (1998), quoted from several sources such as Wright (1978), S.W. Dunn (1978) and Bover (1976), which explains that the advertisement has a marketing function by selling information of ideas through electronic media in audiovisual form. The idea offered in this public service announcements is awareness of the centrality of reading interest in all circle of society, ranging from school children, pupils, students, and society in general.

The following function is communication. Public Service Advertisement "Let's Read to Achieve a learning society", communicates the idea / notion that reading can be done anywhere and with any person, giving a message that is both entertaining and influencial to the audience. The function of education is also attached to this public service advertisement, because through advertising, people can learn about the reading, deficiency that exists in Indonesia.

Public Service Advertisment "Let's Read to Achieve Learning Society", also has indirect economical benefits. Audiovisual advertisement can reach a wider audience, thus efficiently spreading the message of the communicator. If the message is successfully spread, since reading increases knowledge, people will be able to do more with their life through the gained advantages of information delivered through books.

Furthermore, the examination tables above show that t value for X1 = Narrative, X2 = Jingle, and X3 = Contents are less that the t_{tab}, so it can be concluded that there are differences in values before and after production of Public Service Advertisments, "Let's Read to Achieve Learning Society." The H0 is rejected and the H1 is accepted. This implies that the audience will be able to effectively grasp the message of the advertisement.

This means that the hypothesis H0 is rejected and H1 accepted, meaning there is a difference in values and significant before and after elements of the PSAs produced to increase X1 = Narrative, X2 = Jingle, and X3 = Contents of the message, the production of PSAs "Let's Read To Achieve Community Learning ." This trend proves that the narration, jingles, and the contents of the message can be received well and further has the eligibility to be a wider audience.

Based on the inferential statistics calculations, testing the X1 = Narrative, X2 = Jingle, and X3 = Contents of the message, has a t_{hit} significance level less than t_{tab} or t_{tab} greater than t_{hit}. This means that there is a difference before and after applying the direction of change, as the table below:

Table 5 : Summary Of Test Results Based on the Differences The Three Elements Of The Test

Element (X_1), (X_2), (X_3)	Value of t_{count}	Value of t_{tabel}
X_1 Narration	-13,880	-1,684
X_2 Jingle	-11,440	-1,684
X_3 Contents of the Message	-10,877	-1,684

Source: Results of Primary Data Processed using SPSS version 16 (2013)

Based on the above table shows that all the t value ranging from X1 = narrative, X2 = jingle, and X3 = Contents of the message, has a smaller value than the value t_{table}, so it can be concluded that there are differences in values before and after applying the message in the PSA, "Let's Read to Achieve a Learning Society" which was produced and teste

4.   CONCLUSION

Testing the Public Service Advertisement, "Let's Read to Achieve a Learning Society", which has been produced and tested, obtaining a value of significant difference between before and after elements of the PSAs produced to increase X1 = Narrative, X2 = Jingle, and X3 = Contents of the message. This proves that the narration, jingles, and the contents of the message can be received well and exposed to larger audience.

5.   REFERANCE

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