

ABSTRACT

Social marketing is a strategy to change society behaviour from an old attitude to a new attitude which is better. Bank Indonesia makes a social marketing program through Public Service Announcement “Ingat 3D” version in purpose to inform the society about false money crime and educates the society about how to differentiate between real money and false money with the 3D method. It is because the growth of false money circulation which founded by Bank Indonesia in January to October 2010.

The purpose of this research is to analyze the effect of Bank Indonesia’s Public Service Announcement “Ingat 3D” version toward society behaviour in Semarang. There are three independent variable in this research, they are attractiveness, message quality, and broadcasting frequency. There is one intervening variable, advertisement effectiveness, and there is one dependent variable, attitude toward ad. The purpose of these variable are to explain the effectiveness of public service announcement and the effect to attitude toward ad, in this case Bank Indonesia’s Publis Service Announcement “Ingat 3D” version.

Based on this research toward 97 respondent who have ever seen the Bank Indonesia’s Public Service Announcement “Ingat 3D” version ad and often do cash transaction with Rp100.000, Rp50.000, and Rp20.000 shows that attractiveness, message quality, and broadcasting frequency gives positive effect toward advertisement effectiveness partially and simultaneously. The 0,515 Adjusted R^2 shows that 51,5% advertisement effectiveness can be explained by all of the independent variables and 48,5% explained by another factors. Advertisement effectiveness gives positive effect to attitude toward ad with 0,425 Adjusted R^2 which shows 42,5% attitude toward ad can be explained by advertisement effectiveness and 57,5% explained by another factors.

Key words : attractiveness, message quality, broadcasting frequency, advertisement effectiveness, and attitude