

Public Perception of Public Service Announcement (PSA) on Transportation Safety Awareness through Television in Jakarta

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Abstract. One form of awareness of transportation safety conducted by the Ministry of transportation of the Republic of Indonesia is the dissemination through television, known as public service announcements (PSA). This study is part of the activities of the Ministry of transportation of the Republic of Indonesia in getting a response and perceptions to PSA that aired through television in Jakarta. Method of the survey is an interview with questionnaires. The results showed that only 28%-56% of respondents who viewed five PSA that aired. About 40%-50% of respondents said PSA is interesting. The reason why the PSA doesn't appeal is the duration too short and boring. In order to be understood and respected by the community, the majority of respondents suggest to increase the duration of the PSA and PSA broadcast continuously.

1. Introduction

One form of awareness of transportation safety conducted by the Ministry of transportation of the Republic of Indonesia is the dissemination through television, known as public service announcements (PSA). Transit Rail Advisory Committee for Safety defines safety culture as “the product of individual and group values, attitudes, perceptions, competencies, and patterns of behavior that can determine the commitment to and the style and proficiency of an organization’s safety management system”[1]. This study is part of the activities of the Ministry of transportation of the Republic of Indonesia in getting a response and perceptions to PSA that aired through television in Jakarta.

The purpose of this research is to evaluate public perception and impression of the five PSA about transportation safety awareness which is broadcast via the television media in Jakarta, Indonesia.

2. Literature Review and Methodology

2.1 Public Service Announcement

A public service announcement (PSA) is an advertisement that a television or radio station airs for a cause or a charity. A PSA can tout the importance of medical check-ups for children or ask you to donate to the Salvation Army's bell ringers[2]. According to Kasali, a public service announcement is a short message through the recording of films produced, DVDs, CDs, tapes, or as computer files provided to radio and television stations [3]. This activity can be done with very simple through the actor who read or do the messages, or these activities can become complicated when produced through a message with music, dramatic storyline and visual or sound effects.

2.2 Methodology

The survey was conducted one week after the fifth PSA broadcast on several television stations in September 2013. The title of the five public service announcements that are evaluated are as follows:

1. Do not use Motorcycles for Long-Distance Trip
2. Do not use the motorcycles for “Mudik” (Mudik or homecoming is an annual tradition that occurred ahead of a major religious holy days, especially the 'Eid al-Fitr holiday'.)
3. Disciplin in Driving
4. Be Alert and Obey the Rules at Railway Crossing.
5. Air Transportation Safety.

The criteria of the respondents is as follows:

- The respondent selected are those who have never participated in the survey with the same purpose.
- Respondents have ages in the range of 17-50 years. The selection range so that there is no significant difference in expressing opinions.
- Respondents were not employees of the public transport operators or regulators, either Government or private
- The respondents have been watching PSA that aired on television

One of the respondent criteria the respondents have been watching PSA that aired on television.

The fact shows that it is difficult to get respondents to ever watch a PSA. Anticipation against these conditions, the surveyor is equipped with a PSA video that will be shown to the respondents. This step was taken because the majority of respondents watch a PSA only briefly and rarely watch the PSA.

The questions which were asked to the respondents include:

1. background of the respondents, namely: gender, age, education, experience of trauma when using public transportation in the last three years, the estimated average expenditure for transport in a month.
2. perceptions of the respondents against PSA, namely:
 - a. the PSA viewing experience;
 - b. the amount of PSA who has seen and understood its purpose by respondent
 - c. suggestions for the PSA that aired on television: concepts, actors/actresses, a message that has been delivered, the duration, frequency broadcast
 - d. Evaluation of the PSA: Impressions of the PSA, message delivered, the duration of the PSA, suggestion to PSA that had been broadcasted.

3. Analysis

3.1 Background of the Respondents

The background of the respondents is shown in Figure 1. Respondents consisting of male 55.59% 44.41% female and. Mode of transportation used by respondents is shown in table 1. The majority of respondents using a motorcycle for transportation (50%), while the users of public transportation (buses, passenger cars and taxis) are only used by 30% of respondents.

In the case of a traumatic accident, the majority of respondents (77%) do not have the transportation accident trauma. Respondents who experienced the trauma of the accident for

transportation amounted to about 20%, with incidents mainly occurred in public mode of transportation such as buses, passenger cars and motorcycles.

Most respondents have an income per month less than 2 million rupiah (39%) and 2.5-5 million rupiah (37%). Most respondents pay to transport less than 250,000 dollars per month (40%) and 250,000-500,000 rupiah per month (40%). Based on the amount of revenue and transportation costs per month, the average transportation cost per month of respondents in Jakarta is about 10% of the total revenue.

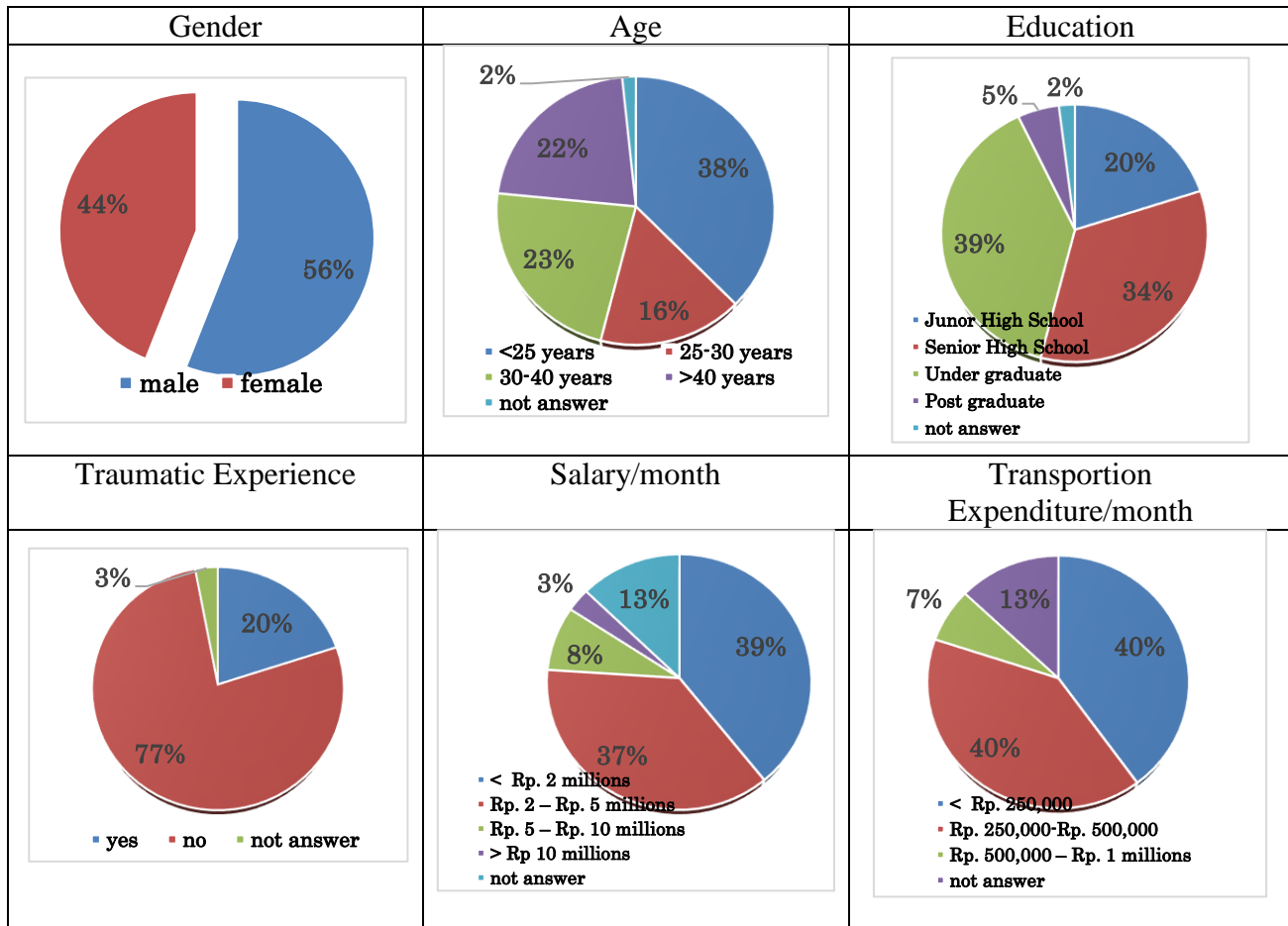


Fig. 1. Background of the Respondents

Table 1. Respondents' Daily Mode of Transportation		
Transportation Mode	Frequency	%
Walking/cycling	39	10,6
Motorcycle	187	51
Private car	22	6
Public transport	110	30
Not answer	9	2,5
Total	367	100

3.2. Experience of Watching PSA on Television

Most watched PSA is PSA 1 and PSA 2. Of the 367 respondents, 204 respondents said that they had watched PSA 1 (Do not use motorcycles for long-distance trip) and PSA 2 (Do not use the motorcycles for “Mudik”), 179 respondents saw the PSA 3 (Discipline in driving), 167 respondents saw the PSA 4 (Be Alert and Obey the Rules at Railway Crossing) and only 102 respondents saw the PSA 5 (Air Transportation Safety).

Respondents who had the experience of watching a PSA less regard for institutions that produce PSA. Only about 24% of the respondents who noticed, while 59% of the respondents did not notice and 17% chose not to answer the question. Respondents who watched the PSA only one time is 14%, 33% have watched a PSA twice and 36% have watched it more than twice and 17% chose not to answer the question.

Table 2. Experience of Watching PSA on Television

PSA		Audience	
		Number	%
1	Do not Using Motorcycles for Long Distance Trip	204	55,6
2	Do not Using Motorcycles for “Mudik”	204	55,6
3	Discipline in Driving	179	48,8
4	Be Alert and Obey the Rules at Railway Crossing	167	45,5
5	Air Transportation Safety	102	27,8

3.3 Respondents Impression

The impression of the respondent on the message conveyed by the PSA is quite diverse. Most respondents were interested in PSA 2 (Do not Using Motorcycles for “Mudik”) that has been selected by 58% of respondents. PSA 2 has the least number of respondents who did not answer (36%). On the other hand, PSA 5 (“Air Transportation Safety”) has the least number of respondents who are interested (chosen by 23% of respondents) and has 71% of respondents who did not answer the question associated with it.

Table 3. Respondents Impression

PSA	Respondents Impression		
	interesting	Not interesting	Not answer
1	47%	8%	45%
2	58%	6%	36%
3	45%	3%	52%
4	42%	3%	55%
5	23%	6%	71%

The majority of respondents stated why a PSA is not interesting is because of the duration is too short (answered by more than 80%) and boring (answered by less than 80%).

The understanding of respondents on message of each PSA is shown in Figure 2. Most respondents in Jakarta did not answer whether they get a message from the PSA or not. This can be caused by they do not care about those PSA. Only 12-31% of the respondents are clearly captures the message conveyed by PSA. Most messages are captured is a message from PSA 2 (captured by 31% of respondents). Message captured by the respondent is the benefit of safety and discipline in driving.

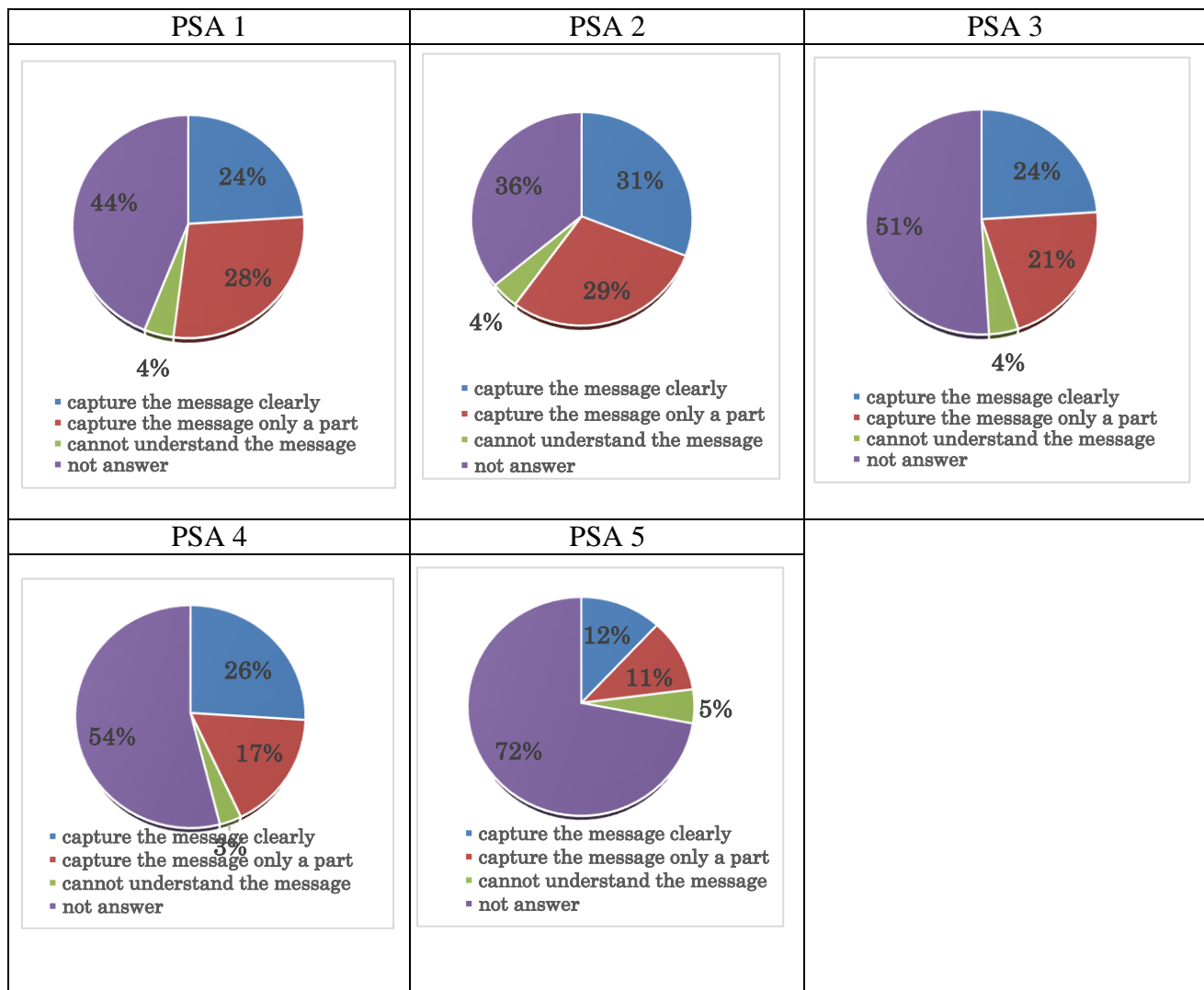


Fig. 2. The Understanding of Respondents on Message of Each PSA

3.3 Difficulties in Complying the Message

Difficulty often mentioned by respondents when complying with the message conveyed by the PSA is 'used to break the rules'. This condition is extremely dangerous because it tends to be bad for the culture of transportation users in Jakarta. The second difficulty is 'because it is not informative'. The other difficulty is that they are in a 'state of emergency' and 'economic factors'. Difficulties in complying with the message conveyed by the PSA is presented in Figure 3.

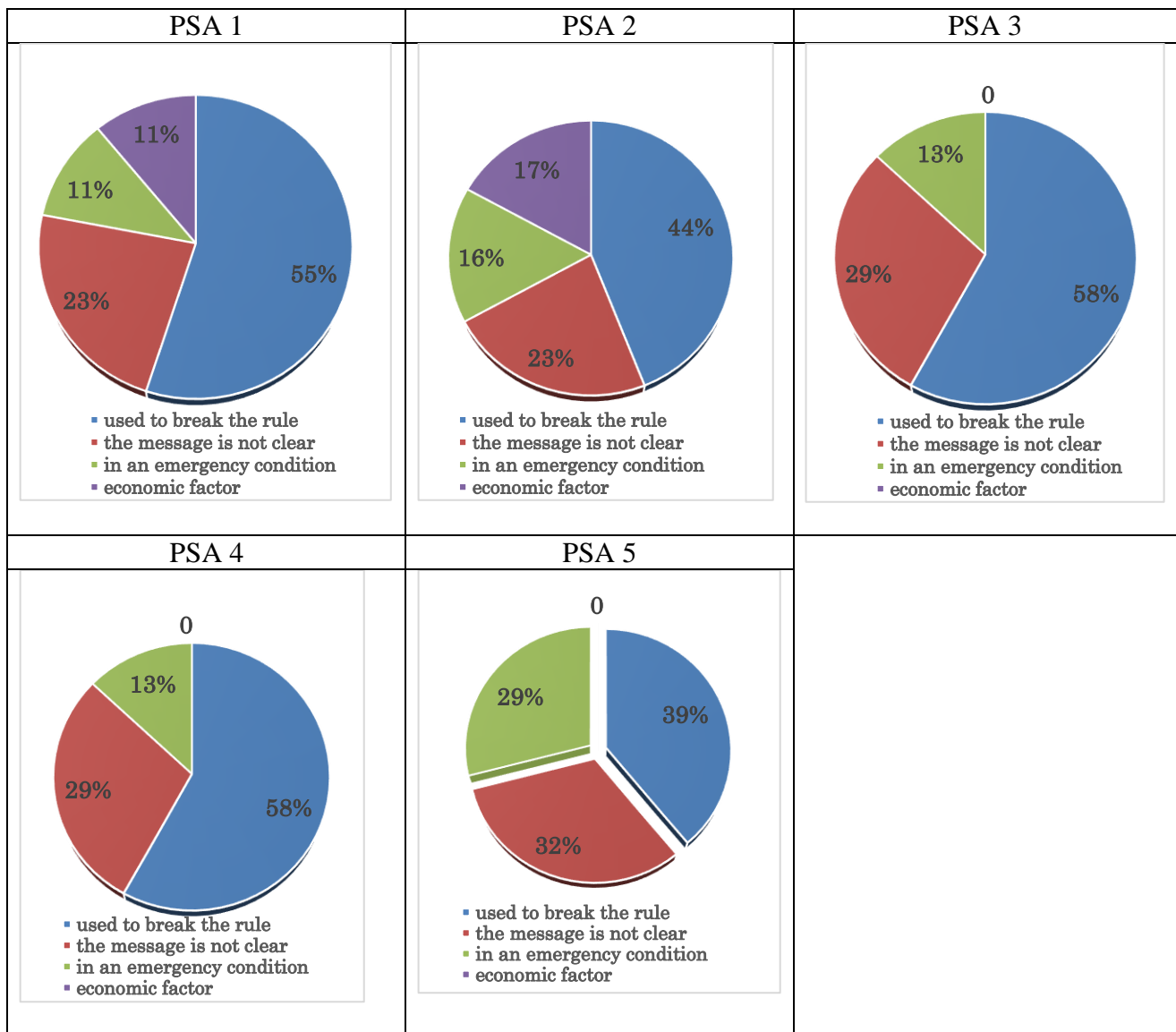


Fig. 3. Respondents' Difficulties in Complying the Message

3.4. Evaluation of PSA that aired on television in Jakarta

Most respondents stated that the PSA should be 'often aired' and 'more attractive'. According to some respondents, PSA created by the Government institution are less attractive and hard to be understood by the public, in order to follow the message that had been delivered. Therefore, it is important to produce PSA that can compete with PSA that produced by the private sector, both in terms of concept, the character of the actors/actress, on air frequency, and duration. The respondents expect the PSA can be aired to public continuously, not only during "Mudik" or Eid activities, but also aired throughout the year.

Evaluation of the respondent's PSA that aired on television in terms of concepts of PSA, actors/actresses, a message that has been delivered, duration, and frequency shown in Figure 4.

Figure 4 shows the overall evaluation of the respondents which is marked by percentage of respondents who give moderate and good value of all PSAs that had aired on television in Surabaya as follows:

- Moderate to good concept : 60%
- Moderate to good actors/actress : 45%
- Moderate to good messages that were delivered in PSA : 49%
- Moderate to good duration : 45%
- Moderate to good frequency : 35%

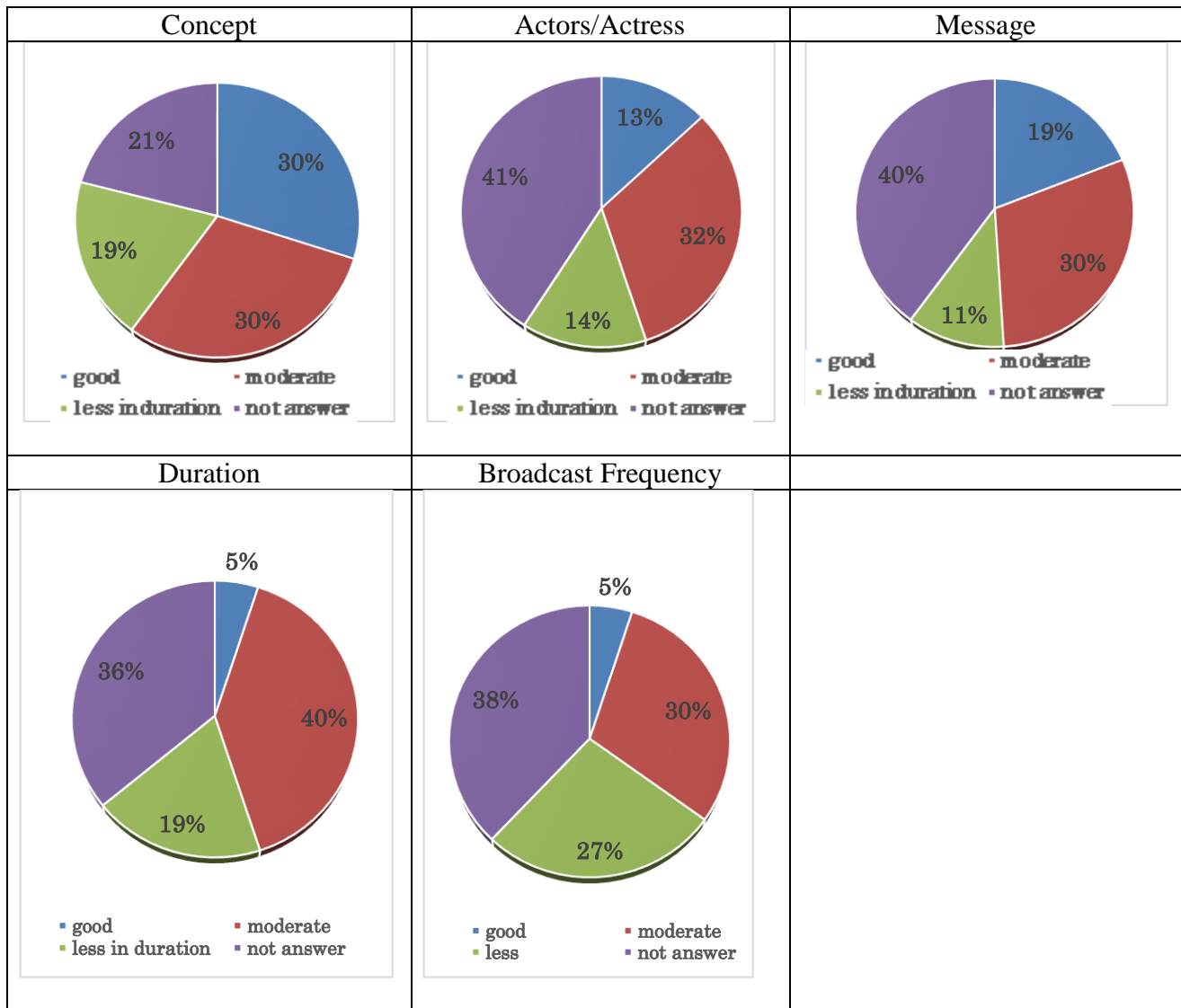


Fig. 4. Evaluation of PSA that Aired on Television in Jakarta

4. Conclusion

Most respondents were interested in PSA 2 (Do not Using Motorcycles for “Mudik”) and most are not interested in PSA 5 (Air Transportation Safety)

The reason why the PSA is not interesting is because the duration is too short and boring.

Only 12-31% of the respondents are clearly captures the message conveyed by PSA. Most messages are captured is a message from PSA 2 (captured by 31% of respondents). Message captured by the respondent is the benefit of safety and discipline in driving.

Difficulty often mentioned by respondents when complying with the message conveyed by the PSA is 'used to break the rules'. This condition is extremely dangerous because it tends to be bad for the culture of transportation users in Jakarta.

The respondents expect the PSA can be aired to public continuously, not only during “Mudik” or Eid activities, but also aired throughout the year.

The overall evaluation of the respondents is shown by percentage of respondents who give moderate and good value of all PSAs that had aired on television in Jakarta for the concept is 60%, for actors/actress is 45%, for messages that were delivered in PSA is 49%, for duration is 45% and for the airing frequency is 35%.

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