

ABSTRAK

Lia Riski. *Manajemen Kampanye Bahaya Merokok melalui Iklan Layanan Masyarakat Televisi (Studi Kasus pada Kementerian Kesehatan Republik Indonesia)*

Data terbaru dari The Tobacco Atlas 2015, Indonesia menempati tingkat satu dunia untuk jumlah pria perokok di atas usia 15 tahun. Data tersebut menunjukkan sebanyak 66% pria di Indonesia adalah perokok. Setiap tahunnya prevalensi perokok di Indonesia terus mengalami peningkatan, baik perokok pria maupun perokok wanita. Tingginya jumlah perokok di Indonesia turut meningkatkan jumlah pasien penyakit tidak menular, dan sebagian besar faktor risiko PTM salah satunya adalah karena kebiasaan merokok. Menurut data Kemenkes tahun 2014 beban penyakit di Indonesia sebanyak 71% akibat PTM, seperti jantung, *stroke*, kanker, diabetes dan gagal ginjal. Dan PTM telah menjadi penyebab utama kematian di Indonesia.

Permenkes No. 64 Tahun 2016 pasal 3, Kementerian Kesehatan RI memiliki tugas menyelenggarakan fungsi perumusan, penetapan, dan pelaksanaan kebijakan di bidang kesehatan masyarakat, pencegahan dan pengendalian penyakit. Upaya pengendalian penyakit yang diakibatkan rokok di Indonesia, Kementerian Kesehatan melakukan berbagai program salah satunya kampanye bahaya merokok melalui iklan layanan masyarakat. Adapun tujuan penelitian ini adalah untuk menggambarkan manajemen kampanye bahaya merokok melalui iklan layanan masyarakat televisi yang dikelola berdasarkan identifikasi masalah, perancangan kampanye, pelaksanaan kampanye dan evaluasi kampanye yang dilakukan oleh Kementerian Kesehatan RI

Metode yang digunakan dalam penelitian ini adalah studi kasus kualitatif dengan teknik pengumpulan data wawancara mendalam dan observasi partisipatori pasif. Penelitian ini dilakukan melalui langkah-langkah: menentukan lokasi penelitian, menentukan metode penelitian, menentukan pemilihan informan, menentukan jenis dan sumber data, menentukan teknik pengumpulan data, dan akhirnya mengolah dan menganalisis data.

Hasil penelitian ini menunjukkan bahwa dalam manajemen kampanye bahaya merokok melalui iklan layanan masyarakat Kementerian Kesehatan melakukan empat tahap pengelolaan yaitu meliputi: identifikasi masalah, perancangan kampanye, pelaksanaan kampanye, dan evaluasi kampanye. Identifikasi masalah mencakup pengumpulan data (*fact finding*) dan analisis data. Perancangan kampanye mencakup perancangan tujuan, sasaran, pesan, saluran, *budget*, waktu dan *partner*. Pelaksanaan kampanye mencakup uji coba, *launching*, *press release*, tayang dan monitoring. Evaluasi dilakukan melalui riset lapangan dan pengamatan terbuka.

Kata Kunci: Manajemen Kampanye, Iklan Layanan Masyarakat, Kementerian Kesehatan RI

ABSTRACT

Lia Riski. *Management campaign of danger smoking through the public service advertisement on television. (case study on the Ministry of health of the Republic of Indonesia)*

Based on the latest data from The Tobacco Atlas 2015, Indonesia occupying level one of world for the number of male smokers above age of 15 years. The data showed total 66% of men in Indonesia are smokers. Every year prevalence of smokers in Indonesia increasing, men or even women smokers. The high number of smokers in Indonesia also increase the number of non-communicable diseases patient, and most of the risk factors of PTM, one of them is the habit of smoking. According to data of Kemenkes 2014 disease burden in Indonesia as many as 71% caused PTM, like the heart, stroke, cancer, diabetes and kidney failure. And PTM has become the leading cause of death in Indonesia.

Permenkes No. 64 Year 2016 section 3, the Ministry of health of Indonesia has the job of organizing the formulation, determination, and the implementation of policies in the field of public health, prevention and disease control. In an attempt to control the disease caused by cigarettes in Indonesia, the Ministry of Health conducts various programs one of them is campaign of danger smoking through the public advertisement. As for the purpose of this research is to illustrate the management campaign of danger smoking through the public advertisement on television managed based on identification problems, the campaign planning, the campaign itself and evaluation of the campaign conducted by Indonesian ministry of health.

The methods used in this research is a case study of qualitative data, collection techniques with in-depth interviews and observations of passive partisipatori. This research was conducted through the steps: determine the location of research, determine research methods, determine the selection of informants, determining the type and source of data, determine the data collection techniques, and finally processing and analysis of data.

The results of this research show that campaign of danger smoking through the public advertisement. Ministry of Health conducts four stages of management, include the following: problem identification, design of campaign, implementation of campaigns and campaign evaluation. Problem identification includes the collection of data (fact finding) and data analysis. The design of the campaign include the purpose of design, target, message, channel, budget, time and partner. The campaign includes implementation testing, launching, press release, screening and monitoring. And evaluation is carried out through research and field observations.

Keywords: *(Campaign Management, Public Service Advertisement, Ministry of Health Republic of Indonesia)*