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THE LENTERA ANAK FOUNDATION'S COMMUNICATION STRATEGY ABOUT THE HAZARDS OF CIGARETTES THROUGH THE #SATUPUNTUNGSEJUTAMASALAH CAMPAIGN

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ABSTRACT

The purpose of this study is to define and describe the Lentera Anak Foundation's (YLA) usage of communication methods. YLA is a social organization that works to fulfill children's rights in Indonesia and regulate issues that affect children. Researchers chose YLA because they are interested in public communication efforts such as the #SatuPuntungSejutaMasalah (ASingleCount) action, which aimed to raise awareness about the harmful effects of smoking. The researchers sought to know not only what techniques the organization utilized in the campaign and present the difficulties and opportunities they encountered but also to make meaning of the contribution it offered to society. This study employs a constructivist framework and a case study method. The findings, gathered through structured interviews and observation, demonstrated YLA's communication strategy delivering ten previously determined themes about the impact of cigarette butts. #SatuPuntungSejutaMasalah campaign utilized what the researchers termed as CORE Communication tactics: Collaboration for planning, scenario analysis, management, and issues; Organization for development of objectives, content, media, and strategies; Relevance for execution or implementation and the final stage, Engagement for assessment of

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the outcomes of the efforts performed.

INTRODUCTION

A case of a 2.5-year-old toddler, known as the letter "R", suspected of having a severe nicotine addiction rocked Indonesia a few months ago (Zhang et al., 2021). If his request to smoke is not granted, the child of Misbahudin (36 years) and Maryati (35 years) of Tenjojaya Village, Cibadak District, "R" will become enraged and throw a tantrum. Two packs of smoke and a cup of coffee can be consumed by this toddler in a single day. Many toddlers and youngsters are addicted to cigarettes and "R" is one of them. The current increase in the number of children who smoke will influence their health, affecting their education and quality of life in the future.

Children are still searching for self-identity at a young age. They tend to follow trends, are still insecure, and are readily influenced by others, including the influence to smoke (Dubey et al., 2020). Indonesia has consistently seen the biggest increase in smoking among children and teenagers. In Indonesia, even smoking by teenagers has become commonplace (Rachmat et al., 2013). One of the issues is the ease with which minors can obtain cigarettes (Cristyaningsih, 2021). The low price, whether purchased in retail or packs, causes the number of child smokers to increase. It should also be noted that the risk posed by smoking does not only harm smokers themselves (active smokers), but also affects the people around them who are exposed (Braun et al., 2022).

According to the Ministry of Health's Basic Health Research, there are 7.8 million youngsters in Indonesia who smoke between the ages of 10 and 15. If no handling and prevention measures are taken by all parties to safeguard the younger generation from the dangers of smoking, this number is expected to rise to 15.8 million by 2030. As it is well known that Indonesia will enter the era of demographic bonus in 2030-2040 (Tama et al., 2022), if Indonesia's human resources have poor health quality as a result of smoking and being exposed to the dangers of cigarettes, the result will be a lack of productivity, weak global competitiveness, and finally, Indonesia will become a disadvantaged country and will be unable to enjoy

the demographic bonus. Of course, this bleak forecast contradicts the nation's aim for a Golden Indonesia, or for Indonesia to become a developed country (out of the middle-income trap) in 2045 when it celebrates its 100th year of independence (Munandar, 2022).

A group called Yayasan Lentera Anak (YLA) responded to this major situation by establishing many preventative steps for the infringement of children's rights. YLA uses social media platforms like Instagram and Facebook to engage members of the community, including students, university students, environmental activists, health activists, and others. Through the #SatuPuntungSejutaMasalah ("One-cigarette-Butt One Million Issues") campaign, one of the initiatives taken by YLA to defend children's rights is to ensure that children achieve the fulfillment of their right to health by not being exposed to the harms of smoking. This campaign was implemented to raise awareness that smoking has a significant impact on the Indonesian nation's future since it causes people to become addicted to nicotine (Kusumawadani et al., 2020).

The work of YLA has piqued the interest of researchers. Researchers want to see how YLA communicates and how they rolled out the #SatuPuntungSejutaMasalah campaign. The researchers' communication approach for analyzing the #SatuPuntungSejutaMasalah campaign will be based on Ronald D. Smith's (2005) public relations communication strategy which explains the four stages of communication strategy, namely the stages of formation, strategy, tactical, and evaluation (Samiaji et al., 2022). This strategy was chosen since it is quite specific in laying out the key steps in the campaign's execution. Through the concept developed by Ronald D. Smith, we want to see how the implementation of the communication strategy in campaigning the hazards of cigarettes.

CONCEPTUAL FRAMEWORK

Communication Strategy

To achieve a set goal, a communication strategy is essentially a combination of communication planning and communication management (Agung et al., 2021). A communication strategy, in general, articulates, explains, and promotes a communication vision and a communication objective unit clearly and concisely (Fernando et al., 2020; Liliweri, 2011). To produce consistent communication, communication-based on a single choice (decision) among multiple communication choices, communication techniques are required (Wahyudi, 2020). Unlike tactics, communication strategies go into further detail on the specific stages of a sequence of communication activities based on a single approach for achieving certain communication goals using a predetermined strategy (Anggraheni et al., 2021).

Communication strategy is defined as the best mix of all communication aspects (communicator, message, channel (media), receiver, and impact (effect) designed to achieve optimal communication goals from multiple perspectives (Lumampauw et al., 2020; Marta et al., 2021). Communication strategies are typically developed using methodical procedures to assist users in expressing their thoughts when confronted with a variety of challenges, including technical issues such as language acquisition (Sari et al., 2022).

In developing a communication strategy, numerous key components must be addressed, including the introduction of audiences, messages, methods, media, and communicators (Lestari et al., 2021). Meanwhile, the goals of developing a communication strategy are: 1) to ensure understanding, i.e., to influence the communicant through messages conveyed to achieve specific goals; 2) to establish acceptance, i.e., after the communicant receives and understands the message conveyed, the message must be confirmed in the communicant's mind to produce feedback that satisfies the communicant's goals, and 3) to motivate action by using

all kinds of communication to persuade the communicant to behave following the communicator's wishes (Salim et al., 2022).

Social Campaign

Social initiatives are part of an institutional communication strategy. Campaign organizers are usually institutions or organizations rather than individuals. The government, the commercial sector, or non-governmental organizations can all contribute to these institutions. A set of actions carried out by individuals or organizations in a planned and deliberate manner for the community is also known as a social campaign.

Social campaigns are actions that are used to deliver messages to the public concerning non-commercial social issues. Larson splits social campaigns into three categories. Product-oriented Campaigns are activities in which product-oriented campaigns are usually carried out in commercial activities in marketing promotion campaigns for a new product launch. Candidate-oriented Campaigns optimizes a specific audience for the benefit of political campaigns. Campaigns that are ideologically or cause-oriented are focused on a certain goal. Issues that are more particular and concern the interests of human life are usually brought up.

Based on the results of the campaigns that have been run thus far, the Lentera Anak Foundation's campaign is of the third category, because the Lentera Anak Foundation is fighting for a unique issue (freeing children from smoking) that directly affects the lives of Indonesian children. The YLA campaign is cause-oriented, with the campaign focusing on the issue of keeping children away from smoking activities (Chinmi et al., 2020; Lokot, 2018). This demonstrates that what YLA is doing is directly related to human life's interests.

The internet and social media have profoundly altered a variety of human activities, including social campaigns (Jaffery et al., 2020). Campaigning is not a new concept in the digital age. Many organizations utilize social media to promote their causes

(Normawati, et al., 2018). Anyone can utilize social media to communicate their interests or hobbies to a broad target audience (Harry et al., 2022).

A well-thought-out communication campaign can also be considered a public relations strategy (Andy & Purwanti, 2021). It involves strategic planning that requires judgments based on informed knowledge and facts drawn from communication science and different art forms (Budianto & Erlita, 2020; Johana et al., 2020). Strategic planning must be prepared in a planned, systematic, and educated manner (Marta et al., 2020; Setiawan et al., 2021).

Perhaps it's best to say that Tazri (2020) identifies four stages in a public relations strategy. The first stage is Formative Research which analyzes the situation, organizational focus, and the audience. Another phase of public relations strategy is Strategy Development, which sets goals and objectives, formulates action and reaction strategies, as well as selects effective media of communication; after which it is continued with Tactics Development, which chooses communication tactics and implements strategies for the public. Finally, the Public Relations Strategy will be evaluated using systematic measurement of the effectiveness of each strategy.

The Lentera Anak Foundation (YLA) adopted Smith's (2005) public relations approach as the foundation for assessing the communication strategy used by the YLA in campaigning against the risks of smoking through the #SatuPuntungSejutaMasalah action.

METHODOLOGY

The constructivist paradigm, which considers object identification as emerging from how we talk about objects, the language we use to communicate our notions, and how social groups adapt to their overall experiences (Littlejohn et al., 2017), was applied in this study. This paradigm sees social science as a systematic examination of socially significant action based on direct and extensive observations of the social actors involved in the creation, maintenance, and management of their social

reality (Sujana & Marta, 2017). The truth of social reality can be seen as a result of social construction in this paradigm, and the truth of social reality is relative. From an epistemological standpoint, the researcher employs a subjective approach to describe the construction of meaning.

The case study method was used in this investigation. The case study technique is a strategy used if the research's major topic is about how, or how and why, or why, if the researcher has little influence over the events to be researched, and if the research's focus is on current (present) phenomena in real life (Romero-Rodríguez et al., 2020). Interviews and observations were used to gather information. The head of the Lentera Anak Foundation, the social media manager, the advocacy team, and two young persons was interviewed in structured interviews (Table 1).

Table 1 Research Informants

<i>Informant Code</i>	<i>Location</i>	<i>Position</i>	<i>Status</i>
(P1)	Jagakarsa, Jakarta Selatan	The foundation's president	Key Informant
(P2)	Bekasi, Jawa Barat	Social Media Executive	Informant 1
(P3)	Jagakarsa, Jakarta Selatan	Project Coordinating of Young Health Programme	Informant 2
(P4)	Bogor, Jawa Barat	Action Participant 1	Informant 3
(P5)	Lombok, NTB	Action Participant 2	Informant 4

Source: Authors

The head of YLA, the social media manager, and the advocacy team were chosen because they are from the YLA party with positions and ranges of responsibilities. They are the designer of the campaign that is being carried out. Meanwhile, the two young persons involved were interviewed to gain perspective from various perspectives, particularly on the implementation of the campaign strategy that YLA had carried out in the field. While observations were made on YLA-owned pages and social media, particularly those that were used as media in the #SatuPuntungSejutaMasalah campaign (Marta & Monica William, 2016). During the data collection procedure, researchers also observed the reports and attachments provided by YLA.

FINDINGS & DISCUSSION

Collaboration: Stage of Formation

Based on the results of interviews conducted in P1, it appears that the Children's Lentera Foundation (YLA) has not yet completed a comprehensive situation analysis, implying that all teams still have a lot of work to do to complete because they must learn a variety of risk management and crisis management skills. However, before launching the #SatuPuntungSejutaMasalah campaign, the YLA undertook a quick analysis of the situation, which included brainstorming, investigating cigarette butts issues, producing action guides and key messages, and mapping out "like-minded" groups and government organizations.

Table 2. Analysis of the Situation of the #SatuPuntungSejutaMasalah Campaign

<i>No</i>	<i>Activity</i>	<i>Purpose</i>
1	Organize a brainstorming session with "Young Reformers" to see what activities they can take together.	The #OnePuntungSejutaMasalah campaign is a collaboration with the movement's driving force, the "Young Reformers."
2	looking into the issue of cigarette butts.	The purpose is to ensure that the #SatuPuntungSejutaMa problem campaign does not copy, or at the very least differ from previous efforts.
3	Develop action guides and key messaging for the #SatuPuntungSejutaProblem campaign. Conduct a minor study in the form of mapping communities, organizations, and government institutions dedicated to safeguarding Indonesian children from the harmful effects of cigarette addiction.	to set it apart from other campaigns
4	Organize a brainstorming session with "Young Reformers" to see what activities they can take together.	To look at possibilities for partnership in the #OnePuntungSejutaProblem campaign.

Source: Authors

The internal environment, public perception, and the external environment are all factors to consider while conducting an organizational focus analysis. Internal

organizational analysis was conducted, according to P1, to determine resources, timeliness, and capacity.

The internal environment encompasses all of the organization's human and physical resources. Employees (all professional staff at YLA are viewed as assets to YLA), management (YLA requires uses a flexible hybrid approach: very fluid coordination and control to achieve organizational goals), and the supervisory board are some of the features that have been developed in YLA's internal environment (plays an important role in managing the organization(Wang et al., 2021). They need to supervise YLA's activities and programs to ensure that they are in line with the Foundation's goals, vision and mission, financial support, and physical equipment. YLA requires capital for its survival which is obtained from project funds and donations.

Work productivity can also be improved by creating a pleasant working environment, mutual support, kinship, or familiarity. YLA believes that the campaign objectives will be met automatically if work productivity is strong.

The work atmosphere is really friendly, especially because I was still an intern, but it was very encouraging, and properly guided, so it gave a very broad perspective, especially since tobacco control is such a significant issue, but how do these senior brothers genuinely embrace and provide support? The fact that you have a lot of references and also wish to be invited to talk about it is a positive (P2)

YLA admits to not undertaking public perception analysis regularly. They based their public perception on public engagement in YLA's action program. They see it as an example of how the public views their behavior.

We haven't yet conducted any specific public perception research. However, based on the results of our numerous initiatives, it appears that public perception is favorable. This is evident in the teamwork that has been established, as well as

public participation, media attention, and the government's response. (P1)

Meanwhile, mapping the social and political climate, network support, program aims, and beneficiaries is being done for external examination. A mapping of the ministries and state agencies that support actions to safeguard youngsters from smoking addictive drugs is also done as part of this procedure (Munandar, 2022). Following the mapping, YLA addresses communities, organizations, ministries, and state Institutions, both personally and institutionally, to collaborate on campaign activities, advocacy, education, and outreach.

Collaboration with numerous organizations, including the GAGAS Foundation, the Plan International Indonesia Foundation (Plan Indonesia), and AstraZeneca, was carried out as a follow-up to the mapping of the neighborhood and nearby communities. This partnership continues with the creation of a Youth Health Program that focuses on socializing and educating youth about the risk factors for Non-Communicable Diseases (NCDs), such as tobacco use and anti-smoking campaigns, dangerous alcohol consumption, unhealthy diets, and a lack of physical activity or exercise (Wahyuningtas et al., 2020).

Cooperation with community aspects is carried out in the meantime by adapting to the community's background, including culture, education, religion, age, race, and ethnicity. This is critical for the campaign's messages to reach the intended audiences (Sari et al., 2022). For example, on November 26, 2019, images of the Papuan "Young Reformer" Yoke Merauje's cigarette butt collection operations were shared on the @fctcindonesia Instagram account, according to researchers' observations. The action was carried out by Yoke in collaboration with the Papua Province Children's Forum at three parks in Jayapura City, Papua: Taman Imbi, Taman Mandiri, and Taman Vate Namoya.

The partnership of six youth and children's organizations from various religious backgrounds resulted in a total of 7,256 cigarette butts being collected. The post

further mentioned that the participants were not just children but also adults, one of them was a representative from the Jayapura City Tourism Office.

Figure 1. The Papua Province Children's Forum at three parks in Jayapura City Papua



Source: Authors

YLA must define publics, analyze public characteristics, identify publics, choose key publics, analyze key publics, and identify key public features to complete the formative analysis (Hodge & Reynolds, 2019). The public of YLA is made up of three components, according to this research: youth and young communities throughout Indonesia, the wider public, and the government (the President and several related Ministries such as the Coordinating Ministry for the Economy, the Ministry of Health, and the Ministry of PPPA as well as local governments).

The following are some of the actions that YLA has undertaken to improve communication with the government. YLA provides technical assistance to three local governments, namely Solo City, Lamongan City, and Banggai Regency, in developing or revising KTR (*Kawasan Tanpa Rokok* – non-smoking area) and cigarette advertising prohibition regulations in their jurisdictions. Furthermore, they submit the monitoring results of the Djarum Badminton Audition to the Indonesian Child Protection Commission (KPAI). They encourage KPAI to make the audition comply

with PP 109 of 2012 regulations by eliminating the logo and brand image of cigarettes.

For the actions of the #OnePuntungSejutaMasalah campaign, YLA frequently employs spokesmen from the young community, who are referred to as "Young Reformers." These are selected 20 teenagers from 20 cities who are using social media to promote tobacco control to safeguard Indonesian youngsters, particularly in their communities, from the harmful effects of smoking. Those chosen would participate in the "Youth Reformer" 2.0 workshop, which will equip them with a key message to use as a guide in communicating with their communities, policymakers, the general public, and the media.

Organization: Stage of the strategy

At this point, YKA begins to create organizational goals and objectives, which are primarily concerned with activity positioning and selection. As a social sector-focused non-profit, YLA has a clear purpose in implementing the #OnePuntungSejutaProblem campaign. This initiative has two primary goals:

1. To encourage as many young people as possible to collect and document cigarette butts found in their environment to demonstrate to the wider community and the government that the problem of cigarette butts is more than just cigarette waste.
2. To encourage the government to enact comprehensive legislation to address cigarette-related issues. This law must be able to address a slew of cigarette-related issues, including banning cigarette advertising, promotion, and sponsorship, raising the price of cigarettes as high as feasible, limiting access to cigarettes, and enacting a No-Smoking Zone (KTR).

There are also another objectives connected to attempts to foster solidarity among young people to assist and collaborate in the implementation of a healthy lifestyle and the prevention of non-communicable diseases caused by smoking habits.

Because it is publicized on social media, young people's participation will create a sense of solidarity among the younger generation.

This activity creates solidarity among young people to support one another and work together to implement a healthy lifestyle to prevent non-communicable diseases, in addition to raising awareness about the dangers of smoking. (P3)

In terms of positioning, YLA sees itself as an independent organization dedicated to promoting and defending children's rights in Indonesia to promote the realization of a child-friendly democratic state through education, advocacy, youth, and community empowerment, as well as conducting research and studies on children's well-being. In conjunction with young people, young communities, and organizations or institutions concerned with child safety and improving children's rights, YLA conducts campaigns, education, and outreach activities regularly (Suryanah et al., 2022). The #SatuPuntungSejutaMasalah campaign is one of YLA's initiatives to make the country more child-friendly by upholding children's health rights and preventing the harmful effects of smoking.

YLA divides strategies into two categories based on their positioning: pro-action strategies and responsive strategies. To examine the possibilities of working on the #SatuPuntungSejutaMasalah campaign with the public, YLA proactively develops a communication plan through face-to-face meetings or communication channels such as email, telephone, and short messages. YLA urged follow-up meetings and coordination meetings to be organized ahead of the campaign activities to create a sense of belonging to the campaign activities.

We sent direct communications to the groups involved before their involvement, and they were provided training and capacity building, so at the very least they are aware of the problem. Some people have access to this information. After that, materials about the #OnePuntungSejutaProblem were distributed. (P2)

YLA discovers organizations on the list that can be invited to collaborate, as well as organizations or communities, and contacts them via social media. Those who want to contribute are provided training, particularly on tobacco control issues, as well as preparation materials.

Anticipation, defensive attacks and replies, diversion, sympathy, and straightening conduct are all part of YLA's response strategy. This strategy, it must be admitted, has not been fully implemented. They are more likely to accept attacks directed against them. When responding to verbal attacks, YLA's strategy is to take their time."

YLA knew that to have a successful campaign, they needed to build an effective communication message. As a result, during the campaign, YLA developed ten key messages based on research and analysis of available data on the issue of cigarette butts. Here are the main key messages.

Table 3. Key Messages for the #OnePuntungSejutaMasalah Campaign

No	Message	Description
1	The ecology is harmed by cigarette butts.	Cigarette butts, which fall into the hazardous waste (B3) category, take ten years to disintegrate and account for the majority of debris in the ocean. According to Water Conservancy data from 2018, there are 2.4 million tons of cigarette butts in the ocean, posing a hazard to marine biota ecosystems. Because seawater is polluted with cigarette butts, we will be unable to consume fish, shrimp, and crabs by 2040.
2	With the high consumption of cigarette addictive chemicals, cigarette butts are an issue.	In 2017, the World Health Organization reported that cigarette usage was responsible for 7.2 million fatalities in developing nations, one of which was Indonesia. In terms of cigarette usage, Indonesia is ranked third in the world. According to Riskesdas data from 2013, Indonesian smokers consume a minimum of 12 cigarettes per day.
3	Cigarette butts are a cancer-related blackening of the lungs.	Lung cancer is connected to smoking habit in 87 percent of instances. Aside from that, smoking is linked to the development of non-communicable diseases. BPJS Kesehatan must cover the cost of treating catastrophic cancer with the cost of Smoking is one of the top ten cancer risk factors. According to Riskesdas 2018, Indonesia has a cancer rate of 2 per 1000 persons. As a result, cigarettes account for more than 17% of the National Health Insurance's funding.
4	The cheap availability of addictive drugs is a concern with cigarette butts.	Almost all vendors and shops, especially those near schools, sell inexpensive cigarettes and bars. Seven out of ten sellers have banners or posters advertising tobacco advertisements on display. 59 percent of youngsters who buy cigarettes in stalls or stores have never been turned down due to their age (Ramadani, 2019)

5	Many people are exposed to cigarette smoke, which causes cigarette butts.	Because people can smoke anywhere, including at home, on highways, sidewalks, terminals, stations, stalls, campuses, schools, offices, parking lots, parks, and other public places where people are active, cigarette butts can be found everywhere. According to GYTS research, cigarette smoke is inhaled by 78 percent of teenagers in public areas. As a result, more than 97 million Indonesians, including children, have become passive smokers, putting them at three times the risk of developing chronic diseases.
6	Cigarette butts are a persistent poverty issue.	Poor families' spending on cigarettes comes in second after grains, trailing only spending on healthy food, education, and health. In 2015, the Central Bureau of Statistics reported that spending on cigarettes contributed 8.24 percent to the poverty level. In Indonesia, children from low-income households have the right to education and health care, and they contribute to stunting.
7	Because of the lack of rules safeguarding youngsters from tobacco industry marketing aims, cigarette butts are a concern.	Indonesia is the only ASEAN country that still allows cigarette advertising, marketing, and sponsorship aimed at luring children into becoming new smokers. The tobacco industry also spends a lot of money on advertising, marketing, and sponsoring cigarettes by selling young people's lifestyles to youngsters. It has been proved that cigarette commercials inspire 48 percent of youngsters to start smoking. As a result, child smokers increased by 9.1% in 2018, greatly exceeding the 2019 RPJMN target of a 5.4 percent reduction in child smokers.
8	Forest fires are caused by cigarette butts.	According to the BNPB, Indonesia's fire area reached 857 thousand hectares in 2019. Humans are responsible for 99 percent of forest and land fires in Indonesia. Carelessly disposing of cigarette butts, indiscriminately burning waste, and intentionally burning to open plantation or agricultural land.
9	Cigarette butts are a form of modern enslavement.	According to the International Labor Organization (ILO), 1.5 million children aged 10 to 17 years old work in Indonesian tobacco farms for the cigarette business. They are involved in every step of the tobacco processing process, but they are underpaid, if not outright unpaid.
10	Cigarette butts are time bombs in the making.	Indonesia will not be able to achieve the demographic bonus and realize a golden Indonesia by 2045 due to its excessive cigarette smoking. Because the effects of cigarette use will generate a variety of health issues in the future, resulting in a sickly productive age.

Source: Authors

Of course, the key messages chosen must be in synergy with the campaign media's users. YLA chose a variety of platforms to promote its initiatives, including a website, social media, and traditional media. The goal of media synergy is to maximize the impact or influence of this campaign activity on the public and policymakers. Because of the peculiarities of their unique audiences, all sorts of media are believed to have their own efficacy.

Table 4. Media Usage Activities During Campaign

<i>Media</i>	<i>Activity</i>
Conventional mass media	<ul style="list-style-type: none"> • Press release launching the #SatuPuntungSejutaMasalah campaign and the release of follow-up activities • Media Briefing for the offline campaign event #SatuPuntungSejutaMasalah

Website

www.pilihbicara.org

Social Media

(Instagram and Facebook)

with the theme “Fidelity for One Butt a Million Problems” at Taman Pandang, Monas, Central Jakarta in December 2019.

- Uploading campaign actions
- Documentation of the number of cigarette butts that have been collected
- Mobilize community participation through the action “So a Detective butts a Million Problems”.
- Cigarette butt collection documentation

Source: Authors

Relevance: Stages of Tactical

At this point, YLA decides on communication techniques, which include both interpersonal and conventional approaches. In terms of interpersonal strategies, YLA urges young reformers to take a personal approach to their classmates, community, organization, and home environment. This strategy is implemented by having campaign activities posted on their social media pages. Because of the success of this strategy, about 1,000 young people from 107 organizations/communities in 28 Indonesian cities participated in the campaign.

I enlisted the help of friends from the #AksiKebaikan Smoke-Free Campus community, as well as several other student organizations, to carry out this action. In addition, the action's outcomes inspired my friends and #AksiKebaikan to write an open letter to UIN Jakarta's Chancellor. Not only on the UIN Jakarta campus but also around marketplaces and highways, I organized friends from the Bogor Muhammadiyah Student Association to take action and have dialogues with them. (P4)

To make this interpersonal method more effective, the young reformers explain and deliver a brief education on the movement each time they approached a buddy. This phase is critical for persuasion and avoiding unfavorable stereotypes about the action.

“Yes, we not only invite them, but we also provide explanations about the risks of cigarette butts and a summary of other steps taken in other regions.” (P5)

Traditional techniques include staging actions in their cities and running social media campaigns. On December 22, 2019, YLA cooperated with around 100 young people from 30 organizations and communities to carry out the #SatuPuntungSejutaMasalah offline campaign in Taman Pandang, Monas, Central Jakarta, or in front of the Jakarta State Palace. The YLA also encouraged the media to participate in the campaign's coverage. As a result, the issues addressed by YLA and its partners were made known to a wider audience, allowing the big aim of lowering tobacco usage and developing comprehensive and holistic tobacco control policies to be realized.

All of these strategies and tactics were carried out under the declared plans. YLA engaged in activities that repeated themselves, such as collecting cigarette butts regularly, to maximize the campaign's impact or influence on the community and policymakers. That is why, with the "Young Reformers" as campaign drivers, YLA interacted with a wide range of groups and organizations in cities and regencies across Indonesia, and campaigned together continually. The #SatuPuntungSejutaMasalah campaign, which was initiated and attended by 1000 young people from 107 organizations and communities partnering together, was carried out in 28 cities and regencies in Indonesia from November 2019 to February 2020.

Engagement: Stages of Evaluation

After the activity was completed, YLA conducted an independent review to assess many key factors, including support for the activity, its attractiveness, and the accuracy of media choices. All stakeholders were solicited for their feedback and suggestions on the entire campaign's implementation phase so that it can be used as a benchmark for future action in the same or other campaigns. Among the main conclusions revealed by the evaluation are:

Table 4. Results of internal evaluation conducted by YLA

<i>Evaluation Point</i>	<i>Evaluation Results</i>
<i>Activity support</i>	The people appreciated the #SatuPuntungSejutaMasalah campaign activity, as evidenced by the participation of over 100 communities and organizations. The #SatuPuntungSejutaMasalah campaign was launched in 28 Indonesian cities or regencies between November 2019 and February 2020, and 1,000 young people from 107 organizations and communities partnering with YLA and the Young Reformers attended.
<i>Activity attraction</i>	The #SatuPuntungSejutaMasalah campaign, which was started by 20 Young Reformers from 20 Indonesian cities or regencies, has become an attraction and inspiration for numerous organizations to carry out similar activities in different parts of the country.
<i>Media selection accuracy</i>	According to their findings, YLA's #SatuPuntungSejutaMasalah campaign's utilization of several communication mediums simultaneously is successful in maximizing the impact or influence of this campaign activity on the community and policymakers.

Source: Authors

YLA discovered complaints over their campaign as a result of the evaluation results. There have been accusations that this campaign effort is discriminatory towards smokers in some regions, including the Jakarta area. This complaint is not immediately addressed, but it is taken into account as part of the incentive given to "Young Reformers" to continue to publicize the risks of smoking on college campuses.

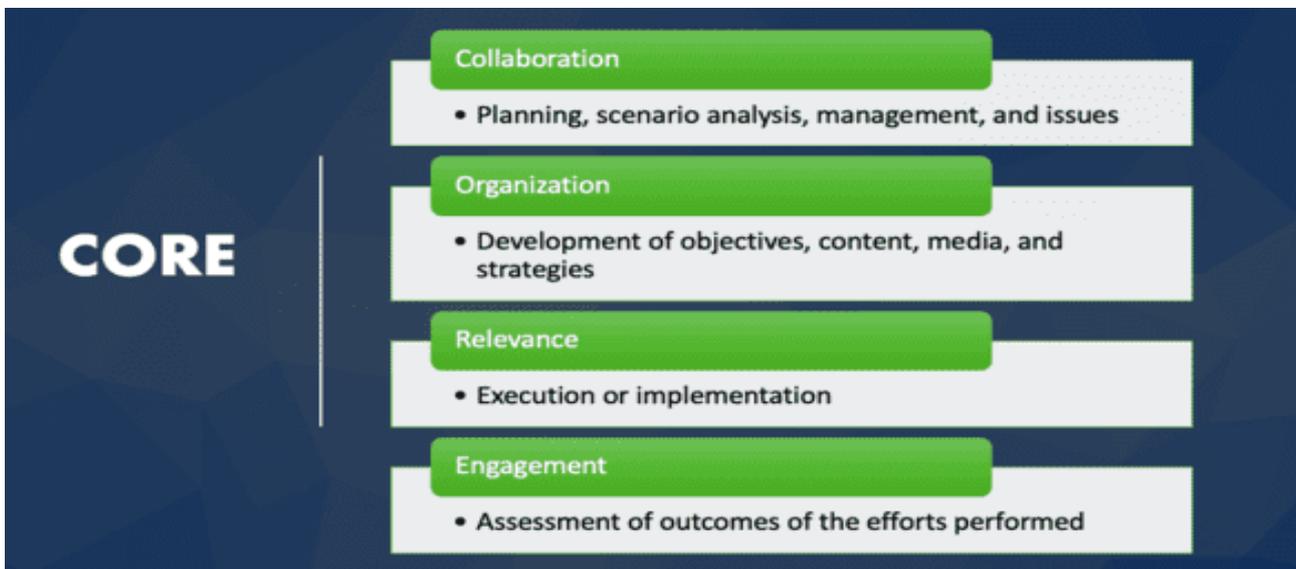
The criticism is intended to pique the interest of young people and encourage them to speak out about social issues, particularly child protection and the risks of smoking. Furthermore, an increasing number of individuals are aware that clean air is a human right. In the long run, the number of smokers in Indonesia is predicted to decline.

Discussion

Applying Smith's (2005), public relations strategy in the Yayasan Lentera Anak's #OnePuntungSejutaMasalah action, the YLA team has carried out a succession of stages formulated by the researchers as CORE communication tactics which stands for Collaboration, which forms the stage of formation; Organization which is the stage of the strategy; Relevance which points out the tactical stage; and

Engagement, which evaluates all stages of CORE Communication Tactics whether they're effective of raising awareness about the dangers of smoking particularly for children.

Figure 2. CORE Communication Tactics



Source: Authors

The first stage of CORE Communication Tactics is Collaboration. According to Grunig (2000), the core value of public relations is the value of collaboration, which can also be found in the concepts of societal corporatism, collectivism, and communal relationships, This emphasizes the need to collaborate with Lentera Foundation's stakeholders (government, neighborhood, and community) and empower the foundation to proceed with its next tactic.

The next stage of CORE Communication Tactics, Organization, covers the steps in the formulation of a well-thought-out communication plan as recommended by Smith (2005). Unfortunately, YLA has not taken several detailed and comprehensive steps in analyzing the situation such as issue management, risk management, and crisis management. It also failed to conduct a SWOT analysis before the campaign and a thorough post-activity evaluation. Organization or the stage of the strategy is critical as it gives the foundation of the game plan for the messages to be received, and

comprehended, and for the public to be aware of the dangers of smoking while also protecting youngsters from the cigarette industry's marketing aims. Victoria (2020) clearly states the need for integration and harmonization between all areas of the organization around the “mission”, “values”, “goals” and “objectives”, which should result in a description of the concept that the organization will aim to have with its public. The trick is to engage the general population, particularly young people, to document and disseminate the cigarette butts collected in their area. Furthermore, it encourages the government to enact comprehensive regulations to address cigarette-related issues.

The third stage of the CORE is Relevance or the implementation of a series of campaigns that created enthusiasm and engagement from the community, many organizations, communities, and other institutions that were the major objectives, thanks to robust pre-determined planning and strategy for an anti-cigarette smoking campaign for children. YSA must implement programs that will resonate with its stakeholders.

The last stage of the CORE Communication Tactics is Engagement. All communication campaigns must undergo an evaluation to see if it has made meaningful engagements with their targeted stakeholders. The evaluation conducted was warranted to sustain and improve other comparable events that YLA would carry out to campaign and advocate for various parties about the necessity of completing children's rights in Indonesia. Explaining how effective public relations enables organizations to realize their missions, whether financial or relational, remains a challenge (Azzahrani, 2019).

CONCLUSION

It is discovered in the study that YLA has implemented four stages of CORE Communication Tactics during its public relation engagement with its audience. YLA managed to effectively use online media to inform the public about the dangers of

cigarettes for children and advocate for young generations to avoid smoking at an early age. This is taking into account that the nicotine contained in cigarettes will deliver a negative health impact in the long term. YLA's campaign message related to cigarette consumption has been proven to be effective for the audience and other institutions to enact similar campaign methods to combat the number of early-age smokers.

LIMITATION AND STUDY FORWARD

This research looks at how the Lentera Anak Foundation used the #OnePuntungSejutaMasalah movement to implement its communication strategy in advocating for a world free of cigarette smoke for children. This movement is a sort of civil society aware that the government should consider and promote. A follow-up study could determine the impact of this campaign on public knowledge about the health risks of smoking.

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Researchers were motivated to conduct this study because they were concerned about the state of the community, which was unaware of children's health. In particular, there has been a rise in the number of youngsters in Indonesia who smoke from year to year. Reader comments are supposed to be used to foster a democratic climate that will help the country's future but not as a political agenda.

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