Campaign Message Design as Public Communication

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ABSTRACT

The phenomenon of campaigns is no longer foreign to the public, because campaign messages can convey message content in a wide range, the emergence of campaign messages accompanied by agencies or a number of groups who want to convey messages in the form of invitations or appeals messages to the wider community. Therefore, it is necessary to pay attention to the campaign message so that it does not distort the reading audience. The aim of this research is to see and understand how important message campaign design is as public communication based on effective message rules. The research method used in this research is descriptive qualitative, with a library research approach carrying out library exploration of written materials, whether in the form of notes, books or previous research. The results of this research show that to campaign a message to the public, you must pay attention to the types of campaigns that will be carried out, such as product-oriented campaigns, candidate-oriented campaigns, and ideology or goal-oriented campaigns. Apart from that, to help the message campaign be more easily accepted by the public, it is necessary to include message verbalization, visualization, illustrations, appeals, repetition and humor. There are 3 effective communication theories that can help the sustainability of message campaigns, namely using the Rhetorical theory of Aristotle (RTA), Extended parallel process model (EPPM), Social Cognitive theory (SCT) and symbolic convergence theory

Introduction

In a country with a democratic system, a campaign is an important communication activity because it can be used to achieve the goals of an institution or organization. Campaigns often involve directing, strengthening and mobilizing existing tendencies towards socially acceptable goals such as voting, purchasing goods, raising funds, improving health and safety, and so on. A campaign carried out by a Public Relations or Public Relations officer aims to influence the audience to follow or know about the activities and programs owned by the company or institution (Diniati & Rachman, 2022). So that the program activities will be followed by the audience and can immediately foster a good image and public trust

in the institution and even the country. Because in campaign activities, Public Relations is expected to provide appropriate and useful information to the audience in accordance with what is their job.

Campaigns certainly require media channels to be able to convey their programs to the general public. Communication experts generally believe that the audience is a collection of active individuals. They are constantly processing the various messages they receive from certain media and will interpret the messages in their own way. Traditionally, campaigns use media/channels such as newspapers, magazines, TV, radio, films and posters (Silviani & Darus, 2021). Usually this campaign is carried out simultaneously on these media channels within a certain period of time.

According to Venus, combining print and TV mass media, even with other mass media in implementing a campaign is one of the good strategies to have a strong effect that is expected to occur on the audience. According to Rice and Paisley, a campaign is a person's desire to influence individual and public opinion, beliefs, behavior, interests, and desires of the audience with the appeal of a communicator who is also communicative (Adiguna, 2018). While William Albig defines communication in campaigning as the process of passing symbols called "a symbol that is mutually understood" (Prastowo, 2017). The passing of these symbols is in the form of ideas, thoughts, and feelings. Thoughts are ideas, information, knowledge and so on. While feelings can be feelings of happiness, sadness, anger, confusion, and hesitation. Campaigns use symbolic interaction, meaning the passing of symbols or communication symbols that have a certain meaning in campaigning. The communication symbol itself can be in the form of language, both written and spoken, signs, images, certain gestures that have been formulated in such a way that they can attract attention and at the same time influence the message conveyed and ultimately will cause an effect or result as planned by the communicator (Indrawati, 2018). With these symbols, the communicant is motivated to do something happily what the communicator means. In relation to this symbolic interaction, campaign activities are psychological. The importance of this research is not only limited to the academic context, but also relates to the current campaign world as public communication.

Method

In this article, the method used is a qualitative method, through qualitative methods researchers focus on in-depth observation. Therefore, by using qualitative methods can produce more complete phenomena. The research approach through research known as literature review or literature review. Literature review study is a strategy for collecting data or materials relevant to a particular topic from various sources such as journals, books, the internet and other libraries. While for the research design is descriptive, namely research that details the background, situation and conditions that vary throughout a certain period of time. That way the author will reveal the findings of the examination in full about campaign message design as public communication in the results.

Findings

Campaign as Public Communication

Campaign is generally exemply persuasion in action which means that campaign generally displays an activity that starts from persuading. Rogers and Storey define campaign as a series of organized communication activities with the aim of creating a certain impact on the majority of target audiences on an ongoing basis in a certain period of time (Suryani, 2018). From this definition it can be concluded that the characteristics of a campaign are that there are activities, there are campaign communication process activities to influence certain audiences, to persuade and motivate audiences to participate, want to create certain effects or impacts as planned, implemented with a specific theme and clear sources, implemented in an organized and well-planned manner for the benefit of both parties or one party, within a certain time or a predetermined time.

Types of campaigns

Public communication activities in campaigning are usually related to an interest and what its purpose is, who the target audience is, in the context of what activities, to persuade or motivate the audience. So according to Charles U Larson there are 3 types of campaign programs (Putra, 2019):
1. Product Oriented campaigns
    It is a campaign activity that is oriented towards a product and is usually carried out in commercial activities of a marketing promotion campaign for a new product launch. For example, the launch of the flexi-telkom provider, the change of the national name to Panasonic, the change of the new logo of BNI-46 and Bank Danamon, etc.
2. Candidate Oriented campaigns
    It is a campaign activity that is oriented towards candidates for political campaign interests. For example, election campaigns, for presidential and vice presidential campaigns. Up to other public positions that seek to gain as much support as possible from the public through political campaigns. As well as marketing and advertising communication campaigns or using PR campaign techniques in a relatively short period of 3-6 months. With the support of large funds (investment) for commercial advertising expenses, publications and campaign travel costs for audiences, with supporters in various locations spread across the archipelago.
3. Ideological or cause oriented campaigns
    This type of campaign is oriented towards specific goals and has a social change dimension, for example, social campaign activities are specific and non-commercial, anti-HIV/AIDS, anti-drugs, national family planning program (KBN), peace is beautiful, and includes campaigns to be aware of paying taxes and campaigns to preserve the natural environment.

Communication strategy in campaign

Events in the campaign communication process involve the conceptor (conception skill), communication technicians (technical skills) and communicators who have all communication skills (communication skills) to influence communicants with the support of various technical and practical operational aspects in the form of tactical planning and strategies to achieve certain goals.

Conditions that support the success or failure of the message delivery in a campaign, according to Wilbur Schramm, are: The message is made in such a way and always attracts attention, the message is formulated through symbols that are easily understood or comprehended by the communicant, the message raises the personal needs of the communicant, the message is a need that can be fulfilled according to the situation and condition of the communicant. The message is in the form of ideas, thoughts, information, concepts and feelings. These thoughts and feelings cannot possibly be known by the communicant if they do not use "a symbol that is mutually understood"

Mastering communication techniques

As mentioned earlier, the purpose of the campaign is essentially how to change public opinion and other behaviors in accordance with the goals and plans implemented. Through these communication techniques, such as procedures for drawing attention to communication activities in the campaign, known as "AA procedure from attention to action" or with another formula with the slogan "AIDDA."

The importance of campaign messages

The first thing that comes to a person's mind when faced with a situation where they have to influence others is that they will immediately think about how to "talk" to the person they are going to influence. In other words, here the message design aspect is prioritized over other communication aspects. The message is the main and most profound aspect of campaign activities.

Campaigns rely on their power to influence audiences through creatively, systematically, and effectively designed messages. Although it is recognized that mere exposure to messages rarely changes audience attitudes or behavior significantly. In campaign activities, the position of the message remains the main one. While other aspects, such as the provision of trash can facilities (in cleanliness campaigns), enforcement of regulations through direct action by the police (such as in helmet-wearing campaigns), use of brand ambassadors (such as in product campaigns), or selection of communication channels, are only supporting factors that will accelerate and strengthen the effects and impacts of the campaign.

Thus, the focus of the campaign is on message management. If it has to be summarized, a campaign is basically the delivery or exchange of messages from

the sender to the audience. These messages can be delivered in various forms, ranging from posters, banners, billboards, motion graphics, films, news, speeches, discussions, advertisements, press releases, to leaflets. Whatever the form, messages always use symbols, both verbal and nonverbal, which are expected to provoke certain responses from the audience. Applbaum and Anatol (1986) emphasize the importance of realizing that campaign activities rely on symbolic messages. Through the intermediary of symbols, campaign messages are designed persuasively, creatively, and systematically so that they can bring up certain responses in the minds of the audience.

In order for this response to occur, the prerequisite that must be met is that there is similarity understanding of the symbols used between campaign planners/actors and recipients. So, creating common meaning between campaign actors and message recipients is the basis for achieving the next campaign goal which is persuasive.

The campaign objectives can only be achieved if the audience understands the messages addressed to them. Therefore, the starting point of the campaign is in principle the target audience who will receive their message. The characteristics of the target audience will be the benchmark for how the message should be designed. The inability to design a message according to the target audience faced is the beginning of the failure of a campaign program. Therefore, Pfau and Perrot (1993) advise campaigners to be careful when designing campaign messages so as not to become a boomerang effect that will turn around and thwart the achievement of campaign objectives.

From this description, campaign planners must realize that their success in designing campaign programs is largely determined by their skill in designing messages.

Characteristics of Campaign Messages

Campaign messages are certainly different from the messages we convey in everyday communication. In our daily lives, we tend to use general, cliché, routine, dry, and taken-for-granted messages. Campaign messages are designed more creatively and effectively to be able to raise awareness, attract attention, and create the desired effect.

Experts have identified ten characteristics that characterize campaign messages that distinguish them from messages frequently used in everyday communication antara lain (Heryanto, 2018):

1. Campaign messages must have overlapping interests with the audience.

Overlapping of interest or intersection of interests is the first guideline that must be considered by message campaign planners. Various studies have concluded that audiences are people who tend to act based on their own interests. They tend

to be "selfish" and selective in choosing the messages that hit them. Messages that are relevant to their needs, motives, and problems they face will be prioritized for attention (selective attention) (Pambayun & Permassanty, 2021). Every day, the audience is faced with thousands of persuasive messages. These messages compete to attract our attention. Therefore, if the campaign message wants to get a place in the audience's head, the message must overlap with the audience's interests. The audience basically only thinks "what's in it for them". If they do not find the interest or relevance of the message, they can avoid or abandon the message.

2. Campaign messages must be concise, clear, memorable and readable.

In addition to the aspect of interest, the audience also tends to be interested in messages that are concise, memorable, and easy to read quickly, especially written messages, such as banners or billboards (RUPA, n.d.). The audience only has very little time to read messages, especially key messages. So, campaign planners must try to make the message delivered easy to read quickly. According to Lynn (2009), in the context of political campaigns, the audience is generally impatient with long messages, unfocused messages, and long-winded messages. So, if we fail to design a key message in less than "one minute" we will fail to gain the audience's attention.

3. Campaign messages must be argumentative (reasoning)

The next characteristic is argumentative. The definition of argumentative in this case is that there is a reason why someone should do something according to what the campaigner suggests. The reason can be logical (for example, research results or expert opinions), emotional (for example, giving rise to a sense of compassion or guilt), social (everyone does what they are told, "if you are a millennial, you use this product"), or spiritual (cleanliness is part of faith. If you have faith, you live clean).

4. Campaign messages must be ethical and credible

In the context of political campaigns, Lynn states that the message delivered should be credible. Candidates who make unrealistic promises will only make voters or audiences apathetic (Shahreza, 2018). Voters must believe in what you say, both in relation to yourself and what you have done. In the context of political campaigns, the credibility aspect does not just appear, but is directly related to the candidate's track record. Therefore, it is very important that our messages are supported by evidence that comes from someone's past experience or knowledge. Telling the audience that you understand a particular problem or issue without showing why and how do you know it is a useless thing and wasting the audience's time.

5. Campaign messages must be concrete and directly related to the problem.

In this context, concrete is defined as real and easy to imagine or identify by the audience. Concrete words are different from abstract words which are complex, unreal and cannot be felt. Concrete words have a connection in the form of objects that can be absorbed by our five senses. Concrete words have characteristics that you can feel, see, touch, hear, and smell. When a candidate for regent says he will increase the prosperity of his citizens or improve the health of his citizens, he is talking about something abstract. Meanwhile, when he states that he will increase the salaries of civil servants or will build hospitals in each sub-district, he is conveying concrete messages. Concrete words are much easier for the audience to understand than abstract words (Bujuri, 2018).

6. Campaign messages are repetitive

Repetition is a very basic thing in campaign activities. Experts believe that a campaign is basically an act of repeating key messages that will be implanted in the minds of the audience. Campaign planners must be able to "trap" the audience with the same key message wherever they go or in whatever media the audience uses. Repetition of messages is not only important at the stage of attracting attention, but also at the stage of implementation, even maintaining the behavior of the target audience who has received the campaign message.(Fatimah, 2018).

7. The campaign message is coherent

Coherence refers to having logical consistency among the messages delivered even when they are applied to different audiences. If your messages are inconsistent, meaning you speak differently from one situation to another, you will only confuse your audience.

8. Campaign messages must be segmented

The target audience of the campaign is basically not homogeneous. They consist of people who have their own uniqueness and differences. Starting from personality, beliefs, organizational membership, hobbies, education, to work (Utama et al., 2023). Based on these differences, it can help us group the audience. Based on the non-public category, namely people who are not aware of a problem. Latent public, namely those who are aware of the problem, but do not involve themselves in it. Aware public, namely those who are aware of the problem, are involved in thinking about the problem, but have not taken any action. As well as the active public consisting of people who actively act and seek solutions to the problems they face.

9. Campaign messages must show the difference

In the context of political campaigns, Lynn states that differences are inevitable. The audience must make a choice between you and the other candidate. You need to make a clear distinction with them. In relation to differences, Lynn invites us to do an exercise through a message box that will help you create contrasting

messages.(Heryanto, 2019)

10. Campaign messages must provide solutions and directions for action.

A campaign is an activity carried out in order to create change, either in terms of awareness, knowledge, attitude, or behavior. The purpose of the change requires a campaign message that offers the best solution, including the actions that need to be taken. Based on this reason, experts state that campaign messages must contain words that invite action (action words). (Widyastuti, 2017).The ten characteristics of campaign messages are the initial guidelines for campaign planners in designing messages aimed at the audience.

Discussion

Campaign Message Design Persuasion Theories

As a strategic communication activity, campaign messages must be designed by involving art and scientific theories. The art aspect provides an aesthetic and creative touch to the message, such as arrangement, coloring, selection of fonts, to visualization, so that the message is pleasing to the eye or ear. Meanwhile, the theoretical aspect provides a scientific basis for why a message must be visualized or arranged in a certain way. Through theory, campaign messages can be designed using proven theories, namely a collection of theories that have been proven effective in influencing the audience. In the treasury of communication theory, there are many theories that have been proven effective in helping to design campaign messages. In campaign messages, it is sufficient to use only three popular theories, namely Aristotle's Rhetorical Theory (RTA), Extended Parallel Process Model (EPPM), Social Cognitive Theory (SCT) and Symbolic Convergence Theory.

Designing Campaign Messages

Behind the success of every campaign are always sensitive and creative message designers. These message designers generally have sensitivity in identifying the characteristics of their audience and have creativity in designing messages that are stimulating (have the power to stimulate), appealing (have the ability to attract attention), and contain reasoning, namely reasons that provide the basis for why they should choose the action we recommend. In fact, it is not easy to move or influence the audience.

According to Schement, there is no direct relationship between the messages sent and the audience's reaction to the message. In fact, the audience can react to the message uniquely and interpret the message differently. In order for the audience to easily understand the message delivered, campaign planners must design their messages based on the characteristics of the audience and create data on the intersection of interests between campaigners and the audience (overlapping of interest)(Murniarti, 2019)

Campaign messages must be designed by considering the content, structure, argumentation, and message frame. Message content relates to how the message is expressed in words, visualized, illustrated, and the type of message appeal.

Message structure relates to how the message is structured, where the key campaign message will be placed, whether at the beginning, middle, or end, whether it wants to be climactic or anticlimax. Message argumentation explains that every campaign message must provide some kind of reason why the audience should follow the message or recommended action. While the message frame is how we choose to organize and present messages that are believed to influence the way the audience responds and acts on the message.(Sulistyarini & Zainal, 2020)

Message content

In order for a campaign message to be able to capture the audience's attention and elicit an immediate response, there are at least seven aspects that need to be considered in designing the message content, namely verbalization of the message, visualization, illustration, appeal, repetition, humor, and reference group model or approach.(Mutma et al., 2022)

Verbalization is the most important aspect of designing an effective campaign message. Verbalization is defined as the act of expressing ideas, experiences, hopes, recommendations, and invitations into words. In a campaign, the words used should be clear, concise, firm, vivid, real, memorable, ethical and aesthetic. The content of the campaign message must also include visualizations of the positive impacts of certain responses expected to arise from the target audience. The more real the visualization of the consequences of the message, the easier it is for the audience to evaluate the message and the faster they will determine their attitude to accept or reject the contents of the message. Campaigners can determine what kind of depiction will support the success of the campaign so that it is accepted by their audience.

Visualization generally makes the content of the message easier to understand, more interesting, stick in the memory, and are able to provide an awareness-raising effect. Besides the aspect visualization, the arousal of the message also becomes stronger if there are illustrations or depictions in the form of examples. Through an emotional approach, people will be more receptive to messages based on their affective dimensions, therefore here we must be careful in using appeals according to the characteristics of the audience and the campaign objects being conveyed. In addition to appeals, illustrations and visualizations, processing message content also requires creativity and humor.

Not always in a campaign activity, for example a political campaign, people reveal their campaign programs seriously because it will be very boring and cause audience boredom. They may be confused and have difficulty because there is too much data and information to digest, in conditions like this their attention may decrease and as a result the campaign messages are not received by the audience. This is where the function of the campaigner's creativity is to package the

message and how to convey the campaign message so that it is easier to accept. Especially if it is spiced with humorous things that are entertaining so that the

audience's condition becomes relaxed in receiving campaign messages.

The last thing in the message content is the audience reference group approach. A reference group is a group of people who provide certain inspirations to others and become role models or models to be emulated. Campaign messages will be more effective if they show people who are references for others as people who adopt the campaign message content. Someone will more easily accept the message if other people who are their references also accept the message. For example, the use of famous athletes in motorcycle advertisements or beautiful soap opera artists in beauty product advertisements.

Message structure

The term message structure refers to how the elements of a message are organized. In general, there are three aspects that are directly related to organizing campaign messages, namely message sidedness, order of presentation, and drawing conclusions.(Kinanty, 2020)

The message side shows how the arguments underlying a persuasive message are presented to the audience. Another arrangement is regarding the placement of arguments in the message. Whether the arguments will be placed at the beginning, middle, or end of a campaign message. The placement of arguments is closely related to the way the message is arranged, including the climax, anticlimax, and pyramidal arrangements. If the campaigner wants a climax arrangement, he must place his best arguments at the end. Conversely, for anticlimax, the best arguments are placed at the beginning of the campaign message. While in the pyramidal arrangement, the most important message material is placed in the middle of the discussion. In this case, there is no single message arrangement that applies to all situations.

Careful campaigners can determine whether the conclusion of the message content needs to be stated explicitly or implicitly, where the audience concludes for themselves what the overall content of the message is. Presenting conclusions implicitly must take into account the characteristics of the audience, including education level, personality, and level of audience involvement in the campaign activities carried out.(Gereda, 2020)

In relation to the importance or unimportance of stating a conclusion in a communication act, Hovland, Janis and Kelley, based on the experiments they conducted, concluded the following five generalizations (Ridwan, 2013):
1. In general, presenting conclusions explicitly will increase the campaigner's ability to make changes (to the opinions) of the audience.
2. For less intelligent audiences, campaigners will find it easier to change their opinions by presenting conclusions explicitly.
3. When the audience perceives that the campaigner will manipulate them or will take advantage of them or the audience feels harassed by having a firm

    conclusion for them, the campaigner should let the audience draw their own conclusions.

4. For issues or campaign messages that generate high involvement in the audience or personal ideas, the communicator should let the audience draw their own conclusions. While for impersonal ideas, presenting conclusions will make communication more effective.

5. When dealing with complex issues, it is more effective to state the conclusion explicitly. Simpler messages should consider the characteristics of the audience before deciding whether to state the conclusion explicitly.

Message Frame

Message framing is an aspect that campaign planners must understand. Message framing can be interpreted as a way of selecting, arranging, and presenting messages to the audience, which messages should be selected and which messages should be set aside, which ones should be started and which ones should be ended, including which ones should be highlighted and which ones should just be included. Communication experts believe that the way we frame a message will affect how the audience reads and reacts to the message. The concept of framing in a campaign works in two stages. First, the issue selection stage. Second, the issue or message arrangement stage.(Suparto, 2021)

At the first level, campaign planners choose what issues will be presented as campaign messages. Each category of society usually has more interesting issues, for example, for teenagers who are struggling to find their identity, they are generally attracted to messages that make them look cool, young people who are struggling in their careers are attracted to messages that promise them success, mothers are attracted to messages that make their children healthy and happy, while doctors tend to like messages that give them hope that they can cure patients.

At the second level, mass media practitioners have long applied framing methods in order to influence public opinion, as have advertising creators or lawyers. Psychologists even explain the message framing technique more simply. According to them, the arrangement of words will affect the way we conclude. According to the principles of perception, humans perceive messages as a whole (not part by part), are contextual, and are influenced by the order of presentation.(Kuncoro et al., 2023)

From the description above, we can conclude that message framing can influence the way we think, assess situations, behave, and make decisions. Therefore, framing is an important factor that campaign planners must consider in designing their messages.

Campaign Messages and Audience Response

Audience response to campaign messages is influenced by the process of receiving and processing information, perception, and cognition carried out by the

audience. For this reason, messages must have certain abilities that will encourage the audience to provide a positive response according to the

campaigner's expectations. Several aspects that need attention, for example, the emphasis on what people will perceive, how the message can attract the audience's attention, to how the information in the message is stored and remembered by the recipient.

In the early 1920s, Edward Bernays used a specific strategy to gain consumers based on the idea that audiences would receive information when their minds were at rest with a low level of cognitive involvement. Bernays packaged the information in a way that later proved to be effective in advertising.

People react to the symbols displayed in advertisements and they unconsciously process the messages. The use of verbal and visual cues in television advertisements that are shown repeatedly, can automatically trigger a person's mental activity without being realized. Through the information processing system in humans, information and attitudes that are in accordance with the information are processed and entered into memory. This is how the process of suppressing perception in a person works.

Campaigners only trigger the cognitive abilities of their audience through the use of signals, clues and allusions in the campaign message, then automatically the audience with their thinking ability will process it all. Another way is with allusions. The use of allusions is intended so that everyone has the freedom to interpret it so that the message does not have the potential for conflict with the values and beliefs that exist in the audience. In other words, the message has a certain level of ambiguity that allows everyone to interpret the message according to themselves so that the message can be accepted by everyone. In the discipline of semiotics, code is defined as a system of meaning that is organized through the use of symbols. When the code involves very dense images and ideas, the communication process occurs with allusions and in it there is ambiguity.

On the other hand, people will also receive messages selectively. People will see what he wants to see and will hear what he wants to hear. For this reason, each person will interpret a message according to his background and experience. Garnett stated that selective perception is determined by family background, personality and physical characteristics, education level, cultural differences, membership and position in the organization, work experience, and other factors (Tera Triyantara & Sos, n.d.). Thus, important things that can attract the attention of the audience are messages that have closeness or immediacy, relate to real things, important things, are repeated, familiar, about simple things, new, have contradictions, activities, have visual content, and something that is clear, arouses feelings, and has a certain humor value.
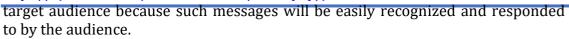
Audiences pay attention to messages that have a certain level of intimacy and related to themselves or messages that are considered important to them. People will pay more attention to things that happen around them and things that are considered important to them. An effective campaign message is a message that

immediately informs about important events that are happening around the

target audience because such messages will be easily recognized and responded to by the audience.

The use of things that depict something visually can also attract the attention of the audience. Campaign activities are carried out using various communication channels, starting from indoor political dialogues using power point presentation media, to those using print and electronic mass media. The depiction carried out is not only limited to the meaning of the word image, as we find in the dictionary, but concerns all the instructions that provide certain explanations to the contents of the message sent. The depiction also includes the use of sound effects and graphic effects. "A picture expresses a thousand meanings".

The use of humor can also attract the attention of others, not just in context face to face, but also through media. We are creatures who have various dimensions of feelings. We can feel bored, fed up, sad, happy, to joyful. A sensitive communicator is a communicator who can adjust to the audience he is facing. Then the message will be more interesting to people if it takes into account their feelings, for example by using an interesting speaker who has a sense of humor in a political debate.

Campaign messages must also be arranged in such a way that they can influence their audience. This arrangement is done because people usually pay more attention to the first message in a series of messages. People pay more attention to the words spoken first in a series of sentences delivered by a speaker. Using something clear and simple language in creating a message will make the message easier to understand. People trust visual information more than verbal information because people remember images more easily than words.

After people pay attention to a message, they will interpret the message and respond to it as their reaction. In this case, a person's learning process occurs regarding the contents of the message. As a learning tool, a message is faced with a situation where someone will get a reward or pressure for certain behavior. Campaigners can utilize this reward in processing campaign messages to influence their audience to produce the expected behavior, either in the form of intrinsic or extrinsic rewards, such as money, awards and praise, what people learn from a message is the usefulness or results they will obtain after determining their attitude and behavior regarding the message.

Conclusion

Messages play the most important role in the campaign implementation process as public communication, therefore campaign messages must be composed, designed as attractively as possible so that they are accepted by the target audience of the campaign actors. Campaign messages are certainly different from the messages we communicate in everyday life, the most prominent difference is in terms of language. In order for campaign messages to be able to capture the attention of the audience and elicit an immediate response, there are at least seven aspects that

need to be considered in designing the contents of the message, namely

verbalization of the message, visualization, illustration, appeal, repetition, humor, and reference group models or approaches. In the treasury of communication theory, there are many theories that have proven effective in helping to design campaign messages. 3 of the most dominant ones are effective in helping the sustainability of campaign messages, namely by using the Rhetorical theory of Aristotle (RTA), Extended parallel process model (EPPM), Social Cognitive theory (SCT) and Symbolic Convergence theory.

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