

THE EFFECTIVENESS OF WEB SERIES IN SUBMITTING SOCIAL CAMPAIGN MESSAGES: CASE STUDY OF THE ANTIPORNOGRAPHY SOCIAL CAMPAIGN WEB SERIES “MANFAAT NONTON BOKEP”

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ABSTRACT

Millennials can be said to be a digital generation that has been associated with technology since they born. With the development of technology, thousands of marketers have turned to the internet. If television is considered to have strength in terms of reach and awareness, marketing on the internet has the power of engagement. The existence of the world of web and social media creates many opportunities to unite a story and technology that aims to increase engagement while changing behaviour. Social campaigns have been considered to contain cliché and very old-fashioned content and methods, so that new breakthroughs are needed to attract the attention of the digital generation. Web series is a serial cinema formats specifically designed to be broadcast through web-based TV technology. This study analysed quantitatively the effectiveness of the Antipornography Social Campaign Web Series “Manfaat Nonton Bokep” on the understanding of pornographic effects as a result of questionnaire data from 152 students aged 18-24 in Bandung (71 women, 81 men). Data were analysed using the pre-post test method with the T-test. The results of this study indicate that there are differences in understanding before and after watching the web series. This study also shows the higher understanding of the effects of pornography after watching the web series.

Keyword : Web series, Social Campaign, Antipornography

INTRODUCTION

Campaigns that have social themes and issues have different objectives with the aim of commercial campaigns, the challenges encountered will be different and require different planning strategies. The most important thing to be explored is related to the target audience of the campaign and the media used, so that the message delivered can be received effectively.

Social campaigns are organized communication activities aimed at creating awareness of certain social topics such as those related to the environment, health or education, as well as to create behavioral changes for certain target groups and improve the output of a better social programs (eg. better health levels, wider environmental preservation and a decrease in the failure rate of the education process).

Messages in social campaigns can be delivered through various channels, such as mass media (television, radio), social media, public relations programs, events, workshops, demonstration activities and leaflets. Social campaigns to increase public awareness are recognized as the most efficient way to communicate information to the general public. However, not all of these campaigns are sufficiently effective in influencing individual trust and changing people's behavior. To build a social campaign, it is important to know the important keys in creating an effective social campaign.

The aim of the organization to makes a social campaign, which is usually a non-profit organization, is to provide resources and build social capital. This non-profit organization must be able to communicate the message conveyed to groups targeted, to educate and help the organizations fight the problem that is the message of the campaign. With a limited budget, this activity is often difficult to achieve through conventional paid media. Social media itself is considered to have the potential to fill this gap for social campaigns carried out by non-profit organizations.

One of the social campaigns that were discussed in the study was an anti-pornographic campaign for millennials. In 2014, data from Pornhub Insight showed that Indonesia was ranked second in the increase share traffic through mobile devices, which amounted to 457%. Compared to Estonia, which ranked third with an increase of only 142%, the increase in traffic share through mobile devices in Indonesia could be said to be massive, although not as big as Turkey which ranked first with an increase of 635%.

In 2016 porn content site, Pornhub, stated that of all the users site from Indonesia, 74% were millennials. Hasanudin (2015) suggests that millennials (also known as Millennial Generation or Generation Y) are demographic groups (cohorts) after Generation X. Social researchers often classify generations born between 1982 and 2000 as millennials. So it can be said that the millennial generation is the young generation in the age of 17-35 years old. The Pornhub site (2016) also states that the access to pornography from millennials are dominated by men, with a percentage of 76% male and 24% female. It can be concluded that the access to pornographic content from Pornhub sites which derive from Indonesia is dominated by millennials male.

Pornography has a negative impact on users and has been proven by various researches. It is suggested that watching pornography makes the limbic system in the human brain produce dopamine. Dopamine is a hormone that makes humans feel a pleasant sensation, and the brain records the stimulus that triggers dopamine as a source of pleasure. The brain records the act of consuming pornography as a dopamine stimulus which means it is a source of pleasure. This is what makes a person addicted to pornography, because when the person is looking for fun, the thing that gets in their brain is accessing pornography.

Due to easy internet access, it is also easy for people to look for other dopamine stimulus after finished with one stimulus. This means, the coolidge effect can occur with uncontrolled frequency, because accessing pornographic content over the internet can change partners in minutes. This fact makes compulsive behavior in the consumption of pornography and increases the standard of one's tolerance for pornographic content because they cannot be aroused on the same thing repeatedly. Due to intensity of access to pornography that continues to increase, the damage to PFC is increasingly inevitable and this is certainly dangerous for physical and psychological health.

Wilson (2012) in his presentation entitled "The Great Porn Experiment" also said that adolescence is a time when the brain reaches the peak of dopamine and neuroplasticity production so it is very easy to get addicted to something. He also said that the brains of adolescents would strengthen circuits that are often used when they reached adulthood and cut circuits that were never used, at the age of 22, the views and preferences of teenagers including in the context of sex would be affected by exposure to their brains and finally rooted in the brain. If the teenager is addicted to pornography to extreme or deviant content, it is likely that the preference will be embedded in the brain when they grow up. Therefore, it is very important to control what the teenage brain receives before they reach the age of 22.

Efforts to overcome the problem of pornography have been carried out by various institutions. The Ministry of Communication and Information (Kominfo) has 774,000 pornographic sites blocked throughout 2016. But the rate of access to pornography in Indonesia still does not decrease, this is due to the easiness of new sites appearing without control and easy access to sites that have been blocked with the help of proxies from other countries.

To reduce the number of pornographic consumption behavior in Indonesia, more effective efforts are needed not only from limiting access to pornographic content, but changing the behavior of pornography consumer based on motivation from within themselves. To achieve this, interventions at the right time and the media are needed to be able to change consumer pornographic behavior, and be carried out through a more personal and emotional approach to touch instinctive aspects other than the rational aspects of the individual. From the data obtained, seeing the intensity of the use of social media by target audience, such as Youtube, Instagram, Facebook, Twitter, Line, and website as a media that is suitable for target audience. These media also need to be optimized in accordance with their respective characters and integrated with one another, so that the campaign message can be conveyed optimally and thoroughly.

Social campaigns on social media networks require a precondition for an organization to not only provide information to users more effectively, understand changes in their information and knowledge needs, receive feedback, observe user interests and involvement in activities carried out by organizations and products (services) provided, but also brings certain challenges such as how to evaluate the effectiveness of advertising campaigns on social media networks and how to improve this campaign in an environment that is always dynamic.

The speed of technological development in the media is very fast, changing people's perspectives and habits in absorbing information and enjoying entertainment. The internet has changed people's lifestyles, directing the views of people in a fragmented era. The internet has not only changed people's communication methods and means of gathering and disseminating information, but also changing media consumption habits. Today the audience has changed from recipients of passive information to active information gatherers through the choice of their own audiences, such as content, methods and time. The length of time people stay on one topic is shorter. Web series is one genre that makes it possible to answer this need.

Web series is a programming genre that is produced independently or produced

jointly by a video website and utilizes the internet as the main distribution platform. Web series is one of the products that was relaunched on the internet based on the traditional TV series format. Webseries have enriched the lives of internet users and made the entertainment industry full of variety (Wu & Chen, 2015).

Web series are usually defined as a series of videos which scenario is written or not written, usually in the form of several episodes, only appear on internet sites that upload videos, and usually no more than 30 minutes (Kassabian, 2017). Web series are not only used as an alternative that is popular enough to change the audience's interest from traditional TV shows, but also becomes very easy to access and has high-speed internet affordability. Web series is an effective example of bringing together online space and entertainment content. In other words, public networks can be easily accessed to be watch and there is a room to interact with the message conveyed in the video.

Web series allows target audiences to select and play streaming videos based on their own preferences on any platform they have and in whatever format they are interested in. Since 2003, web series has become a public interest and has become popular because of a web series phenomenon titled *Sam Has 7 Friends* which was able to be nominated for an Emmy Award. The creation of a better and popular web series has become a core competition among all online video platforms.

The trend of producing web series has led to the emergence of various video material on the internet because the types of shows appear are very unique, specific, distinctive, and very personal. This phenomenon then led to a new pattern in terms of video production and distribution, so that the creators of serial video programs were born with material that had never been before on a regular TV program.

Web series tries to distinguish itself from traditional TV series; to attract a younger audience with the ability to show the lives of ordinary people and challenge traditional TV shows that meet the culture of an "elite". The ability to obscure reality and fiction in an interesting way, is an interesting way presented by web series to provide an alternative spectacle that is new and unique to the audience.



Figure 1. Web series Footage "Sore, Istri dari Masa Depan"

Efforts to overcome the problem of pornography have been carried out by various institutIn 2012, Komunitas Web Series Indonesia (KWSI) was established. KWSI is a forum for online video creators in Indonesia consisting of short film makers, musicians, vloggers (video bloggers), and others. Some of KWSI's founders are Dennis Adishwara who works as a filmmaker and actor, Camelia Jonathan is a musician, and Bonni Rambat is a web series maker. KWSI is active as a forum on Facebook, and regularly holds meetings with its members in various cities. KWSI sees the huge potential of web series can be a counterweight to the national television industry such as indie music scene is to balance the music industry scene, or indie films as a counterweight to the national film industry.

One of the social campaigns that utilized the web series and gained positive sentiments from the millennial audience was carried out by Tropicana Slim through a campaign on the dangers of diabetes by using the web-series entitled "Sore-Istri dari Masa Depan". This web series touches on the instinctive aspects and personal approaches about how diabetes affects the aspects of life that are important to the campaign's goals, namely life partner. Positive and enthusiastic responses can be seen from the comments of the target audience on the related Youtube page. This campaign method was then used as a reference for the design of the antipornography campaign "Manfaat Nonton Bokep" in this research.

Campaign "Manfaat Nonton Bokep" is a campaign for teenagers to stop accessing pornography. The campaign uses a narrative and provocative approach to make the target compelled to quit pornography addiction, with a positioning that implies as if the campaign is in favor of pornography addicts. The campaign title is deliberately made simple but provocative and controversial so that it is easy to remember and makes the target of the campaign curious.

The main message to be conveyed through this campaign is the adverse effects of pornography can really be felt directly in everyday life. Therefore, the campaign is made as relatable as possible with the target audience to gain sympathy and encourage the target audience to reflect.

The main media used by this social campaign is the web series uploaded to the youtube channel. Narrative web series is used so that messages are more easily integrated into the minds of the target audience. The web series stories are made in such a way that the target audience feels easily relate to the narration delivered. The web series contain 3 episodes with each episode not mutually continuous, but has the same premise namely "the impact of pornography on everyday life that might occur but we are not aware of it". Each episode raises different contexts with different case studies.



Figure 2. Web Series Footages “Manfaat Nonton Bokep”

METHODS

Participants and Procedures

A total of 152 participants joined the audience test. Participants are undergraduated student from several university in Bandung. The process of sampling was started by publishing audience test event from social media invitation. The large number of participants requires audience test executed 8 different shifts, range from Januari-March 2019. Participants were asked to fill in a pre-Scale before watching web series of “Manfaat Nonton Bokep”. A week after, participant was given post-Scale. Focus Group Discussion was held with 7 participants, a month after audience test.

Measures

1. Attitude Toward Pornography Scale

This scale consists of 20 items that measure Attitude Toward Pornography Scale. This scale consists of 5 continuums of answers, from very Agree to very disagree. The scale which is used before and after the audience test has different formats, either its display or item sequences. It is done to prevent a carry over effect that can threat the internal validity

2. Focus Group Discussion

Focus Group Discussion is used as a tool to support the quantitative findings of the research. Focus Group Discussion is also used to understand participant’s personal perception and experience throughout web series perception and attitude toward pornography..

RESULT AND DISCUSSION

Descriptive Statistics

Table 1. Minimum, maximum, mean and standard deviation of Attitude toward Pornography Scale

	Pretest	Posttest
Valid	152	152
Missing	0	0
Mean	85.53	58.39
Std. Deviation	8.791	9.904
Minimum	56.00	35.00
Maximum	97.00	85.00

Table 1 shows that the average pre scale is 85.53 and the average on the post scale is 58.39. It can be concluded that there is 27.14 points decrease on the average of Attitude toward Pornography. Participant positive attitude toward pornography are lower after watching web series than before watching. The normality test in Table 2 shows p value = 0.132. This value are bigger than the 0.05 level of significance. Therefore, it can be concluded that the data is normally distributed.

Table 2. Test of Normality (Shapiro-Wilk)

	W	p
Pretest - Posttest	0.986	0.132

Note. Significant results suggest a deviation from normality.

Normal distribution test shows that the sample complies with parametric statistic requirements. Therefore, T-Test was used to test hypothesis.

Table 3. Paired Samples T-Test

	Test	Statistic	df	p
Pre - Post	Student	28.08	151	<.001
	Wilcoxon	11456.00		<.001

Table 3 provides the result of T-Test between pre and post-scale (p value = 0.00, $p < 0.05$). There's a significant difference between pre and post-scale score ($p < 0.05$). These

test show that there is enough evidence to support the hypothesis that there is a significant difference between means of pre and post-scale scores. Therefore, it is evidently appropriate to conclude that participant's attitude toward pornography is different before and after watching "Manfaat Nonton Bokep" web series. Participant tend to be more open in general, they may tend to be more positive in their attitudes toward pornography compared to their attitude after watching web series. After watching the web series, participant attitude who saw pornography is more detrimental than beneficial.

With the campaign to stop accessing pornography "Manfaat Nonton Bokep" that have been designed, it was found that a 'naughty' and different communication approach is needed to make the target interested in the campaign made. Then the use of narration in delivering messages can help the target audience connect campaign messages with their implementation in everyday life. In the FGD results, it appears that participants considered the use of web series to be interesting because the story was very realistic with what existed in everyday life and the message conveyed seemed not to force participants to follow the messages, so the persuasion process became lighter and fostered intention to change behaviour voluntarily. Another thing that makes it interesting is the interest in the content of narrative story of the web itself, so participants were not too aware that this web series has a campaign message, so the fun and entertaining aspect is still felt.

Also found the media and visual style which match with the target audience. Digital media is the primary media that match for target audience, whereas print or conventional media can still be used but as supporting media, because conventional media such as newspaper or print out posters are considered not having the power to persuade messages for participants. The visual style that is felt to fit the target audience is a simple visual style in a straightforward and not tacky sense. Soft and low saturated colors are also interesting, look how the number of similar videos intended for the same target on the youtube channel. The things above are implemented in the campaign so that the campaign message, namely "Watching porn can really have bad effect on everyday life" can be conveyed effectively by the target audience.

With the design of this ad, the perceived benefits will provide knowledge about the adverse affects of consuming pornography and tips to stop accessing pornography to the target audience. In addition, the target is expected to be easier to project the possibilities that occur due to watching pornography in real cases in their lives. With this campaign, it is expected that the rate of consumption of pornography will decline. This design is also expected to be a reference fo further research related to social campaign strategies.

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