SOCIAL MARKETING FOR PUBLIC POLICY: URGENCY OF CYBER ACTIVISM AS PUBLIC AWARENESS

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Abstract: *Cyber activism in Indonesia is still relatively new when compared with other developed countries. However, the magnitude of potential cyber activism in mobilizing public opinion synergized with social networking sites can become a medium of public communication. Changing human behavior is not easy, especially related to do some rule in new public policy. If called with a product at a private company is the production of goods and services exchanged for money through trading mechanisms. Therefore, what called social marketing for public policy is become more complex than that one. The product in social marketing describes the program decisions associated with selecting and shaping idea, commodity, behavior, or service (product) to be promoted to public. This paper would try to discuss more about social marketing for public policy. Hence, the most important purpose of this paper is to explore of cyber activism urgency as public awareness related to social marketing concept.*

Keywords: *social marketing, public policy, cyber activism, public awareness*

1. INTRODUCTION: SOCIAL MARKETING

In science, social marketing is not a new concept, such as developing social marketing in conventional marketing context. In the late 1950s and early 1960s, marketing academicians considered that conventional marketing theory has limitations when it comes to dealing with political issues and social problems. In 1951, Wiebe ask a question, *"Can the brotherhood be sold like soap?"* And suggests that it takes more than a campaign of social change as compared with commercial marketing, and it has become a big success in the marketing field. On the other hand, Kotler and Zaltman (1971) defined social marketing :

"The design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and marketing research."[1]

It's means that social marketing defined as an instrument in planning for social change. They argue that the principles of marketing that was used to sell products to consumers can be used to change attitudes and behaviors of society. Thus not only

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marketed product, but also offers a paradigm shift towards these products so that society will be internalized in the mindset, attitude and behavior.

2. SOCIAL MARKETING: PUBLIC VS PRIVATE

Social marketing is an instrument for achieve social change. Not only marketed product, but rather on changing people's behavior. As proposed by Andreasen, that social marketing is:

> "The application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of society of which they are a part."[2]

Therefore, in the context of public policy, social marketing is one instrument of policy implementation. Social marketing will make people adopt protective behaviors, such as by promoting a diet to maintain health, protecting in pregnancy or immunization, with the aim to increase the reach of the public to use this service. In other examples, condom promotion, however, condom promotion focused on changing behaviors and one's view on the use of condom.

Another scientist defined social marketing as *"The application of private sector marketing principles, audience research and strategic planning to non-profit and government initiatives to help achieve social goals"*.[3] *"Social marketing is the use of marketing principles to influence human behavior in order to improve health or benefit society."*[4] And Bagozzi defined as *"Social marketing is really a subset of the generic concept of marketing in that it deals with the creation and resolution of exchange in social relationship."*[5] These various definitions of social marketing social marketing identified as *"application of private marketing principles within public sector"*. However, in fact, there are difference between conventional marketing and social marketing. As figure below:

There are significant differences between the purpose of marketing that often done in conventional private organizations and the purpose of social marketing in public sector. Marketing purposes by the private sector for the marketing of goods and services produced aims to obtain maximum benefit. On the other hand, the most important in social

Figure 1: Social Marketing: Public & Private
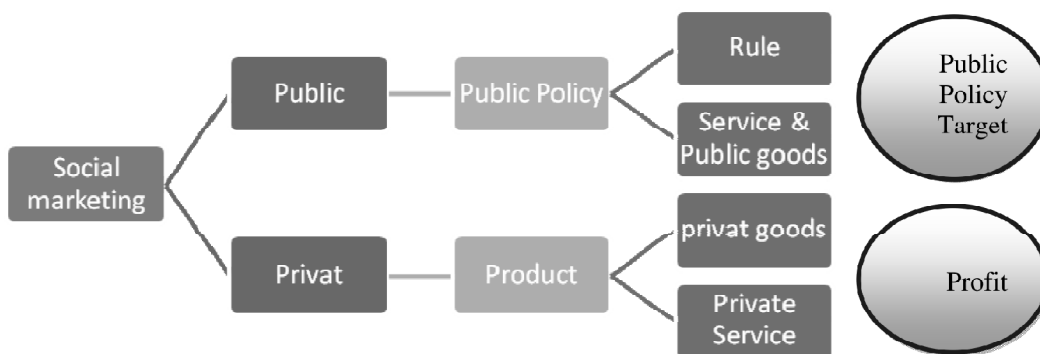
marketing is to market policies. Social marketing aims to sell an idea that will change attitudes and behaviors of society. Hence, social marketing becomes more complex due to the complexity of actors and influence the complexity of the behavior of those who wanted change.

On the other hand, product in social marketing describes the program decisions associated with selecting and shaping idea, commodity, behavior, or service (product) to be promoted to public. Social marketing products are more than commodities. A drug hot-line service, a set of resistance skills, a youth center's peer programs, are also social marketing products, although they cannot be physically packaged or priced in monetary terms.[6] Lynn MacFadyen, Martine Stead and Gerard Hastings (1994) said that there are some important differences between social and commercial marketing[7]:

1. The products tend to be more complex.
2. Demand is more varied.
3. Target groups are more challenging to reach.
4. Consumer involvement is more intense.
5. The competition is more subtle and varied.

According to some definition about social marketing, this paper would try to see from another perspective. We could see the figure below to know about urgency of cyber activism as public awareness related to social marketing framework.

Strategies to compete with competitors are fairly simple in conventional marketing. For example, the soap company, to compete with their competitors just simply by making products more fragrant, with a size greater or lower price than other competitors. While

Figure 2: Cyber Activism as Public Awareness in Social Marketing Framework
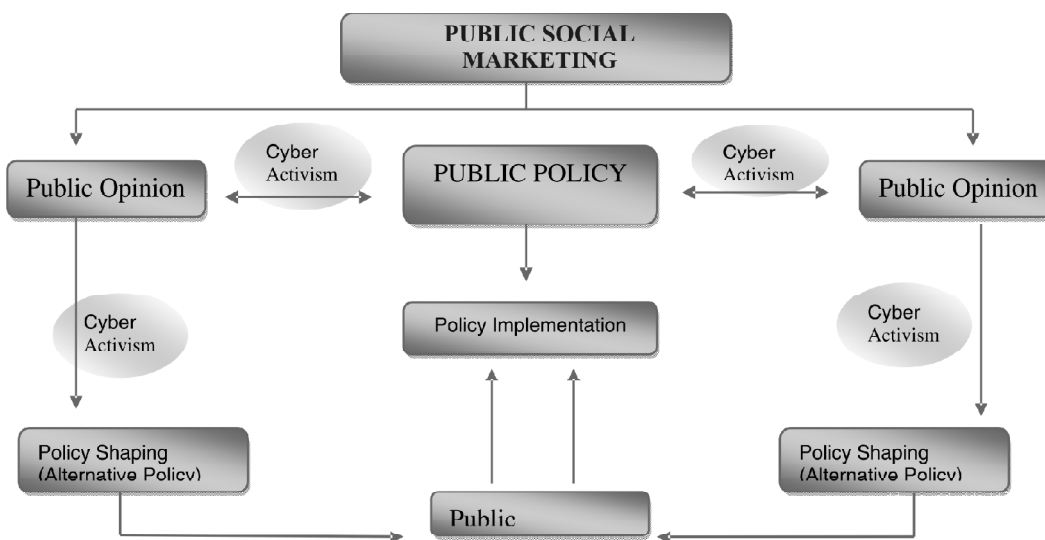
the social marketing, to market an idea requires appropriate measures to overcome the complexity of actors and interests therein. E.g. Indonesian government adopted family planning policy. Not as easy as in conventional marketing, a lot of complexities affect public to adopt that policy. Although the government has provided free contraceptives and various support facilities program and make sure that the policy is taken for increase community welfare, it's still not easy to change people's behavior to follow the family planning program. Religion, culture, education level, knowledge and low public awareness are factors that influence program success.

In the western world, social marketing has been used in Canada and the U.S. in recent issues such as tobacco reduction, nutrition, and organ donation. While in Australia the concept of social marketing is used in sun protection campaign, because Australia has the highest incidence of skin cancer in the world. Sun protection in social marketing campaign conducted by changing the behavior of the community to prevented skin cancer. Social marketing strategy was implemented starting from the early detection of skin cancer to skin cancer prevention by inducing people to behave to protect themselves from sunlight. Even social marketing who want to "sell" ideas, attitudes and behavior in this society can be done in the form of literary works, as in the words "Advertising" Values through Poetry from Tamil Wisdom Literature.

3. PUBLIC AWARENESS IN SOCIAL MARKETING

In addition to the Government, who want to change the paradigm of governance, has created a new movement called the civil society. The basic movement is empowerment or how to make people more able and self-sufficient for most of their own interests.[8] Manifestation of this movement and civil society is through cyber-activism. High activity from the public to access the Internet in Indonesia, either through social networking sites like facebook, twitter, blogs are a new form of public participation forums. The existence of cyber activism proved successful in shaping public opinion. Such as Prita Mulyasari case, KPK Case "Lizard and Crocodiles" Say no to Criminalization of the commission and Gayus Tambunan Tax Case.

(a) Prita Mulyasari Case (Health Sector)

Prita Mulyasari case began from disagreement between her and private international hospital in a Jakarta. As quoted in various media, first blow up case was dissatisfaction Prita to services provided by OMNI international hospital. She felt that there is malpractice happen in OMNI, Jakarta International Hospital. After that, she used email as complain media to share her bad experiences to her family and colleague. Until one of her friends forward the email to others, so that email can be accepted by many internet users as a public consumption.

Initially, cyber-activism is used only as a means to share experiences to others. But when it blew up and entered legal sphere, role of cyber activity moved to media of public opinion shaping. Public opinion is formed from her email, spread from email to email and another cyber-world activity such as status or opinion in facebook, twitter and blog.

Over time, public opinion will be subject to enormous public support from various circles, such as communities, NGOs, politicians, even the President of Indonesia at that time. Prita case proves that cyber activism has made a huge role in shaping public opinion on public sector especially in public health.

(b) Lizard-Crocodile (KPK VS POLRI) Case

Cicak-Crocodile is an analogy made by the Police Commission in the case of criminalization. Cicak is a parable for the KPK is described as a weak institution that has little authority, while crocodiles described as the Police, which is a strong institution with great authority. Implicitly, this case is a case of a dispute between the KPK (Corruption Eradication Commission) with the police. Police assume that KPK (Corruption Eradication Commission) had made a mistake in using their authority as law enforcement agencies. Some KPK leaders alleged to have received bribes from some one who renowned corrupter BLBI. In addition, the commission also considered to have committed any human rights violations for having a travel ban against some people who were involved in corruption cases. Therefore, POLRI arrest two leader of KPK, Bibit and Chandra.

Public did not accept these conditions. They consider that KPK plays mostly role in eradicating corruption in Indonesia. Therefore both KPK (Corruption Eradication Commission) Leaders should not be arrest without truth fact and evidence. Most of public give moral support to Bibit and Candra through social networking sites, such as Facebook account that is known for "1000.000 Support for Bibit-Candra." Bibit-Candra Case, on public opinion, is manipulated effort to criminalize KPK by some elite. Public believe that criminalization done to undermine KPK strategic role in eradicating corruption in Indonesian government institutions. Public cyber activisms continuously provide support to Bibit and Candra. They put a motion of arrest suspension for Bibit-Candra. Mobilization of public opinion in the media and cyber activity was able to influence the Government. On the other hand, Bibit-Candra arrest, sense of public confidence in POLRI institutions would be decrease. However, POLRI also concerned about the potential of re-government reform as the overthrow of Soeharto regime in New Order Government (Pemerintah Orde Baru).

(c) Gayus Tambunan Case (Finance Sector)

In contrast, cases of Gayus Tambunan's tax evasion, public strongly condemned this case. Using Cyber-activism, various public circles requires an immediate solution for tax evasion. Again, public opinion could mobilize from cyber media as an important role in raising public awareness. Through continued support and public demands, this immediately caught the attention of the POLRI highest echelons, Ministry of Finance, and Indonesian presidency. Direct impact, in recent weeks Gayus Tambunan suspect may be arrested and prosecuted by law enforcement agencies.

These cases show how there are new models of public participation. The existence of public support on cyber media is an indication of the increasing public awareness

among the public to care about and participate. This proves that cyber activism is a new community forum to participate.

4. SOCIAL MARKETING FOR PUBLIC POLICY

Cyber activism in Indonesia is still relatively new when compared with other developed countries. However, the magnitude of potential cyber activism in mobilizing public opinion synergized with social networking sites can become a medium of public communication to policy makers and implementers. Not only that, giving feedback directly from public can also be a significant input to formulation or reformulate policy as figure below:

Figure 3: Social Marketing for Public Policy
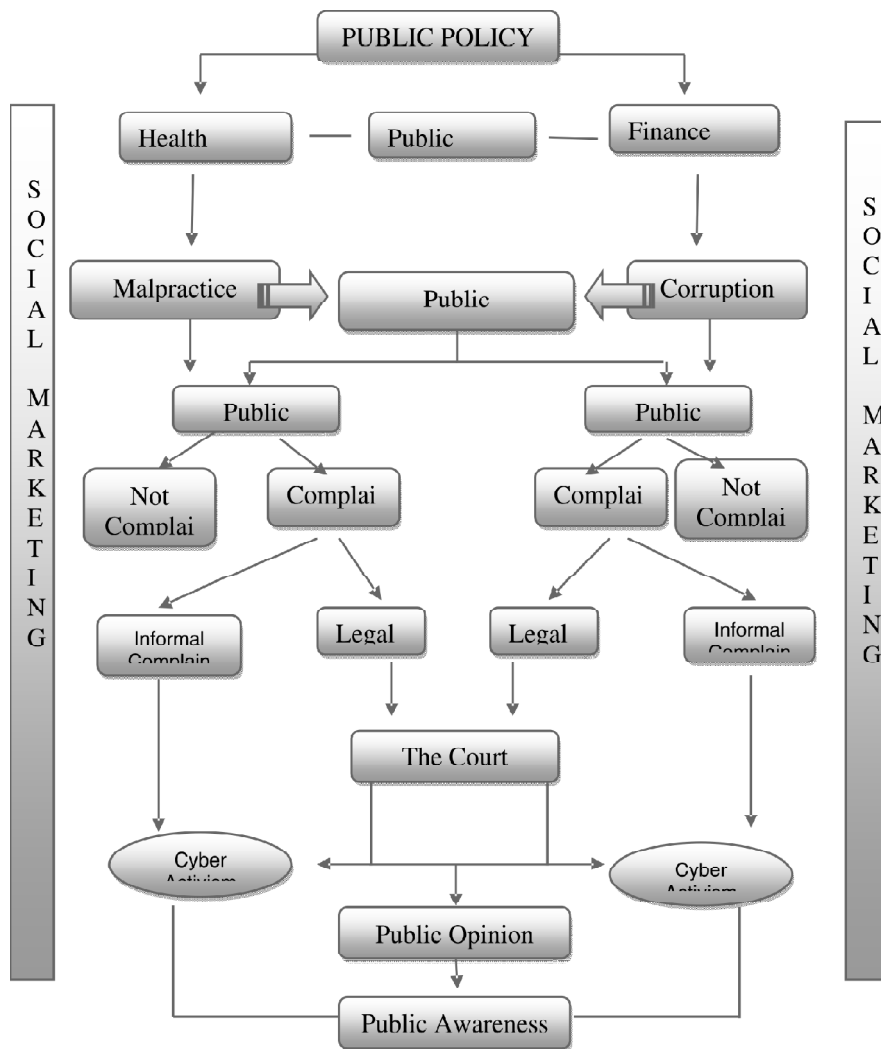
Actually, since 1970s Indonesia used strategies of social marketing even though only for health sector such as the program for family planning (KB), milk (ASI), and program use Oralit programme to diarrhea and vomiting. Indonesian Family Planning Program (KB) was one of successful social marketing program to encourage families to have two children. "*Two Children are enough! , Men orWomen are Same* ". Social Marketing Strategy for Family Planning Program was apparently succeeded in changing behavior of Indonesian society, especially young families. Impact of social marketing family planning program can be seen in the next decade, which are no longer eligible couples have more than two children; they even went to the clinic voluntarily "blue circle" to become family planning acceptors. Besides that social marketing is also applied in the form of various policies such as drug prevention, campaigned for "*Say No to Drugs*". In the field of Indonesian taxation, social marketing is marketed by the slogan "*Apa Kata Dunia (What theWorld Say)* " who aimed to change people's behavior through awareness-raising to pay taxes. It also can make them ashamed if they do not pay taxes.

5. CONCLUSION

Changing human behavior is not easy, especially related to do some rule in new public policy. If called with a product at a private company is the production of goods and services exchanged for money through trading mechanisms. Therefore, what called social marketing for public policy is become more complex than that one. Social marketing is expected that the community can accept this policy, participate actively in the implementation process and be internalized inside of itself from the changes in their behavior.

NOTES

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