

Communication Planning: A Tool for Behavior Change

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Ardhya A. Putri¹, Rani C. Oktaviani²

Institut Komunikasi dan Bisnis LSPR, Jakarta, Indonesia

Abstract

Communication plan is an essential element to create a communication strategy that will support the success of the project. In the other hand, a clear objective has to be defined in order to set the message that is going to deliver. If the objective is to change behavior is more challenging. In this paper, I will use ADKAR (Awareness, Desire, Knowledge, Action and Reinforcement) by Prosci method, to create a comprehensive communication plan for reducing numbers of child abduction in Jakarta.

Keywords: communication objective, communication plan, changing behavior, ADKAR, Prosci

Introduction

Recently, in Indonesia there is news about child abduction. In many areas this news is getting massive and consuming many victims. Child abduction is not a new thing, but lately the news increasingly widespread because of social media. Commission of Child Protection Indonesia (KPAI) urges all parties to fully understand the importance of child protection, especially parents who should not neglect the rights of children. Poor parenting making the child vulnerable to the perpetrator or victim in the future.

While ASEAN does not currently have policies or programs specific to missing children's issues, it has passed several agreements on children's rights and broader child protection issues, as well as initiated two commissions promoting children's participation and overall well-being. These initiatives provide important outlets for ASEAN members to take further action to address missing children's issues regionally and encourage Member States to enact legislation on missing children nationally. Based on ICMEC research and report 2016.

Corresponding author:

Ardhya A. Putri, Institut Komunikasi dan Bisnis LSPR, Jl. K.H. Mas Mansyur No. Kav. 35, Jakarta Pusat10220

Email: adinda.djoko@gmail.com

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To address the issue of child abduction in Indonesia, we urge KPAI to create a Program called I'M HOME. The program is expected to restore the role of the family as the main entity of a smallest system, because it all started from family. Communication Plan should be developed to support the Program. It is expected that the program designed to reduce the number of kidnappings in Indonesia in general, and in Jakarta more specific. Thus the program goal is: "Reduce Number of Child Abduction in DKI Jakarta".

Every child has the right to live without fear of abduction and feel safe. Every child deserves a safe childhood where they can feel free enjoy their childhood; grow into healthy and successful in a future. But what happening is child may be a victim of family or non-family abduction, runways or missing for reasons. The issue of missing and abducted children is complex and multi-faceted. It is a global issues due lacking a global response. There is no harmonized, international strategy aimed at addressing the problem of missing children. There is no international convention related to missing children, except for the 1980 Hague Convention on the Civil Aspects of International Child Abduction, which specifically addresses abduction of children by their non-custodial parents. While international legal instruments, such as the United Nations Convention on the Rights of the Child, provide a universal definition for a "child," there is no similar global consensus defining "missing child" or outlining the process of investigating cases involving missing and abducted children.

Based on ICMEC (International Centre for Missing & Exploited Children) reported that There have been many regional advances in recent decades in the overall child protection arena. However, missing children remain underserved and under-protected protected in the region. No country in Southeast Asia has passed legislation specific to missing children. The Philippines introduced bills in 2010 and 2013, but neither passed and will need to be reintroduced for further consideration. While all ten ASEAN countries outline charges in their criminal codes relating to abduction, kidnapping, neglect, and sexual exploitation (a potential risk factor for missing children), no criminal code in the region distinguishes between the different categories of missing children. However, there are a few statutes in the region that address street children who leave their homes and can thus be considered runaways.

ICMEC also reported that regional legislative review results show how several countries facing the child abduction and related to the system, as follows:

Figure 1. Regional Legislative Review

Country	Is there legislation specific to missing children that includes a definition of "missing child"?	Are there laws requiring missing child cases to be immediately investigated?	Are there entry and exit requirements for children?	Is there a national registry of reported missing child cases?	Are there reporting mechanisms to report a missing child/provide tips?	Does a rapid public notification system exist?
Brunel Darussalam	✗	✗ ⁷⁸	✗	✗	✗	✗
Cambodia	✗	✓ ⁷⁹	✗	✗ ⁸⁰	✗	✗
Indonesia	✗	✗ ⁸¹	✓ ⁸²	✗	✗	✗
Lao PDR	✗	✗ ⁸³	✗	✗	✗	✗
Malaysia	✗	✓ ⁸⁴	✗	✗	✗	✓
Country	Is there legislation specific to missing children that includes a definition of "missing child"?	Are there laws requiring missing child cases to be immediately investigated?	Are there entry and exit requirements for children?	Is there a national registry of reported missing child cases?	Are there reporting mechanisms to report a missing child/provide tips?	Does a rapid public notification system exist?
Myanmar	✗	✗	✗	✗	✗	✗
Philippines	✗ ⁸⁵	✗ ⁸⁶	✗ ⁸⁷	✗	✗	✗
Singapore	✗	✗ ⁸⁸	✗	✗	✗	✗
Thailand	✗	✗	✗	✗	✗	✗
Vietnam	✗	✗	✗	✗	✗	✗

While ASEAN does not currently have policies or programs specific to missing children's issues, it has passed several agreements on children's rights and broader child protection issues, as well as initiated two commissions promoting children's participation and overall well-being. These initiatives provide important outlets for ASEAN members to take further action to address missing children's issues regionally and encourage Member States to enact legislation on missing children nationally.

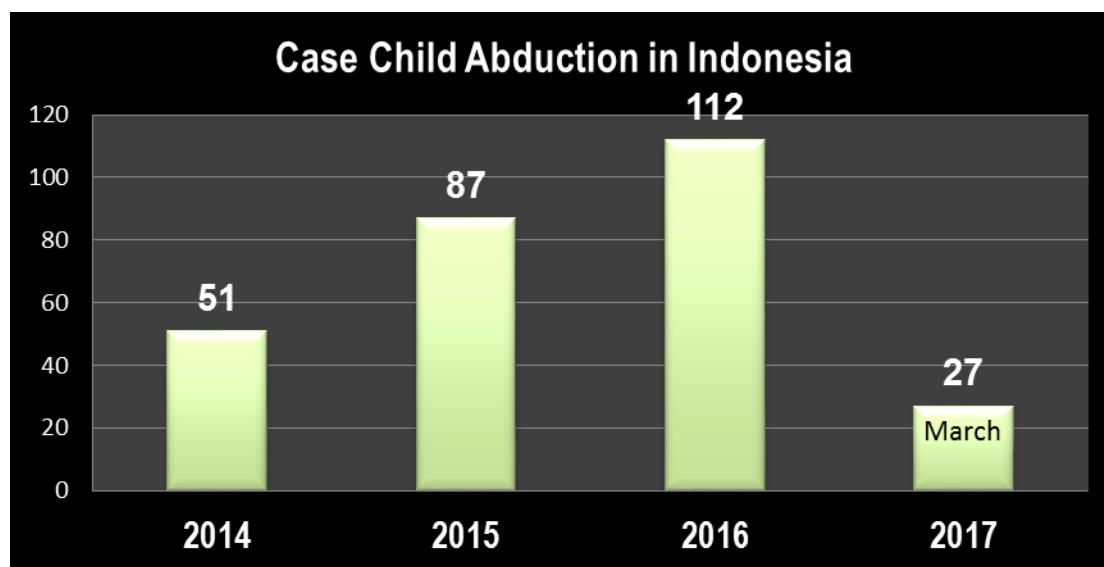
Despite the lack of a regional legal framework specific to missing children and the regional challenges that exacerbate missing children's issues, such as high rates of sex trafficking and a lack of national and regional data collection and response mechanisms, advances have been made. For instance, the Philippines drafted two bills specifically regarding missing children; Cambodia has a law requiring that cases involving children be immediately investigated upon receipt of a complaint; and Malaysia has a rapid emergency child alert system to notify the public when a child goes missing. In addition to these national legislative efforts, there have been several multi-national child protection initiatives, including efforts by INTERPOL, the Coordinated Mekong Ministerial Initiative Against Trafficking, the Asian Human Rights Commission, and various public-private partnerships. Although no country in Southeast Asia has passed comprehensive legislation specific to missing children, these initiatives show that the region has demonstrated awareness of and a willingness to work toward ensuring that children are better protected.

Literature Review

Recently, in Indonesia there is news about child abduction. The increase of child abduction cases that occurred from 2014 is 51 cases, 2015 is 87 cases, 2016 is 112 cases and 2017 to March as many as 27 cases. Chairman of KPAI mentioned that the data of child abduction

are way below from the reality, means that there are a lot of cases that not been reported. He continued, the perpetrators of abduction networks also have a different purpose. Some of the kidnapped were later illegally adopted. Secondly, kidnap the child with a vengeful reason to ask for a ransom. The third one that is quite rampant is being forcibly employed as street children and beggars. Not stopping there, abductees are often made into commercial sex workers.

Figure 2. Case Child Abduction in Indonesia



Another data stated that The exact number of missing children in Indonesia is unknown. In 2012, 129 children were reported missing to the National Commission for Child Protection. Of those 129 cases, 27 children were befriended by an adult stranger using Facebook and the adult lured them out of the city to be drugged and sexually exploited.

Chairman of the Commission for Child Protection Indonesia (KPAI) Jabar Muhdan Firdaus admitted concerned with the conditions that occur today. He considered the barrage of abduction cases can not be separated from the lack of supervision from various parties. According to him, one of the supervision made by the parents by controlling the use of social media of children. Given, social media is often used by rogue elements to launch the action.

Methods

Indonesia has a hotline called Telepon Sahabat Anak 129 (TSA 129), a children's helpline that began in 2005, is the product of an MOU among various Indonesian governmental bodies. TSA 129 accepts calls from children concerning emergency situations such as economic and sexual exploitation, drug abuse, alcohol/ psychotropic/ other addictive substances (drugs), abduction, sale and trafficking, physical and mental violence, and abuse and neglect. TSA129 then refers the child to counseling. The TSA 129 Helpline also collaborates with various ministries to build awareness of violence against children and assists with reunifying children with their families after natural disasters. The TSA-129 has to be communicated to increase the public awareness to this hotline.

Child abduction issue deserve a serious attention from government, how the system about reporting child abduction and solution/serious action to response the issue. Child abduction could happen because of many reasons; one of them is how family can protect the children. Home is a place that everything starts. Therefore we need to reinforce education for family in Indonesia the importance of being in family. We start the campaign by develop the communication plan to execute the program.

Communication plan is an essential element to create a communication strategy that will support the success of the project. In the other hand, a clear objective has to be defined in order to set the message that is going to deliver. If the objective is to change behavior is more challenging. In this paper, I will use ADKAR (Awareness, Desire, Knowledge, Action and Reinforcement) by Prosci method, to create a comprehensive communication plan for reducing numbers of child abduction in Jakarta.

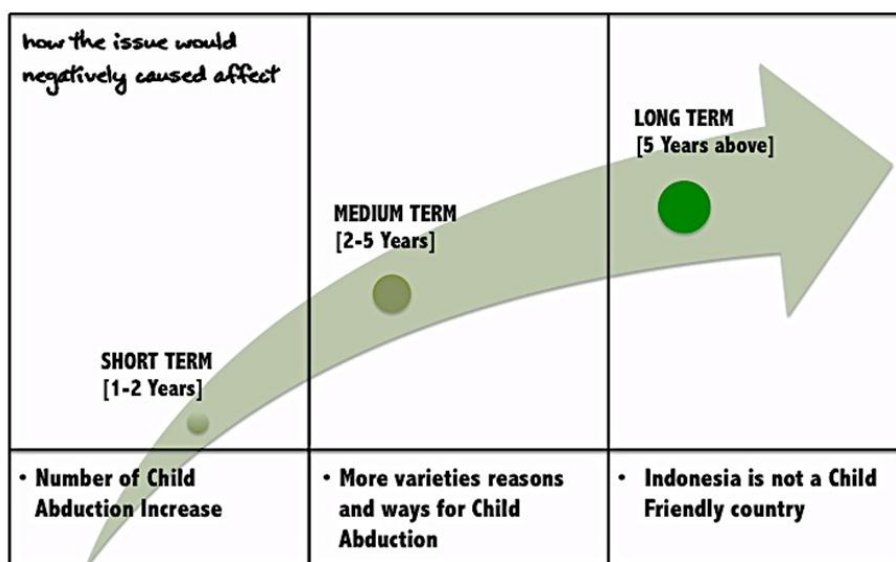
Result and Discussion

Risks Analysts

Of the issues that have been described, the risk that will occur is the increase in the number of kidnappings of children each year. Kidnappers have more ways to trick their targets. Abduction motives can be more varied again that can stimulate other perpetrators to do the kidnapping. After that, if a kidnapping happens, it is almost certain that the child's future is unpredictable.

The next risk is not achieving the vision and mission of KPAI namely: "The Realization of Child Friendly Indonesia", and Mission: Increasing the commitment of stakeholders related to child protection policy. Before we look at the risks that come from this issue, we need to take note of the effects of child abduction. The effect of this issue is divided into 3 time sections ie short term effects with 1-2 year time sizes, medium term 2-5 years and long-term effects over 5 years. Details are illustrated in the chart below.

Figure 3. The Effect of Child Abduction



If we mapping caused effect of the issue, below is a risk analysis that can occur if the issue is not addressed wisely.

Figure 4. Risk Mapping

	Negligible	Minor	Moderate	Significant	Severe
Very Likely				More varieties reasons and ways for Child Abduction	Number of Child Abduction Increase
Likely					
Possible			Indonesia is not a Child Friendly country		
Unlikely					
Very Unlikely					

This program has 3 (three) objective stages, which are deliberately divided gradually. The stages are: build awareness, educate and hopefully there are actions / behaviors that change from the intended target audience. Phase Awareness Enhance public awareness 90% (ninety percent) of residents of DKI Jakarta about the caused of significant increasing cases and the dangerous of Child Abduction, for 6 (six) months starting in August 2017. Phase Education is to educate parents and children 60% (sixty percent) of residents of DKI Jakarta about the importance of education child self-protection have to start at home, for 6 (six) months starting in March 2018. On the action phase, the objective is to increase parents and children communication, interaction and involvement 40% (forty percent) of residents of DKI Jakarta about home as a safe place, for 6 (six) months starting in August 2018.

Strategy – Theory & Media Strategy

The Excellence theory is a general theory of public relations that “specifies how public relations makes organizations more effective, how it is organized and managed when it contributes most to organizational effectiveness, the conditions in organizations and their environments that make organizations more effective, and how the monetary value of public relations can be determined. The excellence theory resulted from a study about the best practice in public relations, which was headed by James E. Grunig and funded by the Foundation of the International Association of Business Communicators (IABC) in 1985. To maximize value of public relations, public relations must identify strategic publics and build long-term relationships with them through symmetrical communication programs. Therefor, in this

program we make the objective into 3 (three) stages, so our targeted stakeholders can received the message effectively and the goal can be achieved.

Following the excellence theory from Grunig, to build long-term relationships with targeted stakeholders we use symmetrical communication by dividing tactics into characteristic media, describe at media planning as follows:

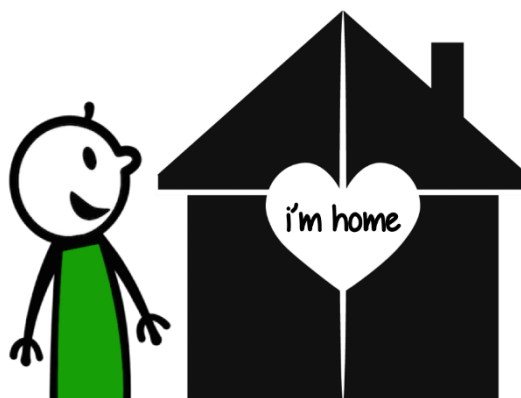
Table 1. Characteristic Media

No	Media Characteristic	Channel	Reason	Number of Quantity
1.	Traditional	Television & Radio – Public Service Announcement	<ul style="list-style-type: none"> To reach massive public, TV and Radio have power to grab the attention TV & Radio have an obligation to help PSA take place at their station for no cost. 	<ul style="list-style-type: none"> 3 types of TV & Radio content produced with the key messages deploy differently in every stage. Requested in prime-time airing, twice a week, 19 mos.
2.		Poster and Roller-Up Banner	<ul style="list-style-type: none"> Will strengthen the messages Low cost and specifically can placed at the venue as plan. (State Elementary, RPTRA, Event) 	<ul style="list-style-type: none"> Poster: 100 each, for every stage. Total: 300pcs Roller-Up Banner: 10pcs, for every stage. Total 30pcs
3.	Digital Media	Social Media: Facebook Fan Page, Twitter Instagram	<ul style="list-style-type: none"> Even though key stakeholders are C Class and up, but we can resist the power of social media Easy to use and updated to info all activities Engage public to communicate both ways 	<ul style="list-style-type: none"> Build the Social Media Updated content along the way with updated activities
4.	Activations	Kick-off Program: Ceremonial and Press Conference	<ul style="list-style-type: none"> To make an announcement that informed public the Program has just started To invite the media formally to help to spread the news 	<ul style="list-style-type: none"> One time event
5.		Special Events: Story Telling Roadshow	<ul style="list-style-type: none"> Story telling is the best way to deliver message to children 	<ul style="list-style-type: none"> Event Series Visit 5 state elementary

			<ul style="list-style-type: none"> • School visit will make an impactful result 	school in DKI Jakarta
6.		Grand Event: National Children's Day 27 July 2018	<ul style="list-style-type: none"> • Big bang event after several activities to maintain public attention 	<ul style="list-style-type: none"> • One time event • Big Event to get the moment
7.		Creative Competition Ideas "Everything Starts at Home"	<ul style="list-style-type: none"> • Several events to involve the stake holders join more actively in the program 	<ul style="list-style-type: none"> • One time event that continuing activation after the big event to grab public attention
8.	Coaching & Counseling	Coaching and Counseling	<ul style="list-style-type: none"> • To help key stakeholders with problems related with the program • To provide a place to communicate with expert 	<ul style="list-style-type: none"> • Started in education stage for 12 mos. • To place at RPTRA with given scheduled
9.	Community	Children Community at RPTRA	<ul style="list-style-type: none"> • Produce the safety & healthy space for children. Support with computer and books 	<ul style="list-style-type: none"> • Maintain the goals after program end

Key messages are one important part that cannot be ruled out. Humans receive a lot of information every day. In order for the message to be submitted can be received well then this program divides into 2 (two) major parts of key messages, namely: Umbrella Theme: I'M HOME. 3 Key Messages in every objective. The key message on the umbrella theme that will be used throughout the program is 19 months. It aims to make Program I'M HOME publicly known in the public and specifically targeted. This program will use a symbol that is intentionally made to accompany this program.

Figure 5. I'm Home Campaign



There are 3 key messages that will be used, inline with the objectives in every phase.

Table 2 Objective in Every Phase

Phase ADKAR	Objective Focus	Key Messages
Awareness Desire	Caused of significant increasing cases and the dangerous of Child Abduction	Protect Our Children, Now!
Knowledge Action	Education child self-protection have to start at home	Be Active, Be Safe. For Our Children Better Future
Reinforcement	Home as a safe place	There is No Place Like Home

Conclusion

Communication plan is an essential element to create a communication strategy that will support the success of the project. In the other hand, a clear objective has to be defined in order to set the message that is going to deliver. If the objective is to change behavior is more challenging. In this paper, I will use ADKAR (Awareness, Desire, Knowledge, Action and Reinforcement) by Prosci method, to create a comprehensive communication plan for reducing numbers of child abduction in Jakarta.

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