

THE EFFECT OF THE “TGR SEASON 2” CAMPAIGN ON CHILDREN'S BEHAVIOR IN TRADITIONAL PLAY (CASE STUDY IN TRADITIONAL COMMUNITIES GAMES RETURNS)

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ABSTRACT: Traditional games are part of Indonesian culture that must be preserved. However, over time traditional games have been increasingly forgotten in favour of digital games so the Traditional Games Returns community have created a campaign called TGR Season 2 that aims to change children's behaviour to become more familiar with traditional games. This research aims to determine and analyze the effect of TGR season 2 campaign on the traditional play behaviour of children. The theories used are social campaign and cultivation. This research uses a quantitative method with data collection technique of questionnaires. Data analysis uses SPSS 24. Respondents of the research were children aged 6-17 years who live in DuriPulo sub-district and play in MelatiDuriPulo children's playground and LebakBulus sub-district and play in Mawar children's playground with a total of 72 respondents. Data analysis techniques used are correlations and simple linear regression analysis. The results of the research show there is a significant influence on the Variable X (campaign) on the Y variable (behaviour) with a regression equation $Y = 0,549 + 0,383X + 0,295$.

Keywords -Campaign, Traditional games, Children behavior

I. INTRODUCTION

Traditional games are one of the cultural heritages that must be preserved. Traditional games can educate and train children's motor movements. Traditional games are activities that use simple tools that are fun (Kurniati, 2016). Unfortunately, traditional games are increasingly being forgotten due to globalization and cultural mixing. Indonesian culture today, including traditional games, feed its existence. One of the causes of the loss of existence is due to the influence of outside culture. To prove this statement, the Traditional Games Returns Community, a community that concentrates on culture and children's rights, conducted a survey of traditional game enthusiasts. The results show that from a total of 4,963 respondents spread across Indonesia, the poll results say that 6% of respondents prefer traditional games and 32% of respondents prefer digital games. (Traditional Games Returns, 2017). There are 750 kinds of traditional games spread across Indonesia and many have not been inventoried (Rahmawati, 2010). This is quite sad because Indonesia is a country that has many traditional sports games (Turangan, Willyanto, Fadhilla. 2013).

Every traditional game contains noble values that teach tolerance, cooperation and solidarity. This is reflected in the collectivism of Indonesian culture. Collectivism is a group where individuals prioritize groups over personal interests (Zahra, 2016). Usually, collectivist societies have great concern for their members and expect a reciprocal relationship (Juliana, 2013). However, culture undergoes cultural changes when other countries enter and mix with local culture. The impact of globalization produces a mixture of local and foreign cultures, this is called cultural acculturation. Usually people will maintain cultural values to prove the strength of the cultural personality in the face of acculturation. This is called local genius (Riyani, 2015). Local genius explains the group's efforts to maintain original culture in the era of globalization (Riyani, 2015). The function of local genius is to filter the culture that is in accordance with the community and form a new culture (Ghozali, 2012). However, to maintain local genius, it is necessary to hold repeated reminders. This is done so that the community does not forget the original culture even though it is affected by foreign culture.

Therefore, to maintain traditional games, the Traditional Games Returns Community campaigns for traditional games to increase public awareness. This campaign invites 7,000 children in 22 provinces in Indonesia to play together, with the highlight of the event being the simultaneous spinning of tops. It aims to change the attitude of people's behavior towards traditional games.

The purpose of this study was to determine the effect of the TGR Season 2 campaign on children's behavior in playing traditional games and determine the magnitude of changes in children's behavior in playing traditional games.

II. PROBLEM STATEMENT

1.1 Is there any influence of the TGR Season 2 Campaign on children's behavior in playing traditional games?

1.2 How much influence did the TGR Season 2 campaign have on behavior in playing traditional games?

III. LITERATURE REVIEW

1.1 Mass Communication

(1) Mass communication is a communication carried out through mass media (Nurudin, 2018). In mass media, there are several groups that have the responsibility to manage the information that will be provided to the public, so that the information received has been processed in accordance with the vision and mission to be conveyed. Mass communication must be able to explain various phenomena that happen to humans. This makes mass communication closely related to mass media because mass media is the main tool in mass communication (Nurudin, 2018).

(2) Over time, the role of communication is increasingly considered important. This was started in the 20th century by Barnett Pearce in Morrisan (2013) who said that mass communication is a revolutionary invention caused by communication technology, namely radio, television and others. This great impact has an effect on mass communication. The effect of mass communication is a change in audience behavior after being exposed to messages through mass media (Rakhmat, 2018). Through this understanding, the effect of mass communication must be in accordance with the message conveyed.

1.2 Public Relations

Public Relations is a planned communication between organizations and the public with the aim of achieving certain goals (Rahadhini, 2019). The function of Public Relations is to disseminate information to provide an understanding of the company so that there is a positive impression on the public (Panuju, 2018). Public Relations has several activities to provide value to the company, one of those activities is a campaign. The information provided through the campaign can become the image of the company that will foster trust in the community.

1.3 Social Campaign

Roger and Storey in Ruslan (2016) said that a campaign is a planned communication activity with the aim of creating an impact on the public on an ongoing basis which is carried out over a certain period of time. The purpose of forming a campaign is to change a person's mindset and behavior. Each campaign has a different purpose and is given a time limit in order to create trust in the community (Ruslan, 2016).

Dyatmika and Afnan (2018) say that there are three stages or three models of public awareness, namely KAP (Knowledge, Attitude, Practice). This model is used to observe the behavior of the audience who participated in the TGR Season 2 campaign in playing traditional games. In this model there are three stages that must be passed;

- target audience,
- message and channel planning message design, media production and piloting
- Improved knowledge and attitude

In stage 1, the researcher determined that the target audience was children 5-17 years old who participated in the TGR Season 2 campaign. The message conveyed was to play traditional games and the media used through social media and print media. Stage 2 in this research is to use language and use media such as play equipment to attract children. While in stage 3, the placement of the media campaign was carried out in the Child Friendly Integrated Room (RPTRA) Mawar and MelatiDuriPulo because the RPTRA is a place that is mostly occupied by children to play activities.

1.4 Psychological Communication

Communication Psychology is cognitively oriented, which provides views on individual views in managing the information received. (Morissan, 2013). Psychology is a science that is never completely discussed because psychology covers aspects of mental life (Zulkarnain, 2015). Psychological Communication explains that when an organization wants to provide information, it takes trust in the community so that thoughts and behavior on a given issue can change.

Psychological thinking can help one understand social situations where biased judgment is a factor of belief. Information is declared successfully delivered if the communicator manages to gain trust in the audience, therefore psychological observations are needed to determine the state of the groups involved in communicating (Morissan, 2013). Communication Psychology is divided into three parts, namely behavioral, cognitive and biological. However, researchers are behavioral researchers because this study assesses how influence can change the mindset and behavior of the audience through campaigns.

1.5 Behavioristic

Mass communication theory explains that the effects of mass communication can have a large impact on audience behavior. This is because behavior is formed from oneself and interpersonal channels such as; family, friends, relatives and others, in addition to the norms and regulations set in the environment and participate in influencing a person in behaving and making decisions. (Supratman and Mahadian, 2016).

Bandura in Supratman and Mahadian (2016) explains that every human being has a role model to imitate the observed behavior. A person tends to capture information that gives a positive side and is in accordance with his thoughts and discards things that do not suit him. To change someone, the message must be delivered repeatedly and get special attention so that the audience can save the results of these observations, this is because someone will be encouraged to take actions that are believed to be in accordance with his example, then repetition of messages is very important to change behavior. (Supratman and Mahadian, 2016).

Behavior plays an important role in campaigns. The campaign is declared successful if there is a change in audience behavior. Behavior change is quite difficult to evaluate because it requires deep observation. Often a person acts as if a change in behavior is only temporary. Therefore, it is important to evaluate the campaign to find out the changes and require direct observation to see the changes that have occurred (Venus, 2018).

1.6 Cultivation

Cultivation is a strengthening of development and cultivation which means that a media succeeds in giving perception to the audience by providing reinforcement (Ardianto, 2010). Cultivation focuses on the social effects of receiving continuous media exposure. Audiences who are constantly exposed to media exposure, will believe what the media says.

Cultivation theory was introduced by George Gerbner in 1963 to examine cultural indicators and determine the influence of watching television. Gerbner considers that audiences who often like watching television tend to like violent spectacles so that it has an effect on the audience. Although this study began with the study of television media and audiences, gradually cultivation can be used for studies outside of the theme of violence. Today, cultivation can be used to observe the impact of mass media on the audience (Junaidi, 2018).

Cultivation has associated interpersonal response characteristics. These characteristics focus on the personality of the audience affected by the mass media. These characteristics are role tendencies (role disposition), behavioral tendencies in social relationships (Socio-metric disposition), tendencies for expressive behavior (expressive disposition) (Cendra, 2017).

IV. RESEARCH METHOD

The method used in this research is quantitative with associative analysis research type. The researcher tries to see the influence between the independent variable and the dependent variable that will be carried out in the study. Quantitative research is carried out with a structured, formal and specific design. Quantitative oriented to the product of the process and concentrates on proving the hypothesis that is done manually or by computer (Yusuf, 2014).

The population of this study are children who live in DuriPulo Village and LebakBulus Village. The population is large, so the researchers took samples in this study. The number obtained is 72 respondents assuming an error rate of 10%. The sample calculation is based on the Slovin formula.

Data distributed through questionnaires were used to process the validity test from 30 respondents with a total of 25 questions. The results obtained were declared valid by looking at the r table. The value of r table obtained is 0.361 with a significance level for the two-way test is 5% or 0.05 and the df obtained is 28 from the result of subtraction from 30-2 (df = N-2). The results of the instrument validity test are declared valid because the value indicates that all question items are declared valid because the value obtained is greater than 0.361.

Based on the results obtained, Croanbach's alpha on the variable amounted to 0.743 which indicates that the data can be trusted and reliable. It can be concluded that the questions asked are quite strong.

V. RESULTS & DISCUSSION

Based on the results obtained, Croanbach's alpha on the variable amounted to 0.743 which indicates that the data could be trusted and reliable. It could be concluded that the questions asked are quite strong. Data on the behavior of children playing traditional games was obtained by distributing questionnaires and using a differential semantic scale.

Based on the results of the data that has been obtained, it could be described as follows:

1.) Object of research

The number of objects in this study was 72 consisting of 42 male respondents (58.3%) and 30 female respondents (41.7%).

2.) Data Description

This study tested one dependent variable and one independent variable with one variable having three dimensions in it. From the results of the data that has been processed, the data obtained are:

		Role	Social	Ekspres sive
N	Valid	72	72	72
	Missing	0	0	0
Mean		2.5556	2.6389	2.6019

Tabel 1. Mean of X Variabel

Source: processed data by Jayantari, 2020

From the table data, it could be seen as follows:

a.) Respondents considered that the TGR Season 2 campaign had an average role intensity of 2.5556. The role dimension has the lowest average value. This explains the lack of a spokesperson in the implementation of the campaign.

b.) On the average variable X, the social dimension is the highest dimension, amounting to 2.6389. This can give the conclusion that in providing an education, it is necessary to have socialization activities.

		Audien ce	Messag e	Attitude
N	Valid	72	72	72
	Missing	0	0	0
Mean		2.5556	2.5370	2.7407

Table 2. Average data for Y variable

Source: Processed data by Jayantari, 2020

From the table above, it could be concluded that:

a.) The value of the attitude dimension has the highest value, amounting to 2.7407. This indicates that the education that has been given during the campaign has changed the attitude of the respondents to be more concerned about traditional games.

b.) The message dimension has the lowest value, which is 2,5370. Based on this assessment, respondents considered that the message content planning in the TGR Season 2 Campaign was less attractive.

This study conducted a comparative test to determine whether there was a change in behavior before and after the implementation of the campaign.

Hypothesis:

H0: There is no effect on the “TGR Season 2” campaign on children's behavior in traditional play

H1: There is an effect on the “TGR season 2” campaign on the behavior of children playing traditional games.

Decision-making

If probability > 0.05 then H0 is accepted

If probability < 0.05 then H0 is rejected

Therefore, the effect of the TGR Season 2 Campaign on children's behavior in traditional play is described in detail as follows:

First, there is the influence of the TGR Season 2 Campaign on the behavior of children playing traditional games due to several factors that influence changes in children's behavior in playing traditional games. The factor that has the greatest results in this study is the attitude factor. Venus (2018) explains that attitude is a person's tendency to act positively or negatively. Attitude is the biggest factor in the influence of changes in children's traditional play. Dyatmika and Afnan (2018) say that one of the functions of the campaign is to change the attitudes and behavior of the audience to be in accordance with what the communicator wants to form. Through the information provided by the communicator, it adds to the understanding of the trusted communicator, so that changes in attitudes and behavior occur.

Attitudes are built through a process of socialization and interaction that is carried out repeatedly and over a long period of time. A person's attitude can be formed through a long and repetitive process of socialization and interaction (Venus, 2018). Therefore, someone will judge a message by comparing the socially recommended position with the position being faced. Therefore, when someone wants to give a message of purpose, it is necessary to display an attitude to validate someone to change his attitude.

Based on this research, it can be concluded that the TGR Season 2 Campaign can build the respondents in determining attitudes in playing traditional games. Through the information provided through the campaign, it can add to the understanding of respondents who have been trusted so that there will be changes in attitudes and behavior. This shows that after receiving education about traditional games, the respondents changed their attitude which was initially indifferent to traditional games, after being given the information they became more concerned with traditional games.

Second, social factors have a relationship in the behavior of children playing traditional games. Individuals act based on observations and reinforcement from their environment in behaving. In addition, generally humans will compare the benefits that will be obtained after getting new information and compare it with the attitude they have. Individuals will change behavior if there is an inconsistency in the beliefs that have been believed and look for beliefs to be trusted (Venus, 2018). Therefore, in providing new information to the public it is necessary to carry out socialization. Through socialization, a person will know and understand information based on the practices implemented by the communicator for the communicator. This shows that the Traditional Games Returns Community has succeeded in socializing traditional games.

Third, other factors that influence changes in children's behavior playing traditional games are expressive factors. Expressive behavior is how someone reacts and shows the feelings they have (Cendra, 2017). Every individual has the ability to express himself. The tendency of expressive behavior is a form of behavior that describes a person's social attitude. Through the tendency of expressive behavior, a person can display the expression that is felt by someone. Each individual has their own way of expressing their expressions. Such as the nature of like to compete or cooperate, passive and aggressive or quiet and like to stand out (Murdi and Wardani, 2018).

VI. CONCLUSION

Based on the results of the discussion that has been stated above, it can be concluded as follows:

1. There is a significant effect on variable X (TGR campaign season 2) on variable Y (Children's behavior in traditional play). This is evidenced by the results of ANOVA to 3 factors in the variable which states that only 2 variables are valid and 1 variable is invalid, saying that the significance value is 0.000 (attitude and social) below 0.05, then the significance value can be stated Ho is rejected and Ha is accepted. .So it could be said that there is an effect of the TGR campaign season 2 on behavioral changes in children in traditional play.

2. Expressive Factors in the TGR Season 2 Campaign variable with the variable of children's behavior in traditional play have a stronger relationship than the other 2 factors with a value of 0.383 on children's behavior. Thus, this element is the most dominant seen by the public in viewing a campaign socialization.

3. In this study, the socialization factor is the highest factor. Thus, socialization must be maintained by the Traditional Games Returns Community by means of a social approach that is appropriate for children, so that children can receive messages to change behavior to play traditional games and invite experts who better understand children's behavior in playing, so that socialization can be more trusted by the audience.

4. The researcher suggests to the Traditional Games Returns community to improve the delivery of messages in the campaign in an interesting way so that it can invite children to play traditional games so that children can express their inner expression.

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