



# The Influence of Preventive Sexual Harassment Campaign No!Go!Tell! The Body Shop Indonesia On Atma Jaya Female Student's Behavior

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## INFORMASI ARTIKEL

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## A B S T R A K

*Kasus kekerasan seksual terhadap anak dan perempuan di Indonesia sedang meningkat, di mana pada tahun 2021 terdapat 7.191 kasus. Sementara undang-undang kekerasan seksual belum juga disahkan hingga April 2022. Menyikapi situasi ini, The Body Shop (TBS) Indonesia yang juga dikenal sebagai perusahaan yang sering menyuarakan kesetaraan gender, meluncurkan kampanye pencegahan kekerasan seksual. Pada tahun sebelumnya, yakni 2020, TBS Indonesia menjalankan Kampanye Stop Sexual Violence (SSV). Setelah itu, muncul urgensi untuk mencegah kekerasan seksual sehingga dibuat kampanye lanjutan bernama No!Go!Tell!. Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh dari kampanye tersebut pada perilaku pencegahan kekerasan seksual mahasiswi. Penelitian ini menggunakan teori Kampanye Public Relations, 7C's Communication, dan Tripartite Model. Sementara itu metode yang digunakan adalah kuantitatif dengan pengumpulan data menggunakan teknik kuesioner tertutup. Dalam penelitian ini mahasiswi Unika Atma Jaya ditetapkan sebagai populasi karena sesuai target audiens kampanye TBS, dengan jumlah sample 98. Hasilnya diketahui terdapat korelasi sebesar 0.794 dan pengaruh sebesar 0,369. Dengan demikian dinyatakan terdapat pengaruh yang signifikan dan positif atas Kampanye No!Go!Tell! terhadap perilaku pencegahan kekerasan seksual mahasiswi. Hal ini juga menunjukkan bahwa perilaku merupakan konstruk skematis yang terpisah dari komponen kognitif dan afektif. Hal ini ditunjukkan dari perbedaan respons dari tiap responden, apabila responden memiliki kognitif yang tinggi belum tentu komponen afektif dan perilakunya pun tinggi. Disarankan untuk penelitian selanjutnya dapat menggunakan metode penelitian campuran untuk memperdalam respons responden, memperluas populasi dan mengkaji teori perilaku lainnya.*

## INTRODUCTION

The number of cases of sexual violence in Indonesia is relatively high, especially for women and children. During the Covid-19 pandemic in 2020, the Ministry of Women's

Empowerment and Child Protection (PPPA) of the Republic of Indonesia recorded the highest number reaching 7,191 cases of sexual violence against children and women (Fajarta, 2021). In contrast, the 2021 Annual Notes of the National

Commission on Violence Against Women (*Komnas Perempuan*) stated that throughout 2020 there was 299,911 violence against women. Furthermore, the Annual Notes state that the areas of violence reported directly to *Komnas Perempuan* is Domestic Violence/Personal Area (*Kekerasan Dalam Rumah Tangga/Ranah Pribadi; KDRT/RP*) at 65%, public/community at 33%, and the state at 1%. In addition, in the public/community sphere, there are other forms of violence which include sexual violence (56%), psychological violence (32%), economic violence (7%), and physical violence (4%).

During the Covid-19 pandemic, there was also sexual violence against women with vulnerabilities, 42% of cases of violence against women with disabilities, three women with different sexual orientations and expressions of gender, and 203 women living with HIV/AIDS. Although cases of sexual violence are still increasing, there is a developing support group for victims of sexual violence. Through support groups, victims feel empowered and not alone.

*Komnas Perempuan* continues to fight for the issue of sexual violence, not only by issuing press releases. In 2020, November 25 – December 10, the 16 Days of Anti-Violence Against Women campaign has been held. In addition, educational institutions also carry out campaigns to prevent sexual violence. In 2021, the Islamic University of Malang held a Student Leadership Training and Environmental Service (DKM BKL) event for biology students with the theme Campaign and Prevention of Sexual Violence and Bullying. This event intends to develop students to become qualified alumnus is campaign is a direct activity for socialization, education, FGD, and seminars. In addition, they distributed flyers/posters through social media, Instagram, Facebook, Twitter, YouTube content podcasts, and others.

Moreover, the beauty industry also invites consumers to fight sexual harassment, namely the L'Oréal Paris company. On March 8, 2021, L'Oréal Paris launched the Stand Up Against Street Harassment campaign to coincide with International Women's Day. L'Oreal Paris is running its campaign in collaboration with *Komnas Perempuan* and *Hollaback! Jakarta* to facilitate global training on preventing sexual harassment in public spaces through the 5D method (Anggita, 2021)

In 2020, The Body Shop also voiced the issue of human equality, especially regarding women. The Body Shop Indonesia launched the Stop Sexual Violence (SSV) campaign with some activities, including the signing petition event of #SahkanRUUPKS, a silent action in front of the Parliament Building, and educational programs.

The follow-up campaign for Stop Sexual Violence is the No!Go!Tell!, which aims to stop violence against women and sexual violence. The name of this campaign is also a simple and fast mechanism to get away and find a safe space when faced with uncomfortable situations. The Body Shop Indonesia offers this mechanism in collaboration with Plan Indonesia, Magdalene, Yayasan Pulih, and Makassar International Writers Festival (*No!Go!Tell! Guide Book*, 2021).

Body Shop Indonesia continues the SSV campaign because they realize the urgency of awareness of preventing sexual violence. Therefore, The Body Shop Indonesia, in collaboration with four other institutions, is working together to provide a mechanism for preventing sexual violence that everyone can do. The No!Go!Tell! mechanism is an adaptation method from the global Plan International that invites children under 18 years to understand the issue of sexual violence, power, and empowerment (Pasinringi, 2021).

In contrast to this method, the No!Go!Tell! has two significant steps. The first is prevention through the mechanism of boldly saying "No!". In this case, the campaign runs through seminars, educational videos, and the use of the hashtag #TBSNoGoTell on social media. Second, recovery through a mechanism to tell trusted people bravely about sexual violence, whether it's institutions or sexual violence-compliant services.

Based on the discussion, the research attempts to explain whether it can effectively influence its targets, especially in the No!Go!Tell! campaign. Researchers will explore the impact of the No!Go!Tell! Sexual violence prevention campaign on students' behavior, including cognitive and affective components. Students are one of the target audiences of the campaign. Therefore, this research assigns Atma Jaya Catholic University of Indonesia's undergraduate students as the population with

one of the sample requirements of those who know and see the campaign.

This study aims to identify and explain the effects of the No!Go!Tell! Sexual violence prevention campaign on the behavior of UAJ students and proving whether the 7 C's Communication practical campaign theory can affect the cognitive, affective, and conative components. Nowadays many PRs run their campaigns but do not know whether they are effective to achieve their goals, thus there's an urgency for PR practitioners and academics to study the influence of PR campaigns on their objectives. Therefore, PR campaigns can be effectively run and can compete with their competitors.

## LITERATURE AND METHODOLOGY

### Public Relations Campaign

PR campaigns are a process to increase awareness and knowledge of the intended mass to attract their attention and raise positive perception or opinion of the activity of an institution or organization in the time that has been arranged. The communication process conveys messages intensively and continuously, thus trust and a good image can be created from the mass (Ruslan, 2021). In contrast, according to Smith (2021), campaign is a systematic set of PR activities; each having specific and limited goals, enduring in a period and addressing specific issues related to the plan. Smith also wrote examples of campaigns that can work, such as reducing accidents because of drunkenness while driving or internal campaigns to improve the morale and productivity of the employee.

According to Bobbit and Sullivan (2014), there are three characteristics of a PR campaign: a) Free option: The audience can freely choose to do an action. b) Mutual benefit: Communicators and audiences get fit from each party. c) Multidisciplinary approach: Used other approaches in campaigns, namely implements and techniques of different fields.

In managing the PR campaign, the organizer should do so with planned, structured, motivating, psychological, and repetitions. Even though the campaign has been running continuously, constantly the goal can be achieved because there are a lot of strategies and tips for conveying messages that can be

successful; one of them is the role of PR when communicating through the 7 C's Communication (Ruslan, 2021).

### 7 C's Communication

According to Cutlip and Center (Broom & Sha, 2013) the role of PR in creating effective communication includes three efficient elements. First, the communicator must have adequate and credible information from the communicator's point of view. Second, the communicator must use a communication channel that will bring the message to the communicants. Third, the message must be in the capacity of the communicants to decode (convert) the message, understand it, and be relevant to the importance or the need of the communicants. The message must be able to motivate personal interests and involves a response from the communicants.

Thus, to dealing with three elements above is considering using the main element called "The 7 C's of Communication", following the intended element (Broom & Sha, 2013):

**Credibility:** Credibility is related to the reputation of the company and in this case, the communicator must have faith in the communicator and have high attention to the competence of a source.

**Context:** Context is a must for communicators in providing participation of communicants and playback.

**Content:** The message must have a meaning for communicants and has a match with the value system that applies to the public and is useful.

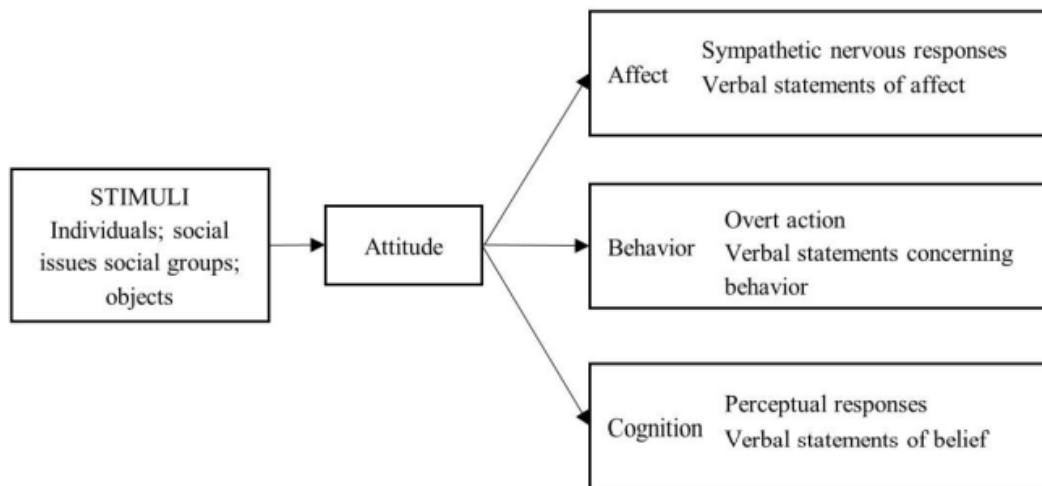
**Clarity:** The message is given in simple terms and has the same meaning between the communicator and communicant.

**Continuity and consistency:** Communication processes are non-existent; it is necessary to do repetition to achieve penetration.

**Channels:** The communication channels used are well-established, meaning communicants use and respect the channel.

**Capability of audience:** The effort of the communicant in receiving messages, if effortless means the communication is very effective.

### Tripartite Model Theory



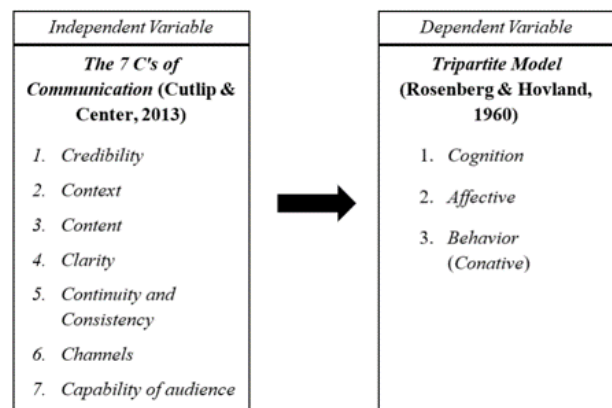
Source: Pratkanis, et al, 2014.

**Figure 1. The schematic conception of attitudes from M.J. Rosenberg and C.I. Hovland (1960)**

Rosenberg and Hovland (Pratkanis et al., 2014) revealed the concept of schematic attitudes that include cognitive, affective, and behavioral components as a constituent that doesn't converge directly into the conception of attitude. Cognition is a belief that is held in relation to an object, affective is a positive or negative feeling towards object, and behavior is an action. Furthermore, Rosenberg and Hovland explain the three components could be summed up in a measured response. Following the three intended components:

1. Cognition: Response that reflects perception and information of a person about related objects, as well as expressing beliefs against the object.
2. Affect: Response that related to feelings or emotions someone toward object.
3. Behavior (Conative): It can be referred as conative which is the desire or tendency of a person's behavior and actions to do something about the object.

In this study, researchers aim to knowing effects of effective PR campaign on student behavior related to prevention of sexual violence, therefore the framework refers to the theory of 7C's Communication as an element that offered to running a PR campaign program effectively. Then, to measure the results of the PR campaign, researchers use the tripartite model to find out what components are affected because of a PR campaign. Below is the framework of study:



Source: Researchers 2022

**Figure 2. Theoretical Framework**

In this study, researchers use a quantitative approach. The subjects in this study were determined to be active students at three campuses at Atma Jaya. The total population is 4382 as of October 11, 2021. This research uses purposive sampling with the following respondent criteria: a) Female b). Active undergraduate students from 2018 to 2021 in three campuses of Atma Jaya Catholic University of Indonesia, namely Semanggi, Pluit, and BSD, c). Knowing the No!Go!Tell! campaign The Body Shop Indonesia. The number of samples was determined using the Slovin formula, with 98 respondents. The data was obtained through the distribution of questionnaires. The validity is tested using product-moment correlation and reliability testing with Cronbach's Alpha.

Furthermore, the data is processed using SPSS and analyzed using simple linear regression.

## RESULT AND DISCUSSION

The 98 respondents are active students of the undergraduate class of 2018-2021 and know the No!Go!Tell! The respondents consist of 28 students from the 2019 class, 27 students from the 2021 class, 22 students from 2018, and 21 students from the 2020 class. As the result:

**Table 1. Questionnaire Result**

Variable	Dimension	Percentage
7 C's Communication	Credibility	4.32
	Context	4.41
	Content	4.4
	Clarity	4.48
	Continuity and consistency	4.2
	Channels	4.35
	Capability	4.5
Tripartite Model	Cognitive	3.95
	Affective	4.5
	Conative	4.08

Source: Research results 2022

### Effectiveness Of Public Relations Campaign (7 C's Communication)

According to Cutlip and Center (Broom & Sha, 2013), there are main elements that can create an effective PR campaign and overcome three elements of barriers to communication, namely audience, communicator, and goal barriers through applying the 7 C's Communication elements. In this study, the researcher seeks to find out whether the 7 C's can affect the effectiveness of the No!Go!Tell! campaign. Body Shop Indonesia achieves its goal. The results obtained are as follows:

**Credibility:** From the analysis results, the respondents dominantly answered agree and strongly agree. Meanwhile, X6, X7, and X8 show there are respondents who disagree. The three variable indicators have a high reputation, close attention to the sustainability of SSV, and great attention to the No!Go!Tell! it means that some respondents do not pay much attention to the TBSI SSV Campaign and its follow-up campaign, namely No!Go!Tell!. Even so, most respondents agreed and strongly agreed with the element of credibility. It can be interpreted that

The Body Shop Indonesia has a reputation as a company that cares about women's gender issues, especially in the prevention of sexual violence. In addition, TBSI is also trusted and considered to have the competence to discuss these issues. On the other hand, TBSI was able to gain trust because of the collaboration with Plan Indonesia, Magdalene, Yayasan Pulih, and the Makassar International Writers Festival. According to Broom and Sha (2013), communication can be started by building a climate of trust. Relevant to that opinion, performance reflects concern for human rights and the desire to voice issues related to women's gender as a public interest. A climate of trust is built between TBSI and the audience.

**Context:** In the analysis, it can be seen that the majority of respondents answered agree and strongly agree, except for X19, which relates to participation in the No!Go!Tell! campaign. Only one respondent did not agree to participate in the campaign, but most respondents agreed. These results show that The Body Shop Indonesia campaign succeeded in conveying the desired message: preventing sexual violence and not creating contradictions. The company also provides information that can be viewed by the audience anytime and anywhere. Thus, the No!Go!Tell! by TBSI is in line with the conditions and under the current environmental realities.

**Content:** Only one of four indicators that the respondent disagrees with is related to the meaning of the message in the No!Go!Tell! However, most respondents agreed. This shows that the message conveyed by The Body Shop Indonesia in the No!Go!Tell! the campaign is meaningful to the audience, is compatible with their value system or belief, and is functional. According to Broom and Sha (2013), the content provided must be relevant to the audience's situation because they tend to choose the information that has great rewards. Following this concept, the context element reinforces that the current situation and environment are relevant, especially for female students. Therefore, most respondents can agree or strongly agree with the content element.

**Clarity:** From the analysis results, the majority of respondents agree and strongly agree with the clarity. Except for the X26, which is related to the simple message of the No!Go!Tell!

There is one respondent who disagrees, while most of them strongly agree. These findings show that The Body Shop Indonesia has succeeded in packaging the message of the No!Go!Tell! Campaign clear and straightforward so that a broad audience can accept it.

**Continuity and consistency:** In this indicator, there are two statements in which respondents answered disagree and strongly disagree. The two statements relate to the repetition of messages from various media and the same message in various media about the No!Go!Tell! campaign. These two statements indicate that some audiences do not get repeated messages or continuity in disseminating information related to the No!Go!Tell!, but most respondents admit that they receive repeated messages from various media and receive the same message. The results are quite diverse on the element of continuity, but respondents stated that the content of the message of the No!Go!Tell! is consistent. In this case, TBSI can provide consistency to the message.

**Channels:** From the analysis results, there are four indicators out of 11 indicators where respondents answered disagree. The four indicators relate to the official website, Facebook, guidebook, and the collaboration between The Body Shop Indonesia and the Makassar International Writers Festival. From these results, we can say that respondents view the official website and Facebook social media as less appropriate for carrying out the No!Go!Tell! campaign. and a guidebook to provide information. Respondents view that social media Instagram, Twitter, and YouTube are more appropriate for carrying out the No!Go!Tell! campaign. and seminars to provide information. This finding means that the company is quite right in choosing the channel to convey the message of the No!Go!Tell! because of the 98 respondents, only one of them did not agree with using the official website media, and five of them did not agree with using the social media Facebook. In addition, respondents use or have their preferences in selecting and using media. Then, we can also know that one respondent does not agree with the cooperation between The Body Shop Indonesia and Makassar International Writers. In this case, researchers have limitations because the questionnaire does not provide in-depth questions to explore why the respondents

do not agree, but some respondents agree that there is cooperation with the organization. Thus, it can be said that The Body Shop Indonesia was quite right in choosing the organization to work with and to disseminate the No!Go!Tell! campaign.

**The audience's capability:** There is no statement that the respondent disagrees or strongly disagrees with this indicator. The audience of the No!Go!Tell! can receive messages with minimal effort. The Body Shop Indonesia has properly considered audiences' abilities from various individual backgrounds and ability to read, listen, and watch so that the action in receiving the message of the No!Go!Tell! is proper and adequate.

From the discussion, most respondents' answers agree. Although there are several indicators, there are statements of disagreeing and strongly disagree, but the percentage shows that it is smaller than the others. Therefore, it can be concluded that the 7 C's Communication elements implemented in the No!Go!Tell! campaign and can overcome the barriers of audiences and communicators. The answers from the respondents are optimistic, have trust, and perceive the suitability of the No!Go!Tell! with environmental realities, compatibility with personal value systems, and meaningful and valuable for respondents.

Then, respondents perceive that the message conveyed is clear and straightforward. Respondents also received messages across various media but remained consistent. In addition, respondents can access the communication channels used by The Body Shop Indonesia to run the No!Go!Tell! campaign. Respondents also felt they did not need to spend much effort understanding the message. Thus, the elements offered by Cutlip and Center (Broom & Sha, 2013) are fulfilling in this campaign.

The highest value in the X variable lies in the Channels dimension with the statement indicator "The Body Shop Indonesia has used Instagram right to carry out the No!Go!Tell Campaign" which amounted to 65 respondents who agreed. While the lowest value in this variable is six respondents who disagree with the statement indicator "Get the same message in various media related to the No!Go!Tell Campaign" on the dimensions of Continuity and

Consistency. From these results, it can be seen that Instagram media is still considered appropriate by the respondents to run the No!Go!Tell! campaign, while the repetition of the message is still not received by the respondent. This may be because female students use Instagram media while female students do not use other channels, so the repetition of messages from various media has not been entirely accepted.

In comparison, Facebook and website media are less attractive to respondents because respondents who stated that they were neutral reached 22. Female students prefer not to use and respect Facebook media or the company's official website, so respondents do not approve of these two channels. This confirms that Instagram's media preference is higher than the other two channels. In addition, the average credibility indicator agrees; this indicates that The Body Shop Indonesia's reputation as a company that cares about women's gender, especially the prevention of sexual violence, is relatively high.

### **Cognition, Affective, and Behavior (Conative) Tripartite Model**

According to Rosenberg and Hovland (Pratkanis et al., 2014) there is a schematic concept of attitude, which includes cognitive, affective, and behavioral components as unintegrated constructs. In this study, as stated by Rosenberg and Hovland, the researcher wanted to determine whether there was an effect on separate parts, namely cognitive, affective, and a person's behavior due to an object, namely the No!Go!Tell! campaign The Body Shop Indonesia. Research in the Journal of Proceedings of the 36th Annual ARCOM Conference revealed that the Tripartite Model theory is an essential component of the body of knowledge in psychology and organizational behavior (Liu et al., 2020). Thus, this theory is used in research because it represents multidisciplinary psychological and communication applications.

The following description is derived from the above data analysis and discussion:

**Cognition (Cognitive):** From the analysis, not all respondents agree to know information and messages regarding the No!Go!Tell! campaign. Almost all indicators are in the cognitive component, from educational videos of

the No!Go!Tell! the campaign, guidebooks, seminars, hashtag #TBSNoGoTell, collaboration with Plan Indonesia, Magdalene, Yayasan Pulih, Makassar International Writers Festival, SSV follow-up campaigns to methods of preventing sexual violence offered by the No!Go!Tell! campaign. Not absolutely all respondents agreed. This means No!Go!Tell! campaign information owned by the respondent is not comprehensive or not widely spread, even though the respondent is aware of the campaign's existence. In addition, if we look at the X variable, the communication channel used by The Body Shop Indonesia to conduct the No!Go!Tell! and spreading the message was approved by the majority of respondents but apparently, they were not aware of the availability of the communication channel used. Although the results show the diversity of information obtained by respondents, they still believe in the mechanism offered by the No!Go!Tell! campaign to prevent sexual violence. Thus, respondents' trust in the TBSI campaign can be said high. This result shows conformity with the 7 C's Communication elements that TBSI's reputation and competence are credible in the prevention of sexual violence issues.

**Affective:** Most respondents strongly agreed with the indicators. This finding means the respondent's response to the No!Go!Tell! the campaign is positive, which includes feeling happy, sympathizing, and being represented as a woman. There is a feeling of respect for The Body Shop Indonesia for raising the issue of preventing sexual violence. Respondents intend to prevent sexual violence from these feelings or emotions if they experience it one day.

**Behavior/Conative:** From this indicator, several respondents do not agree with the statements provided, namely the desire to participate, the tendency to implement mechanisms for preventing sexual violence, and implementing the mechanisms offered in the No!Go!Tell! campaign. However, some respondents still agree. This result shows that the cognitive and affective components that exist in individuals do not always determine the respondent's behavior. As can be seen that the cognitive components caused are very diverse; some do not know, or they know the information about the No!Go!Tell! but it has no affective or conative effect.

From this campaign effect discussion, we can say that although the respondents' answers were very diverse, some respondents still agreed or strongly agreed with the statements provided. The separate components of the construct show the various responses that arise from the respondents. From this discussion, we can understand that behavior is not formed from a final stage, which means it is uncertain that when someone can find out in-depth information, it will affect their emotions, then encourage them to behave.

According to Wiker (1969), attitudes influence individual behavior and their relationship with social behavior. According to Jung (1971), the attitude is ready to act or behave (Jain, 2014). From these two expert opinions, there is a discrepancy or incompatibility with the results; the components in the attitude are not always related to behavior. In the findings of this study, the information obtained, or the cognitive components received by individuals vary widely (Jain, 2014). However, if the affective indicators show a positive response, the behavioral components show vary. Thus, the theory expressed by Rosenberg and Hovland is under the findings in this study that the cognitive, affective, and conative components are separate constructs.

In addition, based on the concept proposed by Rakhmat (2019), some factors influence human behavior, namely personal and situational. This situation can be considered another factor influencing the sexual violence prevention behavior of the No!Go!Tell! campaign. The highest value in the Y variable lies in the affect dimension with the statement indicator "Respect The Body Shop Indonesia for raising the issue of preventing sexual violence" as many as 66 respondents strongly agree. While the lowest value for this variable is the cognition dimension (cognitive) with the statement indicator "I know the No!Go!Tell campaign guidebook!" as many as 15 respondents said they disagreed.

These results show that respondents feel optimistic about The Body Shop Indonesia because it has raised the issue of preventing sexual violence. However, respondents' knowledge is not comprehensive regarding the No!Go!Tell! because 15 people did not know the campaign guidebook as a channel for detailed

information related to the campaign. This analysis can strengthen that the incomplete knowledge of the respondents does not affect the affective component of the individual. In addition, this is relevant to the independent variable results where the website channel is considered less appropriate for running the campaign. Thus, the guidebook provided on the company's official website is unknown.

### **The Impact of the No!Go!Tell! The Body Shop Indonesia to Student's Behavior**

Based on the analysis results, there is a positive correlation. This correlation means that the contribution that the 7 C's Communication elements can give 63.1% to the cognitive, affective, and conative components. More than that, 36.9% is influenced by other factors. These factors are explained by the theory of the campaign model of a successful organization (Ruslan, 2021). The program can be formed in the long term so that the campaign can run successfully, which includes the mission, corporate culture, and public relations. The theory has the same element with the 7 C's Communication, namely company reputation.

In addition, according to Gregory (Ruslan, 2021), there are ten stages of campaign planning which include analysis, objectives, public, messages, strategies, tactics, time scale, resources, assessment, and review. Information on these ten stages cannot be obtained because it is a limitation of research that does not conduct interviews with the organizers of the PR campaign, namely The Body Shop Indonesia. The 7 C's Communication elements also include precision of the context, content, clarity, and audience capability. Therefore, the possible contribution of 7 C's Communication can reach 63.1% because it is sufficient to cover similar matters expressed by other Public Relations campaign theories.

Discussion of cognitive, affective, and conative components strengthens the schematic construct expressed by Rosenberg and Hovland (Pratkanis, et al, 2014). Then, in this discussion, it is found that the theory of effectiveness of PR campaigns is similar to the supporting theory. The following is a table of findings and theoretical analysis.



**Table 2. Theories' Comparison and Analysis**

<b>Theory</b>	<b>Comparison to</b>	<b>Similarity</b>	<b>Differences</b>	<b>Analysis</b>
<i>The 7 C's Communication</i> (Cutlip & Center, 2013)	<i>Campaign Model of Successful Organization</i> (Newsom et.al., 1997)	Company Reputation	In addition to the company's reputation, other components mentioned in the theory, namely describing the company's values or mission, corporate culture, and building positive public relations are less relevant to 7 C's Communication.	Corporate reputation is concerned with creating trust, acceptance, reputation, and a good image from the public. Similarly, the theory of 7 C's Communication on the element of Credibility. Where the element of credibility is closely related to the reputation and confidence of the communicant.
	<i>The Ten Stages of Campaign Planning</i> (Gregory, 1996)	Achievements in the tactics stage consist of appropriateness and deliverability	The other nine stages are less relevant to the theory of 7 C's Communication	<ul style="list-style-type: none"> <li>• Appropriateness: there is a match.</li> <li>• Deliverability: able to deliver appropriately.</li> </ul> From this definition, it can be understood that there are similarities with the 7 C's of Communication, especially in context, content, clarity and capability of audience. These 4 elements are related to compatibility and suitability in giving messages to the communicant. In addition, this element refers to the message can be received by the communicant in a clear and simple manner, and communication can be effective if the communicant spends a little effort.
<i>Tripartite Model</i> (Rosenberg & Hovland, 1960)	<ol style="list-style-type: none"> <li>1. Wicker (1969): There is a relationship between attitudes and social behavior.</li> <li>2. Jung (1971): Attitude is ready to act or react in a certain way, unconsciously and consciously</li> </ol>	The way an individual reacts to his surroundings is the definition of attitude.	There was no match between attitude and behavior relationship.	In the discussion, it is known that there are various cognitive, affective, and behavioral responses. As found, the highest score was in the affective component, whereas the low score was in the cognitive component. Therefore, according to the schematic construct of Rosenberg and Hovland that the cognitive, affective, and behavioral components are separate or not integrated. It shows how each individual reacts to a particular object.

Source: Research results 2022

Based on the significance test, which was tested using the t table and probability technique, the research hypothesis can be concluded that there is a significant and positive effect of the No!Go!Tell! campaign The Body Shop Indonesia to the behavior of female students. Thus, it can be said that the more campaigns to prevent sexual violence by applying the 7 C's Communication, the cognitive, affective, and conative components that refer to people's behavior can increase. Even though the impact is significant, increasing the No!Go!Tell campaign is still necessary because of the urgency of preventing sexual violence.

Shortly, new cases were revealed (December 2021), which raised concerns from all Indonesian people. Cases do not only come from within the university but also in households and communities. Therefore, The Body Shop Indonesia needs to enhance further its sexual violence prevention campaign in line with the No!Go!Tell! which is to refer to a broader audience. Thus, it is necessary to pay attention to other elements in PR campaigns' planning, implementation, and evaluation.

## SUMMARY

In this study, the 7 C's Communication theory is used, which is the main element of communication to overcome obstacles in running a PR campaign, and the Tripartite Model theory, which reveals a schematic construct of attitude that includes cognitive, affective, and behavioral components that are not integrated. This research found a positive correlation of 0.794 between the No!Go!Tell! campaign The Body Shop Indonesia with the behavior of Atma Jaya students.

In addition, there is a significant and positive effect of the No!Go!Tell! campaign The Body Shop Indonesia to the behavior of Atma Jaya students. The more campaigns implement the 7 C's Communication, the more the audience will increase their sexual violence prevention behavior. Another finding in this study is that there are similarities between the theory of the effectiveness of the 7 C's Communication PR campaign with the theory of the Campaign Model of Successful Organization and the 10 Stages Campaign Planning.

Research also found that the concept offered by previous researchers about attitudes that lead to behavior was not entirely true. The results of the cognitive component are very diverse. In contrast, the affective component shows that almost all respondents strongly agree. On the other hand, the conative or behavioral components do not fully agree. The highest value is on the affective dimension and the lowest on the cognitive dimension. In conclusion, this research strengthens the attitude theory regarding the cognitive, affective, and conative components, which are constructing schematic concepts based on Rosenberg and Hovland.

Another important finding is that in the respondents' answers to the PR campaign statement (X) related to communication channels (channels), female students agreed with the use of Instagram and Twitter. However, on the cognitive component (Y), not all female students knew the hashtag #TBSNoGoTell on social media. In the statement that there is inter-organizational collaboration, the female students agree with it. However, on the cognitive component, they do not know that there is an inter-organizational collaboration with TBSI in the No!Go!Tell! campaign. It shows the respondents accept it differently.

Based on the result, there are academic recommendations were 1). future research can use mixed methods to know the cognitive, affective, and conative components deeper; 2). expand the research population, which is not limited to female students only, but a broader target audience determined by the campaign organizer. The aim is to determine the diversity of the results of the effectiveness of PR campaigns and their influence on audience behavior. Thus, it is possible to know the overall effect generated. 3). explore deeper into the theory of effectiveness of Public Relations campaigns which can be additional research variables, such as communication mix and campaign techniques. In addition, it can examine behavioral theories, such as Attention, Interest, Desire, Decision, and Action (AIDDA) or Awareness, Interest, Evaluation, Trial, and Adaptation (AIETA).

Furthermore, as practical recommendations: 1) the behavioral components are separate from cognitive and affective.

Therefore, communication practitioners and The Body Shop Indonesia company can pay attention to the goals set to achieve the goals effectively. Researchers advise the No!Go!Tell! which focuses on preventing sexual violence is the message can be in the form of a call to action so that the audience can behave according to the mechanism offered by TBSI; 2). The No!Go!Tell! campaign The Body Shop Indonesia was well received by the respondents of this research. However, it is known that the female students have not entirely accepted the channel used by the company to disseminate and run the campaign. Therefore, the researcher suggests paying more attention to the selection and use of communication channels so that campaign information can be comprehensive. The researcher's suggestion is to focus on only one very popular channel used by the target audience so that the information can continue and be consistent, such as Instagram for female students; 3). pay more attention to the organizations to cooperate. Statements of agreement by respondents dominate the indicators of cooperation, but not many know about the cooperation between organizations and TBSI in the No!Go!Tell! Campaign.

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