

STRATEGY CAMPAIGN "SENTUHAN KEHIDUPAN" OF JOHNSON & JOHNSON INDONESIA IN BUILDING CORPORATE IMAGE

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Abstract – This research aims to identify the campaign strategy of Sentuhan Kehidupan from Johnson & Johnson Indonesia in building corporate image. The research method used is descriptive qualitative with data collection techniques in the form of semi-structured interviews, observation, documentation, and literature studies. The results of this research show that the campaign strategy is to perform problem analysis first, determine the objectives, messages, objectives, tactics, resources allocation time and evaluation methods.

Keywords: *Corporate Image, Campaign Strategy, Campaign.*

Introduction

Field of development in the buying and selling industry is very pronounced with the emergence of various companies that offer products or services that are not much different or even the same as other companies. This certainly leads to confusion of buyers in choosing the brand of product to be purchased and used. To anticipate this confusion, various companies are competing to introduce their company or products to buyers so that they are easy to remember and become the main choice when buyers choose a brand of a product. This form of anticipation can be called a strategy in building images.

In Ardianto (2009), images are impressions, feelings, public self-image of a company that is intentionally created from an object, person or organization. Company image can help prospective buyers recognize a company. When the image is communicated consistently, the company's image can create awareness, recognition and instill trust in potential buyers because the buyer will have a clearer picture of the company. By having awareness, recognition and instilling trust in a company, buyers can choose products from the company without any doubt. Building an image is usually done with unique strategies that contain messages that are not directly conveyed. This is a challenge in determining the image building strategy because when using the right strategy it can achieve the goal of building the image itself.

It is undeniable that advertising is one of the biggest means that makes someone know the brand or product. This creates various individual perceptions that become the image of a company. Not only advertising, various other things can also be a factor in creating individual perceptions about a company such as an individual's personal experience in using products or services, achievements and reputation of the company, and various activities carried out by the company. Company activities that often get public attention are CSR or Corporate Social Responsibility activities. CSR is a mandatory activity of the company towards the community or environment around the company as a form of corporate responsibility to the public. Many companies use CSR as their main weapon in building images, various other strategies have emerged to differentiate with other companies. One of them is by campaigning.

Campaign is a series of organized communication activities with the aim to create a certain impact on most target audiences on an ongoing basis within a certain period of time (Ruslan, 2008). Campaign is

conducted to educate the public to create a change. Various factors that can build the company's image will later be used as the main strategy of practitioners in developing strategies for image building. Practitioners who play a role in building the image of a company are practitioners of public relations. As a bridge between companies and the public, public relations also has a responsibility in building the company's image in the eyes of the public. Company image can be in the form of good image and bad image.

Having many brands, Johnson & Johnson Indonesia has a brand flagship in baby skin care, Johnson's Baby. In the baby skin care industry there are three brands flagship namely Johnson's Baby, Zwitsal, and Pigeon. The reason for choosing the brand Johnson's Baby in this study is because the Johnson's Baby brand is one of the brands oldest in the baby skin care industry but continues to provide innovations in both products and education.

Johnson & Johnson Indonesia was established in 1973 and operates in four different business sectors, including sectors: Consumer, Medical Devices, Pharmaceutical and Vision Care. Famous brands from the sector Consumer include Johnson's Baby, Clean & Clear, Listerine, Carefree, Mylanta, Benadryl, Visine, and Combantrin. Meanwhile, Johnson's Baby Indonesia is a company that focuses on baby products for more than 50 years. With the mission of creating the best care products in the world which means safe, pure, carefully tested, and has the latest formulations created from a combination of love and science. For decades the security process of Johnson's Baby products has become one of the most rigorous and rigorous product testing processes in the baby products industry. Johnson's Baby products are specifically designed to stimulate a multisensory experience that can improve the emotional, cognitive and physical development of the baby.

Johnson's Baby always innovates products for Mother and Baby. In addition, through its brand flagship, Johnson's Baby, Johnson & Johnson Indonesia also demonstrated its commitment by carrying out the campaign Sentuhan Kehidupan. The campaign was carried out with the greatest stimulation of baby massage with 629 midwives in Jakarta. In addition to educating midwives, campaign this also supports one of the government's sustainable development programs (SDGs). The Sentuhan Kehidupan Campaign is one of the communication strategies that Johnson's Baby uses to demonstrate their commitment. The campaign is included in the public relations campaign because it is carried out by PR and contains the content and objectives of a public relations person.

The aim of the campaign was to refer to the data World Health Organization 2015, there were around 70,000 babies in Indonesia who lost their lives before stepping on 28 days due to various causes - including problems with the skin. Baby massage stimulation, if done well in the first year, can help the physical development and mental health of the baby.

In addition to carrying out the campaign Sentuhan Kehidupan, Johnson & Johnson Indonesia has also carried out campaigns other. Sentuhan Penuh Harapan campaign carried out before the campaign Sentuhan Kehidupan. Campaign Sentuhan Penuh Harapan invites influencers and the media to participate in giving part of the funds for baby massage education in areas in Indonesia.

Focusing on baby products for more than 120 years, Johnson's Baby is often reported on various issues that are not good and greatly affect the image of Johnson's Baby. Johnson's Baby straightens the issue by making various campaigns that are in accordance with its commitment to provide the best for Mother and Baby, especially regarding skin health.

The strategy used by a company in building an image is fundamental because it will affect the company's image. This strategy will determine whether the company has a good or bad image. With the background of the research, the research titles are as follows: "Strategy Campaign "Sentuhan Kehidupan "from Johnson & Johnson Indonesia in Building Corporate Image". The reason for choosing the campaign Sentuhan Kehidupan is because it is one of the biggest campaigns conducted by Johnson & Johnson Indonesia to break the world record or Guinness World Record and involve various parties including

the government. This study will discuss how the strategy campaign of Sentuhan Kehidupan from Johnson & Johnson Indonesia in building corporate image.

The aims of the research are to know how the strategy campaign Sentuhan Kehidupan of Johnson & Johnson Indonesia to build corporate image and to find out what are the obstacles and the arrival of the campaign Sentuhan Kehidupan as well as what solutions are made by PR Johnson & Johnson Indonesia.

Research Methods

This study used a qualitative descriptive research method. In qualitative descriptive research, researchers are free to observe the object, explore, and find new insights throughout the study. According to Rakhmat in (Ardianto, 2016), the hypothesis in qualitative descriptive research did not appear before the study, but only appeared in research. The next step is to examine the problem and describe the strategy campaign "Sentuhan Kehidupan" from Johnson & Johnson Indonesia in building corporate image.

Data Collection Techniques Data

Collection techniques of this study were divided into primary data collection techniques (semi-structured interviews and participant observation) and secondary data (library documentation and study). As primary data, in-depth interviews are the main tool in this research data collection technique. In-depth interviews are techniques for collecting data or information by face-to-face contact with informants to get complete and in-depth data (Ardianto, 2016). This interview was repeated intensively.

How to determine the informant in this study using a procedure purposive. A procedure purposive is one of the strategies for determining the most common informants in qualitative research, namely determining the group of participants who become informants according to the selected criteria that are relevant to certain research problems. The large size of individual informants, who may or may not be appointed, has been established prior to data collection, depending on the resources and time available, as well as the research objectives (Bungin, 2014).

The informants in this study have the following criteria such as for internal parties are people who have relevant knowledge about the campaign, have views related to the campaign being run, understand the activities campaign company's, get involved in the campaign starting from planning to implementing the campaign Sentuhan Kehidupan and for external parties are people who have knowledge related to campaigns conducted by companies, get involved or get the impact of the campaign Setuhan Kehidupan.

Secondary data collection techniques in this research are library documentation and study. Documents are research data obtained from non-human sources. Documents can be in the form of personal writing, letters and official documents (Ardianto, 2011). According to Pohan and Prastowo (2012), literature study aims to collect scientific data and information, in the form of theories, methods, or approaches that have been developed and documented in the form of books, journals, manuscripts, notes, historical records, etc. others contained in the library.

Data Analysis Techniques Data

Analysis techniques used in this study are three types of coding. The coding technique is based on Strauss and Corbin models, namely open coding (open coding), axial coding, and selective coding (selective coding). The following is an explanation of the coding model of Strauss & Corbin in Ardianto (2010) which are Open Coding, Axial Coding (pivot coding) and Selective Coding.

Open coding is a type of analysis related to naming and categorizing phenomena through careful data testing. During open coding, the data is divided into separate sections, the data is carefully tested, and the data is compared to find similarities and differences, as well as asking questions related to phenomena as illustrated in the research data. In other words, open coding is the process of detailing, testing, comparisons and categorizing data. In addition, pivot coding is to place or collect data back

together by using new ways of making a relationship between a category and subcategory. In the coding of these corporations talks about the relationship of the main categories to form a broader theoretical formulation. Moreover, selective coding is to integrate or combine existing categories to form a basic theory. Then choose the core category and connect all the main categories, both to the core category and between categories. Final integration is a complex process, but of course it can be done. This coding analysis technique was chosen to facilitate the analysis of interview results by categorizing questions according to the theme and selecting interview results in accordance with research needs.

Data Validity Technique

Validation technique used in this research is checking data by triangulation. Triangulation can be interpreted as data validation techniques through data checking through various sources in various ways and at various times. According to Sugiono (2012), there are several types of triangulation, namely which are source triangulation, technical triangulation and time triangulation.

Source triangulation is used to test the validity of the data by checking the data obtained through several sources. Data obtained from these sources cannot be generalized but described and categorized, where the same, different and specific views of the source. Data that has been analyzed by researchers will produce conclusions that will be requested for agreement with these sources. Moreover, technical triangulation is used to test the validity of data by checking data to the same source with different techniques. When producing different data, the researcher conducts further discussions with the relevant data sources or others to ensure which data is considered correct. In addition, time also affects the validity of the data. Therefore, in testing the credibility of the data, it can be done by checking with different techniques, times or situations. If the test results produce different data, then it is done repeatedly so that it finds the certainty of the data.

Data validation technique used in this research is source triangulation technique. Source triangulation techniques are used to test the validity of the data by checking the data obtained through several sources. The reason for using source triangulation is because there will be certainty of data that is considered correct based on several points of view. There were four resource people in this study, namely Account Manager GOLIN Indonesia representing PR Johnson & Johnson Indonesia; Assistant Deputy for Child Health, Ministry of Women's Empowerment and Child Protection; Deputy Chair I, Jakarta DKI Jakarta Midwife Association; Johnson & Johnson Indonesia Consumers especially Johnson's Baby and Expert Informant, Media Relations Manager of WEBER SHANDWICK Indonesia

Results and Discussion

Strategy of Campaign Sentuhan Kehidupan

Johnson & Johnson Indonesia is a company that focuses on baby products for more than 40 years. Johnson & Johnson Indonesia has a variety of products engaged in different business sectors. One of brands Johnson & Johnson Indonesia's flagships Johnson's Baby.

Johnson & Johnson Indonesia through its brand, Johnson's Baby carries out a campaign Sentuhan Kehidupan. The campaign was conducted by breaking the Guinness World Record for the biggest baby massage stimulation in the world with 629 participant midwives. Through infant massage education for midwives, it is expected to trigger parents' awareness of the importance of touching babies, including massage stimulation, especially in infants under 28 days.

To reach agreement between the public and the company, various strategies are carried out by PR by describing to the public the image of the company that they want to build or show. One strategy by PR is through activities campaign. Campaigns are carried out because they have a broad impact or influence. Besides having a broad impact, the campaign also includes strategies to introduce the company to the public in an indirect way.

In a campaign carried out by a company, the public is implied about the company's vision and mission. This happens because usually the campaign carried out illustrates what concerns a company. The thing that concerns a company is designed in the form of a public relations campaign to raise awareness public. Just as the theory explains that public relations campaigns provide continuous information in terms of understanding and motivating the community towards a particular activity or program through continuous and planned communication processes and techniques to achieve positive publicity and image (Ruslan, 2008).

Before carrying out a campaign, PR as an initiator must create a strategy campaign first. The strategy campaign starts with setting goals first. By having and knowing the purpose, PR can determine tools the right to carry out the campaign. From the tools that have been determined, PR can determine the association that will be engaged.

Johnson & Johnson Indonesia has a goal to reduce mortality in Indonesia. To carry out the campaign, the tools chosen as companies that focus on baby's skin are through touch or baby massage education. With these tools, PR Johnson & Johnson Indonesia chose IDAI and midwives to engage because the association is an expert in the field of baby massage. After that, to make this campaign more mass communication and to get more education from this campaign Johnson & Johnson Indonesia broke the Guinness World Record in campaign Sentuhan Kehidupan.

The PR campaign aims to increase awareness and knowledge of the target audience to grab attention and foster a positive perception or opinion on an activity from an institution or organization in order to create a good trust and image from the community through the delivery of messages intensively with the communication process with a certain period of time. sustainable (Ruslan, 2008).

Based on Ruslan's theory of public relations campaigns, it was seen that Johnson & Johnson Indonesia held a campaign to increase awareness and knowledge of the public regarding the infant mortality rate under 28 days. Johnson & Johnson Indonesia raised public awareness by holding a campaign Sentuhan Kehidupan in the form of baby massage stimulation with midwives in Jakarta. The campaign can foster a positive perception or opinion about the company so as to create a good trust and image through the delivery of incentive messages or campaigns.

Based on interviews and Gregory's (2017) theory of campaign planning, there are things that Johnson & Johnson Indonesia PR also do, including problem analysis (Johnson & Johnson Indonesia's, looking at the issue of infant mortality under 28 days is something to be considered), the purpose of the campaign program (to reduce infant mortality under the age of 28 days is the goal to be achieved), message of the campaign (the message to be conveyed is for parents to touch babies under one year because touch can stimulate the baby so as to prevent infant mortality under 28 days due to skin problems), the objective of campaign (objectives objectives are midwives and all parents. Midwives are ambassadors who will continue to educate their patients, namely parents of the baby), the strategies and tactics (tools used in this campaign include the pencils concept), time and resources allocation (Public Relations of Johnson & Johnson Indonesia conducting this campaign for a long time. In addition, the campaign continued with baby massage education in areas in Indonesia in collaboration with save the children) and evaluation (the evaluation method to be used and how to implement it).

PR Tools Campaign Sentuhan Kehidupan

According to Kotler in Nova (2011), PR strategies can be shortened to PENCILS, as follow:

Publication

Publications and publicity which means publications are functions and tasks of PR. Publication means disseminating information through various media. The publication material is in the form of company or organization activities that aim to be known by the public. In the campaign Sentuhan Kehidupan, the publication activities carried out were press conference media. In addition, Johnson & Johnson Indonesia also invited the media to attend covering the event. Inviting media in press conferences and

these activities can produce information that can be read or known by the public. For the publication of the campaign, Sentuhan Kehidupan done through Facebook Live, through social media, etc. Besides through the media as a means of publication, Johnson & Johnson Indonesia also put up an advertorial about the correct baby massage. PR practitioners who were not involved in the campaign Sentuhan Kehidupan knew that the publication activities carried out were press conferences.

Event

PR designing specific event selected specifically to influence the public. The event is divided into several types, such as Regular Events, namely events that are routinely carried out in certain months throughout the year; Special Event, which is a special event held at certain moments outside of the regular program of the PR work program; and Moments Event, which is a momental event or more specifically. In the campaign Sentuhan Kehidupan, the activities event's were a series of press conferences, and stimulation of the largest baby massage training. The biggest baby massage training stimulation is the main event of the campaign Life Touch. The event was held on 7 October 2018 at Djakarta Theater. The event was attended by representatives of the Ministry of Women's Empowerment and Child Protection and representatives of the Indonesian Midwife Movement. Participants from the event campaign Sentuhan Kehidupan were 629 midwives in Jakarta. Representatives of the Ministry of Women's Empowerment and Child Protection are pleased with the campaign Sentuhan Kehidupan. In addition, representatives of the Indonesian Midwives Association felt the event was Sentuhan Kehidupan campaign packaged so interesting that it felt brief. The program was also very organized because each was marked on the seat. Based on the above theory, this event is included in the moments event which is a momental event or specifically because for the campaign Sentuhan Kehidupan, this event is only held once. Unlike the regular event baby massage training that Johnson & Johnson carried out with Save The Children.

News

PR creates news through press releases, newsletters, bulletins, etc. The news will be a guide for the media to spread the news as well as for readers about the company concerned. Campaign Sentuhan Kehidupan is full of news. In addition to news from the participating media, Johnson & Johnson Indonesia also included advertorial a baby massage education. News activities are the final result of an activity such as a press conference. Johnson & Johnson Indonesia received news from the media present. Print or electronic media that were present at press conference Sentuhan Kehidupan campaign included the news based on the journalist's point of view.

Community Involvement

PR conducts social contact with certain community groups with the aim of maintaining good relations with the organization or institution it represents. activities Community involvement conducted by Johnson & Johnson Indonesia is by involving associations who are experts in that field. The Indonesian Pediatrician Association, the Indonesian Midwives Association is an association involved in the campaign Life Touch. Meanwhile, for cross sectors there is the Ministry of Women's Empowerment and Child Protection, the Ministry of Health, and the PKK organization. Indonesian Pediatrician Association as an expert in health regarding the importance of baby massage. In addition, IDAI also inaugurated the correct baby massage method which became the basis for how to massage babies in the event. The Indonesian Midwives Association as a baby massage training participant is expected to be an agent to promote this baby massage education to mothers who are patients. The Ministry of Women's Empowerment and Child Protection supports the campaign Sentuhan Kehidupan because of the largest baby massage training activities while empowering women, midwives and supporting children's health. Meanwhile, the Ministry of Health supports the campaign Sentuhan Kehidupan because the campaign is in line with the Sustainable Development Goals government's(SDGs) which reduce baby mortality under 28 days. Johnson & Johnson Indonesia consumers learned that Johnson & Johnson Indonesia involved the community in the campaign Life Touch, the Indonesian Midwife community.

Corporate Identity

PR tells something related to the company's identity that can be seen as a differentiating thing from other companies. The logo, and all views displayed by Johnson & Johnson Indonesia in this campaign

are corporate identities that the community wants to introduce. The public will know how Johnson & Johnson Indonesia company looks at the activities carried out, the language and content social media, and so on. Johnson & Johnson Indonesia consumers feel the information of image by Johnson & Johnson Indonesia is through websites, seminars held and the event Sentuhan Kehidupan. Sentuhan Penuh Harapan is an event that includes a series of campaigns Sentuhan Kehidupan. During Sentuhan Penuh Harapan, invited guests, influencers and the media, had the opportunity to donate some money for baby massage training in areas in Indonesia.

Lobbying

PR lobbies personally and negotiates. It is intended that all plans, ideas, or ideas for an activity can get support from influential individuals or institutions so as to cause a mutually beneficial relationship. Johnson & Johnson Indonesia lobbies for collaboration with associations. In addition, Johnson & Johnson Indonesia also lobbied the government for support. Collaborating with associations proves that Johnson & Johnson Indonesia is serious in maternal and infant health because it directly involves experts. Apart from the campaign Life Touch, the government and Johnson & Johnson Indonesia carried out many collaborations such as holding baby massage training in several hospitals. Representatives of the Ministry of Women's Empowerment and Child Protection felt that Johnson & Johnson Indonesia was lobbying the Minister for support. In addition to the Ministry of Women's Empowerment and Child Protection, representatives of the Indonesian Midwives Association also feel that Johnson & Johnson Indonesia is lobbying. Johnson & Johnson Indonesia lobbied the Indonesian Midwives Association to help gather midwives in Jakarta. A total of 629 midwives successfully broke the Guinness World Record for stimulation of the largest baby massage training.

Corporate Social Responsibility

Public relations undertaking social responsibility as a form of concern will benefit the organization or figure it represents. This aims to get sympathy or empathy from the public. Campaign Sentuhan Kehidupan conduct activities social responsibility through education to midwives. In addition, Facebook Live which aims to educate the public through online is also aactivity social investment. In addition, Johnson & Johnson Indonesia also conducts social responsibility by raising funds for infant massage education in the area in the Sentuhan Penuh Harapan (a series of Sentuhan Kehidupan campaigns). Representatives of the Indonesian Midwives Association feel that Johnson & Johnson Indonesia is carrying out social activities by providing education-education. Campaign Sentuhan Kehidupan involves 629 midwives in Jakarta to get education on how to massage babies. The midwives are expected to provide baby massage education to patients or residents who come to them. All PENCILS strategies are effective in the campaign Sentuhan Kehidupan. PENCILS components are continuous and integrated with each other. If only one or several components are implemented, the campaign will not run well or maximally.

Corporate Image

According to Johnson & Johnson's PR Indonesia the company's image is how the public sees the company. The company has determined how it wants to be seen but the public does not necessarily see what it wants. Seen as the company wants the public or forms an image is the task of a PR.

Having one understanding with PR Johnson & Johnson Indonesia, expert informants argue that the company's image is the company's perception in the eyes of the public. Public perception of a company is a homework assignment or responsibility. Various public relations activities can shape the company's image.

Corporate image is important to build because it relates to credibility. The company cannot only claim that the product is good and safe without any proof. Associated with trust, the company's image is important to be built. If a company has a bad image, it will certainly lack trust. Lack of trust will affect product sales in the company.

Johnson & Johnson Indonesia is built based on research, all of which are the result of research both product and what is done. In addition, Johnson & Johnson Indonesia also cares for parents by holding

a baby massage education on the campaign Sentuhan Kehidupan. Johnson & Johnson Indonesia wants to be seen by the public as a company that is always on every journey of parents and babies. As a company that focuses on baby health and development, Johnson & Johnson Indonesia always educates parents. Educational activities for parents through the campaign Sentuhan Kehidupan is a form of activity carried out by Johnson & Johnson Indonesia to describe the image they want to form.

Representatives of the Indonesian Midwives Association felt that the campaign had an effect on the image of Johnson & Johnson Indonesia in the public eye because the campaign showed a strong commitment to creating quality generations in the future through touch and education as early as possible. In addition to representatives of the Indonesian Midwives Association, Johnson & Johnson Indonesia consumers also feel the campaign Sentuhan Kehidupan influences the image of Johnson & Johnson Indonesia in the public eye. Through education to midwives proves that not only enriches the brand but cares about the progress of midwives. The campaign was considered not only concerned with midwives but also children because it indirectly introduced how to use Johnson & Johnson products properly.

Obstacles, Challenges, Johnson & Johnson Indonesia PR Solutions

The perceived barriers of Johnson & Johnson Indonesia PR are collaboration with associations, government. Time management is the main factor. Working with associations is difficult to find the right time. Meanwhile, collaboration with government has a long process or procedure. These obstacles can still be resolved even if it takes a longer time. Technical obstacles are the preparation of events such as setting up a good connection for wider publicity through Facebook Live and preparation to follow the procedures of the Guinness World Record team.

The perceived challenge of Johnson & Johnson Indonesia PR is publication. PR Johnson & Johnson Indonesia wants the campaign Sentuhan Kehidupan to reach more people. Given the large population of Indonesia and the growing population of Indonesia, campaign this takes a long time to be able to educate more people.

The solution made by PR Johnson & Johnson Indonesia in addressing obstacles and challenges is to do it continuously. Campaign is done not only once or twice. The campaign is carried out continuously and consistently so that it can reach more people. To expand publications, Johnson & Johnson Indonesia invites national media to disseminate news and education. In addition, Johnson & Johnson Indonesia collaborates with Save The Children to conduct baby massage education in regions throughout Indonesia.

Conclusions

From the results of research on strategy public relations Johnson & Johnson Indonesia's in building corporate image through the campaign Sentuhan Kehidupan on Jakarta community, there are conclusions in this study as follow: based on the objectives of the research, strategy campaign Sentuhan Kehidupan from Johnson & Johnson Indonesia in building corporate image is done by analyzing the problem first, determining goals, messages, goals, tactics, time allocation of resources and evaluation methods. Johnson & Johnson Indonesia uses tools PENCILS to carry out Sentuhan Kehidupan campaign. The obstacles faced by PR Johnson & Johnson Indonesia are when collaborating with associations and governments. Time management is the main factor. The challenges faced by Johnson & Johnson Indonesia PR are in the publication component. PR Johnson & Johnson Indonesia wants the campaign Sentuhan Kehidupan to reach more people. The solution made by PR Johnson & Johnson Indonesia in addressing the challenge is to do it continuously. Campaign is done not only once or twice. The campaign is carried out continuously and consistently so that it can reach more people.

As for suggestions, research on the topic of corporate image in Johnson & Johnson Indonesia can be reappointed when companies do development in the public relations campaign and research can be reappointed with quantitative methods so that this topic has two kinds of research in which quantitative research aims to measure effectiveness strategy campaign Johnson & Johnson Indonesia's in building corporate image. In conducting public relations activities, it is better for Johnson & Johnson Indonesia

to carry out activities that focus on reporting given that the education in the campaign is well known to the public. Public relations activities undertaken to build the image of the company must continue to evolve in accordance with the situation. In order for information to be conveyed through activities to be easily accepted by the public, the activities carried out must be in accordance with the situation or development of the times.

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