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THE IMPLEMENTATION OF PUBLIC RELATION PROGRAM NASIONAL SENYUM INDONESIA AS MANAGEMENT STRATEGY IN UPHOLDING AUTOIMMUNE AWARENESS

Switha Kathline Rai

Institut Komunikasi dan Bisnis LSPR

Jakarta, Indonesia

ORCID ID: 0000-0002-8259-6594

Author email: swithakathlinerai@gmail.com

Abstract. Autoimmune categorized as a dangerous non-communicable disease that tends to be at bigger risk for women and children. Lack of understanding on general public and medical experts has an impact to the high mortality rate from autoimmune diseases. Having a response to the fact, Marisza Cardoba Foundation as a non-governmental organization concerned with health inaugurated the Senyum Indonesiaku National Program along with the Ministry of Women's Empowerment and Child Protection to support public awareness of autoimmune. The purpose of this research is to understand and analyze the implementation of one of the program strategies. This study uses Harold Laswell's communication theory and public relations campaign by Ronald D. Smith. The research method used is a descriptive-qualitative approach. The research finding found that Idolanesia Awards Indonesia 2017 as one of the strategies for Senyum Indonesiaku National Program, include as good effort to support public awareness regarding the autoimmune. However, weaknesses were still found in the planning strategies of the program.

Keywords: autoimmune socialization program, appreciation, autoimmune awareness, public relation campaign.

JEL Classification: H750, I10, I12.

INTRODUCTION

As a country with the fourth largest population in the world, Indonesia has potential for the development of industrial sectors, especially for health sector. By the development of time, the need for health services continues to change due to rapid economic and knowledge growth. The government which is an authorized institution of public health also needs to step in to make that service quality optimal. However, in reality it is not perfectly realized yet. According to the online news articles, it is stated that the number of health facilities is still uneven in several areas (Manafe, 2015).

Health problems have a broad scope, one of the important scopes is the emergence of various diseases which directly affect health and quality of life of Indonesian people, both categorized as infectious and non-communicable diseases. This statement is reinforced by the results of data

released by Health Research and Development Agency (Balitbangkes) regarding 10 diseases that most common causes of death in Indonesia (Widowati, 2015)

By the time, it will be possible that the emergence of non-communicable diseases will become a factor as the cause of death in Indonesia, as well as infectious diseases. This has become the main focus for the formation of the government's national health program. Government realizes that the disease issue is a challenge that is currently being faced by Indonesia. On the era of 1990, the biggest cause of dead in contagious disease. However, since 2010 non-contagious disease has the higher proportion (Kementerian Kesehatan Republik Indonesia, 2016).

U.S. Department of Health and Human Services (Parrott, 2004) explained the health communication as the art and technique of informing, influencing, and motivating individual, institutional, and public audiences about the important health issue. It is clear health communication is an effort to inform a disease, both contagious and non-contagious. Indonesian Ministry of Health as a government agency that takes a major role to deal with health issues always strives to improve their services to the society through the efforts of prevent, control and observe disease.

It should be noted that health problems are not only the responsibility of government, but also a responsibility of all citizens. The presence of non-governmental organizations (NGOs), foundations, and social organizations is very helpful for government to deal with health problems in Indonesia. The increase number of disease, both infectious and non-communicable, has encouraged the government and social organizations to work hard on reducing the death rate of citizen, especially for chronic or dangerous disease category. In this research, the authors would like to focus on non-communicable disease that really needs to pay more attention, especially in the area of Jakarta as Capital city of Indonesia.

An autoimmune disease is the disease that attacks the human body due to the antibodies that do not work normally. Due to the development of time, in the future autoimmune patient will increase and will emerge new types of disease (Waluyo and Marhaendra, 2014). In addition, autoimmune diseases categorized as diseases for women and children because most of the survivors are women and children.

As a disease that categorized as dangerous, not many people, general and medical experts, recognize this disease really well. As a disease that is categorized as dangerous, not many people, both general and medical experts, recognize this disease really well. Lupus disease or Systematic Lupus Erythematos (SLE) is a chronic autoimmune inflammatory disease that has recently become the government's spotlight due to the increasing number of infected people in Indonesia. Citizen awareness of autoimmune disease is still low (Marisza Cardoba Foundation, 2017)

This disease is often said as special disease because it is different from other diseases that are easily recognized. Thus, public will easily recognize autoimmune diseases if various activities are formed to support the awareness autoimmune. Every individual human being is in social environment, from family, workplace, educational institute to community. Therefore, there are several ways of organizing health communication, through interpersonal communication, small groups or social communities, organizations, public, and masses (Liliweri, 2013).

As already explained, the contribution of social foundations is able to help reduce health problems in Indonesia and this is the basis for the formation of Marisza Cardoba Indonesia Foundation. As one of the foundations that protects people with autoimmune and other rare diseases, this foundation plays an active role in providing knowledge and information about autoimmune. The participation of Marisza Cardoba Indonesia Foundation can accelerate the realization of *Three Ends* program from the Ministry of Women's Empowerment and Child Protection of Indonesia (Marisza Cardoba Foundation, 2017).

Therefore, in responding the facts that are closely related to public health conditions, Marisza Cardoba Indonesia Foundation and the Ministry of Women's Empowerment and Child Protection of Indonesia inaugurated a national scale program on August 6, 2015, which called as *Program Nasional Senyum Indonesiaku* (Indonesian Smile National Program). The word smile is interpreted

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as an expression of happiness. Happiness can be achieved when the three aspects of basic human needs (health, economy and education) are met. From those three aspects, health is the main focuses of this program. Besides, the use of smile describes a happy society which physically and mentally healthy.

There are other objectives of this system, to increase public awareness, especially women and children, about autoimmune. In other words, this program is expected to liberalize people from the lack of knowledge of autoimmune. To achieve these objectives, five strategies were implemented, including releasing the official website of Marizsa Cardoba Indonesia Foundation, holding the Indonesian Awards, encouraging the realization of Indonesia Autoimmune Campaign, Autoimmunepreneur Indonesia, and the releasing AiFit application (Marisza Cardoba Foundation, 2017)

Apart from being an appreciation, this activity was accompanied by the selection of inspirational figures that could represent the National Smile Indonesia Program. Yohana Yembise advised that the award recipients should work together to campaign or disseminate information about autoimmune in Indonesia. The award recipients were selected based on the *Key Performance Indicator* (KPI) and considered to have played an active role in the success of *Senyum Indonesiaku National Program* (Marisza Cardoba Foundation, 2017). One of the lupus foundations in Indonesia is Syamsi Dhuha Foundation that often carries out similar activities. The event was called the Care for Lupus SDF Awards.

Based on the explanation above, it can be formulated that there are problems to be studied. This study aims to identify and understand the implementation, the obstacles faced and the efforts made in implementing *Senyum Indonesiaku National Program* to support people awareness of autoimmune.

LITERATURE REVIEW

Communication

Humans are social creatures who live as individuals and interact with their social environment. Thus, communication cannot be separated from human life. The word communication or in English is known as the word communication comes from Latin, *communis* which means "same". The first term (*communis*) is the root of other Latin words which resemble others, *communico*, *communicatio*, or *communicare* which means "to make the similar". It means that there is a thought, meaning, and message that shared in similar portion (Mulyana, 2012, p. 46).

Laswell (Mulyana, 2012, p. 147) describes the three functions of communication, such as: Environmental monitoring which reminds community members of the dangers and opportunities in environment correlation on various segments of society that respond to the environment, the transmission of social inheritance from a generation to another.

Transmission of social inheritance from one generation to another. The quality of human life can be improved by include the role of science; especially determine the right communication strategy to disseminate the information of health. If the delivery of health information can be properly conveyed to the public, it will have an impact on each individual and community; they can make the right decisions to maintain their personal health. (Liliweri, 2007, p. 29). Health communication emphasizes a health concept that discusses health information or health promotion Liliweri (2013, p. 32).

Public Relations

A public relations is not only a profession in the field of communication, but also it is a science. Ardianto (2014, p. 1) writes that "public relations is a science within the social science

cluster and is part of the science of communication science”.

The work activities carried out by public relations are very fundamental because of the relationship to the good name and development of an organization (Gassing and Suryanto, 2016, p.105)

Every public relations activity in the form of events, campaigns, and programs requires a communication strategy combined with a public relations strategy (Ardianto, 2014).

Awareness Program

The word awareness defined as a state of understanding (Departemen Pendidikan Nasional, 2013, p. 1199). In this study, the word awareness means a state of understanding towards non-communicable disease of autoimmune. An objectives of the *Senyum Indonesiaku National Program* is to build public awareness about autoimmune.

Besides, the word program is closely related to the realm of public relations. A public relations person communicates a message to the intended public through various public relations activities (Ronald D. Smith (2013, p. 15). moreover, the program has a close relation to the realm of public relations.

Moreover, awareness program is the program that has purposes to build people awareness regarding significant issue. In this case the awareness related to autoimmune.

PAPER OBJECTIVE

This Research has several objectives such as:

1. To understand the implementation of *Senyum Indonesiaku National Program* in order to support the autoimmune awareness.
2. To understand the obstacles that faced in the implementation of *Senyum Indonesiaku National Program*
3. To understand the efforts made to overcome the obstacles faced from the implementation of *Senyum Indonesiaku National Program* in supporting autoimmune awareness.

METHODOLOGY

There are two research methods in public relations, one of which is qualitative (Daymon and Holloway, 2010) Daymon and Holloway inside their book stated that research question influences research methodology. This research use qualitative research methods were based on the findings.

Data or information in qualitative research can be obtained from research informants, Thus researchers need to understand how to determine and get the informants (Burhan, 2015) This research uses purposive procedure to determine and obtain informants. Burhan (2015) explained that purposive procedure is one of the most common strategies used in qualitative research to determine the informants. In this procedure, researcher determines the participant group as informants by adjusting the criteria that relevant to research problem.

The focus of this research is centered on one of communication strategies of *Senyum Indonesiaku National Program*, which called as *2017 Idolanesia Awards Indonesia* to support people awareness of autoimmune. The analysis will be carried out based on Harold Laswell's communication theory. Harold Laswell (inside Suryanto, 2015) provide a description of communication through verbal expressions “who says what in which channel to whom with what effect”. The researcher used nine stages of the public relations strategy that was coined by Ronald D. Smith as a reference for analyzing the communication strategy at the *2017 Idolanesia Awards Indonesia*. The data collection technique was done through interview and documentation.

There are various consideration expressed by several experts in determining data analysis

techniques when conducting qualitative research. The data analysis technique used in this study was based on the thoughts of Miles and Huberman (2014). Those two experts explain the steps of how to analyze data in qualitative research. The data analysis was carried out in cycles, starting from stage one to stage three, then returning to the first stage (Afrizal, 2017).

The validity test of the research obtained based on the data collection techniques. This research uses a triangulation technique that refers to Denzin as one way to test validity of research results. This research was conducted from September 2017 to the end of August 2018. The research time is calculated from the process of proposal making until submitting the soft cover of the thesis. This research was conducted at a social foundation of autoimmune groups in Indonesia, called the Marisza Cardoba Indonesia Foundation.

RESULT AND DISCUSSION

This study examines the communication process and the strategy of public relations conducted by Marisza Cardoba Indonesia Foundation and the Ministry of Women's Empowerment and Child Protection in Indonesia in supporting awareness of autoimmune patient to the public through organizing an event which is a part of the program strategy.

Implementation of *Program Nasional Senyum Indonesiaku* (National Smile Indonesia Program)

Marisza Cardoba Indonesia Foundation and the Ministry of Women Empowerment and Child Protection of the Republic of Indonesia. The two parties were originators of Indonesian Senyum Program and the organizer of 2017 Indonesian Idolanesia Awards. The two sources are non-governmental organizations engaged in health sector.

To strengthen the researcher's conclusions, the organizers of 2017 *Idolanesia Awards Indonesia* issued a press release in which the key message was conveyed by Marisza Cardoba as the founder of Marisza Cardoba Indonesia Foundation. It was written that community needs to understand, recognize, be grateful and encourage autoimmune survivors to be actively creating an innovation even in their conditions and inspire other autoimmune survivors.

The *Senyum Indonesiaku National Program* is a program that used to convey messages to public. *Idolanesia Awards Indonesia* (IAI) is one part of the program, thus it can also be said that IAI is one of communication channel. *Idolanesia Awards Indonesia* is an inspirational awarding ceremony for survivors and observers of autoimmune and rare diseases.

Based on those statements above, researcher interpreted that Marisza Cardoba Indonesia Foundation and Ministry of Women's Empowerment and Child Protection of Republic of Indonesia made the 2017 *Idolanesia Awards Indonesia* as one of the media to educate the public regarding autoimmune diseases, raise awareness, and appreciate the autoimmune survivors and observers. Besides, the event was able to attract the attention of wider society regarding the existence of autoimmune diseases, people with autoimmune and observers.

Analyzing the situation

The government provides opportunities for Marisza Cardoba Indonesia Foundation to work together in realizing a better quality of life for society. Thus, the involvement of government's role will greatly help Marisza Cardoba Indonesia Foundation to overcome public health problems, especially autoimmune diseases. These problems include the lack of information, the dissemination of misinformation and low understanding of medical experts about autoimmune diseases.

Smith (2013, p. 21-22) added that the situation faced by organization can be either positive or negative. This depends on the assessment of situation followed by potential impact of organization.

In other words, the organization could observe the situation as an opportunity or obstacle for organization. In this case, the situation faced by Marisza Cardoba Indonesia Foundation is more likely to be categorized as an opportunity. This statement supported by Smith (Smith, 2017) who stated that "*an opportunity offers a potential advantage to the organization or its publics*"

Analyzing the organization

Marisza Cardoba Indonesia Foundation has a vision and mission that describes the identity of organization. Related to the concept of public relations strategy by Ronald D. Smith's, the mission of Marisza Cardoba Indonesia Foundation describes the goals of organization, its publics and reflects the actions which need to be taken in the future. Besides, the alignment of statements from the informants shows a good understanding on the vision and mission of organization.

Internal environment, public perception, external environment

The internal environment of Marisza Cardoba Foundation can be seen from the aspect of performance, structure and internal impediments. According to the informants, Marisza Cardoba Indonesia Foundation consistently carries out various health communication activities in order to achieve the organizational goals. Most of the management of Marisza Cardoba Indonesia Foundation comes from health experts, survivors and autoimmune observers who voluntarily play an active role in educating the public by realizing various health communication activities. The internal obstacles faced are the limitations of volunteers and most of the parties involved in the management of Marisza Cardoba Indonesia are actively working outside the organization.

Furthermore, it can be seen from the aspect of public perception, Marisza Cardoba Indonesia Foundation was seen as the first health organization that protect the people of autoimmune survivor and other rare diseases to actively disseminate information about autoimmune through sharing communication channels. Various activities that have been carried out by the foundation are covered by various media, both offline and online. Thus, it is able to build public perception and good reputation of organization. Last, from the aspect of external environment, Marisza Cardoba Indonesia Foundation is supported by ministries and health experts who are familiar with autoimmune diseases. However, there were also some outsiders who were not related or contradicted the vision and mission of Marisza Cardoba Indonesia Foundation, which prevented the organization from achieving its goals.

Analyzing publics

The harmony of statements from informants emphasized that the public of Marisza Cardoba Indonesia Foundation are people with autoimmune, people with rare conditions and non-survivors in Indonesia. The researcher relate the statements of two informants with the concept of stages from the public relations strategy. Smith (Smith, 2017) underlined the importance of identifying various publics in organization by categorizing public relations with organization which is referred as "*linkage*".

The public target of 2017 Idolanesia Awards Indonesia is included from the public target of Marisza Cardoba Indonesia Foundation in general. In general, public target of 2017 Idolanesia Awards Indonesia is autoimmune sufferers who focus on women (mothers and children), sufferers of other rare diseases and non-survivors. However, Smith (2013, p. 76-78) explains an identification based on five characteristics of the target public, such as public relations situation, organization, public's communication behavior, demographic and personality. In this case, the researcher sees that the determination of 2017 public target of *Idolanesia Awards* Indonesia has not fulfilled the elements of overall public analysis in the public relations planning strategies by Ronald D. Smith.

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The organizers did not describe the categories and characteristics of 2017 Idolanesia Awards Indonesia public target more specifically, therefore it could not see the indicators of event sucess.

Strategy

The main goal of holding 2017 Idolanesia Awards Indonesia is to give appreciation to autoimmune survivors and observers as a form of support and concern, therefore it is expected that it will continue to inspire and socialize autoimmune to wider community. The informant's statements written that the event was held as a form of concrete action and a gratitude for autoimmune survivors. The organizers hope that people with autoimmune and people with rare conditions can be recognized through their works and inspire the other.

Formulating action and response

This step of the planning will focus on your decisions about action strategies as you prepare to achieve the objectives. Strategic communication planners have many options for what their organization can on any particular issue. This action can be either proactive or reactive.

In this case, Marisza Cardoba Indonesia Foundation and the Ministry of Women Empowerment and Child Protection of the Republic of Indonesia inaugurated a national health program called *Senyum Indonesiaku National Program*. There are several health communication activities to achieve the objectives of program, one of program by *2017 Idolanesia Awards Indonesia*. The event was used as one of the actions of health communication as an effort to introduce diseases and autoimmune survivor of wide audience.

Related to the concept of the stages of public relations strategy, 2017 Idolanesia Awards Indonesia award ceremony is part of proactive strategy, where one of communication program variants of proactive strategy could be under special event (Smith, 2013, p. 117).

Idolanesia Awards Indonesia 2017 is a formulation of action or communication program actions realized by the organizers in order to achieve goals, which supporting public awareness of autoimmune, encouraging the adoption of healthy lifestyle in order to achieve a better quality of life and providing moral support for every person and autoimmune observer. The action of communication program is categorized as special event to build public attention to autoimmune disease, establish interactions with public and attract media attention to be published for large audience.

Developing the message

As the one who convey the message, spokesperson must fulfill several important elements when communicating a message to an audience. Smith (2013, p. 183). In this case the chosen spokesperson is a representative of the organizers, such as internal Marisza Cardoba Indonesia Foundation and the Ministry of Women Empowerment and Child Protection of Indonesia. Besides, the Ministry of Health also took part as the spokesperson of event.

The chosen *spokes person* as the message conveyor in organizing 2017 Idolanesia Awards Indonesia in terms of credibility and expertise owned by the internal of Marisza Cardoba Indonesia Foundation and Ministry. Expertise is one of credibility aspect that has an important role of persuasion (Smith, 2013, p. 178-179).

Another important point is key message, which was conveyed by organizers through the 2017 Idolanesia Awards Indonesia. In this case, the key message of *Idolanesia Awards Indonesia 2017* aimed to the positive emotional side which is called as *positive emotional appeals*. In this case, the conveyed message is expected to be able to build people emotional in terms of moral support, social acceptance of people with autoimmune and other rare diseases.

Tactic

In this case, the organizers of 2017 Idolanesia Awards Indonesia used several choices of communication media categories in promoting the event. The communication media used is from social media, digital media, e-mail and mass media. Thus, related to the concept of stages from public relations strategy, there are two categories of communication media applied by the organizers, such as organizational media and news media. In organizational media section, the organizers use organizational communication media of e-mail to notify 2017 Idolanesia Awards Indonesia event, both to invited guests and media. Furthermore, is the official website of Marisza Cardoba Indonesia Foundation. The use of social media and social networking is an option for Marisza Cardoba Indonesia Foundation to promote the event, including Instagram, Facebook and YouTube.

In the news media section, the organizers use news releases in order to get news publications or media coverage related to support the *2017 Idolanesia Awards Indonesia*. News conference sessions as an attempt by the organizers to provide important statements related to *2017 Idolanesia Awards Indonesia* which the wider public needs to know through the role of spokesperson as the message conveyor.

Discussion of Research Finding

Based on the results of research analysis, there are several findings in this study that can be concluded as written below:

1. The involvement of Ministry of Women's Empowerment and Child Protection Indonesia as communicator of 2017 Idolanesia Awards Indonesia event only limited to provide a support at the event concept planning stage, however it was not directly involved in coordinating 2017 Idolanesia Awards Indonesia event. The event was fully coordinated by Marisza Cardoba Indonesia Foundation.
2. The organizer did not analyze the target public for 2017 Idolanesia Awards Indonesia. Therefore, there is no public categorization, either internal or external, followed by specific characteristics. Therefore, the indicators of success in delivering messages is not visible.
3. The organizers do not have specific and measurable targets to be achieved. In other words, there is no detailed objective of 2017 Idolanesia Awards Indonesia.
4. There are positive emotional appeal that built by delivering messages to target public. Positive emotional appeal is more directed towards virtue appeal which is expected to be able to build the emotional side of society in providing moral support and social acceptance for survivors and caregivers.
5. The organizers did not make a post-event report for 2017 Idolanesia Awards Indonesia, therefore they could not see the success of the event.

CONCLUSION

After carrying out the results of discussion and analysis regarding the Strategy Analysis of *Senyum Indonesiaku National Program* in Supporting the Autoimmuneawareness, the conclusion of this research is that the occurrence of communication process is related to the elements of Harold Laswell's communication theory.

Marisza Cardoba Indonesia Foundation and Ministry of Women Empowerment and Child Protection have a role as communicators or sources. The key messages delivered by organizers is the socialization of importance on introducing the insights of autoimmune, building awareness of people with autoimmune and people with rare conditions through providing moral support and maintaining personal health. *2017 Idolanesia Awards Indonesiaku* is a media to convey messages to

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the intended audience and support public awareness of autoimmune.

2017 Idolanesia Awards Indonesia as a media used by communicator based on the stages of public relations strategy by Ronald D. Smith. There are several shortcomings, especially in research, strategies and tactics which are not fully implemented. This program is not well planned yet. 2017 Idolanesia Awards Indonesia event is a good effort to support public awareness of autoimmune, even though there are several numbers of weaknesses in planning strategy for the activity.

Moreover, to manage this public relation even, it needs a good management on planning, and prevents the failure of communication activity. Every communication strategies and tactics need to be fully implemented.

SUGGESTION

Based on the results of research and discussion, researchers provide academic and practical suggestions, as explained below:

This research can be used as a reference for non-thesis research to find out indications of failure in a communication activity. The stages of public relations strategy can be used as reference in analyzing the strategy for implementing health communication activities.

It is better if the organizers analyze the public first through categorizing and identifying the characteristics of target public therefore the messages conveyed can be accepted by the intended public and know the target public.

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ВПРОВАДЖЕННЯ ПРОГРАМИ ЗВ'ЯЗКУ З ГРОМАДСЬКІСТЮ NASIONAL SENYUM INDONESIA ЯК СТРАТЕГІЯ УПРАВЛІННЯ У ЗАБЕЗПЕЧЕННІ ІНФОРМАЦІЇ ПРО АВТОІМУННІ ЗАХВОРЮВАННЯ

Switha Kathline Rai

*Institut Komunikasi dan Bisnis LSPR
Jakarta, Indonesia*

Автоімунна хвороба класифікується як небезпечне незаразне захворювання, яке, як правило, має великий ризик для жінок та дітей. Відсутність взаєморозуміння серед широкої громадськості та медичних експертів впливає на високий рівень смертності від автоімунних захворювань. Визнаючи цей факт, Фонд Мариши Кардоби як неурядова організація, яка займається питаннями охорони здоров'я, відкрив Національну програму Nasional Senyum Indonesia разом із Міністерством прав жінок та захисту дітей для підтримки обізнаності громадськості про автоімунні захворювання. Мета цього дослідження – зрозуміти та проаналізувати реалізацію однієї із програмних стратегій. Це дослідження використовує теорію комунікації Гарольда Ласвелла та кампанію зі зв'язків з громадськістю Рональда Д. Сміта. Використаний метод дослідження є описово-якісним підходом. Результати дослідження виявили, що Idolonesia Awards Indonesia 2017 як одна із стратегій Національної програми Senyum Indonesia включає намагання підтримати обізнаність громадськості щодо автоімунних захворювань. Однак, в ході дослідження були виявлені також слабкі місця в стратегії планування програми.

Ключові слова: програма, автоімунна соціалізація, сприйняття, автоімунна обізнаність, кампанія зв'язків з громадськістю.

ВНЕДРЕНИЕ ПРОГРАММЫ СВЯЗИ С ОБЩЕСТВЕННОСТЬЮ NASIONAL SENYUM INDONESIA КАК СТРАТЕГИЯ УПРАВЛЕНИЯ В ОБЕСПЕЧЕНИИ ИНФОРМАЦИИ ОБ АУТОИММУННЫХ ЗАБОЛЕВАНИЯХ

Switha Kathline Rai

*Institut Komunikasi dan Bisnis LSPR
Jakarta, Indonesia*

Автоиммунная болезнь классифицируется как опасное незаразное заболевание, которое, как правило, имеет большой риск для женщин и детей. Отсутствие взаимопонимания среди широкой общественности и медицинских экспертов влияет на высокий уровень смертности от аутоиммунных заболеваний. Признавая этот факт, Фонд Мариши Кардобы как неправительственная организация, которая занимается вопросами здравоохранения, открыл Национальную программу Nasional Senyum Indonesia совместно с Министерством прав женщин и защиты детей для поддержки осведомленности общественности о аутоиммунных заболеваниях. Цель этого исследования – понять и проанализировать реализацию одной из программных стратегий. Данное исследование использует теорию коммуникации Гарольда Ласвелла и кампанию по связям с общественностью Рональда Д. Смита. Использованный метод исследования является

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описательно-качественным подходом. Результаты исследования показали, что Idolanesia Awards Indonesia 2017 как одна из стратегий Национальной программы Senyum Indonesiaku включает попытки поддержать осведомленность общественности о аутоиммунных заболеваниях. Однако, в ходе исследования были обнаружены также слабые места в стратегии планирования программы.

Ключевые слова: программа, аутоиммунная социализация, восприятие, аутоиммунная осведомленность, кампания по связям с общественностью.