ABSTRACT

This study aims to examine the effect of ssocial media campaigns on public awareness in social marketing for the prevention of violence against women and children, with institutional credibility as an intervening variable. Focusing on the UPTD PPA in Sijunjung Regency, an explanatory quantitative approach was utilized with a sample of 240 respondents selected through purposive sampling. Data were collected via questionnaires measured using a Likert scale and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) via SmartPLS 4. The empirical findings reveal that ssocial media campaigns have a positive and significant direct effect on institutional credibility and public awareness. Furthermore, institutional credibility directly affects public awareness and successfully acts as a partial mediator in the relationship between ssocial media campaigns and public awareness. These findings highlight that enhancing digital campaign quality combined with building institutional trust is critical for maximizing public awareness and safety outcomes.

Keywords*: social media campaign, institutional credibility, public awareness, social marketing, violence prevention*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kampanye media sosial terhadap awareness masyarakat dalam pemasaran sosial pencegahan kekerasan perempuan dan anak dengan kredibilitas institusi sebagai variabel mediasi. Berfokus pada studi kasus di UPTD PPA Kabupaten Sijunjung, pendekatan kuantitatif eksplanatori digunakan dengan melibatkan 240 responden masyarakat yang dipilih melalui teknik purposive sampling. Data dikumpulkan menggunakan kuesioner berskala Likert dan dianalisis menggunakan metode Partial Least Squares-Structural Equation Modeling (PLS-SEM) melalui software SmartPLS 4. Hasil penelitian menunjukkan kampanye media sosial berpengaruh positif dan signifikan secara langsung terhadap kredibilitas institusi dan awareness masyarakat. Selain itu, kredibilitas institusi terbukti berpengaruh langsung terhadap awareness masyarakat serta mampu memediasi secara parsial hubungan antara kampanye media sosial dan awareness masyarakat. Temuan ini menegaskan bahwa penguatan kualitas kampanye digital yang dibarengi dengan pembangunan kepercayaan kelembagaan merupakan kunci utama dalam mengoptimalkan kesadaran publik.

Kata Kunci: kampanye media sosial, kredibilitas institusi, awareness masyarakat, pemasaran sosial, pencegahan kekerasan