

## TABLE OF CONTENTS

<b>APPROVAL PAGE .....</b>	<b>iii</b>
<b>MOTTO AND DEDICATION PAGE.....</b>	<b>v</b>
<b>ABSTRAK .....</b>	<b>viii</b>
<b>ABSTRACT.....</b>	<b>ix</b>
<b>TABLE OF CONTENTS.....</b>	<b>x</b>
<b>LIST OF TABLES .....</b>	<b>xiii</b>
<b>LIST OF FIGURES .....</b>	<b>xv</b>
<b>LIST OF ATTACHMENT .....</b>	<b>xvi</b>
<b>CHAPTER I.....</b>	<b>1</b>
<b>INTRODUCTION .....</b>	<b>1</b>
1.1 Overview of Research Object.....	1
1.2 Research Background.....	1
1.3 Problem Identification .....	9
1.4 Research Objective .....	9
1.5 Research Uses.....	9
1.6 Time and Period of Research.....	10
1.7 Research Writing Systematics .....	11
<b>CHAPTER II.....</b>	<b>12</b>
<b>LITERATURE REVIEW AND SCOPE OF RESEARCH .....</b>	<b>12</b>
2.1 Theory Review .....	12
2.1.1. Health Communication.....	12
2.1.2. Genderlect.....	15
2.1.3. Persuasion Theory .....	20
2.1.4. Public Relations Campaign .....	21
2.1.5. Health Belief Model .....	24
2.2 State of Art.....	28

2.3 Framework.....	39
2.4 Research Hypothesis.....	40
2.5 Research Scope.....	41
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>42</b>
3.1 Type of Research.....	42
3.2 Operational Variable and Measurement Scale .....	42
3.2.1 Operational Variable.....	42
3.2.2 Measurement Scale.....	45
3.3 Research Stages .....	47
3.4 Population and Sample.....	48
3.4.1. Population.....	48
3.4.2. Sample .....	48
3.5 Data Collection.....	50
3.5.1. Primary Data.....	50
3.5.2. Secondary Data.....	51
3.6 Validity and Reliability Test.....	51
3.6.1 Validity Test.....	51
3.6.2 Validity Test Result.....	52
3.6.3 Reliability Test .....	54
3.6.4 Reliability Test Result .....	56
3.7 Data Analysis Technique.....	57
3.7.1. Normality Test.....	58
3.7.2. F-Test.....	58
3.7.3. Linearity Test.....	59
3.7.4. Correlation Analysis .....	59
3.8 Hypothesis Test (T-test).....	60
3.9 Determination Coefficient .....	62
<b>CHAPTER IV.....</b>	<b>63</b>
<b>RESEARCH RESULTS AND DISCUSSION .....</b>	<b>63</b>
4.1 Data Collection .....	63
4.2 Respondents' Characteristics.....	63
4.3 Research Result .....	68

4.4 Research Result Discussion .....	91
<b>CHAPTER V .....</b>	<b>100</b>
<b>CONCLUSION AND SUGGESTION .....</b>	<b>100</b>
5.1 Conclusion .....	100
5.2 Suggestion .....	101
<b>BIBLIOGRAPHY .....</b>	<b>103</b>
<b>ATTACHMENT.....</b>	<b>109</b>