

ABSTRACT

Government policy in limiting community activities due to the Covid-19 phenomenon that occurred in 2020 requires the public to use online technology in order to stay informed from outside, one of which is PT Kereta Api Indonesia which is utilizing the social media campaign Branding Safe and Healthy Trains on Instagram @keretaapikita as means of conveying information related to health protocol rules to increase passenger awareness about the importance of maintaining health. Therefore this study discusses the influence of campaigns on social media Instagram @keretaapikita on passenger awareness in complying with health protocols at PT Kereta Api Indonesia. The purpose of this study is to determine the influence of campaign messages on social media @keretaapikita on passenger awareness to comply with health protocols. The method used in this study uses a quantitative approach with explanatory research. Sampling used a purposive sampling technique with a total of 99 respondents. The data analysis technique used is simple linear regression analysis by testing the hypothesis using the T test. The theory used in this study is the Vanus theory regarding the components of the message content (verbalization, visualization, appeals, humor, and the referral group approach) and the related Sciffman & Wisenblit theory. attitude components (cognitive, affective, and konitive). The results of the research conducted show that there is influence between the influence of the campaign and the awareness of PT Kereta Api Indonesia passengers with the appeal indicator having the greatest influence in influencing cognitive attitudes so as to increase passenger awareness regarding maintaining health.

Keywords: public relations campaign, social media, health protocol