

10th Biennial Convention
of the Pacific and Asian Communication (PACA) 2014

Beyond Asia: Communicating Asian Culture to the World

Universitas Padjadjaran
June 24 - 26, 2014

Welcome to Bandung

PACA



Pacific and Asian
Communication Association



Faculty of Communication Science
Universitas Padjadjaran



Parallel Sessions

13.15 - 14.45 Session 5
Media & Advertising, Communication &
PR, Public Health Communication,

Chair : Asep Suryana

- Hamisah Hasan, Ezhar Tamam, Jusang Bolong & Muhammad Mizal bin Mohamad Noor (Malaysia)
An Experimental study on the Relationship between Involvement and Attitude towards TV ads with Islamic Symbols and Purchase Intent
- Muhammad Shihab (Indonesia)
Managing Crisis: A Case of Malaysia Flight MH370
- Djoko Setyabudi (Indonesia)
Effect of Fear in an Anti-Drugs Message on Attitude of Injection Drug User and Non User Group
- Irmulansati Tomohardjo (Indonesia)
Analyze of Organizational Culture and Reputation of The Indonesian Government Agency in Public Information Disclosure Era



Pacific and Asian
Communication Association



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Pacific and Asian Communication Association (PACA) 2014

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Certificate of Attendance

This is to certify that

Djoko Setyabudi

has attended the 10th Biennial Convention of the Pacific and Asian Communication Association
held in Bandung, Indonesia, June 24 – 26, 2014
as

PRESENTER

President – PACA

Prof. Seon Gi Baek, Ph.D.

Chairperson
Local Organizing Committee

Prof. Deddy Mulyana, Ph.D.

PACA



Effect of Fear in an Anti-Drugs Message on Attitude of Injection Drug User and Non User Group

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Abstract :

The aim of this study is discovering effect of anti drugs abuse message with fear appeal on attitude of groups of injecting drugs user (IDU) and non user. A film with fear appeal was produced as a treatment tool exposed those groups of partisipant, since it employed experimental design. The meanings of these themes are explored in the light of current Extended Parallel Process Model (EPPM). The data showed that the persuasion message had not effect on IDU but on the other hand it influenced non user group to be more positive on the persuassion message.

Keywords : *persuasion, Extended Parallel Process Model, message*

Background. Injecting drug users in Indonesia is quite large and increasingly worrying. One study conducted recently in a drug rehabilitation clinic in Jakarta showed 543 (75%) addicts are injecting drugs users (IDUs) and 71 percent of them have been injecting for 1-4 years. Another survey conducted late 1990s in two villages in Jakarta showed that 60-70% of adolescents (under 18 years) are drug users, and 60% of those users are IDUs. Another survey conducted late 1990s in two districts in Jakarta showed that 60-70% of adolescents (under 18 years) are drug users, and 60% of those users are IDUs. The result of Rapid Assessment recently conducted showed that the most popular drug used was heroin and use the most popular way is to inject it.

The number of drug users are estimated about 3 million people, about 30% are predicted consuming light drugs such as marijuana, the remaining 70% of those who

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