

EXAMINING MEDIA DAN BEHAVIOURAL INTENTION IN EXEMPLIFIED NEWS

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ABSTRACT

Exemplification (the means of exemplar) in news stories is a common method of giving information about societal phenomena to make stories more attractive to the audiences. Exemplification is a common and versatile phenomenon in communication. It penetrates both interpersonal and media presentations to provide information, education, and persuasion. Despite its use is often found, it has received little attention in communication research especially in Indonesia. The present study experimentally assesses the relative influence of visual and verbal exemplars on Kompas.com news readers' judgments regarding COVID-19 information that influenced behavior intention to follow health protocol. An experimental study of four groups using post-test only control group design found that pictures and personal stories in text argument have stronger effects than of picture and text alone on behavior intention to follow health protocol. Analysis of regression, Pearson correlation and ANOVA revealed that when used together, exemplification, theory of planned behavior, and elaboration likelihood model may offer insight into the impact of messaging especially in risk communication and very powerful tools to direct precautionous behavior.

Keywords: exemplification, risk perception, exemplar, intention, behavior

1. INTRODUCTION

Entering 2020, the world was devastated by the corona virus outbreak which spread very quickly throughout the world. The centre of the spread of the new type of corona virus, which was originally from Wuhan, Hubei Province, China, has moved to many countries. In a number of Asian countries, cases of citizens who were positive for COVID-19, the disease caused by the new type of corona virus (SARS- CoV-2), also continued to soar. The World Health Organization (WHO) declared this outbreak a pandemic on March 11, 2020 after the first case was confirmed in Wuhan, China, at the end of December 2019. In Indonesia, President Joko Widodo announced that on March 2, 2020, the first two patients were confirmed positive for COVID-19.

Case Data And Community Behaviour Related To Covid-19 In Dki Jakarta Province

In its development, data on Kompas.com extracted from Covid19.go.id on September 4, 2020 showed as many as 187,537 confirmed positive cases of contracting COVID-19 throughout Indonesia, with the number of untreated cases being 7,832 cases, 45,524 cases still being treated and 134,181 cases have recovered. In DKI Jakarta Province alone, there are 44,280 positive confirmed cases (source Kompas.com September 4, 2020, updated at 16:51 WIB). This means that as many as 23.6% of positive confirmed cases of COVID-19 in Indonesia are in the province of DKI Jakarta. Followed later, East Java, Central Java, South Sulawesi, and West Java as the 5 provinces with the highest number of positive cases.

Furthermore, when viewed from the economic and educational profile, provinces on the island of Java should have recorded fewer additions to new COVID-19 cases than outside Java. At least when compared to provinces that have big cities such as North Sumatra, South Sumatra, Bali and South Sulawesi. But that's not always the case. Economic factors do not seem to have a direct effect on the success of handling COVID-19 in an area (July 2020 Survey Findings of the Indicator Survey Institute). DKI Jakarta as the first epicentre and the area with the highest number of positive cases is currently a special concern for researchers. The provincial government of DKI Jakarta together with the Government is campaigning for the 3M health protocol (wearing masks, maintaining distance, and washing hands) to prevent the transmission of COVID-19.

However, in reality the rate of increase in cases, which had slowed down during the implementation of large-scale social restrictions (PSBB), has spiked again during the transitional PSBB period. Citing the Kompas.com page on September 3, 2020, the positivity rate (percentage of positive cases from the total samples tested by PCR) showed an increase since March 2020 until now, touching 12.63%, much higher than the ideal limit set by WHO, which is less than 5%. . The high positivity rate is due to the non-optimal capacity of the tests, the high number of infection cases in the community, and the undetected transmission. On the other hand, administrative sanctions for violators of health protocols have also not been able to suppress the rate of transmission of this disease. Quoting the statement from the Head of the DKI Jakarta Health Office, Widyastuti, last August 5 via Kompas.com, the progressive fine for violating the Governor's Regulation Number 79 of 2020 concerning the Implementation of Discipline and Law Enforcement of Health Protocols as Efforts and Control of COVID-19 has reached 2 billion rupiah.

This shows that the behaviour of the people of DKI Jakarta still does not fully comply with the health protocol. Behaviour can be adopted if an individual has a positive attitude towards the behaviour, obtains approval from other individuals who are close and related to the behaviour, and believes that the behaviour can be carried out by the individual well. From the pandemic case data above, it indicates that there are unequal perceptions about COVID-19 and its handling in the community. This perception inequality is something that is natural because the formation of perceptions in each individual is influenced by many variables. For example, limited individual knowledge, COVID-19 is a new disease and there is no vaccine, the fear that occurs in society about a very deadly pandemic, and many other variables that affect people's perceptions.

On the other hand, if there is a wrong perception, there will be various kinds of misinterpretations by the public regarding information about COVID-19. Reporting from the www.LaporCovid19.org page, in a survey conducted by LaporCovid19.org in collaboration with the Social Resilience Lab Nanyang Technological University Singapore in July 2020 on 150,000 respondents in DKI Jakarta to measure the Risk Perception Index, it shows that overall, Jakarta's Risk Perception Index (RPI) score is 3.30 (out of a scale of 5). This score means that DKI Jakarta residents generally have a perceived risk level that tends to be "somewhat low." If translated into policy language, this score indicates that DKI Jakarta residents are still not ready to enter the "New Normal" era where socio-economic activities are fully opened.

In a pandemic situation with a large crisis scale in the 4.0 era, there is a massive flow of information such as news coverage, press conferences, news analysis, debates, broadcast messages, to social media posts where it is possible to form behavioural intention that is influenced by media information, mainly digital-based. Based on Competitive Analysis, Marketing Mix and Traffic data quoted from Alexa Amazon on July 25, 2020, Kompas.com ranks first in the highest traffic news portal in Indonesia. The corona virus itself is the number 5 search keyword. Furthermore, the COVID-19 keyword has 11,300,000 keyword search results in the Kompas.com article. This is the reason why the researchers chose Kompas.com as a credible and appropriate information medium for this research.

In the Handbook of International Crisis Communication Research (2016: 213), research by Brashes et al. (2000), Seeger et al. (2009), Murch (1971), and Spence et al. (2006), concluded that in a high-risk situation, the mass media will be the primary source of information for those in the situation to return orders. Furthermore, still from the same source, research by Berger (1987) and Brashes et al. (2000) strengthens the above opinion by mentioning the existence of a fundamental necessity to obtain information, creating a sense of order, reducing uncertainty, and a sense of control. By getting information, it can encourage behavioral responses including behavioral changes that may be needed in the situation (Seeger, Sellnow, and Ulmer, 2003).

Media And Behavioural Intentions

The message contained in a risk information can be informative and effective only if the audience can catch and understand the message. Interdisciplinary research in the fields of psychology and communication science has explored substantially the extent to which individuals seek and analyse information and the effect that information has on themselves. McQuail's Media and Mass Communication Theory (2020:24) states that one of the traditions of mass communication analysis is based on a behavioural approach (besides cultural and structural), where the selection, process, and individual response to communication messages become the primary object of research. The researcher summarizes some of the research results below as an empirical background to underlie the research plan.

Research by Christen & Huberty (2007) states that the phenomenon of media effects is indirectly based on the general belief that the media has a broad and strong influence on society. Gunther, Perloff, & Tsfati (2008) said that exposure to messages in the media develops perceptions of social norms about topics raised by the media; This perception then encourages people to obey the opinion and behaviour of the majority. Furthermore, in the journal Influence of Presumed Media Influence for Health Prevention: How Mass Media Indirectly Promote Health Prevention Behaviours through Descriptive Norms by Hong & Kim (2019), it is stated that other people's perceptions of the influence of media (unhealthy behaviours such as smoking scenes and advertisements) alcohol can affect a person's normative perception of the behaviour, which ultimately motivates them to adopt the behaviour based on the results of the other person's perception. Gunther (2006) through his research found that media exposure to adolescents about smoking shapes the perception of the influence of the media on their peers, which affects their own willingness to smoke. In line with the results of Gunther's research, Park (2005) found that female student respondents who read beauty and fashion magazines with content about the ideal body type felt a greater influence from the media content on their peers and were willing to lose weight in an effort to adjust to perceived peer behaviour towards that body type. Hong & Kim's research (2019) on 235 college students in America concluded that the perception of the influence of the media on other people can affect a person's behavioural intentions. The results of Hong & Kim's research show that the intention to behave in a healthy manner is positively correlated with their perception of the influence of the media on others, in this case a person's perception is influenced by the perception of others towards something (influence of presumed influence).

Researchers also found other interesting things. In McQuail (2020: 507), it is stated that communication researchers in the history of their journey have consistently documented convincing evidence of the influence of the media on what people say, the formation of one's opinion, and even the influence on behaviour. Generally, only medium effects are found with a low (low) to moderate (modest) degree. But interestingly this is contrary to common sense, where everyday experience shows the opposite (strong) media effect. The importance of investigation remains to determine whether this insignificant effect is valid or caused by an invalid representation of the underlying measure in the study population.

Exemplars in the Mass Media

The term exemplar may still feel foreign even though in reality it is often found in the context of news reporting in the mass media. After doing various reference searches, the researcher has not found this term in the Indonesian context, so the researcher writes it down in the original language. The exemplar context (and base-rate) is one of the components in the theory of the influence of mass media Exemplification by Zillmann which suggests the formation and modification of beliefs about a phenomenon based on a sample of the same characteristics, who experience directly or indirectly or witness concretely a phenomenon.

Exemplars are examples of cases that are used to represent a larger phenomenon where the case examples do not show the accuracy of the data for the entire phenomenon. For example, to highlight a news story about the transmission of the Zika virus to pregnant women, a journalist chose a pregnant woman who was exposed to the Zika virus to be asked for information about the symptoms of the disease, the impact on the unborn baby, and treatment in the hospital.

The use of exemplars in a news story can affect the reader's perception of public opinion as a whole (Peter, Rossmann, and Keyling research: 2014 in Waddell: 2018). For example, a news story in which there are many negative exemplars gets a lower level of public acceptance than news in which there are positive exemplars due to the exemplification effect of the exemplar (research by Lee & Yang, 2010; Zerback & Fawzi, 2017 in Waddell, 2018). The effects of using exemplars have been extensively studied over the past two decades (Abraham & Appiah, 2006; Arpa, 2009; Aust & Zillmann, 1996; Brosius, 1996, 2003; Brosius

& Bathelt, 1994; Daschmann, 2001, 2004; Daschmann & Brosius, 1999); Gibson & Zillmann, 1998; Hu & Sundar, 2007; Perry & Gonzenbach, 1997; Zillmann et al., 1996; Zillmann, Perkins, & Sundar, 1992 in Lefevere, Swert, & Walgrave, 2012). In the studies above, the influence of exemplars is examined in various approaches such as persuasive news and public opinion. The conclusions of many of these studies include (1) the use of exemplars has an influence on the formation of public opinion and (2) this influence is stronger than the effect of base-rate information such as statistics. Although the base-rate has validity and is more representative, audiences tend to rely on news illustrations to form their opinions (Daschmann: 2000; Daschmann & Brosius: 1999, in Lefevere, Swert, & Walgrave: 2012). So far, with the limitations that exist in the researcher, no research using the Exemplification theory has been found on samples in Indonesia, so that researchers feel that this is important to research for the development of knowledge of communication science in Indonesia.

Based on the description above, the researcher intends to conduct experimental research with the aim of knowing the effect of using exemplars in the form of text, photos, photos and text on Kompas.com on the intention to behave obediently by the community in implementing the COVID-19 health protocol.

Exemplification

Exemplification theory discusses the effect of the partial representation of a population of phenomena on individual perceptions and behavior using exemplars (Zillmann 1999, 2002, 2006, Zillman and Brosius, 2000). Zillmann, a socio-psychological expert who focuses his research on the influence of media on cognition, first articulated this theory in his article entitled Exemplification theory: Judging the whole by some of its parts in 1999, followed by a book entitled Exemplification in communication: The influence of case reports on the perception of issues that he wrote with Brosius in 2000.

In The Concise of Encyclopedia of Communication (2015:207) Exemplification is defined as the effect of illustrations about a phenomenon in media presentations on perceptions of a problem.

Furthermore, Zillmann in Exemplification theory: Judging the whole by some of its parts (1999:69) mentions "*exemplification is a ubiquitous phenomenon in communication. It permeates informative, educational, and persuasive endeavours in both interpersonal exchanges and media presentations*". From this statement, exemplification is said to be a phenomenon that occurs everywhere in the world of communication. This phenomenon can be found in the media and interpersonal communication in an informational, educational, and persuasive framework. In Zillmann (1999:70) it is also stated, "*individuals give disproportionate attention to concrete, often vividly displayed event and this attentional preference comes at the expense of attention to more abstract, comparatively pallidly presented information*". This statement indicates the tendency of individuals to give a greater

proportion of attention to the description of an event that is real and clear (in pictures, statistics and/or written quotes) than attention to information presented in an abstract and less interesting way (long text without illustrations).

Exemplification is a fundamental process in perceiving reality. Exemplar as part of the experience stored in the individual's memory, providing samples of information about past events, encouraging dispositions and directing behavior towards similar events in the future. Multiple experiences serve as the basis for judging a large number of similar events.

To answer the purpose of this study, the researcher concludes from the various quotations above; The exemplification theory is the theoretical basis for investigating the cognitive mechanism of individual behavioral intention formation in response to the activity of reading information in the form of events related to COVID-19 in text and photos on the online news portal Kompas.com.

Exemplar, as the researcher has mentioned in the background section, is the content of the message that induces the exemplification effect, which is used to communicate information about a broader concept or problem (Zillmann, 1999:72). Through the use of exemplars, communicators influence how audiences process information (Bigsby, Bigman, Gonzales, 2019).

According to Zillmann and Brosius, the frequency of using exemplars can be used to build and increase awareness of the importance of a phenomenon or a social problem. Exemplars are used to better understand and appreciate a situation so that it can be informative or persuasive. To achieve this goal, exemplars must be consistent and generate generalizations. However, exemplars can also be used to question these generalizations which are usually known as counter-exemplars (Zillmann and Brosius, 2000:35). For example, Dixon's (2014) research in reference to previous studies analyzed counter-exemplars where previously there were prior beliefs about the negative effects of vaccination and consumption of raw cow's milk. In this study, researchers will only use exemplars as a stimulus for exemplification theory.

Exemplars according to Zillmann and Brosius (2000:34) can be in the form of: (1) Visual exemplars (photos, texts, videos) about a person/event that shows a representation of the phenomenon raised, (2) Interviews with witnesses or figures who experience the phenomenon lifted. Exemplars in this study are information in the form of text and photos of events related to COVID-19 on the online news portal Kompas.com. In this study, the researcher breaks down visual exemplars into independent variable 1 (text exemplar), independent variable 2 (photo exemplar), and independent variable 3 (text and photo exemplar).

In exemplification theory, heuristics play a key role in cognitive mechanisms. Heuristics is a cognitive process that underlies the exemplar processing mechanism in exemplification theory. Gilovich, Griffin, Kahneman in the book *Heuristics and Biases* describe heuristics as "something akin to strategists that people use deliberately in order to simplify judgmental tasks that would otherwise be too difficult for the typical human mind to solve" (2002:4). From this understanding heuristics are defined as mental strategies that are used intentionally to simplify the judgment process that is difficult for the human mind. The process of assessing or estimating a probability is emphasized in situations where there is uncertainty. For example, when there is not enough knowledge of something or a situation. In exemplification theory, there are heuristics as predictors of effects.

Referring to the heuristic exposure as the exemplar processing mechanism above, the researcher concludes that the use of exemplars in this study is in accordance with the research objectives, because the exemplars used by the researchers represent the COVID-19 condition which is a new thing and knowledge about this disease is still being explored and Kompas.com as a source of exemplars, up to now, it has published the keyword COVID-19 for more than 11,300,000 entries. According to the researchers, this has become a fact that supports the occurrence of heuristic mechanisms in perceiving COVID-19 so that the effect of the exemplification process can be measured.

In addition to the exemplification theory, in this study the researcher will operationalize 2 other theories to analyze the chain of influence from exposure to exemplars to the formation of an intention to behave according to health protocols. The combined theory of Elaboration Likelihood Model and Theory of Planned Behavior not only has the potential to detect what factors in an individual change after being exposed to a message (in this study in the form of exemplars), but also how the mechanism of the change occurs and the features in the message that cause it (Wilson, 2014).

Elaboration Likelihood Model

The Elaboration Likelihood Model of Persuasion developed by Petty and Cacioppo in 1986 (McQuail, 2005: 517) states that a decision is made depending on the path taken in processing a message (central route or peripheral route). The Elaboration Likelihood Model explains attitude changes both cognitively, affectively, and conatively using the two routes above.

When someone processes information through the central route, the mind will actively and critically think about and weigh the contents of the message by analyzing and comparing it with the knowledge or information they already have. Conversely, if someone processes the message he receives by not solely focusing on the content of the message received, but paying more attention to the attractiveness of the messenger, packaging or other peripheral aspects, he is seen as using a peripheral route. Whether someone will consider important information or not, is influenced by individual variables as the recipient of the message and the message variable itself.

In Wilson's research (2014) which investigates the relationship of persuasive messages to behavior change, the attitude-forming factors in the Elaboration Likelihood Model are described as follows: (1) Source credibility, the extent to which information sources show competence and credibility (Jones et al., 2004) are knowledgeable and the validity of the information (Wu and Shaffer, 1987), expert and trustworthy (Hu and Sundar, 2010), (2) the quality of the message argument, the quality of the level of trust (Petty and Cacioppo, 1986b), whether a message is easy to remember (Updegraff et al. al., 2007), understandable and clear delivery (Park et al., 2007), (3) Ability to process messages, availability of cognitive resources and relevant knowledge needed to analyze stimuli. (4) Involvement / personal relevance, the extent to which information has intrinsic value or personal meaning for someone. In this study, personal involvement/relevance refers to subjective meaning based on experiences related to phenomena, which are given by respondents after reading information in the form of events related to COVID-19 in photos and texts on the online news portal Kompas.com.

According to Devine and Hirt (1989) in Wilson (2014), the weakness of ELM is that it cannot explain the relationship between attitude change and behavior change. In this study, researchers will look at the effect of exemplars on behavioral intentions (which occur before behavior). This is where the role of Theory of Planned Behavior (TPB) is needed by Ajzen to fill the gap where external variables such as subjective norms, and internal such as attitudes and control over behavior are factors that guide the process from consideration, elaboration, intention to behave until behavior occurs (Ajzen, 2011).

The Planned Behaviour

The Theory of Planned Behavior is a theory developed by Ajzen which is a refinement of the Reason Action Theory proposed by Fishbein and Ajzen (1975). The main focus of this theory is the individual's intention to perform certain behaviors. Behavioral intentions are considered to show motivational factors that influence behavior. Attitude in the Elaboration Likelihood Model is one of the components forming the intention to behave. Intention (intention to behave) is a decision to perform and continue to perform certain behaviors. If there is a positive attitude, support from people around and the perception of ease because there are no barriers to behavior, the person's intention to behave will be higher (Ajzen, 2005). Reason action theory says that there are two determinants of intention, namely personal attitudes and subjective norms. Attitude is an individual's positive or negative evaluation of a particular behaviour. While subjective norms are a person's perception of social pressure to perform or not to perform certain behaviours. However, Ajzen argues that reason action theory has not been able to explain behaviour that is not fully under one's control. Therefore, in the theory of planned behaviour, Ajzen added one factor that determines the intention, namely perceived behavioural control. Control over behaviour is an individual's perception of the control he has in relation to certain behaviours (Ajzen, 2005). This factor according to Ajzen refers to the individual's perception of the ease or difficulty of eliciting certain behaviours and is assumed to be a reflection of past experiences as well as anticipated obstacles. According to Ajzen (2005) these three factors, namely attitudes, subjective norms, and perceived control over behaviour can predict an individual's intention to perform certain behaviours. To answer the purpose of this study, four TPB constructs will be used to be derived in the questionnaire indicators, namely: (1) Attitude, is a disposition to respond positively or negatively to a behaviour, (2) Subjective norm, is a person's perception of pressure to do / not to do. a behaviour, (3) Control over behaviour, is the presence or absence of things that hinder to perform a behaviour (from experience and knowledge), (4) Intention to behave (which is the Y variable of this research).

Based on the theoretical review above, to answer the purpose of this study, a hypothesis has been formulated as a temporary answer that will be tested for truth, as follows: H1: There is a significant difference in results between the control group and the experimental group on the intention to behave according to the Health protocol, H2: Exemplar text and photos have the highest positive influence value compared to the value of the effect of text and/or photo exemplars on the intention to behave according to health protocols.

2. METHODOLOGY

This research was conducted in the Municipality of South Jakarta, DKI Province, Mampang Prapatan sub-district as the area where the transmission of the first positive confirmed cases in Indonesia and until now is still a red zone in using the true experimental method with a post-test only control group design. In this study, 90 respondents were grouped into four groups: 1 control group and 3 experimental groups. The control group was the group that was not given the exemplar stimulus treatment.

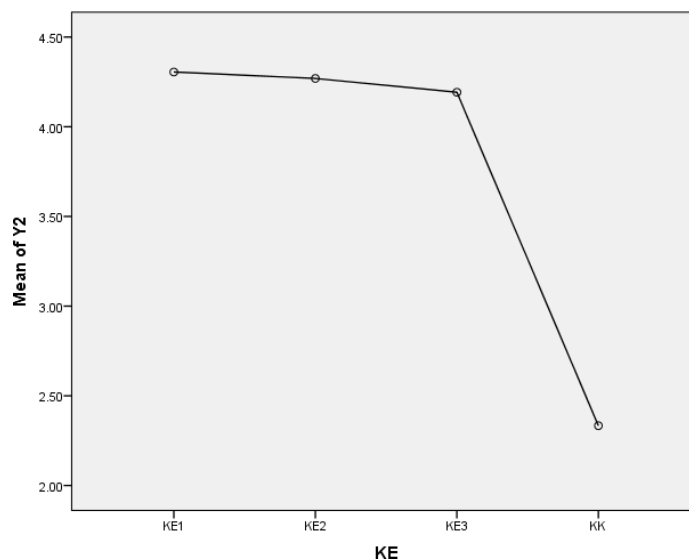
The effect of the independent variable on the dependent variable is seen from the difference in the post-test scores of the experimental group and the control group. If the score of the experimental group is higher than the control group, it can be concluded that the treatment given has an effect.

According to Gay (1967) the minimum sample size in experimental research is a minimum of 15 subjects for each group. Researchers took samples using a lottery, until 30 people were selected for each group, consisting of 15 men and 15 women from population members with an age range of 20-50 years and were readers of online media news portals. The selected population members were distributed into four groups (1 control group and 3 treatment groups). The total sample selected for the four groups was 120 people.

3. RESULT AND DISCUSSION

The Effect of Communication Exemplars of Text, Photos and Texts and Photos on Intentions to Behave in Compliance with Health Protocols

In line with the opinion of the exemplification theory, an iconic exemplar is a description of the events of a phenomenon that is currently happening, and arouses the reader's emotions, which can be used in activities to promote healthy behaviour and motivate protective and corrective actions. To see the difference in effect with the control group who were not given an exemplar, it can be seen through the following ANOVA and Tukey HSD results:



The p-value = 0.000 < 0.05 indicates that there is a significant difference between 2 pairs of groups, it is known that there is a significant difference between KK against KE1 with a mean difference of 1.97179, KK against KE2 with a mean difference of 1.93590, and KK against KE3 with a mean difference of 1.85897. However, there was no significant difference between KE1, KE2, and KE3. From these statistical results, it is stated (H1) that there is a significant difference in the effect between the control group and the experimental group on the intention to behave according to the health protocol.

Connectivity	Pearson Correlation	p- value	Interpretation
Exemplar of Text and Intention to Behave in Compliance with Health Protocols	0.803	0.000	Positive Correlation
Photo Exemplars and Intentions to Behave in Compliance with Health Protocols	0.702	0.000	Positive Correlation
Exemplars of Text and Photos and Intentionsto Behave Adhering to Health Protocols	0.847*	0.000	Positive Correlation

*highest score

From the table above, it can be seen that the highest correlation values are exemplars of text and photos with the intention of being obedient to health protocols.

Furthermore, from the regression results, it can be seen that the effect of exemplars on the perception of risk of contracting COVID-19 is as follows:

Variabels	$\beta 1$	F	p-value(F)	t	p-value(t)	R2
Exemplar Text & Intention to Behave Adhere to Health Protocol	0.659	53.867	0.000	7.339	0.000	0.658
Photo Exemplar & Intention to Behave in Compliance with the Health Protocol	0.542	31.195	0.000	5.585	0.000	0.527
Text and Photo Exemplars & Intentions to Behave Adhering to Health Protocols	0.752*	81.552	0.000	9.03	0.000	0.744

*highest score

The value of 1 indicates the increasing influence of each copy on the intention to behave according to the health protocol with a coefficient of 0.752. The results of the F test showed p-value = 0.000 < = 0.05 meaning that the regression test carried out could see the effect of exemplars of text and photos of intention to behave according to health protocols. Meanwhile, for the t-test, each variable relationship has a p-value = 0.000 < =0.05, which means that text exemplars, photo exemplars, and text and photo exemplars affect the intention to behave according to health protocols. The value of R square (R2) as the coefficient of determination shows the value of the effect of text and photo exemplars on the intention to behave according to health protocols of 0.744 which means that as much as 74.4% of the data spread can be explained using a regression model. When compared with 65.8% text exemplars and 52.7% photos, there is an increase in the effect on the combined text and photo by approximately 8-21% compared to the text and photo exemplars separately. This proves that exemplars of text and photos have an increasing influence on the intention to behave according to health protocols.

An exemplar even though the heuristics of quantification and representation have been stored in memory, cannot affect beliefs, attitudes, and behaviour if they are not ready to be recalled cognitively. Exemplars of text and photos in this study use the emotional side with the use of coffins bearing the number of victims of COVID-19 and text containing testimonials from coffin entrepreneurs whose families are victims of COVID-19 to evoke the heuristics and emotional side of the recipient of information where this structure directs interpretation and supports intervention, in this case the intention to behave.

To then produce behavioural intentions, attitudes, subjective norms, and control over behaviour are needed. Attitudes towards a message as a result of the operationalization of the Elaboration Likelihood Model theory, are the result of the quality of the message arguments conveyed, the credibility of the information source in this case Kompas.com which is a trusted information provider, the individual's ability to process messages (knowledge), and personal involvement in the message. (Whether the recipient of the message had a similar experience or someone he knows had a similar experience).

An information will only succeed in changing attitudes if a person is motivated by the information, is able to process it and then integrate it into his cognitive structure. Respondents may have various beliefs about a behaviour, but when faced with a particular event, only a few of these beliefs arise to influence behaviour. It is these few beliefs that stand out in influencing behavioural intentions. This prominent belief is also called behaviour belief where the respondent's belief in the outcome of a behaviour and evaluation of the result is triggered by exemplars of text and photos. This behaviour belief affects attitudes towards behaviour. This answers the hypothesis that exemplars of text and photos have the highest positive influence value compared to the value of the effect of exemplars of text and/or photo exemplars on the intention to behave in compliance with the health protocol (H2).

4. CONCLUSION

The researcher concludes this research in the table below:

Statements	Pearson Correlation	$\beta 1$	Correlation Interpretation	Conclusion
There is an effect of the Exemplar Text on the Intention to Behave Obediently	0.803	0.659	significant	Confirmed
There is an effect of the Photo Exemplar on the Intention to Behave Obediently	0.702	0.542	significant	Confirmed
There is an effect of Text and Photo Exemplar on Intentions to Behave Obediently	0.847	0.752	significant	Confirmed

The combined exemplar between text and photos is the strongest influence in influencing behavioural intentions	0.847	0.752	Highest significant	Confirmed
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From the table above, the conclusion above shows that the independent variables of text exemplars, photo exemplars, and text and photo exemplars have a significant influence on the dependent variable intention to behave according to health protocols in the population of South Jakarta with exemplar text and photo variables showing the highest significance. The results of this study support and prove that the use of exemplification theory, Elaboration Likelihood Model, and Theory of Planned Behavior in the delivery of crisis and risk communication is very appropriate considering that these theories have good predictive power in terms of message formulation, application, and the desired communicative outcome.

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