

Persuasive Communication by the Prio Utomo Association in Motivating Men to Undergo Vasectomy

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ABSTRACT

The government has initiated a lot of effort to control birthrate, and solve demographic issues as an endeavor to improve people's quality of life. These program targets both women and men, but there is socially constructed idea that contraception is indeed a program made only for women. The imbalance participation between men and women inspires this research. Men has been less participating in family planning despite of the availability, more importantly in vasectomy. There are stigmas in the society about vasectomy and people who chose vasectomy. Therefore, the government establishes a community-based acceptor supporting group, that acts as an agent of change, to inspire, motivate, and educate people, under the name of Prio Utomo. This research uses case study as research method, and took place in Kecamatan Getasan, Kabupaten Semarang, Central Java, Indonesia, in which case the local Prio Utomo has been categorized as one of the most successful and achieved few rewards years priors. Analysis result based on Persuasive Communication Theory shows that the motivator from Prio Utomo utilize two dominant appeal which are psychology appeal through achievement motives, and credibility appeal. More to that, Prio Utomo has been using both personal and interpersonal approach to promote and inspire people to choose or at least consider just the idea of vasectomy. This research also found that the characteristic of people in some places might affect how well the idea and good message about vasectomy is being received.

KEYWORDS

Vasectomy, Participation of Men in Family Planning, Men Participation, Persuasive Communication, Health Communication.



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INTRODUCTION

Indonesia is a country with a large population. According to data published by KEMENDAGRI through www.dukcapil.kemendagri.go.id as of June 2021, Indonesia's population reached more than two hundred million people (272,229,372). With so many people in Indonesia, the government has not forgotten to think about the quality of life of its people. The welfare of life is an important factor in running

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the country. Family planning is a government-initiated program that seeks a more prosperous quality of family life by managing births, spacing children, and preventing pregnancy (Pudjiastuti, 2016).

The government provides a wide range of contraceptive options. Family planning methods that are often known are postnatal family planning methods, including lactation amenorrhea, condoms, spemicides, diaphragms, IUDs, periodic abstinence, and stable contraception (tubectomy or vasectomy) (Mulyani & Rinawati, 2013). So many family planning methods are offered, but the family planning methods that are really made for men are condoms and vasectomy (Triyanto & Indriani, 2018).

The popularity of male family planning is low, especially vasectomy. Vasectomy is still feared because there is a stigma attached to this family planning method. There is a stigma that vasectomy will affect sexual ability or cause erection problems (Siti Mulyani & Rinawati, 2013). This then makes people afraid to choose vasectomy as contraception. Whereas medically, vasectomy is different from castration so it will not change the ability to have sex.

Although it is not a popular contraceptive method, the government, especially in Central Java, facilitates vasectomy acceptors to form a community called Prio Utomo. In this study, Prio Utomo acts as an agent of change, where Prio Utomo also has a mission to change and reduce the negative views about vasectomy that develop in the community through motivational activities. Prio Utomo's activities as a peer group teaching is to provide knowledge about vasectomy, how positive impacts can be obtained and the procedure for vasectomy.

Prio Utomo himself is scattered and divided by region. One of the most outstanding Prio Utomo is Prio Utomo from Getasan Sub-district, Semarang Regency, Central Java. This association from Getasan District has won motivational competitions in 2014 and 2016. It is interesting to see how Prio Utomo members conduct motivational processes for the general public. Given that persuasion communication is important in this process (Devito & Maulana, 1997; Effendy, 2011; Novianti & Sos, 2021; Oktarina & Abdullah, 2017).

Of the many contraceptive methods offered by the government for women and men, there is a vast difference in the knowledge and interest of men in choosing male family planning. Vasectomy is not a contraceptive method that will take away a man's sexual abilities.

In order to change people's perception about vasectomy and educate them on how vasectomy will impact their lives, Prio Utomo is the agent of change. Prio Utomo is on a mission to educate and motivate families to at least consider this family planning method as an option.

Prio Utomo as an agent of change is an interesting and good thing. However, the stigma about vasectomy is still attached in the society so the question arises, how is Prio Utomo's persuasion communication in motivating men to get vasectomy? The purpose of this research is to describe how Prio Utomo uses persuasion communication in motivating men to choose vasectomy.

RESEARCH METHOD

This research is descriptive qualitative research, with a case study approach. The research was conducted in Getasan District, Semarang Regency, Central Java, Indonesia (Yin, 2008). The research subject was Prio Utomo members who are active as vasectomy motivators (Mulyadi, 2012). Data were collected using in-depth interviews and observation, and then analyzed using the pattern matching method from the theoretical prepositions used (Rahman et al., 2022).

RESULT AND DISCUSSION

Prio Utomo's Persuasion Communication in Motivating Men for Vasectomy

Informant 1 has a lot of experience as a motivator in Prio Utomo. Informant 1 often conducts socialization in available forums, such as in the men's social gathering. He is also invited as a resource person or motivator to give testimonials. Informant 1 does a lot of motivational activities together with Informant 2. Informants 1 and 2 come from Thekelan Hamlet, Getasan District, Semarang Regency, Central Java Indonesia. According to Informants 1 and 2, the residents of Thekelan hamlet have an awareness and need for contraception, which facilitates the entry of vasectomy education by both informants. Informant 1 stated that he was never too fiery in his delivery, just a testimonial and some people would be interested. Thekelan hamlet is a very pluralistic and tolerant hamlet, so there is an openness to new concepts. This makes the stigma about vasectomy not develop in the Thekelan community. Through this explanation, Informant 1 can be categorized as using a personal communication strategy by conducting socialization and counseling directly or face-to-face with residents. Informant 1 also uses achievement motives in psychological appeals where the motivation is packaged in a simple way in everyday life, and the good impact after vasectomy. This achievement motive is considered to encourage a person's interest in becoming a vasectomy acceptor, in order to achieve economic progress.

Informant 2 is a thorough and critical person when it comes to Prio Utomo. According to Informant 2, Prio Utomo needs more support from the government so that they can continue to motivate anywhere and anytime, more freely. He feels that Prio Utomo was created by the government, but many programs are not supported, especially financially. Informant 2 has the same communication strategy as Informant 1, which is to use psychological appeals in his testimonials.

Informant 3 is a member and senior motivator from Thekelan Hamlet. Informant 3 is the pioneer of Prio Utomo in Thekelan Hamlet, Getasan District, Semarang Regency, Central Java Indonesia. Informant 3 wants to build Prio Utomo as a kinship and non-binding association. According to Informant 3, Prio Utomo members must support each other. Informant 3 has participated in motivational competitions in Semarang Regency. Informant 3 does a lot of motivation by socializing like Informants 1 and 2 in surrounding villages, this means that Informant 3 uses a personal communication approach.

Indirectly, Informant 3 has inspired many potential acceptors using the appeal of credibility through his role as an elder figure in the community. Informant 3 has competence, character and charisma so that what he says will not be taken for granted by his audience. Informant 3 is also an authoritative person.

Informant 4 is a motivator who recently won a national motivational competition. Informant 4 is one of Prio Utomo's main motivators in Getasan Sub-district, Semarang Regency, Central Java Indonesia. As a motivator, Informant 4 very often uses an interpersonal communication approach to prospective acceptors. Informant 4 used to come to the prospective acceptor's house, then with his relaxed demeanor began to talk about vasectomy. In addition, Informant 4 still conducts socialization activities like Informants 1, 2 and 3.

It can be seen that Informant 4 is the only one among the other four informants who utilizes an interpersonal approach. Informant 4 also still pays attention to post-vasectomy acceptors. Through the analysis of persuasion theory, Informant 4 used psychological appeals through the achievement motive as well. He inspired men to choose vasectomy by providing a detailed description of what vasectomy is, how the procedure works, and how vasectomy has brought about good changes in his life. Both Informant 1 and Informant 4 felt the same way, feeling healthier and having an easier time fulfilling family needs.

After observation, Paguyuban Prio Utomo generally packages its messages and motivations using the testimonial format and inspires people through it. In messages that can be easily understood and linked to the reality of their audience's lives, the testimonials contain psychological appeal. In addition, the interpersonal approach is also well utilized by them. This makes Prio Utomo one of the change agents different from other family planning groups.

Through this research, the author also sees that the character of the community also plays an important role in paving the way for motivation and education about vasectomy. Being in a heterogeneous and tolerant community, new concepts such as vasectomy can be accepted more openly, almost without prejudice or stigma. In addition, the simple character of the community also plays an important role, where many residents need a solution to raise their level or improve their economic situation. This then led to the idea that vasectomy is a solution to at least reduce the budget allocation that must be spent on contraception, so that the needs of children's education are also increasingly guaranteed.

Through Prio Utomo, more people should be able to see that vasectomy will not change a man's identity and ability to have sex. The fear and stigma that exists arises because of ignorance.

CONCLUSION

Prio Utomo's motivators used personal and interpersonal communication strategies in their motivational activities. Informants 1, 2, and 3 mostly use personal strategies through education and socialization in a forum, and Informant 4 utilizes interpersonal strategies by personally approaching prospective acceptors, getting to know them, and various experiences as a way to motivate. In practice, motivators from Prio Utomo often package their motivational messages in positive testimonials. It can be said that Prio Utomo members conduct persuasion communication with psychological appeal and credibility appeal. The nature and characteristics of the community or audience to be motivated can be a determining factor of whether or not motivation can be given by Prio Utomo members. There are suggestions in this study: Motivational activities by Prio Utomo members as agents of change are

very commendable with the aim of increasing male participation in the family planning program. This mission should be further supported by the government as the initiator. This can be done by providing training, centralized coordination, and financial support for motivator mobility. When it comes to motivating potential acceptors, an interpersonal approach is preferable. This will allow for two-way rather than one-way communication. This strategy will strengthen the appeal of the message, so that the information and education can touch prospective acceptors more deeply. When potential acceptors feel close to the motivator, they are more likely to accept vasectomy as a contraceptive method.

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