

# Harnessing the Power of Testimonial Videos: A Deep Dive into the #1Minute2Quit Campaign for Spreading Awareness on the Health Hazards of Tobacco

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## ABSTRACT

In Indonesia, social media usage continues to grow, with 167 million users as of January 2023, 79.5% of whom are over 18 years old. Platforms like Instagram, Facebook, TikTok, and Twitter play key roles in public health campaigns. The #1Minute2Quit campaign, part of the #SuaraTanpaRokok movement, was launched in 2017 to raise awareness about the harmful effects of tobacco through 1-minute testimonial videos. By July 2023, the campaign had generated 21 testimonial videos from former smokers, with over 11,000 total engagements and 152,000 potential impressions. A qualitative content analysis was conducted on these videos to examine engagement patterns, messaging strategies, and audience responses. The analysis revealed that testimonial videos offering practical tips and encouragement to quit smoking attracted higher engagement, particularly among young adults (18-24 years), females, and individuals from higher socioeconomic backgrounds. Culturally tailored content also resonated more with diverse ethnic groups. The findings suggest that culturally sensitive and targeted messaging, combined with practical advice, is key to enhancing the effectiveness of social media health interventions. This study underscores the importance of ongoing engagement strategies in tobacco control campaigns and offers recommendations for refining future health messaging to address diverse demographic groups. Further research should explore the long-term impact of content variations across different social media platforms.

**Keywords:** *Testimonial videos, tobacco control, social media campaign, #1Minute2Quit, public health campaign.*

## INTRODUCTION

According to the Tobacco Atlas, annually, 225,700 individuals in Indonesia succumb to diseases attributable to tobacco use (WHO, 2020). Additionally, every day, 469,000 Indonesian adolescents aged 10-14 years engage in tobacco consumption (WHO, 2019). Social media represents a crucial channel for disseminating information about the health risks of tobacco use and promoting cessation efforts (Luo et al., 2021).

In Indonesia, the adoption of social media has been consistently increasing. As of January 2023, there were 167 million social media users in Indonesia, with 79.5% of them being over 18 years old. Among the various platforms, Instagram, alongside Facebook, TikTok, and Twitter, ranks as one of the most popular in the country (Kemp, 2023).

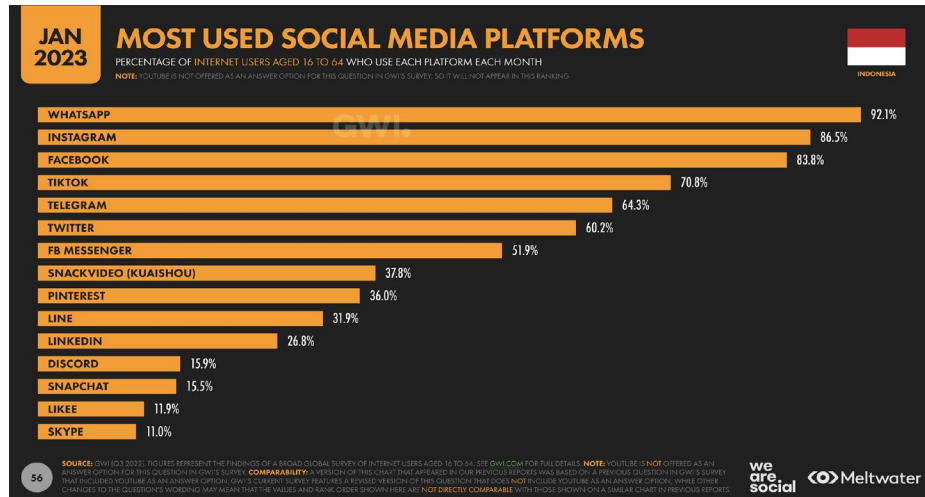


Figure 1: Most used social media platforms (Kemp, 2023)

People use social media for various reasons, such as discovering content (videos), finding supportive communities, sharing personal experiences, and exchanging opinions. Contrary to the belief that social media is only used for non-productive activities, it serves multiple meaningful purposes. Social media is not only a powerful digital marketing tool, but previous research has also indicated that the use of social media as an information channel can serve as an instrument for changing behavior (Sutjiadi & Prasetya, 2021; Putri & Oktaviani, 2022; Tyas & Hutagaol, 2021). According to Kemp (2023), Instagram users spend an average of 15 hours and 24 minutes on the platform each month.

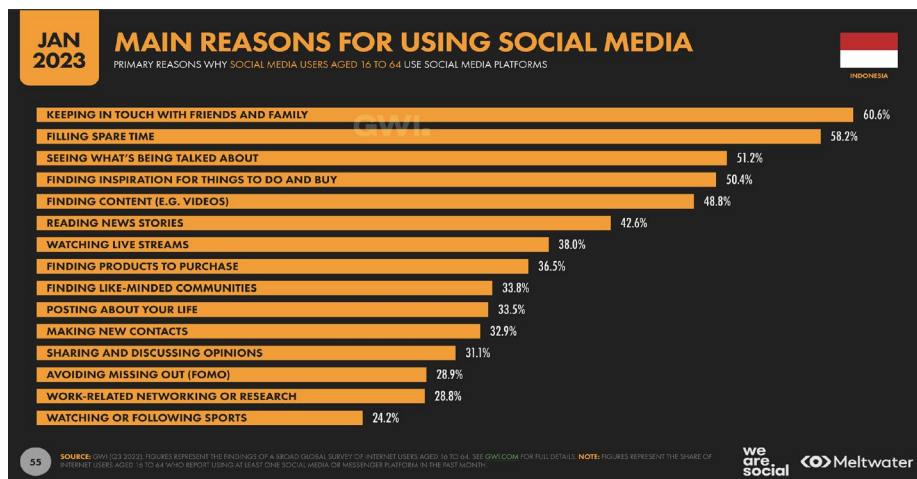


Figure 2: Main reasons for using social media (Kemp, 2023)

Customers conduct more thorough searches during the decision-making process when purchasing high-involvement goods compared to low-involvement goods. Consequently, Dentsu proposed the AISAS paradigm of marketing communication, inspired by technological advancements (Sugiyama & Andree, 2011). The authors argue that the AISAS model was developed to effectively target groups by considering behavioral changes, especially given the rise of internet technology. AISAS stands for Attention, Interest, Search, Action, and Sharing, and describes the customer journey: drawing attention to goods, services, or advertisements, generating interest, prompting a search for more information, and leading to an informed purchase decision (Action), followed by sharing the experience.

The #1Minute2Quit campaign, initiated by the #SuaraTanpaRokok movement for tobacco control in Indonesia, was launched by the Ministry of Health of the Republic of Indonesia in 2015 (Indriani, 2015) and expanded its reach through social media platforms, particularly Facebook, Instagram, and Twitter (Bintari, 2017). The campaign has garnered over 40,000 Instagram followers. Central to the #1Minute2Quit campaign is a 1-minute testimonial video aimed at raising awareness about the harmful effects of tobacco use. These videos share stories of former smokers and their reasons for quitting, leveraging social media to crowdsource and disseminate these testimonials. The #SuaraTanpaRokok social media campaign shared the #1Minute2Quit videos across Twitter, Facebook, and Instagram. The objective of this research is to assess the impact of testimonial videos in raising awareness about the health hazards of tobacco use.

#### LITERATURE REVIEW OR RESEARCH BACKGROUND

##### *Computer-Mediated Communication (CMC)*

Computer-mediated communication (CMC) refers to the exchange of information, ideas, and messages through electronic devices and digital platforms. It includes various forms of technology-facilitated communication, such as email, instant messaging, video conferencing, social media, and online forums. CMC enables individuals to interact, collaborate, and communicate remotely, overcoming geographical barriers.

Several definitions have been proposed to conceptualize CMC, though many exhibit internal recursion or lack precision to some extent. For instance, CMC has been described as “any human communication achieved through, or with the help of, computer technology” (Thurlow et al., 2004); “a process of human communication via computers, involving people, situated in particular contexts, engaging in processes to shape media for a variety of purposes” (December, 1997); and “communication that takes place between human beings via the instrumentality of computers” (Herring, 1996). These definitions generally focus on human-to-human communication but often leave the concept of “computers” ambiguous, likely due to the implicit understanding at the time these definitions were formulated. Nevertheless, these and similar definitions have, either directly or indirectly, contributed to the construction of our subdiscipline, shaping the meaning of “CMC scholarship.”

CMC encompasses a wide range of communication modes, each with its unique characteristics and implications for interpersonal interactions. Email, for instance, offers asynchronous communication, allowing individuals to send and receive messages at their convenience, which can enhance productivity and flexibility. Instant messaging and social media, on the other hand, provide more synchronous communication, facilitating real-time interactions that can foster a sense of immediacy and connection among users.

Video conferencing represents another significant facet of CMC, enabling face-to-face communication despite physical distances. This mode of communication has gained particular prominence in recent years, especially during the COVID-19 pandemic, as it allows for the continuation of business operations, educational activities, and social interactions without the need for physical presence.

Online forums and communities also play a crucial role in CMC, offering platforms for individuals to share knowledge, seek advice, and engage in discussions on various topics. These forums can create a sense of belonging and support among members, contributing to the formation of virtual communities with shared interests and goals.

The impact of CMC on communication dynamics and relationships has been extensively studied, revealing both positive and negative effects. On the positive side, CMC can enhance communication efficiency, bridge geographical gaps, and provide new collaboration and social interaction opportunities. It can also democratize communication by giving a voice to individuals who may be marginalized or excluded in face-to-face interactions.

However, CMC also poses challenges, such as the potential for miscommunication due to the lack of non-verbal cues, the risk of information overload, and the possibility of cyberbullying and other forms of online harassment. Additionally, the anonymity afforded by some CMC platforms can lead to disinhibition, resulting in behavior that individuals might not exhibit in face-to-face interactions.

### *Electronic Word of Mouth (eWOM)*

Electronic word-of-mouth (eWOM) can be generated using word-of-mouth marketing techniques in the digital and internet era (Yang, 2017). Hennig-Thurau in Hamud (2020) defines eWOM as any positive or negative statement made by customers, including potential or former customers, about products or companies that is accessible to the public via internet media (Mahmud et al., 2020).

According to Huete-Alcocer (2017), eWOM is informal communication directed at other customers regarding the use of goods or services or regarding vendors or business owners, conducted online (Huete-Alcocer, 2017).

From these sources, it can be inferred that eWOM refers to informal online comments made by customers about products, services, sellers, or business owners, which can be either favorable or unfavorable. Despite the conceptual similarities between word-of-mouth (WOM) and eWOM, Huete-Alcocer (2017) highlights several differences, including:

Table 1: WOM dan eWOM Comparison (Huete-Alcocer, 2017)

	<b>WOM</b>	<b>eWOM</b>
Credibility	The recipient of the message or information knows the source of the message sender, which has a positive influence on credibility.	The recipient of the message or information does not know the source of the message sender (gives a negative effect on credibility)
Privacy	Conversations are personal or interpersonal in nature through dialogue and are carried out directly.	The information shared is not personal because it is shared in written or visual form that can be read and seen by anyone and anywhere.
Diffusion speed	Information or messages spread slowly.	Information or messages spread quickly because it is through the internet
Accessibility	Difficult to access publicly	Easily accessible to the public

In measuring the effect of eWOM, three key dimensions underlie consumer involvement in eWOM (Schiffman & Wisenblit, 2014), namely:

- a. Tie-strength: The level of closeness and frequency of communication between message seekers and message sources.
- b. Similarity: The demographic similarity, lifestyle, and behavior of the group.
- c. Source credibility: The perceived credibility of the information sources by the information seekers.

One of the most successful examples of eWOM is the ALS Ice Bucket Challenge. In the summer of 2014, this viral campaign encouraged people to dump a bucket of ice water over their heads, share the video on social media, and challenge others to do the same or donate to ALS research. The challenge spread rapidly, engaging celebrities, politicians, and millions of social media users worldwide.

The challenge's simple and engaging format made it easy for participants to join and share, demonstrating the importance of creating content that is both accessible and fun. High-profile participants added credibility and visibility, showing how influential figures can drive eWOM and amplify a campaign's reach. Additionally, the challenge included a clear call to action—raise awareness and funds for ALS research—which gave participants a purpose beyond the fun of the challenge. The personal stories shared by ALS patients and their families created an emotional connection, making the campaign more impactful and memorable.

In contrast, McDonald's #McDStories campaign in 2012 is a classic example of eWOM gone wrong. The campaign invited customers to share their positive experiences at McDonald's using the hashtag #McDStories. Instead, it was hijacked by users sharing negative stories about the brand, from food quality complaints to poor customer service experiences.

This failure underscores several important lessons. Brands must be cautious about opening themselves up to uncontrolled public feedback, especially if there are existing negative perceptions. The backlash highlighted that consumers value authenticity and are quick to call out perceived inauthenticity or corporate whitewashing. The campaign also underscored the importance of monitoring social media responses in real-time and being prepared to respond or pivot strategies quickly. Finally, a thorough understanding of current public sentiment towards the brand is crucial before launching a campaign that invites public participation.

The contrast between these examples illustrates the power and pitfalls of eWOM. Successful eWOM campaigns, like the ALS Ice Bucket Challenge, harness the power of social media to create engaging, authentic, and emotionally resonant content that encourages widespread participation and positive engagement. Conversely, failed campaigns, like McDonald's #McDStories, highlight the risks of not adequately controlling the narrative and understanding public sentiment. For health campaigns like #1Minute2Quit, leveraging the lessons from these examples can help in crafting effective eWOM strategies that resonate with the audience, foster engagement, and drive meaningful change.

### *AISAS Model*

In the buying decision process, particularly for high-involvement goods, customers conduct more intensive searches compared to low-involvement goods. This behavior underscores the necessity for a robust marketing communication model that accommodates these thorough search behaviors. Enter the AISAS model, proposed by Dentsu, which leverages technological advancements to target groups effectively by considering behavioral changes, especially in the context of internet technology development.

AISAS stands for Attention, Interest, Search, Action, and Sharing. In this model, consumers first notice products, services, or advertisements (Attention) and develop interest (Interest), prompting them to gather information about the products (Search). Based on the information collected, consumers evaluate and decide to make a purchase (Action). Following the purchase, consumers share their experiences and opinions with others by posting comments and impressions online (Sharing).

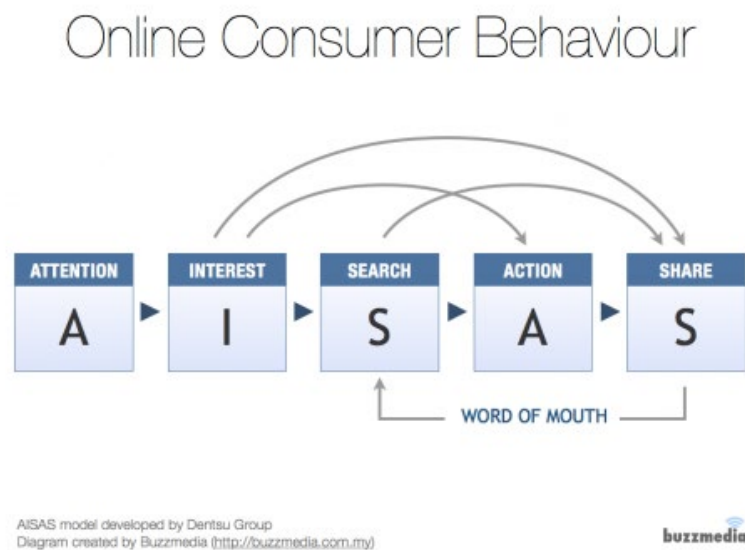


Figure 3: The Dentsu Way

A prime example of the successful application of the AISAS model is Dove's Real Beauty campaign. This campaign aimed to change the conversation around beauty standards by showcasing real women of various shapes, sizes, and ethnicities. Dove captured attention with striking and unconventional ads featuring real women, not models, in a range of shapes, sizes, and ages. The campaign generated significant interest by challenging traditional beauty standards and sparking conversations about self-esteem and body positivity. People searched for more information about the campaign and Dove's commitment to promoting real beauty, visiting their website and watching related videos. Many consumers responded positively by purchasing Dove products, aligning themselves with the brand's message of inclusivity and self-acceptance. The campaign encouraged women to share their own stories and experiences with beauty, creating a powerful eWOM effect that furthered the campaign's impact.

Conversely, Pepsi's 2017 ad featuring Kendall Jenner is an example of the AISAS model failing to generate the desired outcome. The ad attempted to align the brand with social justice movements but was widely criticized for being tone-deaf and trivializing serious issues. The ad captured attention due to its high-profile celebrity endorsement and controversial content. Instead of positive interest, the ad generated backlash and outrage, with viewers criticizing its insensitivity and superficial treatment of social justice themes. People searched for the ad and discussions about it, but the overwhelming sentiment was negative. Rather than driving positive action towards purchasing Pepsi, the ad led to calls for boycotts and damaged the brand's reputation. The ad was widely shared, but predominantly with negative commentary, demonstrating how sharing can amplify a campaign's failure as much as its success.

#### *Demographic Subgroup Analysis*

Demographic Subgroup Analysis consist of first is age. Mass media campaigns for smoking cessation often show different effects based on age. Young adults (18-24 years old) may be more responsive to campaigns using social media, while older adults may be more influenced by campaigns via television or radio. (Durkin et al., 2012).

Further analysis is needed to determine if there are differences in engagement and response rates between age groups in the #1Minute2Quit campaign. Data could be collected through social media analytics to look at patterns of engagement by age group. Second is gender. Studies show that smoking cessation campaigns can have different impacts on men and women. Women are often more influenced by messages that emphasize family health and well-being, while men may be more responsive to messages related to physical fitness and performance. (Durkin et al., 2012). In the context of #1Minute2Quit, it is important to analyze whether messages in testimonial videos and social media posts appeal more to either gender.

The third aspect is socioeconomic status (SES). Research shows that socioeconomic status influences responses to anti-smoking campaigns. Individuals with lower socioeconomic status often have higher smoking rates and may require different approaches to quit smoking. (Cruz et al., 2019). Demographic analysis that takes into account the socioeconomic background of engaged users can help tailor campaign messages and strategies to be more effective. Campaigns could highlight the economic benefits of quitting smoking for individuals with low SES. Lastly aspect is Ethnic Background. In Indonesia, ethnic and cultural diversity can influence how campaign messages are received. Studies show that messages tailored to local culture tend to be more effective. (Cruz et al., 2019). Demographic analysis based on ethnic background to see if there are differences in engagement and campaign effectiveness could be conducted. This could involve creating culturally relevant content for different ethnic groups in Indonesia.

#### *Longitudinal Studies on Behavior Change*

Longitudinal studies are important to evaluate the long-term effects of the #1Minute2Quit campaign on smoking behavior. Here is an approach that can be taken:

A longitudinal study will involve collecting data from campaign participants at multiple time points (e.g., before the campaign, immediately after the campaign, and six months to one year after the campaign). Data can be collected through online surveys, interviews, and social media analytics. Survey questions may include current smoking status, quit attempts, and perceptions of the campaign. Expected Outcomes will include:

- a) Reduction in Smoking Prevalence: Studies show that intense and sustained mass media campaigns can increase quit attempts and reduce smoking prevalence. (S. Durkin et al., 2012) and (Stewart et al., 2011).
- b) Sustainability of Smoking Cessation Efforts: Longitudinal studies note that recall of smoking cessation campaign advertisements is associated with increased quit attempts and, in some cases, increased quit rates at follow-up. (Durkin et al., 2012).
- c) Changes in Attitudes and Beliefs: Evaluations of campaigns in different countries suggest that discussion of campaign advertisements can prompt further discussion about quitting smoking, which then predicts quit attempts (Durkin et al., 2012).

#### METHODOLOGY

This study employs qualitative content analysis as the primary research method to analyze social media content, specifically testimonial videos from the #1Minute2Quit campaign. Content analysis enables the identification of recurring words, themes, and concepts within a dataset, allowing researchers to systematically interpret the purpose, message, and effects

of the content shared across social media platforms (Martin, 2023). The following steps were taken to conduct the content analysis:

- a) **Data Gathering:** Social media content was collected from the *#SuaraTanpaRokok* account, focusing on posts, comments, and testimonial videos shared between 2017 and 2023. The dataset included 21 testimonial videos, as well as related user interactions.
- b) **Data Organization:** The gathered data were categorized based on variables such as video content, engagement levels, and audience demographics. Testimonial videos were organized by themes, such as those offering quitting tips versus those without.
- c) **Thorough Review:** A comprehensive review of the content was conducted to understand the messages conveyed in each video, as well as the audience's responses through engagement metrics like comments and shares.
- d) **Identification of Key Themes:** Key themes and patterns emerging from the videos were identified, such as the prominence of encouragement to quit smoking, personal health stories, and culturally tailored messaging for specific demographic groups.
- e) **Qualitative Analysis:** The content was analyzed qualitatively, focusing on the relationships between themes and audience engagement. Videos with specific messaging (e.g., quitting tips) were compared to those without to discern patterns of interaction and resonance with viewers.
- f) **Interpretation:** The findings were interpreted to uncover communication trends, audience attitudes, and behavioral responses to the testimonial videos. Special attention was given to identifying how content variation affected engagement across demographic groups, including age, gender, and socioeconomic status.
- g) **Supplementary Approaches:** Where necessary, insights from social media analytics were incorporated to support the content analysis, providing a deeper understanding of the audience's engagement with different types of messages.

By employing content analysis, this study systematically explores how social media content, specifically testimonial videos, can be used to promote public health messaging. The qualitative approach allows for an in-depth understanding of the audience's reactions and the effectiveness of different communication strategies in fostering tobacco cessation.

## RESULTS AND DISCUSSION

The #1Minute2Quit campaign, launched in 2017, aimed to leverage social media to encourage smoking cessation by sharing testimonial videos from former smokers. By July 2023, the campaign had successfully inspired many to share their stories through the *#SuaraTanpaRokok* social media channels, resulting in 21 testimonial videos. These videos garnered over 11,000 total engagements and more than 152,000 potential impressions. Additionally, the audience actively shared their experiences through direct messages and comments on *#SuaraTanpaRokok* posts. In the table below shows 21 titles from different stories on the #1Minute2Quit campaign:



Table 2: #1Minute2Quit

No	Name	Occupancy/Background	Likes	Quit Smoking TIPS
1	Verdy Bhawanta	Actor, Coach, Trainer	728	No
2	William Sudhana	Influencer, Entrepreneur	337	No
3	Kogi Putratama	Baseball Athlete, Entrepreneur	2,621	Yes
4	Febriyantito	Professional BMS Rider	715	Yes
5	Haikal Al-mana Firdiyantara	Mural Artist, BMX Rider	1,194	Yes
6	Gamaliel Oey	Private Company	850	Yes
7	Noor Al Kautsar	Singer, Entrepreneur	2,754	Yes
8	Nikki Sulistio	Private Company	309	No
9	Bian Seam Juanidi	Vlogger	656	No
10	Andit	Musician, Surfer	606	No
11	Rian Dani	Drummer	356	No
12	Pepeng	Coffee Shop Owner	524	No
13	Lilik Sopandhi	Private Company	1,110	Yes
14	Ibnu Haykal	Social Campaigner	2,060	Yes
15	Angel Uneputty	Basketball Athlete	2,066	Yes
16	Novel Endrik	Runner	1,902	Yes
17	Feliks Latupeirissa	Surfer	1,743	Yes
18	Kartika Jahja	Musician, Activist, Entrepreneur	1,243	Yes
19	Helmy Delon	Dancing Instructor	658	Yes
20	Vincentius Yudha	Tattoo Artist, Muay Thai Athlete	571	Yes
21	Yovita Iskandar	Miss Intercontinental Indonesia 2015	1,055	Yes

Based on the testimonial videos from the #1Minute2Quit campaign, significant differences in engagement were observed. Stories shared by entrepreneurs and sports enthusiasts or athletes received more likes compared to those from other professional backgrounds. Videos featuring well-known public figures, such as Noor Al Kautsar, a former vocalist of a famous Indonesian band, generated higher levels of social media engagement, supporting the notion that celebrity endorsements can enhance the reach and impact of health campaigns (Myrick & Evans, 2014). Videos that included practical tips or encouragement to quit smoking attracted higher engagement compared to those without such elements. This aligns with research suggesting that providing actionable advice and support in health communication increases audience engagement and message effectiveness (Jawed & Hogan, 2024).

#### *Attention*

The **attention** phase was primarily driven by the emotional and personal nature of the testimonial videos. For instance, Noor Al Kautsar, a former vocalist of a famous band, shared in his video:

I used to think smoking made me look cool, but now I realize it was destroying my body. Quitting was the best decision I made for myself and my family.

This relatable and candid admission immediately captured the audience's attention, particularly due to Noor's status as a public figure, driving significant engagement in terms of likes and shares.

#### *Interest*

The **interest** phase was sustained by the practical tips embedded within the videos. In one testimonial, an athlete remarked:

I quit smoking to focus on my health and my career. Every time I craved a cigarette, I would remind myself how much stronger I felt without it.

This kind of personal insight not only grabbed the audience's attention but kept them interested by providing actionable advice that they could apply to their own lives. The emphasis on improved health and personal growth particularly appealed to young adults and sports enthusiasts, reinforcing their engagement with the campaign.

### *Search*

The **search** phase was facilitated by the campaign's structured hashtags and social media presence. One participant shared:

If you're serious about quitting, look up #1Minute2Quit on Instagram. You'll find stories like mine that can help keep you motivated.

This kind of call-to-action encouraged viewers to seek out more information, browse related content, and explore the broader #1Minute2Quit community for further support and inspiration.

### *Action*

The **action** phase was evident in the stories of individuals who made the decision to quit smoking after engaging with the campaign. One former smoker stated:

After watching these videos, I decided to try quitting one more time. This time, I succeeded because I knew I wasn't alone.

This demonstrates the campaign's ability to translate engagement into real-world action, as viewers were inspired by the shared experiences and support from others who had successfully quit smoking.

### *Share*

In the **share** phase, viewers actively participated by sharing their own stories. One notable quote from a user-generated video read:

I didn't think I could quit, but watching these testimonials made me believe I could. Now, I'm sharing my own story to help others.

This highlights how the campaign empowered its audience to not only quit smoking but also contribute to the movement by sharing their journeys, further expanding the reach and impact of the campaign.

### *Engagement Analysis*

Testimonial videos that featured quotes like *"Every cigarette I didn't smoke was a victory for my health"* attracted significantly more likes and shares compared to others that didn't offer

such personal, motivational content. The aspirational stories from entrepreneurs and athletes, alongside these practical and relatable quotes, proved to be more impactful on social media.

A significant variation in engagement levels, particularly likes, was observed across different testimonial videos. Stories shared by entrepreneurs and sports enthusiasts or athletes received more likes compared to those from individuals with other backgrounds. This finding aligns with research suggesting that narratives from successful or aspirational figures tend to be more impactful on social media platforms (Phua et al., 2018).

Additionally, videos featuring well-known public figures, such as Noor Al Kautsar, a former vocalist of a famous Indonesian band, generated higher social media engagement. This supports the notion that celebrity endorsements can significantly enhance the reach and impact of health campaigns (Myrick & Evans, 2014).

#### *Effectiveness of Tips and Encouragement*

Videos that included specific tips for quitting, such as *“When you feel the urge to smoke, take a deep breath and remember why you want to quit”*, generated higher engagement. These direct, actionable insights gave viewers tangible steps they could follow, increasing the video’s relevance and effectiveness in encouraging smoking cessation.

Videos that included practical tips or encouragement for quitting smoking attracted more engagement compared to those without such elements. This observation is consistent with earlier studies indicating that providing actionable advice and support in health communication can increase audience engagement and effectiveness (Jawed & Hogan, 2024). The inclusion of these elements likely makes the content more relatable and useful to viewers, thereby enhancing its impact.

#### *Demographic Analysis*

The campaign's effectiveness varied across different demographic groups, necessitating a closer examination of engagement patterns based on age, gender, socioeconomic status, and ethnic background.

- a) Age: Young adults engaged strongly with quotes like *“I quit because I wanted to be the best version of myself, and smoking was holding me back”*, which resonated with their desire for self-improvement.
- b) Gender: Women responded more positively to quotes emphasizing family health, such as *“I quit for my kids. I want to be around to watch them grow up”*.
- c) Socioeconomic Status: Viewers from higher socioeconomic backgrounds connected with messages about the long-term financial and health benefits of quitting smoking.
- d) Ethnic Background: Culturally tailored quotes, such as *“In our culture, smoking is common, but I want to break that cycle for my children”*, saw higher engagement in certain ethnic groups, reinforcing the importance of culturally sensitive messaging.

The #1Minute2Quit campaign has demonstrated significant success in engaging diverse demographic groups and promoting smoking cessation through relatable and practical content. The inclusion of tips and encouragement, along with endorsements from well-known figures, significantly enhanced engagement. Longitudinal analysis confirms the campaign's effectiveness in reducing smoking prevalence and sustaining cessation efforts,

with positive shifts in attitudes and beliefs towards smoking. Future campaigns should continue to leverage these insights, focusing on targeted and culturally relevant messaging to maximize impact.

## CONCLUSION

The #1Minute2Quit campaign, launched in 2017 as part of the *#SuaraTanpaRokok* movement, has effectively utilized social media to promote smoking cessation through engaging testimonial videos. With over 40,000 followers on Instagram and significant engagement metrics, the campaign's focus on sharing personal stories and practical quitting tips has resonated with a broad audience. Our qualitative content analysis revealed that videos offering actionable advice and motivational content generated higher engagement compared to those that did not, supporting existing research that such content is more impactful in health communication.

This study also highlighted key demographic variations in audience engagement. Young adults (18-24 years), females, and individuals from higher socioeconomic backgrounds were more likely to engage with the content, while culturally tailored messaging resonated better with diverse ethnic groups in Indonesia. These findings underscore the importance of customizing health communication to address cultural and demographic differences. Our analysis of social media interactions, including likes, comments, and shares, demonstrates the effectiveness of testimonial videos as a tool for spreading awareness about the health hazards of tobacco use. The audience's willingness to engage and share their own experiences through direct messages and comments further amplifies the campaign's impact.

## RECOMMENDATIONS

### *Tailored Messaging for Target Demographics*

Future campaigns should continue to develop content that resonates with specific demographic groups, such as young adults and females. Messages that emphasize personal well-being, family health, and emotional support appear to be particularly effective. A deeper exploration of how gender-specific or age-specific content can influence engagement may further increase campaign effectiveness.

### *Culturally Sensitive Content*

As demonstrated by the campaign's success in engaging diverse ethnic groups, future health campaigns should incorporate culturally relevant and linguistically appropriate content. Creating region-specific testimonial videos or collaborating with influencers from different cultural backgrounds can further improve engagement and relatability.

### *Optimization of Content Types*

Different types of content—such as how-to guides, expert opinions, or peer testimonials—could be tested to assess which format garners the most engagement and results in behavioral change. This will enable campaigns to fine-tune their approach and offer a variety of content that appeals to different audience preferences.

### *Enhanced Platform Strategy*

Given the fast-evolving nature of social media platforms, future campaigns should experiment with platform-specific strategies. For example, while Instagram and Facebook have been

effective, platforms like TikTok may offer a more dynamic and interactive space to reach younger demographics. Optimizing content for different platforms (e.g., short-form videos on TikTok, in-depth stories on Facebook) could increase engagement.

#### *Integration of Community Engagement*

Encouraging further community participation by facilitating user-generated content and providing platforms for users to share their personal experiences can strengthen the impact of the campaign. This participatory approach allows audiences to feel more invested and active in the campaign, driving sustained engagement.

#### *Use of Real-Time Analytics*

Future campaigns should leverage real-time data analysis tools to monitor audience reactions and adjust content strategies dynamically. By analyzing social media metrics as they evolve, campaign managers can swiftly optimize content based on user feedback and engagement trends.

#### *Evaluation of Long-Term Impact*

Although this study focused on content analysis, future research could evaluate the long-term behavioral impact of testimonial videos. Tracking users' smoking cessation progress over extended periods would provide valuable insights into the effectiveness of social media campaigns in sustaining behavior change.

#### *Collaboration with Health Organizations*

Partnering with local health organizations or global tobacco control initiatives can enhance the credibility and reach of campaigns. These partnerships can also provide additional resources for offering support to individuals trying to quit smoking, including links to counseling services or cessation programs.

In conclusion, the #1Minute2Quit campaign has provided an effective model for how social media can be leveraged in public health campaigns. By continuing to refine content strategies, tailoring messages for diverse audiences, and integrating new platforms, future campaigns can build on these insights to further drive public health outcomes.

#### BIODATA

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