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# The Role of Indonesian's Sport Ambassador 2017 in "AYO OLAHRAGA" Digital Campaign

O Papel do Embaixador do Desporto da Indonésia em 2017 no Champaign Digital "AYO OLAHRAGA"

El papel del embajador deportivo de Indonesia en 2017 en el campo digital "AYO OLAHRAGA"

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**Abstract:** The aim of this research is try to determine the role of Denny Sumargo as a sports ambassador in persuading his followers to participate in physical exercising. Afterwards, this research applied the two-step flow communication theory by Katz and Lazarsfeld. For the method, it uses a qualitative approach with descriptive characteristic. The results found that the Public Relations role that Denny Sumargo undertakes is that of an expert prescriber, communications facilitator, and problem solving process facilitator. However, it can be concluded that there is still a lack of awareness towards the importance of healthy living through exercising and the weak delivery of the message to society.

**Keywords:** Ambassador, Digital campaign, Role of public relations, Two-step flow communication theory.

**Resumo:** O objetivo desta pesquisa é tentar determinar o papel de Denny Sumargo como embaixador do esporte em persuadir seus seguidores a participar de exercícios físicos. Posteriormente, esta pesquisa aplicou a teoria da comunicação de fluxo de duas etapas por Katz e Lazarsfeld. Para o método, utiliza uma abordagem qualitativa com características descritivas. Os resultados revelaram que o papel de Relações Públicas que Denny Sumargo assume é o de um médico especialista, facilitador de comunicação e facilitador do processo de resolução de problemas. No entanto, pode-se concluir que ainda há uma falta de consciência sobre a importância da vida saudável através do exercício e da fraca entrega da mensagem à sociedade.

**Palavras-chave:** Embaixador, Campanha digital, Papel das relações públicas, Teoria da comunicação de fluxo em duas etapas.

**Resumen:** El objetivo de esta investigación es tratar de determinar el papel de Denny Sumargo como embajador deportivo al persuadir a sus seguidores de participar en el ejercicio físico. Posteriormente, esta investigación aplicó la teoría de la comunicación del flujo en dos pasos por Katz y Lazarsfeld. Para el método, utiliza un enfoque cualitativo con características descriptivas. Los resultados encontraron que el rol de Relaciones Públicas que desempeña Denny Sumargo es el de un prescriptor experto, un facilitador de comunicaciones y un facilitador del proceso de resolución de problemas. Sin embargo,

se puede concluir que todavía hay una falta de conciencia sobre la importancia de una vida saludable a través del ejercicio y la entrega débil del mensaje a la sociedad.

**Palabras clave:** Embajador, Campaña digital, Rol de las relaciones públicas, Teoría de la comunicación del flujo en dos pasos.

## 1. Introduction

Every human being cannot be separated from daily activities. These routine activities have shaped a new life pattern which is called as life style. Kotler et al. (2016) stated that life style is individual's life pattern expressed in activity, talent, and opinion. Moreover, life style can be described further as special way of a person to achieve its own goals. Nowadays, the term life style developed in society is divided into several kinds as like hedonic, metropolis, and global life styles. From all of those life styles, this research will be more focused on the life style dealing with the human's health namely healthy life style. According to Indonesia & Medik (1997), healthy life style is an effort to adjust with good activities and prevent bad activities to manifest healthy life.

Basically, by implementing healthy life style, human is able to give good impacts for themselves and environment. There are a lot of benefits from committing with healthy life styles such as improving energy and stamina, maintaining mental health, and prevent from serious illness (Fadillah, 2014). Healthy life style can be performed through several ways by avoiding eating unhealthy food, regulating diet, taking a rest and having enough sleeping, and consistence doing exercise (Fillophy, 2013). Regulating a healthy diet and physical exercise is a first step to have healthy life. However, there are many people that still tend to be lazy and do not giving their attention for such activity. It is acknowledged that keeping healthy life especially by doing physical exercise is extremely decreasing in the huge cities or even in villages.

The survey conducted by National Social Economic (Susenas) shows that in 2003, 2006, and 2009, the amount of sports' participants both in city and village has decreased. In 2003, the amount is about 25,45% but in 2006 it is decreasing to 23,23% and in 2009 it becomes 21,76%. Afterwards, in 2012, the amount of participants has increased to 24,96% (S. R. K. Pemuda & Indonesia, 2016). Even though it shows decreasing of amounts in 2012, yet the interest and appreciation on sport importance in society is considered to be less.

It is important to know that the cause of urban society tend to not optimally in doing physical exercise is due to the works' burden. An article about health shows a data in which more than one third Jakarta society spend their time mostly in office about 10 hours each day. (Pradesha, 2015). People mostly think that they do not enough times to doing physical exercise due to load of works. Meanwhile, the sport participants in village are lower than in cities because the sport facilities and kind of developed sports in city is much more compared to the village (Pemuda & Olahraga, 2010).

In addition, to improve the society participants in sports, there are three ultimate factors which influences namely individual, environment, and social cultural factors (Prasetyo, 2013). The campaign about doing physical exercise has formed in various ways. One of the campaigns is called "Ayo Olahraga" or Lets Doing Physical Exercise established by Indonesian Ministry of Youth and Sport.

"Ayo Olahraga" is annual activity which consists of three main programs including Gowes Pesona Nusantara, Gala Desa, and Liga Sepak Bola Berjenjang (Tiered Soccer League) in 34 Indonesian provinces. The Ministry of Young and Sports, Imam Nahrawi said that he already choose nine public figures from Indonesian celebrities circle such as Krisdayanti, Chicco Jerikho, Nugie, Sarwendah, Denny Sumargo, Tatjana Saphira, Anindya Kusuma Putri, Samuel Rizal, and Prilly Latuconsina to be "Ayo Olahraga" ambassadors and hope that all of the ambassadors can persuade people to do physical exercise as important matter and daily life styles through the messages conveying via social media using octothorpe #AyoOlahraga. "Ayo Olahraga" will achieving its target and real social action through the ambassadors which is become role model for Indonesian society.

To spread "Ayo Olahraga" Campaign, is necessary real action by the figures that can collaborate with Minister of Youth and Sport in persuading society to participate in exercise. In this case, to be more focused, the role model that will be inspected is Denny Sumargo. Based on the researcher's observation, Denny Sumargo consistently perform healthy life style, having athletic body and good image. Therefore, Denny Sumargo tends to be a good role model for active campaign in teaching good life style for their followers through his Instagram account.

Denny Sumargo has Instagram account @sumargodenny which use as platform to campaigning "Ayo Olahraga" since Instagram is the most effective social media for Indonesian society. To support the statement, the data shows that 50% from internet user in Indonesia is using Instagram and 45 million of Instagram users are exist in Indonesia (StarNgage, 2017). Country Head Facebook Indonesia, Sri Widowati states that "Indonesian people are mostly active in Instagram. The celebrities, content creator, and business man has optimally the use of Instagram for their matters."

Besides as a role model, Denny Sumargo is also an athlete or sportsman and opinion leader. Opinion leader is a figure trusted to be a role model and as suggestion guidance for society. In other words, opinion leader have an important influence in the information spreading and thus can encourage people open to the new information. StarNgage (2017) also adds that influencer in social media is the same with social media.

Relating to the public relation activity, an ambassador is also having role as public relation such as conveying information, increasing public awareness, and persuading society (Nurjaman & Umam, 2012). In this case, Denny Sumargo is considered not merely as a sportsman, but he also a public relation who builds public awareness of importance of health life style by doing physical exercise.

Therefore, the researchers take interest in find out and analyze the role of Denny Sumargo as Indonesian's Sport Ambassador 2017 in the digital campaign "Ayo Olahraga" either in persuading his followers or influence the Indonesian's society to change their behavior for having healthy life through social media.

## 2. Literature Review

Two Step Flow Communication is a theory proposed by Katz and Lazarsfeld. The theory is described as theory in which the mass media messages are not wholly directly about the audience rather the messages are conveyed by the opinion leader. In this theory, there are two steps of messages conveying. The first step is mass media message to the opinion leader who also as gate keepers, from these people, the messages are forwarded to the audience or society as the second step, so therefore the message will reach a whole public (Wiryanto, 2000).

Mass audience is an opinion leader for a whole public. Basically, the opinion leader more concern with mass media rather than public. The opinion leader is believed that they have high influence on public due to their position. The messages convey by opinion leader has strong effect to the audiences. The first steps from mass media to the opinion leader is mass communication, meanwhile the second step from opinion leader to the public is interpersonal communication.

Audiences or mass audience non-leader is the party which receives media messages directly. But, after the further explanation from opinion leader, the audiences will have effectiveness in communication. Without opinion leader, the message who comes to public will not effectively convey and the communication tends to be passive. It should be known that the less effectiveness of mass media in changing the attitude because media are only make the public aware on problems (Ardianto, 2007).

According to Cutlip & Center (qtd. in Effendy, 2009), public relation is management function which evaluate the public attitude, identify wisdom and individual or organization way for the sake of public, and planning the program to achieve public support and understanding.

The mainly purpose of public relation is influence the attitude of individual or group while having interaction through dialogue from all of groups (Nurjaman & Umam, 2012).

Jerry A. Hendrix (qtd. in Macnamara & Wasesa, 2010) states that public relation has main task in supporting management performance, especially in providing understanding to the public so that it will be harmonized between perception and reality.

Thus, from several explanations by the experts, public relation can be defined as management function that can influence individual behavior.

Afterward, Dozier & Broom (qtd. in Ruslan, 2010) explain that the role of public relation in an organization can be divided into four, including:

### 1. Expert Prescriber

Public relation has role as expert advisor, then is obligated to find solution in problem solving with public company or organization.

2. Communication facilitator

Public relation has a role as facilitator between industry and public.

3. Problem solving process facilitator

Public relation can be a facilitator to solve problems.

4. Communication technician

Public relation as party, who conduct communication technique aspect as like writing, editing magazine, writing for press conference, writing feature story, developing web contain, and dealing with contact media.

In addition, Cutlip, Centre and Candfield (qtd. in Ruslan, 2010) also explain about public relation functions such as:

1. To support the main management activity in achieving common goals

2. To maintain harmonize relationship between organization and public

3. To identify all matters dealing with opinion, perception and public assumption toward organization and vice versa

4. To serve public desire and give suggestion to the organization leader for the sake of common goals and benefits

5. To create two ways communication, regulate flow information, publication, and public message in purpose to build good image for both of parties.

From the description above, it is known that public relation actually has function as communicator between organization and public or other interested parties inside or outside the company or organization. Besides obtaining public relation traditionally, public relation has developed via online.

E-PR is public relation which uses internet media as publicity infrastructure. In Indonesia, initiative public relation is more known as cyber public relations.

According to the book *Cyber Public Relations* written by Onggo (2004), there are six potentials used through cyber public relation.

● Constant Communication

Through internet, public relation can reach public in a whole world. In addition, internet has no limitation in time and space, therefore any media that can compete with internet.

● Fast respond

Internet makes the cyber public relation doer possible to get fast respond on all of problems and prospect or customers questions.

● Global Market

Internet has bridging between each of geography through online relation. Through internet, it eases the public relation to communicate with global market.

● Interactive

Internet is considered to be very interactive media. Feedback can be obtained through social media used by public relation. Hence, from the obtained feedback, Public relation is able to know and analyze what is desired by the target audiences.

- Two-way communication

Two-way communications occurred between organization or institution and public. Through internet, cyber public relation can build good and useful relation

- Economical

Cyber public relation can help such institution or organization to saving the cost for offline matters.

However, talking about public relation will not be separated from the campaign activity itself. Larson has divided kind of campaign into three categories, such as (Ruslan, 2003):

1. Product-Oriented Campaigns

This campaign is pointing to the commercial product aimed to branding such product to build company's positive image by implementing social action and caring program.

2. Candidate-Oriented Campaigns

This campaign is pointing to the politic candidate which has politic campaign to get supporters of politic activity. Basically, this campaign need much cost in relatively 3-6 months.

3. Ideological or Cause Campaigns

This campaign is oriented on goals which have specific characteristics. Basically, this campaign is also known as social change campaigns and is a non-commercial campaign.

“Ayo Olahraga” campaign is public relation campaign implemented in certain times to influence certain audiences. In this case, “Ayo Olaharaga” campaign is categorized as ideological or cause campaign since the campaign has purpose for social changing on Indonesian society dealing with having healthy life style.

### 3. Methods

In this research, qualitative is used as the method with descriptive characteristic. In the book Metode Penelitian Kualitatif Edisi Revisi (Moleong, 2007), qualitative methodology is research procedure which produces descriptive data in a form of written text or spoken from people or observed behavior. The researcher choose this method to get descriptive data in a form of written text to explain deeper dealing with the role of Denny Sumargo as Indonesian's Sport Ambassador 2017 in “Ayo Olahraga” campaign in Jakarta through Instagram.

Afterwards, purposive sampling is used to determine the informants. This technique is described as sample taking as data source with certain consideration (Sugiyono, n.d.). The main informant in this research is Denny Sumargo as media social user and Indonesian Sport Ambassador

2017. Moreover, there are also supporting informant is Moh. Rifqi S.E., M.M as Chief of Public Relation, Law, and Information System from Ministry Youth and Sports, and Tussy Hapsari as volunteer who help the Minister to choose sport ambassador in "Ayo Olahraga" campaign.

Then, the primary data is taken from semi-structured interview. The semi-structured interview is hoped to help the researcher to gain more data outside from the existing questions. In addition, documentation is used as supporting data in this research.

## 4. Results and Analysis

### 4.1. *Two-Step Flow Communication–Step 1: Mass Communication Process*

In this research, it is obtained that the one who responsible to conveying the message of "Ayo Olahraga" campaign to the whole society of Indonesia is the Minister of Youth and Sport, especially the third deputy of sport culture. Based on Joko Widodo statement in the Indonesian President Instruction Number 1 of 2007 about Healthy Life Marching, the Minister of Youth and Sport is responsible to improve the campaign, facilitate the public sport implementation, and improve the infrastructure of public sport.

The message conveyed by the Minister of Youth and Sport Deputy III of Sport Culture is that "Ayo Olahraga" campaign is aimed to persuade the society to have active activity through sport activity so that the society will have healthy and productive life.

The results also point out that the communication between the party of Minister Youth and Sport, "Ayo Olahraga" campaign team, and Denny Sumargo is considered to be less. It is proved that the Minister of Youth and Sport Deputy III of Sport Culture do not preparing the campaign well and less maximal.

The Minister of Youth and Sport is tend to release the ambassadors in doing the campaign without provide fostering. This campaign do not required the ambassador to actively and routinely posting via media social (in this case is Instagram), hence Denny Sumargo do not consistently doing his campaign in Instagram.

It can be concluded that there are things that should be repaired more in the implementation of "Ayo Olahraga" especially in the pattern of socialization itself.

### 4.2. *Two-Step Flow Communication–Second Step: Interpersonal Communication Process (Opinion Leader)*

As the chosen ambassador for Indonesian Sport Ambassador 2017, Denny Sumargo states that he do not given instruction dealing with the way and the things that he should post on Instagram, so therefore he is given freedom to creatively create his own way to post photos and videos.

Based on the insights obtained from @sumargodenny Instagram profile, it can be concluded that the Instagram users are not interest on Denny Sumargo as seen from the decreasing of follower amounts, profile visits, reach, and impressions.

In the campaign activity of “Ayo Olahraga”, Denny Sumargo has performed all of his public relation roles such as communication facilitator, expert determinant, and problem solving facilitator except communication technique such as writing, editing magazine, writing for press conference or feature, developing website and dealing with media contact.

Afterwards, it is also found that “Ayo Olahraga” campaign do not have specific public target, hence all of Indonesian society from all ages and social class can involve in the digital campaign and can be performed whenever and wherever. The reason to choose public as target campaign since it is in accordance with Indonesian President Instruction Number 1 of 2017 about Healthy Life Marching.

Even though Denny Sumargo’s followers in Instagram has realized about the “Ayo Olahraga” campaign, yet there is no change in the behavior and attitude from the followers. They tend to do not motivate with Denny Sumargo’s photo and video posting while doing sport activities.

Based on the result, it can be stated that there is negative effect along the campaign, so therefore the purpose of Minister of Youth and Sport and Denny Sumargo as Indonesian Sport Ambassador 2017 to persuade the perception, attitude, behavior, and opinion of the target through “Ayo Olahraga” campaign is not achieved.

## **5. Conclusion**

According to the research’s result dealing with Denny Sumargo’s role as Indonesian Sport Ambassador 2017 in “Ayo Olahraga” digital campaign, it shows that “Ayo Olahraga” campaign performed by Ministry of Youth and Sport aims to increase the awareness of having healthy life and implemented it by doing physical exercise.

Along the campaign, the Minister of Youth and Sport has acclaimed nine ambassadors from Indonesian celebrities. One of ambassadors chosen is Denny Sumargo who is an athlete and opinion leader. The ambassador has task to help persuading and conveying message campaign through Instagram.

However, the aim of Minister of Youth and Sport and Denny Sumargo to succeed the campaign is not achieved. It is due to the negative effect which arises along the campaign. Further, it is also proved that the Ministry of Youth and Sport do not prepare the campaign wholly and conceptualized, so therefore it impacts on the execution which is not optimal yet.

Even the public has realized about the activity of “Ayo Olahraga” campaign, yet there are no changes in the followers’ behavior in Instagram. The Instagram user tends to do not care or even motivated

with Denny Sumargo's photos and videos while doing physical exercise. The followers actually do not comprehend with the meaning behind the uploaded posting of Denny Sumargo.

As an ambassador of Indonesian Sport Ambassador 2017, who has role as communication facilitator, problem solving facilitator, and expert determinant, Denny Sumargo should understood the proper way to reach and influence Indonesian society to doing physical exercise using two step flow communication start from communicator, message, media, communicant, and public.

## 6. Suggestion

Besides the limitation on the research, the result is hoped to provide wide implication for the following research under the same topic. Afterwards, practically there are several recommendations for several parties in the campaign, such as:

**6.1.** The Ministry of Youth and Sports should preparing the whole campaign and well-conceptualized, so therefore in the implementation will be maximal and miscommunication is not happened.

**6.2.** Besides the digital or online campaign, it is need to use conventional media as like TV news, newspapers, magazine, or radio so that it can reach more audiences.

In addition, the researchers hope that the Minister of Youth and Sport, "Ayo Olahraga" campaign communication team and the ambassador can go directly to the institutions while campaigning. It is aimed to make the society really understand about the conveyed messages and motivated to doing physical exercise such the ambassador's performed.

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## Percentage contribution of each author in the manuscript

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