

Correlation Between Interpersonal Communication Dimensions and Anti-Liquor Campaign Strategies

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Abstract

Liquors are one element that make up a major category of Narcotics, Alcohol, Psychotropics and Addictive Substances (NAPZA in Indonesian abbreviation). Addiction to liquors can cause mental disorders that may corrupt reasoning, sensing and behavioral functions (Dadang, 2005). Malang City Resort Police Department has conducted a campaign titled with “*Socialization of Impacts, Juridical Aspects, and Mitigation of NAPZA*” to influence public attitudes and awareness. Interpersonal communication worked by coordinator (mentor) on Maluku students, which is done by focusing on dimensions of openness, positiveness, empathy, supportiveness and equality, has provided Maluku students with knowledge about liquors and also prevent them from building habits of consuming liquors. The purpose of this study is to the correlation between interpersonal communication dimensions and anti-liquor campaign strategies toward Maluku students in Malang City. Research type is a correlation (relationship) study with quantitative approach. There are two variables in this research, namely, Interpersonal Communication Dimensions (X) and Anti-Liquor Campaign Strategies (Y). Sample size is 62 Maluku students who join at *Forum Mahasiswa Maluku Bersatu* (FMMB). Data were directly obtained from respondents with questionnaire. Hypothesis was tested using *Spearman's correlation coefficient* assisted with SPSS Version 23 for Windows. Result of research shows that interpersonal communication dimensions have positive relationship, but in low category, with anti-liquor campaign strategies toward Maluku students in Malang City.

Keywords: communication, interpersonal communication dimensions, anti-liquor campaign strategies

INTRODUCTION

One element that constitutes Narcotics, Alcohol, Psychotropics and Addictive Substances (NAPZA) is liquors. Addiction to liquors can produce mental disorders that will corrupt human functions when they do reasoning, sensing and behaving on something [1]. As previously said by a scholar [2], the excessively consumed alcoholic beverages will jeopardize physic, psychology, behavioral disposition, and mental mindset.

Trade Minister's Regulation has divided liquors into three classes, namely Class A, B and C. In detail, Class A has alcohol content of 1%-5% (beer). Class B is recognized with alcohol content of 5%-20% (wine and cr me cacao), whereas Class C is identified with alcohol content of twenty percent – forty five percent as Vodca. Whiskey, Manson House, etc.

Malang City has taken legal measures to deal with issues concerning liquors. One of them is through Local Regulation No. 5 of 2006 concerning Supervision, Control, and Breach Against Liquors Selling. This Regulation is a legal

product designated to be preventive and receptive efforts for the favor of public interest. Whether the efforts to deliver persuasive and informative understandings to societies concerning materials and contents of the Regulation is successful or not is depending on campaign communication strategy [3]. A campaign can influence public attitudes and behaviors [4]. A scholar [5] said that campaign communication has several aims, such as, to inform, to educate, to influence, and to entertain.

So far, it can be said that campaign communication is aimed to inform, persuade, and motivate societies to change their behavior [6]. Previous study [7] had asserted that societies are easily persuaded when communication source is credible, and this credibility is measured through knowledge about campaign topics, communication skill, and motivation to campaign.

Indonesian Police Department (POLRI) has organized preventive campaign against Narcotics, Alcohol, Psychotropics, and Addictive Substances (NAPZA), and Malang City Resort Police Department follows up this work at Malang City Region. The campaign is entitled *Socialization of Impacts, Juridical Aspects, and Mitigation of NAPZA*. The direction of the campaign is already

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clear and aimed to influence attitudes and behaviors of societies in Malang City in order to grow their awareness to avoid liquors. Indonesian government has considered liquors as one addictive substance pursuant to Health Act No.36/2009, which declares liquors as addictive but non-narcotics or non-psychotropics substances. Intricacies of Malang City Resort Police Department's campaign against NAPZA are described as follows:

1. Vision & Mission of Anti-NAPZA Campaign:
 - 1) Vision: to suppress the growth and development of NAPZA and its roots in Malang City.
 - 2) Mission
 - a) To conduct preventive and eradivative operations against NAPZA based on tasks and discretions.
 - b) To coordinate the execution of preventive and eradivative operations against NAPZA.
 - c) To write reports about the implementation of national policy aimed for prevention and eradication of NAPZA.
 - d) To maintain the security and orderliness of Malang City by respecting norms and values of the societies.
 - e) To empower the societies to prevent NAPZA distribution.
3. The goal of Anti-NAPZA Campaign: To influence attitudes and behaviors of Malang City societies in order to build awareness to not consuming NAPZA.
4. Three strategies are used by Malang City Resort Police Department in anti-liquor campaign. These strategies are:
 - 1) *Preventive*(Education)

Preventive strategy is done through consultation and socialization. These activities are used by the Police to be targeted on institutions that will give positive impact on societies, such as school, campus, organization, NGO, religious or communal gatherings, National Army or Police, or government and private agencies. As an organization that accommodates Maluku students, FMMB already understands preventive strategy used by Malang City Resort Police Department to campaign against liquors. The Forum (FMMB) is gladly accepting consultation and socialization

given by the Police and hoping that these activities successfully prevent Maluku students from consuming liquors. The liquors mostly has negative and dangerous effect on the body. Persons addicted to liquors can be penalized on count of self-maltreatment.

- 2) *Repressive* (Mitigation)

Repressive strategy is implemented through law enforcement by NAPZA Unit and National Narcotics Agency (BNN).
- 3) *Treatment* (Rehabilitation)

Treatment strategy is targeted on NAPZA consumers. The Police cooperates with Moslem Boarding Houses, foundations, and detention houses to rehabilitate NAPZA users.

As shown by data of Malang City Resort Police Department, liquors consumption crime in 2017 was 79 cases with 313 persons suspected. In 2018, the case declined to 70 with 102 suspects. This downward trend is achieved through communication. It must be noted that communication is an instrument used by humans as social creature to help them to interact one another. One communication type mostly used in interaction is interpersonal communication.

Interpersonal Communication is a communication involving two persons or more in manner of face to face conversation in which it allows one to see directly others' verbal or non verbal reactions [8]. One study [9] found that if someone can communicate effectively, then it may increase productivity of individuals and organizations. Interpersonal communication is said to be effective only if it contains five dimensions [10]:

- (1) *Openness*

Openness is a quality measured from three aspects:

 - a. First, effective communicators are willing to be open to anyone who interact with them. Although persons in interaction are willing to open themselves and reveal the hidden information, they do not have to open the secret of their own shame.
 - b. Second, effective communicators are willing to react honestly to the incoming stimulus. It is always annoying to talk with someone who remain silent, less critical, and non responsive in conversation.
 - c. Third, "sense of belonging" on feelings and thoughts can be described as that the feelings and thoughts that you show to

others are really yours and you are willing to take responsibility for them.

(2) *Positiveness*

Two channels can create positiveness among communication participants.

- a. First, positive feelings develop only when persons have compassion for others who interact with them.
- b. Second, positive thinking is realized only when communication participants realize the importance of effective interaction.

(3) *Empathy*

Henry Backrak said that empathy is the ability of individual to express opinions about what other individual experiences at particular time through perspectives and thoughts of individual who is affected.

(4) *Supportiveness*

Supportive behavior helps individuals to produce effective interpersonal communication. There are three behaviors that make up supportiveness.

- a. *Descriptive*. Supportiveness is easier to develop in descriptive situation rather than evaluative situation.
- b. *Spontaneity*. Spontaneous persons in communication are usually open minded and honest in expressing their thoughts.
- c. *Provisionalism*. Persons with this behavior are always good listeners and good receivers because they are willing to listen to different views given by others and also willing to accept others' opinions if their own ideas are wrong.

(5) *Equality*

Some persons may stand in an unequal position with others. One part of interaction can be smarter, charming, superior compared to others. Interpersonal communication will indeed becoming positive if all participants are equal, or at least, there is an implicit acknowledgment that communicators and communicants are similarly valuable and important to one another.

Interpersonal communication would be the most perfect communication activity if there is positive feedback. If communicants give positive reply to messages sent by communicators, then communicants do really understand to what is intended by communicators. To minimize uncertainty, communicators must keep their communication style consistently. In case of negative reply, then communicators must change

their communication style to produce better conservation [11].

Forum Mahasiswa Maluku Bersatu (FMMB) is an organization that contains Maluku students in Malang City. The Forum was established to embrace and unify all aspirations of Maluku students. Nowadays, the members are not only college students, but also parents of some of these students. The presence of parents in FMMB is intended to make them as Coordinator (Mentor) with tasks of directing, supervising and observing the development of the students.

The dynamic of FMMB was once tested when some students disagree with the Coordinator (Mentor) by reasoning that the Coordinator is less open and not understanding their demand. These critical students, as a consequence, decide to leave FMMB. Being distressed of this exit is a reason they use to consume liquors.

A confession is given by the exit students. As they told to researcher during preliminary study, consuming liquors is not their daily routine but this is only a way to release pressures, or to relieve them from the burden of problems or distressful situations they deal with in campus or dormitory. The most frequently cited reason for consuming liquors is that they consider the Coordinator (Mentor) to have been negligent and irresponsible to their demands.

MATERIAL AND METHOD

This research uses positivistic paradigm. As told by a scholar [12], positivistic paradigm requires that actual events must be observed empirically and explained with logical analysis. Another scholar [13] said that positivistic paradigm considers a reality as an observable thing regulated by objective and universal laws. This paradigm was usually found in quantitative study because in such study, quantitative data and objective statistics are measured through sample-based scientific equations to determine frequency and percentage of sample's responses in questionnaires. Type of this research is a correlational study, which is usually aimed to investigate the variation of relationship across variables. The correlation between dependent variable (cause) and independent variable (effect) is measured using *Spearman's rank correlation coefficient* written as follows:

$$\rho = \frac{6 \sum d^2}{N(N^2 - 1)}$$

Hypothesis plays some important roles in research. One of roles is to keep the research on the track (focus) [16]. Two hypotheses are proposed in this research and these are:

- HO : There is no relationship between interpersonal communication dimensions and anti-liquor campaign strategies.
- H1 : There is positive relationship between interpersonal communication dimensions and anti-liquor campaign strategies.

Data Collection

Questionnaire is used as to collect data. Type of the questionnaire is closed questionnaire because the possible answers are already made available to respondents and therefore, respondents cannot give another answers. Research population is 62 Maluku students and sample is obtained with total sampling.

The validity of research instrument (questionnaire) is tested by correlating the score of each item with total score, and this correlating process is done with *Pearson Correlation(Product Moment)*. Test criteria has required that if correlation coefficient (r_{IT}) is greater or equal to (\geq)table correlation ($r_{tabel} = 0.250$), then questionnaire item is valid or able to measure the measured variable. In this research, all items are valid. Reliability of research instrument is measured using *Cronbach Alpha* written as follows:

$$r_i = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum o_b^2}{o_t^2} \right)$$

Reliability testing process is facilitated with SPSS 23 for Windows, and the result of test described in table.

Table 1
Reliability of Variables in Questionnaire

No	Variable	Cronbach's Alpha Value	Acceptability Value	Criteria
1	Interpersonal Communication Dimensions	0.976	> 0.7	Reliable
2	Anti-Liquor Campaign Strategies	0.942	> 0.7	Reliable

Source: Result of counting in SPSS 23forWindows

As shown in table above, both interpersonal communication dimensions and anti-liquor campaign strategies have *Cronbach's Alpha* rate > 0.7. A previous study [14] had asserted that if *Cronbach's Alpha* value is > 0.9, then the intended variable stands in the perfect category.

RESULT AND DISCUSSION

Based on data collected from questionnaire, sociographic data of respondents concerning their gender, age, class year, education major, and religion are obtained. As previously said by a scholar [15], data analysis would be easier if researcher makes table with certain row and column specially prepared for percentage of respondents' answers.

a) Gender

Number of participant who gives response to questionnaire is 62 persons. Of these 62 respondents, there are 36 respondents (58.1%) identified as male and the remaining 26 respondents (41.9%) are female.

b) Age

The greatest percentage for respondents' age is shown by age category of 21-25 years old, which attains 67.1% of total respondent. There are 20 respondents (28.6%) who have age of ≤ 20 years old and there are only 3 respondents (4.3%) who age at 25 - 30 years old.

c) Education Major

The highest number of respondent is coming from Faculty of Teachings and Education Science with 16 persons (26 %), and this represents the greatest percentage for education major. Next percentage is respondent from Faculty of Agriculture with 13 persons (21%), Faculty of Social and Political Sciences with 12 persons (19.35%), and Faculty of Economic and Faculty of Law, which both are similarly represented by 6 persons (9.7%).

d) Religion

Maluku students in FMMB are mostly Christian Protestant and it is shown by 35 respondents (56.5%). Those who are Christian Catholic are 24 respondents (38.7%). Next is Moslem with only 2 respondents (3.2%), and the lowest number is shown by oriental religion (Konghucu), which is professed by 1 person (1.6%).

This research attempts to determine coefficient value of the correlation (or relationship) between variable X (interpersonal communication dimensions) and variable Y (anti-liquor campaign strategies). Coefficient value of the correlation (or relationship) between either one of 5 sub-variables of variable X (Openness, Positiveness, Empathy, Supportiveness, Equality)

and variable Y (Anti-Liquor Campaign Strategies) was also computed. If coefficient correlation is zero (0), this shows that no Correlation between variable X and variable Y. Correlation coefficient of one (1) indicates the existence of perfect relationship.

Positive signed correlation coefficient proves that there is unidirectional relationship whereas negative sign indicates opposite direction of relationship. The strength of the relationship across variables would be easily understood if some criteria are used to define the situation [16]. In this research, the involved criteria are:

- 0 – 0.199 :Very Low
- 0.20 – 0.399 : Low
- 0.40 – 0.599 : Medium
- 0.60 – 0.799 : Strong
- 0.80 – 1.000 : Very Strong

Coefficient value of the correlation between variable X (Interpersonal Communication Dimensions) and variable Y (Anti-Liquor Campaign Strategies) is calculated with Spearman's rank correlation (Spearman's rho). This procedure is also used to determine coefficient value of the correlation sub-variables X to variable Y.

Correlation			
		X	Y
Spearman's Rho	Coefficient Correlation	1.000	.277*
	X Sig. (2-tailed)	.	.029
	N	62	62
	Coefficient Correlation	.277*	1.000
	Y Sig. (2-tailed)	.029	.
	N	62	62

*. Correlation is significant at the 0.05 level (2-tailed).

As presented in table above, Spearman's rho of correlation between interpersonal communication dimensions and anti-liquor campaign strategies is 0.277. The correlation is positive but the coefficient is low.

The correlation between openness dimension (X1) and anti-liquor campaign strategies (Y) is described in the following table.

Correlation			
		X1	Y
Spearman's Rho	Coefficient Correlation	1.000	.162
	X1 Sig. (2-tailed)	.	.209
	N	62	62
	Coefficient Correlation	.162	1.000
	Y Sig. (2-tailed)	.209	.
	N	62	62

*. Correlation is significant at the 0.05 level (2-tailed).

Regarding to contents of the table, Spearman's rho of coefficient correlation between openness dimension to anti-liquor campaign strategies is 0.162. Correlation sign is positive but the coefficient is very low.

The correlation between positiveness dimension (X2) and anti-liquor campaign strategies (Y) is presented as following.

Correlation			
		X2	Y
Spearman's Rho	Coefficient Correlation	1.000	.162
	X2 Sig. (2-tailed)	.	.074
	N	62	62
	Coefficient Correlation	.228	1.000
	Y Sig. (2-tailed)	.074	.
	N	62	62

*. Correlation is significant at the 0.05 level (2-tailed).

The table indicates that Spearman's rho of correlation between positiveness dimension and anti-liquor campaign strategies is 0.228. It indicates that the correlation is positive but its coefficient is low.

The correlation between empathy dimension (X3) and anti-liquor campaign strategies (Y) can be seen in the following table.

Correlation			
		X3	Y
Spearman's Rho	Coefficient Correlation	1.000	.153
	X3 Sig. (2-tailed)	.	.235
	N	62	62
	Coefficient Correlation	.153	1.000
	Y Sig. (2-tailed)	.235	.
	N	62	62

*. Correlation is significant at the 0.05 level (2-tailed).

With respect to the table shows that, Spearman's rho of coefficient correlation between empathy dimension and anti-liquor campaign strategies is 0.153. Despite its positive sign, coefficient value of this correlation is low.

The following table is the description of the correlation between supportiveness dimension (X4) and anti-liquor campaign strategies (Y).

Correlation			
		X4	Y
Spearman's Rho	Coefficient Correlation	1.000	.275
	X4 Sig. (2-tailed)	.	.030
	N	62	62
	Coefficient Correlation	.275	1.000
	Y Sig. (2-tailed)	.030	.
	N	62	62

*. Correlation is significant at the 0.05 level (2-tailed).

As explained by the table, Spearman's rho between supportiveness and anti-liquor campaign strategies is 0.275. It can be said that although the sign is positive, but coefficient value of the correlation is low.

The correlation between equality (X5) and anti-liquor campaign strategies (Y) is depicted in the following table.

		X5	Y
Spearman's Rho	Correlation Coefficient	1.000	.359
	X5 Sig. (2-tailed)	.	.004
	N	62	62
	Correlation Coefficient	.359	1.000
	Y Sig. (2-tailed)	.004	.
	N	62	62

*. Correlation is significant at the 0.05 level (2-tailed).

In regard of the table, Spearman's rho of coefficient correlation between equality dimension and anti-liquor campaign strategies is 0.359. It shows that the correlation is positive but with low correlation coefficient.

Related with the explanations given so far, the some propositions concerning correlation (or relationship) between interpersonal communication dimensions and anti-liquor campaign strategies are generated. Each will be elaborated as follows:

- 1) The correlation between interpersonal communication dimensions and anti-liquor campaign strategies is positive but coefficient value of this correlation is low, or in low category. Therefore, if interpersonal communication, based on its dimensions, is low, then anti-liquor campaign strategies are also low, and so is the opposite.
- 2) Openness dimension and anti-liquor campaign strategies is correlated positively but in very low category. If openness dimension is low, then anti-liquor campaign strategies are also low. The opposite also applies.
- 3) Positiveness dimension and anti-liquor campaign strategies have positive correlation but in low category. Therefore, it can be said that if positiveness dimension is low, then anti-liquor campaign strategies are also low, and the opposite is also true.
- 4) The sign of correlation between empathy dimension and anti-liquor campaign strategies is positive but correlation coefficient is in low category. Therefore, it can be stated that if empathy dimension is

low, then anti-liquor campaign strategies are also low, and so is the opposite.

- 5) The correlation between supportiveness dimension and anti-liquor campaign strategies has positive sign but coefficient value of this correlation is in low category. Therefore, if supportiveness dimension is low, then anti-liquor campaign strategies would also be low. The opposite also applies.
- 6) There is positive correlation between equality dimension and anti-liquor campaign strategies, but coefficient value of this correlation is in low category. Therefore, if equality dimension is low, then anti-liquor campaign strategies would also be low. The opposite is also true.

CONCLUSION

Data description and discussion of the results have been elaborated in previous sections. This research concludes that the correlation (or relationship) between variable X (interpersonal communication dimensions, consisting of openness, positiveness, empathy, supportiveness, and equality) and variable Y (anti-liquor campaign strategies) has positive sign but coefficient value of this correlation is low, or in low category.

The limit of this research is that there are few factors influencing anti-liquor campaign strategies, and these factors mostly reside under socio-psychological perspective. Therefore, some recommendations are given for the next research, but these are only understood after reviewing the following considerations:

- 1) This research measures the relationship between interpersonal communication dimensions and anti-liquor campaign strategies. The ultimate goal of this research is to prevent Maluku students from building habit of consuming liquors.
- 2) It is hoped that next research will involve other variable that influences anti-liquor campaign strategies.
- 3) Research only involves 62 respondents and the sample is only obtained in Malang City.
- 4) Other interesting fact to be explored is that different demograhic condition can produce different effect.
- 5) Quantitative method is used by this research because research is designed to use questionnaire. Further research should use other method or possibly utilize method applied by social-psychological studies.

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