

Conference Paper

A Knowledge Level Analysis of Designated Male Receptor: A Basis of Making Public Service Ads for Family Planning Program

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Abstract

In order to support the establishment of a prosperous Indonesian society, the Government of Indonesia in its Long Term Development Plan begins to implement human quality improvement programs. One of them is Family Planning program. Currently, family planning program has been widely used, especially in cities with high population density such as Surabaya. But what is commonly known to the public is the program for female, while the program for male has little interest. To balance the male and female program receptors, the Surabaya city government will launch a series of public service ads. To support the effectiveness of these advertisements, the knowledge level of the male receptor candidate is studied. The results show that the knowledge level of male receptors is still moderate. Generally they do not understand about the vasectomy procedure such as the procedure without a knife, its benefit such as effectiveness in removing sperm, and its side effects such as the healing time. Therefore these things should be considered when designing ads.

Keywords: knowledge level, family planning program for male, public service ads

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1. Introduction

Every country certainly wants its people to have a prosperous life. Therefore, efforts are made to support the establishment of a prosperous, healthy and peaceful society. The Indonesian government itself in an effort to build the nation's welfare makes the Long-Term Development Plan for 2005 -2025. One of the main focuses in the plan is the development of human resources that includes the quality, quantity and mobility of the population. Quality of the population looks at aspects of health and nutrition levels, productivity, education, noble character, and social welfare. The quantity of the population sees from the aspect of the number and rate of growth, whereas population

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