



Persuasive Language in Public Service Announcements on the Indonesian Ministry of Health's YouTube Channel (@Ayo Sehat)

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ABSTRACT

This research aims to delineate the elements of persuasive language within public service announcements featured on the @Ayo Sehat YouTube channel of the Indonesian Ministry of Health, and to implement these findings as instructional materials for advertisement texts at the junior high school level. The study employs a qualitative approach utilizing a descriptive methodology. The data corpus comprises ten health-themed public service announcement videos published on the aforementioned YouTube channel. Data acquisition was conducted via documentation techniques, followed by an analytical framework encompassing data reduction, data display, and conclusion drawing. The analysis is predicated on the elements of persuasive communication, encompassing the communicator (verbal and nonverbal), the message (explicit, implicit, and argumentative), the channel (primary and secondary), and the recipient (*persuadee*), specifically, the characteristics and underlying conditions thereof. Furthermore, the advertisement texts were evaluated based on their functional capacities disseminating information, persuading or influencing, generating an impression, and satisfying desires. The findings indicate that all examined advertisements comprehensively incorporate persuasive elements, albeit with minor instances lacking discernible expressions, gestures, or explicit and implicit meanings. All advertisement texts fulfill the four principal functions of advertising, thereby effectively conveying the intended health messages.

Keywords: persuasive language, public service announcements, Ministry of Health, YouTube channel

INTRODUCTION

Language serves as a vital tool for daily communication and facilitates social interaction among people. It is a crucial aspect of life, enabling individuals to convey ideas and concepts to others (Agustina, 2024:3). Beyond mere communication and social interaction, language is also used to disseminate information to an audience through both spoken and written forms. Persuasive language is a technique aimed at convincing someone to take an action desired by the speaker or writer—inviting, persuading, and urging them either explicitly or implicitly (Wahyuni, 2023:10). Persuasion re-

fers to the ability to convince others to accept an idea or undertake a specific action. Generally, persuasion involves communication skills designed to influence the beliefs, attitudes, and behaviors of a target audience. Persuasive language achieves its goals through expressions such as invitations, suggestions, recommendations, input, commands, and assertions—examples of which are commonly found in electronic media advertisements.

Advertising promotions are conducted via both electronic and print media. Electronic media includes television, radio, and internet-based plat-

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forms like YouTube, whereas print media consists of written communication channels such as newspapers, magazines, banners, and billboards. Banners and billboards are widely used by the public to share information, express feelings, convey ideas, persuade others, and deliver specific messages. Advertisements on banners and billboards employ language that is engaging, creative, unique, and provocative. The language used on banners typically goes beyond merely sharing data—such as dates, locations, and event names—to reinforce the banner's primary message. This research highlights the importance of Public Service Announcements (PSAs) in fostering a sense of care, responsibility, and environmental awareness among junior high school students. PSAs convey messages that resonate with the students' daily lives, both at school and at home. By understanding the content and purpose of public service announcements, students not only learn to use language persuasively but are also encouraged to become caring, responsible individuals who play an active role in creating a better environment.

YouTube's growth as a video platform is driven by two types of users: creators—who own channels and upload content—and viewers, who watch, interact with videos, and subscribe to channels. YouTube embodies the shift in internet technology from a primarily text-based medium to one centered on visual and video content (Yuniati et al., 2021: 41). It is a highly popular site, watched by thousands of people daily. YouTube viewership trends show an annual increase of 60% and a daily increase of 40%, with the total audience size tripling year over year. Public service announcements on social media take various forms, including the use of YouTube. YouTube appeals to users as a source of information; a multitude of viral videos regarding health and anti-bullying circulate on the platform, facilitating social engagement and information sharing among internet users. One example is the educational animated video "Aku Berani Imunisasi" (I Dare to Get Immunized)—which discusses immunity—hosted on the Indonesian Ministry of Health's YouTube channel, @Ayo Sehat;

it has garnered 133,000 views. The trend of viral videos demonstrates that the public prefers information conveyed through visual imagery and sound over text-based formats.

An advertisement is a text designed to persuade and convince students, sparking their interest in the message being conveyed (Kosasih, 2018: 86). Generally, advertisements incorporate elements of invitation and persuasion delivered in a compelling manner. The language used in advertisements plays a crucial role in influencing the audience. Through appropriate language, the message can be conveyed effectively—whether it is an invitation to adopt positive behaviors, educational information, or an appeal directed at students. Public Service Announcements (PSAs) are advertisements used to convey information, issue invitations, or educate the public; their ultimate goal is not economic gain, but rather social benefit (Pujiyanto, 2013:8). As a communication medium, PSAs deliver non-commercial messages using persuasive language. Their primary objective is to broaden students' knowledge and encourage specific behaviors—such as the importance of maintaining mental health, disposing of trash properly, and understanding the dangers of smoking.

Public service announcements are a type of advertising conducted by the government—in either commercial or non-commercial forms—to achieve social or socio-economic goals, particularly the improvement of public welfare (Ridwan, 2021: 36). The variables in this study are based on the persuasive communication elements outlined by Hendri (2019: 187–247): the message sender (persuader), involving both verbal elements (words, sentences, slogans) and non-verbal elements (expressions, gestures); the message itself, categorized into three types (explicit, implicit, and argumentative); the channel (primary and secondary); and the message recipient (persuadee), defined by their characteristics and condition. Additionally, advertising texts serve four functions: providing information, persuading or influencing, creating an impression, and satisfying desires



(Firmansyah, 2020: 103–104). Advertising texts convey information to an audience with the aim of informing, reminding, prohibiting, and persuading. Through this process, students are trained not only to convey ideas and calls to action convincingly but also to respond to various forms of persuasive messages encountered in daily life. Persuasive language is highly relevant to social life, particularly in Public Service Announcements (PSAs)—advertisements that deliver preventive, educational messages designed to foster understanding and awareness among students, thereby helping to prevent negative behaviors and promote mental well-being and positive social relationships within the school environment. This research was selected because the persuasive language used in PSAs plays a crucial role in shaping public awareness and positive behavior, especially among junior high school students who are at a developmental stage where attitudes, behaviors, and a sense of responsibility are being formed. Advertising text material is incorporated into the school curriculum—specifically in lessons that analyze the effectiveness of advertisements in terms of language and messaging. Within the Independent Curriculum, this topic falls under Phase D for eighth-grade junior high students during the first semester. As a subject of study, advertising text helps students understand the characteristics, structure, and linguistic conventions of PSAs—such as those found on the Indonesian Ministry of Health’s YouTube channel, @Ayo Sehat—while also developing their ability to craft effective advertising texts tailored to the intended audience.

METHOD

This study employs a qualitative approach. A qualitative approach is used to examine linguistic phenomena in depth by analyzing the speech, texts, and meanings inherent in the object of study (Sugiyono, 2024:15; Razak, 2017; Afifudian & Saebai, 2022). The research method utilized is descriptive-qualitative. The descriptive-qualitative method is a research approach used to describe the objective nature of a phenomenon based on

actual conditions encountered during the research process (Sugiyono, 2024: 59). In this study, the descriptive-qualitative method is implemented by analyzing persuasive elements in Public Service Announcements (PSAs) on the Indonesian Ministry of Health’s YouTube channel, @Ayo Sehat; this involves in-depth description based on persuasive communication indicators rather than numerical calculations. Through the descriptive method, the researcher examines how these PSAs convey persuasive messages to the audience via the language, visuals, and feedback generated by the videos. Research subjects—derived from the selected data sources—are used to obtain information for the study. Arikunto (2020: 172) defines the research subject as the entity, event, or individual that serves as the source of data regarding the relevant research variables and constitutes the focus of the research problem.

The subjects of this study are the Public Service Announcements on the Indonesian Ministry of Health’s YouTube channel, @Ayo Sehat, which feature persuasive content regarding health education and community environments. Data collection techniques represent a fundamental skill for any researcher. Each technique possesses unique characteristics and utility, offering the potential for optimal research success when applied in accordance with the research context (Romdona et al., 2025: 41). The researcher performs data reduction on health-themed public service announcements obtained from various media sources, selecting advertisements based on their relevance to the research focus. The data reduction stage aims to eliminate irrelevant data, group data according to predetermined categories, and organize the data systematically to facilitate the analysis process in the subsequent stage.

Following data reduction, the next stage is data presentation. At this stage, the simplified data is analyzed based on the elements of persuasive communication found in public service announcements: the message sender (persuader), the message, the channel, and the message receiver (persuadee). Additionally, the analysis examines

the persuasive functions within the advertisement text—namely providing information, persuading or influencing, creating an impression, and satisfying desires. The analysis results are then presented in a table format to allow the researcher to easily assess the completeness of persuasive elements in each analyzed public service announcement. The final stage of data analysis is drawing conclusions. Preliminary conclusions are formulated at the start of the data collection process and evolve as the analysis proceeds. Conclusions are drawn by interpreting the presented data, thereby providing a comprehensive overview of the persuasive elements and advertising functions present in the public service announcements, in alignment with the research focus.

RESULTS

1. Analysis of Persuasive Elements

Once the data collection techniques have been completed, the data analysis process can begin. The research objects analyzed in this section are the persuasive elements, comprising the message sender (persuader)—categorized into verbal (words, sentences, and slogans) and nonverbal (expressions and gestures) components; the message—categorized into explicit, implicit, and argumentative types; the channel—comprising primary and secondary channels; and the message receiver (persuadee)—specifically the characteristics and conditions of the receiver.

The researcher assigned an analysis code to each element examined to facilitate identification; this code consists of a sequence number, the publication date, and an abbreviation for the Indonesian Ministry of Health's YouTube channel, @ayo sehat (e.g., 0109KEMKES). The analysis of persuasive elements follows below.

1.1 Analysis of Persuasive Elements: 0109KEMKES

Regarding the message sender (persuader), a verbal element is present: the word **menjaga** (to maintain/safeguard), which signifies caring for,

protecting, or preserving something to ensure it remains in a good and safe condition. This term emphasizes the risks involved, the obligation to act, and the call to maintain health. The phrase regarding the maintenance of environmental health highlights preventive efforts, emphasizing both individual responsibility and the environment as a broader social space. The slogan "because this is our world" fosters a sense of ownership regarding the environment, thereby encouraging responsible action by appealing primarily to the affective (emotional) aspect. Non-verbal elements (expressions and gestures) are discussed below.



Figure 1
The character displays a friendly expression.

The expression conveys a sense of happiness and comfort, creating an atmosphere that feels warm and pleasant. The smile also reflects a friendly and open demeanor, signaling the individual's readiness to interact and to sincerely receive or convey a message.



Figure 2
A thumbs-up gesture reinforcing the invitation.

The displayed gesture signifies approval, support, and a positive assessment of an action or situation. The "thumbs-up" gesture reinforces the message that the advertised action has a positive impact and is worthy of emulation by the audience. Explicit elements—such as maintaining one's own health, the family's health, and environmental health—provide concrete guidance on necessary actions. Implicitly, the phrase "this is our world" conveys that an individual's actions affect

others, as everyone shares the same space. The argument for a better life is premised on adopting clean and healthy living behaviors. The primary channel involves delivering the message directly through persuasive spoken language, reinforced by face-to-face interaction, direct communication, gestures, expressions, and intonation to build audience awareness. Meanwhile, the secondary channel utilized is YouTube, an internet-based video-sharing platform. The message recipients (persuadees) comprise a diverse demographic—ranging from young to old—who are undergoing changes in their healthy lifestyle patterns; these recipients require guidance, motivation, and a sense of responsibility.

1.2 Analysis of Persuasive Elements (0220KEMKES)

Regarding the message sender (persuader), the verbal component includes the word "cleaning" (*membersihkan*), signifying the removal of dirt or substances that cause uncleanliness; in other words, cleaning one's hands is a practical and effective step in preventing the spread of disease. The sentence "we can no longer allow our hands to remain dirty while active" emphasizes that the public must not neglect hand hygiene during daily activities. The slogan "do it as often as possible for the sake of health" serves as a call to action for the public to adopt a routine hand-washing habit; this slogan also underscores that maintaining hand hygiene is done to protect both one's own health and that of others. The following section covers non-verbal elements (expressions and gestures).



Figure 3
An expression conveying the importance of washing hands

The serious facial expression conveys that disease transmission can occur during daily activities, particularly when proper hygiene is not maintained. This expression reinforces the advertisement's message—that germs and viruses spread via hands, coughing, and sneezing—serving as a warning for the public to pay closer attention to personal hygiene.



Figure 4
Washing hands is a practice of clean living.

This gesture illustrates the practice of clean and healthy living recommended to the public: washing hands properly with soap. Through the advertisement, viewers can immediately grasp that handwashing is a simple yet effective measure to prevent the spread of disease. Furthermore, the handwashing gesture serves an educational purpose by demonstrating an example of clean and healthy behavior aimed at disease prevention. Viewers can easily understand the message because the action shown is a simple activity performed in daily life. Explicitly, the message conveys that we can no longer tolerate dirty hands while active, implying that the public needs to abandon old habits that could negatively impact health. Implicitly, the notion of leaving behind old habits because they are no longer healthy suggests that the public previously held habits that neglected hygiene—such as not washing hands regularly. The argument—that a simple act is crucial for saving lives—signifies that a basic action like handwashing yields significant health protection benefits. The primary channel involves the use of verbal language delivered directly to the audience. Meanwhile, the secondary channel used to convey the message to the public is audiovisual media, specifically a public service announcement video broadcast via YouTube. The message recipi-

ents (persuadees) are addressed using various forms of address—*aku, saya, kamu, anda, *bapak*, and *ibu**—indicating the message is intended for everyone, regardless of age. The recipients' condition is characterized by the need to abandon old habits that are no longer healthy; this indicates that they are at a stage of behavioral change, transitioning from old habits to new, healthier ones.

1.3 Analysis of Persuasive Elements (0317KEMKES)

Regarding the message sender (persuader), a verbal element is present: the phrase "reminds me" (*mengingatkanku*). This phrase directs the audience toward a process of awareness and message reinforcement, thereby creating a persuasive effect that encourages the audience not to forget the importance of maintaining their health. Phrases emphasizing the need to prioritize health reflect changing circumstances that require behavioral adjustments, encouraging the audience to comply with established rules. The slogan "Keep looking after your health, guys" serves as a call to action, highlighting that maintaining one's physical well-being is not merely a temporary measure but must become a consistent habit in daily life. The following section covers non-verbal elements (expressions and gestures).



Figure 5
An expression supporting the message about maintaining health.

The expression conveys self-confidence, while a relaxed face indicates that the message is being delivered calmly. A smile that is not overly broad reflects simplicity—a quality that makes the message easily accepted by a wide range of audiences. Furthermore, this expression suggests that the message is conveyed in a lighthearted manner,

neither overly serious nor intimidating.



Figure 6
Expressions for reinforcing a call to action

Gestures serve to capture attention at the end of the presentation, making the message easier for the audience to remember. A wave of the hand reinforces a relaxed, informal impression, creating a comfortable atmosphere. Such gestures enhance the quality of visual communication; the audience not only hears the message but also sees its meaning, making it easier to understand while rendering the visuals more dynamic and communicative. Explicit elements—such as the statement "my friends and I often exercise in the park near the school"—convey a message about daily healthy living habits. This persuasive approach provides a tangible example for the audience to emulate, as the activity appears simple and easy to perform. Implicit elements—such as the phrase "but that was then; now we exercise in public facilities"—highlight a shift in societal circumstances. The comparison between the past and the present implies that a previously unrestricted situation has become more limited. The argument regarding the reduction of risks associated with viruses and other infectious diseases emphasizes that maintaining one's health is not merely a personal matter but also a way to avoid more severe consequences. The primary channel involves intonation and a vocal delivery style that is relaxed yet firm. The secondary channel is the Indonesian Ministry of Health's YouTube channel (@ayo sehat); this medium acts as an intermediary, allowing the audience to both hear and see the message simultaneously. The message recipients (persuadees) are characterized by references such as "me," "my friends," and "guys," indicating that the target audience consists of teenagers and children. The recipients are shown

undergoing a change in circumstances, specifically adapting to new habits. The comparison—"but that was then; now..."—illustrates that activities previously unrestricted must now be limited.

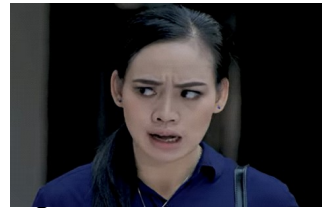
1.4 Analysis of Persuasive Elements (0421KEMKES)

Regarding the message sender (persuader), a verbal element is present: the word *perbanyak* (increase/consume more), which signifies raising the quantity (of drinking water). The language is persuasive, encouraging concrete action—specifically, self-care by the audience. The statement advising the use of cold compresses in the event of pain, swelling, or redness at the injection site conveys information about potential symptoms and how to manage them. The slogan urging increased water intake and rest serves as a call to maintain physical well-being for a speedy recovery. Emotional expression is not clearly visible, as the visual presentation prioritizes information delivery over emotional appeal; this is evident in the narrative, which focuses on explaining the vaccination process—such as clarifying that side effects are normal and providing post-vaccination care instructions. Gestures are absent due to the lack of interaction between characters in the advertisement. Communication in this public service announcement is one-way, delivered via a narrative addressed directly to the viewer. Explicit instructions—such as using warm compresses or taking a warm bath, drinking plenty of water, and resting if a fever develops—outline further care steps, conveying the message that side effects can be managed through simple measures. The implicit message behind "don't worry" suggests that any anxiety is excessive or unfounded; while the ad does not explicitly state that such fear is wrong, it implies that the situation is manageable.

5. Analysis of Persuasive Elements (0502KEMKES)

Regarding the message sender (persuader), there is a verbal component: the use of the firm imperative "avoid" (e.g., "avoid crowds") encourages the audience to alter their behavior for the sake of

safety; this specific phrase signifies a prohibition against being in crowded places due to the risk of disease transmission. The slogan "stay disciplined regarding health measures so everyone is protected" conveys the message that every individual must maintain discipline and adhere to health protocols. Such discipline should not be practiced merely on occasion but must become a daily habit. The following section covers non-verbal elements (expressions, gestures, and argumentation).



Expressions of concern about disease transmission

The expression in the image conveys a sense of worry and unease. This is evident from the furrowed brows and eyes that are slightly narrowed and glancing sideways, as if questioning or doubting something. The gaze, directed away from a straight-ahead focus, signals anxiety or wariness regarding the surrounding situation. This expression reflects feelings of hesitation and caution concerning the risks discussed in the advertisement.



Figure 8

The gesture reinforces the call to continue adhering to health protocols.

The gesture in the image conveys a sense of assertion, a reminder, or a warning. The raised finger position is used when offering advice to others, signaling a firm and serious attitude in delivering the message. It reinforces the idea that the figure in the advertisement is emphasizing something crucial that cannot be ignored, thereby strengthening the persuasive message—

specifically in the form of a call to action or a warning. The audience is guided to pay closer attention and heed the advice, as the message is deemed vital for collective safety. Explicitly, the message underscores the need to maintain healthy practices, addressing the tendency for people to feel a false sense of security post-vaccination and the consequent need for reminders. Implicitly, the message acknowledges the feeling of safety after vaccination—the sense of being protected—while arguing that health-conscious behavior remains essential; vaccination alone is insufficient. The ultimate outcome is protection for everyone against disease risks. Primary communication channels involve direct interaction without intermediaries—such as conversation, spoken language, facial expressions, and gestures—whereas secondary channels utilize intermediaries like digital platforms. In this advertisement, the secondary channel takes the form of audiovisual media, specifically a video presentation combining imagery and sound. The message recipients (persuadees) are categorized by characteristics such as age—specifically fathers, mothers, and children. Regarding the recipients' state of mind, the audience tends to feel safer after vaccination, which creates a risk of complacency or lowered vigilance. The advertisement targets this psychological state—where vigilance may be waning—to provide a necessary reminder.

1.6 Analysis of Persuasive Elements (0630KEMKES)

The message sender (persuader) employs verbal elements, such as the word "berjuang" (to fight/strive), framing the maintenance of health as an act of struggle. The analysis reveals persuasive language designed to foster a sense of community, instill confidence, and encourage concrete action. The phrase "we are tired of dreaming, tired of hoping" serves to persuade while reflecting the public's weariness and frustration with a situation that has yet to improve. The slogan regarding the struggle to protect oneself and one's family underscores that disciplined behavior is the key to

maintaining health. There are no visible facial expressions or shifts in emotional affect within the presentation; typically, expressions such as sadness, anxiety, fear, or happiness serve to reinforce a message, but here, such cues are absent. Similarly, there are no gestures—such as hand movements, nodding, or physical actions—used to reinforce the message's meaning; instead, the entire message is conveyed through narration without accompanying body language. There are no interactions, such as handshakes or symbolically significant movements. Explicit elements are absent in the sense of complex or layered meanings, as the language used is direct and straightforward; the advertisement does not provide concrete data but rather depicts general emotional states and situations. This indicates that the message is not conveyed in minute detail but through a suggestive approach that relies on the audience's understanding of the context. There is no use of implicit language; rather, the sentences are clear and communicative, openly stating the situation, the call to action, and the solution without relying on symbols or hidden meanings. This lack of implicit elements demonstrates a communication style that prioritizes clarity and directness. The argument "so exhausted!" reinforces the underlying cause: the collective experience of emotional pressure.

1.7 Analysis of Persuasive Elements (0713KEMKES)

Regarding the message sender (persuader), the verbal component includes the word "jangan lupa" (don't forget); this serves as a reminder that—rather than coercing—emphasizes the importance of maintaining cleanliness. The phrase "Isi Piringku" (Fill My Plate) for a healthy and strong society is a persuasive statement that functions as an indirect call to action using an emotional appeal. The slogan invites the public to adopt a balanced, nutritious diet as a step toward a healthy and strong life. Non-verbal elements (expressions and gestures) are also present.



Figure 9

An expression of a firm stance when providing education on balanced nutrition.

The expression conveys a friendly, calm, and confident demeanor, characterized by a gentle smile and direct eye contact with the audience. Linguistically, it signifies openness, conviction, and a positive attitude in message delivery, creating the impression that the information provided is both beneficial and trustworthy. It serves to foster an emotional connection with the audience and enhance the receptiveness to the message—particularly regarding the adoption of a healthy lifestyle.



Figure 10

A gesture encouraging anemia prevention

The gestures convey a sense of enthusiasm, optimism, and motivation. Furthermore, an upright posture facing the audience demonstrates engagement and sincerity in delivering the message. Persuasively, these gestures reinforce the verbal message regarding the importance of a healthy lifestyle by creating a positive, energetic atmosphere, thereby inspiring the audience to follow the recommendations provided. Explicitly, the "plate" serves as a guide for nutritional intake—meaning it is a guideline to be followed in determining the right diet to meet the body's nutritional needs; this message is addressed directly to the audience. Implicitly, the reminders to maintain hygiene, engage in at least 30 minutes

of physical activity, and drink at least eight glasses of water daily serve as an invitation to adopt a healthy lifestyle. These statements contain not only instructions but also reflect important habits that should be practiced consistently in daily life. The argument—"My Plate" for a healthy and strong society—demonstrates that adopting a nutritious diet and a healthy lifestyle leads to a healthy and strong community. The primary channel of communication involves no intermediaries, ensuring the meaning is received directly by the audience. Additionally, the use of simple, straightforward sentence structures makes the message easily understood by diverse segments of society. Secondary channels include visual aspects—such as a friendly, guiding facial expression and gestures that convey invitation and enthusiasm—and audio aspects, characterized by a clear, firm, yet communicative tone of voice. The message recipients (persuadees) span a range of ages—from children to adults—reflecting a family-oriented approach that also targets the younger generation. Furthermore, the recipients require education on healthy living, specifically regarding balanced nutrition, hygiene, physical activity, and water consumption.

1.8 Analysis of Persuasive Elements (0813KEMKES)

Regarding the message sender (persuader), the verbal element includes the word "bacteria," which emphasizes the importance of maintaining hygiene and adhering to proper treatment to prevent infection. The statement "Now Dad has recovered, so we can high-five again" is persuasive in nature, as it offers hope and a positive outcome to motivate the audience to follow the advertisement's recommendations. The slogan "Treat until cured" carries both educational and persuasive significance; it not only provides information but also encourages behavioral change, urging the public to prioritize their health, remain disciplined in their treatment, and prevent disease transmission. The following section covers non-verbal elements (expressions and gestures).

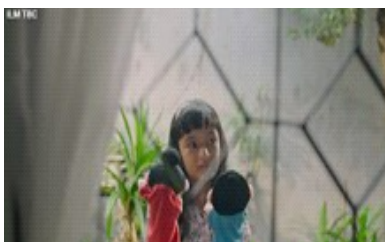


Figure 11
Care for sick family members

The child's expression appears serious yet gentle, characterized by focused eyes and a hint of empathy. This look conveys a sense of care, attentiveness, and emotional engagement regarding another person's situation. While the facial expression is understated, it reflects the gravity of the circumstances at hand, all while maintaining an atmosphere of hope and compassion.



Figure 11
Hand gestures regarding disease prevention

The gesture—a hand raised forward with the palm facing outward, resembling a "stop" signal—signifies rejection, prevention, and a prohibition against something potentially harmful; in this context, it relates to the transmission of Tuberculosis (TB). The advertisement employs a firm tone, urging the audience to halt behaviors that facilitate disease spread, such as poor hygiene or a lack of discipline regarding treatment. Explicit instructions—such as "must not be late" and "must be taken until cured"—serve as direct recommendations and mandatory rules, acting as a clear behavioral guideline. The implicit message to "always maintain cleanliness" highlights hygiene as the key to preventing disease transmission. This underscores the importance of

family care, discipline, and hygienic living habits as means to safeguard health and restore family harmony. The argument addresses the issue of a father falling ill due to TB bacteria, establishing a causal link where the disease disrupts family activities. The primary channel involves direct communication, integrating both verbal and non-verbal elements. The secondary channel—the digital platform YouTube—allows the message to reach a wider audience, utilizing visual, audio, and textual elements to reinforce the core message.

9. Analysis of Persuasive Elements (0909KEMKES)

Regarding the message sender (persuader), the verbal element includes the word "smoke"—referring to airborne combustion byproducts that cause health issues—which serves to inform and warn the audience. The phrase "We are cool without cigarette smoke" acts as an appeal to non-smokers. In terms of meaning, an imperative sentence serves to assert an action that must be taken, whereas a persuasive sentence influences the audience's attitudes and mindset. The slogan "Cool Without Cigarettes" carries both motivational and persuasive significance; it encourages the audience to give up smoking by fostering a positive self-image—promoting a healthy lifestyle rather than merely imposing a prohibition—and incorporates non-verbal elements (expressions and gestures).



Figure 12
Expression of the negative effects of smoking

The expression reveals an emotional state characterized by inner turmoil or physical exhaustion. Furthermore, the vacant stare conveys a sense of helplessness and confusion. In nonverbal communication analysis, the eyes serve as a

primary indicator of a person's feelings; thus, an unfocused gaze reflects a mind preoccupied with troubles. The implications—ranging from exhaustion and worry to regret—reinforce the advertisement's core message: reminding the audience of the harmful effects of smoking and encouraging them to avoid the habit.



Figure 13
Gestures illustrating the health dangers of smoking

Gestures are body movements used to convey meaning; thus, the primary focus is on physical action rather than facial expressions, indicating a disturbance—whether physical or mental—experienced directly by the individual. Furthermore, placing hands on both sides of the head reinforces the intensity of the pressure being experienced. This gesture is not merely an ordinary movement but signifies a spontaneous reaction to the consequences of smoking. The explicit message—"The young, the creative: we are cool without cigarette smoke"—conveys that abstaining from smoking is a positive and valuable choice, particularly for the productive younger generation. The message is clear and requires no deep interpretation. It addresses the dangers of smoking, its impact on oneself and others, and encourages quitting, making it effective for raising awareness and influencing the audience toward a healthy lifestyle. The implicit message—"Quit before it's too late"—implies that daily smoking habits will lead to more severe consequences in the future. The argument addresses the perception of smoking as a commonplace societal behavior. It establishes a cause-and-effect relationship, linking the smoking habit to health issues. The primary channel involves direct communication, conveyed through the expressions and gestures displayed in

the advertisement. The secondary channel is a persuasive delivery via digital audiovisual media, such as YouTube. The target audience (persuadees) consists primarily of teenagers who may begin smoking due to environmental influences; they exist within a society that still views smoking as a lifestyle choice. Consequently, this advertisement serves as both a critique and an educational tool aimed at shifting public mindset.

1.10 Analysis of Persuasive Elements (1015KEMKES)

Regarding the message sender (persuader), there is a verbal element: the word "iron" refers to an essential mineral required by the body to aid in red blood cell formation and maintain optimal bodily function. The phrase "but don't worry" employs a persuasive yet conversational tone, fostering a sense of closeness with the audience and avoiding an overly pushy impression. The slogan "Glowing with blood-boosting tablets" emphasizes a healthy physical state—specifically freedom from anemia—which can result in a fresher, more radiant appearance. Next are the non-verbal elements (expressions and gestures).



Figure 14
Manifestation of a physical condition exhibiting symptoms of anemia

2. Analysis of Advertisement Texts

Following the analysis of persuasive elements, the specific objects of study in this section are the advertisement texts themselves—specifically, how they provide information, persuade or influence, create impressions, and satisfy desires. The researcher assigns a specific code to each advertisement text analyzed to facilitate identification; this code consists of an analysis sequence number, the publication date, and a

shorthand code for the Indonesian Ministry of Health's YouTube channel, *@ayo sehat* (e.g., 0109KEMKES). The analysis of the advertisement texts follows below.

2.1 Analysis of Advertisement Text 0109KEMKES

Providing information: The text conveys information on maintaining personal health as a preventive measure to keep the body healthy and disease-free. Such actions include regular handwashing, maintaining personal hygiene, consuming nutritious food, exercising, and getting sufficient rest. Persuading or influencing: The text emphasizes that the situation is not yet fully safe, appealing to the audience's emotions to ensure they do not let their guard down. Creating an impression: By highlighting how life has changed, the text portrays society as being in a phase of major transition. This impression shapes the perception that behavioral change is natural and necessary to accept. Satisfying desires: The text underscores the real risks involved if the public fails to adopt "new normal" habits. This warning fosters awareness that negligence can lead to disease transmission and endanger both oneself and others. The phrase regarding a "better life through clean and healthy living behaviors" illustrates the positive impact of the recommended actions.

2.2 Analysis of Advertisement Text 0220KEMKES

Providing information: The advertisement conveys that we can no longer tolerate dirty hands while going about our activities; it explains that daily routines expose our hands to various contaminants, making it essential to maintain hand hygiene. The effort to persuade or influence begins by demonstrating handwashing with soap and running water—effectively encouraging the public by modeling a simple, actionable step. By creating the impression that tolerating dirty hands is no longer acceptable, the advertisement conveys the seriousness of the situation, prompting the public

to promptly alter their behavior. By emphasizing that old habits are no longer healthy, the ad instills a sense of vigilance in the audience. It addresses the implications and risks associated with the audience's behavior; specifically, the advertisement mentions the spread of germs and viruses—invisible to the naked eye—that occurs unconsciously during daily activities. This highlights a key risk of the audience's behavior: the unwitting transmission of germs and viruses.

2.3 Analysis of Ad Text 0317KEMKES

It conveys information—specifically, a father reminding his child to maintain physical health through regular exercise—implying that regular exercise preserves bodily health. The message is delivered by a father to his child, but also generally to the audience, encouraging everyone to exercise as it is a vital activity for achieving a healthy, fit, and strong body. It persuades or influences the audience regarding the necessity of social distancing and washing hands with soap, aiming to encourage the public to maintain distance from one another. It creates an impression—such as "soccer has always been my favorite sport"—suggesting the message stems from real-life experience. It addresses desires; while things used to be different, the current context of exercising in public facilities helps the audience understand that change is natural. Furthermore, the statement regarding the obligation to maintain distance and wash hands with soap offers a solution that can be immediately implemented.

2.4 Analysis of Ad Text 0421KEMKES

It provides information regarding lingering concerns about vaccination, reflecting the social reality of public hesitation. It employs persuasion by urging people not to worry and affirming that such concerns are normal, thereby helping to alleviate fear. This persuasive strategy is reinforced by concrete solutions—such as using cold compresses, drinking plenty of water, and resting—ensuring the audience is convinced on both



emotional and rational levels. By acknowledging the existing anxiety about vaccination, it creates an impression of empathy, suggesting that the message understands the public's situation and feelings. It addresses needs by offering actionable steps—like cold compresses, warm baths, and taking medication as recommended—which give the audience a sense of control, as they know how to manage potential side effects. This fulfills the need for peace of mind and practical solutions.

2.5 Analysis of Ad Text 0502KEMKES

It conveys information through phrases like "Hey, wash your hands first," highlighting a simple yet crucial action for maintaining health. The advertising copy does more than just convey the current situation; it reinforces the importance of sustained preventive behavior. It uses a persuasive, conversational tone—like a friend saying, "I'm off to the arisan (social gathering) now!"—to acknowledge the fun of such events while highlighting the risks associated with crowds. By emphasizing the need to avoid crowds, the message conveys that vaccination is not the sole form of protection and that healthy habits must be maintained. By stressing the need for ongoing precautions, the ad shifts the mindset from a false sense of security to one of continued vigilance. The use of a relatable, informal tone makes the message feel personal and easy to grasp; the audience feels reminded by a close acquaintance rather than formally lectured. It clarifies that vaccination does not eliminate risk entirely—meaning health precautions remain essential—thereby preventing the audience from harboring misconceptions.

2.6 Analysis of Ad Text 0630KEMKES

It conveys the sentiment of being "tired of dreaming, tired of hoping, and just plain exhausted," illustrating the public's weariness regarding the vaccination situation. It persuades the audience to remain disciplined in maintaining their health and to strive to protect themselves and

their families, thereby broadening the significance of these actions beyond the individual to include loved ones. The message gains strength by appealing to a sense of responsibility and care for one's family. It creates the impression that self-discipline regarding health is unavoidable—an imperative—thereby projecting an image of firmness and commitment. By acknowledging the shared feeling of exhaustion, it validates the audience's fatigue as a natural response, fostering a sense of being understood. The statement that self-discipline is mandatory addresses the need for certainty amidst uncertainty.

2.7 Analysis of Ad Text 0713KEMKES

It provides information on healthy living guidelines based on the concept of balanced nutrition. The phrase "my children and grandchildren, this plate serves as a guide for your nutritional intake" establishes a practical reference for the public to meet their daily nutritional needs. It persuades the audience by outlining specific practices—consuming staple foods, side dishes, vegetables, and fruits; engaging in at least 30 minutes of physical activity; and drinking a minimum of eight glasses of water daily—thereby shaping their mindset to understand that health is achieved through a balanced diet, physical activity, and healthy habits. It fosters an understanding that these actions have a direct impact on physical well-being. By evoking the image of a healthy and strong society, it instills hope and positive motivation, inviting the audience to envision an ideal state of health. The emotional appeal of this advertisement fosters a sense of closeness, care, and hope, effectively influencing the audience to adopt the recommended healthy lifestyle. By addressing the "My Plate" (Isi Piringku) concept for a healthy and strong society, the ad satisfies the audience's desire for a healthy, fit body with strong immunity. Furthermore, practices such as consuming a balanced diet, engaging in physical activity, maintaining hygiene, and drinking sufficient water provide a concrete picture of how to achieve this

state of well-being. Ultimately, the advertisement serves to address the audience's health needs in their daily lives.

2.8 Analysis of Ad Text 0813KEMKES

It conveys information through the imagery of hands—Rahma's, Father's, and Mother's—and the act of "high-fiving." This establishes a sense of close family bonds, highlighting that physical interaction is a normal part of life before illness strikes. The message encourages the audience—through the perspective of a child and mother helping the father recover—to remind the father to take his medication and to maintain hygiene. The tone is communicative and persuasive; by showcasing positive family behaviors, it encourages the audience to emulate them voluntarily rather than feeling coerced. It invites the public to care for one another, offer reminders, and maintain cleanliness for the sake of collective health. The depiction of happy, harmonious daily routines—like high-fiving—contrasted with the father's illness evokes empathy and concern, fostering an emotional connection to the message. Furthermore, the roles played by the child and mother in assisting the father and ensuring he takes his medication and stays clean highlight themes of affection and family responsibility. The ad offers a hopeful resolution—the father recovers and high-fives resume—suggesting that Tuberculosis is curable with proper treatment, thereby motivating the audience to follow the recommended guidelines. It also addresses specific actions—such as covering the mouth when coughing, taking medication regularly, and maintaining hygiene—providing the audience with a sense of security by outlining concrete steps toward recovery.

2.9 Analysis of Ad Text 0909KEMKES

It addresses the habit of smoking, which is often viewed as commonplace; this implies that smoking has become a normalized behavior in society, causing many people to overlook the associated risks. The message encourages people to quit before it is too late—framing a smoke-free

life as "cool"—by using inviting and motivational language. It persuades the audience by offering a positive choice: stopping smoking and adopting a healthy, cool lifestyle. The intent is to inspire change without pressure, relying instead on emotional appeal and the promise of a better self-image. It fosters a sense of pride and a positive identity associated with being smoke-free. The advertisement's emotional appeal—a blend of worry, fear, guilt, and pride—effectively leaves a lasting impression and influences the audience to shift toward a healthy, smoke-free lifestyle. The warning that satisfying the urge to smoke kills you—and the call to quit before it is too late—highlight the threat of serious consequences, ranging from illness to death, if the habit persists. Furthermore, it implies social risks, specifically the danger posed to those nearby through secondhand smoke. Ultimately, it underscores the negative consequences that must be avoided, both for the individual and for those around them.

2.10 Analysis of Advertisement Text 1015KEMKES

The information regarding a "less-than-glowing face" and a "reconnecting brain" describes experienced symptoms—specifically, a physical state that appears lackluster and lacks focus. This captures the audience's attention, particularly young women, by linking health status to appearance and cognitive function. The ad persuades viewers to consume blood-supplementing tablets to meet the body's iron needs; this constitutes a persuasive act, as it offers a direct recommendation to use the product, thereby encouraging the audience to take concrete action to address iron deficiency. It creates the impression that a body needing "healing" might actually be exhibiting symptoms of anemia—revealing that a state of fatigue previously dismissed as normal could signal a health issue. The emotional tone fosters vigilance regarding one's own physical condition. It addresses the audience's desire for a clear understanding of their bodily state by explaining that anemia—a red blood



cell deficiency—can make one feel less than optimal. This leads to increased awareness and knowledge, while highlighting the risk of physical decline if anemia remains untreated.

DISCUSSION

Analysis of public service announcements on the Indonesian Ministry of Health's YouTube channel, @AyoSehat, reveals a consistent presence of message-forming elements—specifically words, sentences, slogans, expressions, and gestures—across the entire dataset. Furthermore, the findings highlight the use of both explicit and implicit meanings, alongside persuasive arguments that reinforce message delivery to the audience. These advertisements utilize primary channels comprising verbal and non-verbal language, while employing YouTube as a secondary channel for information dissemination. Audience characteristics and contextual factors, such as age and social situation, are also taken into account during message formulation. This consistency demonstrates that the channel's public service announcements adhere to effective message-design standards, emphasizing clarity, brevity, and ease of understanding—hallmarks of digital media.

Among the ten public service announcements analyzed, one instance lacked the necessary persuasive elements regarding expressions and gestures (specifically in data code 0412KEMKES). The absence of expressions and gestures in certain advertisements impacts how the message is conveyed to the audience. Expressions and gestures serve to clarify meaning, strengthen emotional appeal, and enhance audience engagement with the information presented. In the absence of these elements, the message tends to be purely informative, lacking emotional resonance. This indicates that the advertisement prioritizes verbal clarity, yet potentially diminishes the persuasive impact that non-verbal elements would otherwise provide. Meanwhile, among the ten public service announcements analyzed, one—specifically 0630KEMKES—lacked explicit and implicit elements of persuasion; the absence of

such meanings affects how the message is conveyed to the audience. Explicit and implicit meanings serve to clarify the message content—whether directly or indirectly—and reinforce the persuasive appeal by influencing audience understanding and attitudes. As neither explicit nor implicit meanings were utilized, the message tends to be flat and lacks depth. This indicates that while the advertisement focuses on basic information, its persuasive impact is potentially diminished by the absence of direct or indirect reinforcement of meaning.

Furthermore, the text within a public service announcement serves to persuade or influence the audience to take action in line with the conveyed message. This form of persuasion is not coercive; instead, it encourages action through logical or emotional appeals. The inclusion of these essential elements demonstrates that each advertisement possesses the persuasive power to effectively influence the attitudes and behaviors of the audience.

Public service announcements also cultivate the impression that the recommended action is important, virtuous, and beneficial to one's life. This impression reinforces audience acceptance of the message and enhances retention of the advertisement's content. By satisfying the desire for reliable information, the ad ensures that the audience not only gains new knowledge but also develops the conviction that the message will lead to a positive impact. The advertisement features a comprehensive set of elements, enabling it to convey its message effectively, clearly, and persuasively, without any shortcomings in its composition.

CONCLUSION

Based on the research findings, it can be concluded that the public service announcements on the Indonesian Ministry of Health's YouTube channel, @Ayo Sehat, generally incorporate elements of persuasive communication—namely the sender, the message, the channel, and the receiver. Verbal elements—such as words,

sentences, and slogans—and non-verbal elements—such as expressions and gestures—are utilized to reinforce the delivery of health messages to the audience. However, some advertisements lack comprehensive expressions, gestures, or explicit and implicit meanings, causing their persuasive impact to rely more heavily on the verbal delivery of information. The analysis indicates that all the advertisements fulfill four key functions: providing information, persuading or influencing, creating an impression, and satisfying audience needs. This functional completeness enables the public service announcements to convey educational messages effectively, clearly, and in an easily understandable manner.

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