



## **A CREATIVE CAMPAIGN MODEL IN SUPPORTING PUBLIC SERVICE INNOVATION "PANGERAN DIPONEGORO"**

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### **ABSTRACT**

*Innovation in public health services plays a critical role in achieving Universal Health Coverage (UHC), especially in densely populated urban areas like Semarang City. The Semarang City Health Office has introduced the "Pangeran Diponegoro" initiative to provide inclusive and sustainable health coverage for all city residents. However, this innovation faces challenges in raising broad public awareness and participation. This study aims to analyze the implementation of a creative campaign model designed to strengthen the brand equity of the "Pangeran Diponegoro" initiative and enhance public engagement with the UHC program in Semarang City. The methodology involves Internal-External Matrix analysis to identify supporting and inhibiting factors, VRIO framework to assess the initiative's competitive advantage, and Value Chain Analysis to evaluate the program's efficiency and effectiveness. The creative campaign strategy was developed using the Double Diamond approach, incorporating exploration, development, and implementation phases of visual and video campaign models. Findings indicate that the creative campaign significantly enhanced brand equity and captured public attention for the innovation, as evidenced by an increase in UHC coverage to 99.23% and positive engagement on social media platforms. This research provides originality by integrating a creative campaign model with a brand equity enhancement strategy in public health services, an approach rarely applied in UHC initiatives in Indonesia. The findings offer valuable insights for other health institutions aiming to optimize public service innovation through creative campaigns.*

**Keywords:** *brand equity; creative campaign; health innovation; Pangeran Diponegoro; public health services; Semarang City; Universal Health Coverage*

## INTRODUCTION

Health services play an important role in people's lives and are a basic right of every individual. Equal and quality access to health services is crucial for community welfare (Ford et al., 2021). In Indonesia, health service programs such as BPJS, JKN-KIS, and ASKES have been implemented to ensure equal availability of health services for the entire population. However, the current situation shows that the Universal Health Coverage (UHC) system in Semarang City is still not fully accessible to the community (Basuki et al., 2016; Jannah et al., 2020).

The city of Semarang has a population of 1.65 million people (Kusnandar, 2021; Bilby et al., 2023). In this significant population scale, it is important for the government and related institutions to provide assurance of adequate health services for the entire population. However, the reality on the ground shows that there are still a number of people in Semarang City who have not received the benefits of existing health insurance. Therefore, efforts are needed to improve access and quality of health services (Elrod & Fortenberry, 2020).

It is hoped that the results of this research can contribute to health policy makers and public services in Semarang City to increase the efficiency of the health insurance program and achieve UHC targets more effectively. Apart from that, it is also hoped that this research will provide valuable input for the development of similar programs in other cities in Indonesia, which face similar challenges in achieving UHC. The aspect of community participation in strengthening the implementation of programs and strategies to increase citizen involvement in achieving UHC in a sustainable manner will also be of concern in this research.

This research is based on four main theoretical components. First, health services are seen as an integral part of public services that underlie the fulfillment of people's basic needs. The concept of public service focuses on providing quality, equitable and fair services to all citizens. This understanding is key in appreciating the significance of access to quality health services for all levels of society in the city of Semarang. Second, health insurance is identified as an important instrument in improving the coverage and quality of health services. The National Health Insurance Program is the basis for national policy to achieve Universal Health Coverage (UHC) by providing fair and equitable health protection and access for the entire population. In this research, understanding the concept of health insurance is the basis for evaluating the level of success and challenges faced in achieving the 100% UHC target in Semarang City.

Third, innovation in the context of health services is defined as a new approach or system change aimed at increasing the efficiency and effectiveness of services. The focus on public service innovation allows identification and analysis of various forms of innovation that have been implemented in efforts to achieve UHC in Semarang City. Using the concept of innovation helps measure the impact of these innovative initiatives in improving access and quality of health services at the local level. Fourth, partnership strategies are considered an important approach to achieving inclusive and sustainable health service goals. Within the framework of the partnership strategy, the participation of various stakeholders, including government, the private sector and civil society, is integrated to reach mutual agreements and increase program effectiveness. This research explores the role of partnership strategies in implementing the health insurance program in Semarang City to identify potential and obstacles in achieving UHC comprehensively.

## LITERATURE REVIEW

### *Brand Equity*

Brand Equity refers to the value and strength of the brand that an organization or product has in the eyes of consumers (Keller & Swaminathan, 2019; Zhang, 2021). In supporting the "PANGERAN DIPONEGORO" public service innovation, Brand Equity can be a key factor influencing public perception and acceptance of this innovation. Brand Equity involves a series of elements that are interrelated and influence each other (Chernev, 2020; Tosatto et al., 2022).

One important element is brand awareness, which shows the extent to which consumers recognize and remember "PANGERAN DIPONEGORO" as a symbol of public service innovation. Strong brand awareness can increase people's trust and tendency to adopt innovation. Therefore, in implementing creative campaign models, it is important to build strong brand awareness through effective communication strategies.

Apart from brand awareness, brand associations also play an important role in Brand Equity. Brand associations include attributes, images and perceptions associated with the "PANGERAN DIPONEGORO" innovation. The creative campaign model must be able to communicate the unique attributes and benefits of the innovation. Strong positive associations can build people's trust, satisfaction and loyalty towards innovation. Brand quality is also a crucial factor in Brand Equity (Berry et al., 2020). Brand quality reflects the consistency and reliability of "PANGERAN DIPONEGORO" public service innovation in providing a satisfying experience to the public. In implementing a creative campaign model, it is important to highlight the superiority and reliability of the innovation as part of a persuasive and informative marketing strategy. Brand Equity also includes the dimension of brand value. Brand value refers to the benefits received by consumers when using the "PANGERAN DIPONEGORO" public service innovation. High brand value can increase consumer satisfaction, generate positive recommendations, and influence people's decisions to adopt the innovation. Therefore, the creative campaign model must be able to communicate significant values and provide strong reasons for the public to utilize the "PANGERAN DIPONEGORO" public services (Wu & Fitzgerald, 2021).

### **Creative Campaign**

Creative campaigns are a relevant basis for preparing this report. Creative campaigns refer to innovative and interesting communication strategies (Rosengren et al., 2020) which aim to influence public perceptions, attitudes and behavior regarding public services provided in the "PANGERAN DIPONEGORO" program. First, the theoretical basis of creative campaigns includes a persuasive communication approach that uses creative elements such as attractive messages, innovative content, and appropriate use of media. Creative campaigns aim to captivate audiences, arouse emotions, and make the messages conveyed more easily remembered and accepted by society (Das et al., 2023).

Second, the theoretical basis of creative campaigns also includes a strong concept of storytelling. In the context of implementing the "PANGERAN DIPONEGORO" public service innovation, the use of storytelling can help create interesting and relevant narratives for the community. Through creative storytelling, campaigns can symbolize the benefits and values of public service innovation offered, thereby motivating public participation and increasing acceptance of these changes (Mohd Suki et al., 2023). Third, the theoretical basis of creative campaigns includes aesthetic and visually attractive design concepts. In implementing the creative campaign model to support public service innovation "PANGERANAN DIPONEGORO", an attractive and aesthetic visual design can help attract public attention, increase the appeal of the message, and create a positive impression of the public services provided (Zang et al., 2021).

Finally, the theoretical basis of creative campaigns also includes the application of new technology and media. In the digital era and developments in information technology, creative campaigns can utilize social media, digital platforms and other interactive technologies to reach a wider audience and strengthen interactions with society (Rosengren et al., 2020). The application of technology and new media can provide greater possibilities in creating interesting and in-depth participation experiences for the public regarding the "PANGERAN DIPONEGORO" public service innovation.

### **Service Excellence**

Excellent public service is an important factor in achieving public satisfaction and trust in public service innovation. The concept of Service Excellent is closely related to efforts to provide a positive experience to public service users, by prioritizing their needs and expectations (Yoong, 2021). Excellent public services involve aspects such as reliability, speed, responsiveness, care and sustainability (Kasmir, 2017; Matthews et al., 2023). In the context of implementing a creative campaign model to support the "PANGERAN DIPONEGORO" public service innovation, the theoretical basis of Service Excellent is important to ensure the success and effectiveness of this innovation.

Service Excellent also involves the concept of Total Quality Management (TQM) and a customer-centric approach (Ross & Liker, 2016; Tarczydło & Miłoś, 2019). TQM focuses on quality management that involves all levels of the organization and prioritizes service user satisfaction. This approach involves identifying user needs, continuous improvement, and the use of methods and tools to improve service quality. Meanwhile, a customer-centric approach leads to a deep understanding of the needs, preferences and expectations of service users, as well as adjusting service strategies and innovations accordingly (Astuti, 2022; Rizkiawan et al., 2023). Implementation of a creative campaign model in supporting public service innovation "PANGERAN DIPONEGORO" needs to pay attention to TQM principles and a customer-centric approach to achieve the expected Excellent Service. The application of information technology can speed up access, simplify processes and increase service efficiency. Meanwhile, digitalization can provide easy access, flexibility and comfort for service users. The creative campaign model in supporting public service innovation "PANGERAN DIPONEGORO" needs to consider the use of information technology and digitalization in providing excellent services. It is important to optimize the use of technology to increase efficiency, quality and service user satisfaction (Orr et al., 2017).

### **Marketing Communications**

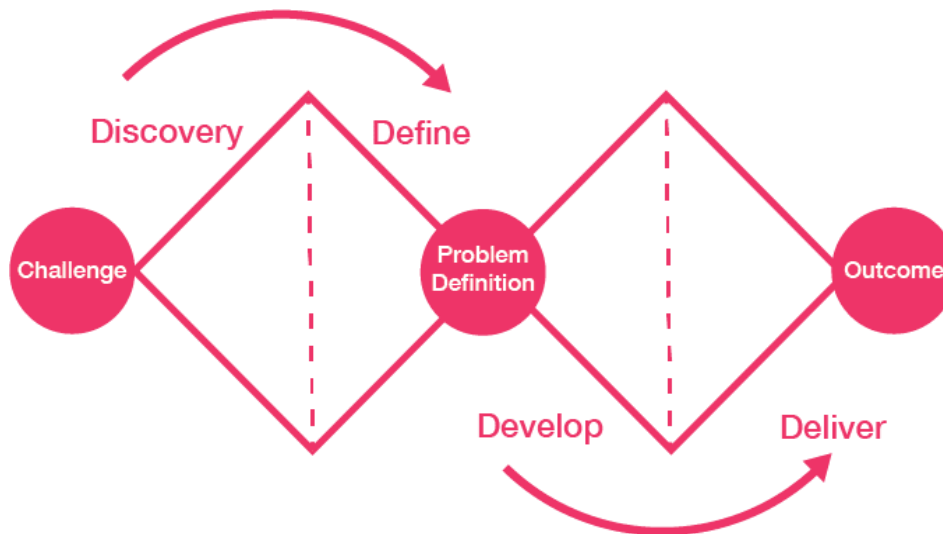
Marketing communication is an important concept in achieving successful public service innovation (Saren & Baker, 2016; Yaba et al., 2021). Marketing communications involves the use of communication strategies and techniques to promote and communicate the values, benefits, and advantages of public service innovations. Marketing communications is a relevant theoretical basis for supporting the implementation of creative campaign models in introducing and achieving better public service goals.

This concept has important implications in increasing the effectiveness of marketing communications in public services. Marketing communications through creative campaign models can also create greater public involvement and participation in public service innovation. Through the use of relevant media and platforms, such as social media, creative advertising, or promotional events, creative campaign models are able to build emotional bonds and positive interactions with the community (Scott, 2017; Andrews et al., 2020). This can encourage active community involvement in providing feedback, providing support, or participating in the development and improvement of the "PANGERAN DIPONEGORO" innovation.

The application of creative campaign models in innovative marketing communications also emphasizes the importance of market segmentation and a deep understanding of the needs and desires of the target audience (Smith et al., 2022; Chiesa et al., 2024). Through good identification and understanding of potential audience profiles, preferences and motivations, creative campaign models can be designed more precisely and relevantly. This allows marketing communications to be more effective and efficient in communicating the benefits and advantages of public service innovations to the right audiences, thereby increasing acceptance and adoption of these innovations (Englund et al., 2020).

## METHODS

The method used in this research is qualitative with the Double Diamond approach (Ledbury, 2017). This approach has four main stages consisting of Define, Discover, Develop, and Deliver to obtain comprehensive research results (Andriana, 2021; Yapary, 2022). Data was obtained primarily, namely through innovation supporting documents from the Semarang City Health Service and secondary data was collected through literature studies and Focus Group Discussions (Mayer, 2022) which were carried out for two months, namely from April to June 2023. Next, data triangulation carried out to obtain valid and reliable data (Pajo, 2022). The conceptual framework is used as a research flow. Next, a qualitative comparative analysis (QCA) was carried out using the IE, VRIO, and Value Chain Matrices to obtain analysis relevant to this research (Barney & Hesterly, 2019; Mello, 2021).



**Figure 1.** Conceptual Framework

Source: Author's Elaboration, 2023

## RESULTS

### Innovation Profile of 'PANGERANAN DIPONEGORO'

The Universal Health Coverage (UHC) program in Semarang City aims to provide access to health insurance for urban communities who have not been covered by previous health programs. As an effort to achieve this goal, policy changes were made by integrating the City Community Health Insurance program (Jamkesmaskot) into the National Health Insurance program - Social Security Administering Body Healthy Indonesia Card (JKN-KIS BPJS Health). In this policy change, there is a target to register as many as 50,000 poor people in the program. The implementation of the Semarang City UHC Program is based on Semarang Mayor Regulation Number 43 of 2017 which stipulates the registration of Semarang City residents as BPJS Health Contribution Assistance (PBI) Recipient Participants. However, the problem faced is that there are still many people who do not receive adequate health insurance (Naryono et al., 2023).

Therefore, innovation is needed to overcome these challenges. This innovation is expected to increase community participation in the UHC program, especially among city residents who have not been covered by the previous program. Thus, it is hoped that this effort can improve access and quality of health services for all Semarang City residents who need them. PANGERAN DIPONEGORO's innovation is an effort to increase the speed of achieving Universal Health Coverage (UHC) in Semarang City. The aim of this innovation is so that all residents of Semarang City can access health services through participation in the National Health Insurance (JKN). This innovation has a significant impact in achieving the Sustainable

Development Goals (TPB), especially in reducing poverty by increasing the proportion of Health Insurance participants through the National Social Security System (SJSN) in the health sector. After optimizing cooperation in implementing the PANGERAN DIPONEGORO innovation since 2019, UHC achievement has now reached 100%, which can be achieved thanks to this innovative intervention. The proportion of Health Insurance participants through SJSN in the health sector makes an important contribution to achieving the goals, targets and indicators of Sustainable Development Goals (SDGs) in Semarang City.

## INNOVATION FEASIBILITY STUDY

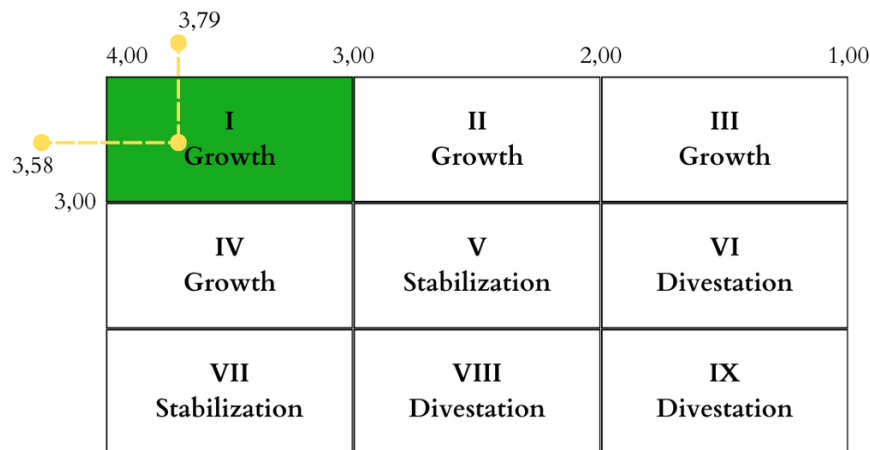
### *a. Matriks Internal-External Factors*

In this report, an Internal-External Factor Matrix is used to help implement more targeted innovations (Grant, 2010; Sarsby, 2016). This matrix is used to analyze internal and external factors that influence the implementation of innovation in the context of health services (Aunger et al., 2024). The following table explains the details of this matrix and the relevant factors in achieving Universal Health Coverage (UHC) in Semarang City. Based on the matrix results that have been presented, the PANGERAN DIPONEGORO innovation shows internal strength with a value of 3.79 and external strength with a value of 3.58. These values indicate that internal factors have a more significant influence than external factors on the success of PANGERAN DIPONEGORO's innovation. Therefore, it can be concluded (see Figure 1) that this innovation is entering the growth phase, and can continue to develop, and has high potential to achieve the goal of Universal Health Coverage (UHC) in Semarang City.

**Table 1.** Matrix I-E

Internal Factors	Weight	Rating	Score
Community Participation Achievements	0.22	4	0.88
Service Quality	0.24	4	0.96
Technological Innovation	0.18	4	0.72
Implementing Human Resources	0.21	3	0.63
Program Management	0.15	4	0.60
<b>Total</b>			<b>3.79</b>
External Factors	Weight	Rating	Score
Related Stakeholder Support	0.24	4	0.96
Community Compliance	0.24	3	0.72
Budget Availability	0.19	4	0.76
Collaboration Potential	0.15	4	0.60
Policy Support	0.18	3	0.54
<b>Total</b>			<b>3.58</b>

Source: Data processed, 2023.

**Figure 2.** Matrix Quadrant I-E

Source: Author Data, 2023

**b. VRIO Framework**

Furthermore, PANGERAN DIPONEGORO's innovation was assessed for its competitive advantage through the VRIO Framework (Humphrey et al., 2024), namely an assessment based on Value, Rarity, Imitability, and Organization. In terms of value, the PANGERAN DIPONEGORO innovation provides significant benefits in achieving Universal Health Coverage (UHC) in Semarang City, namely reaching 99.23% of UHC membership attainment (see Table 2).

**Table 2.** Significance of Innovation

No	Description	Before	After
1.	People Don't Have JKN Yet	2018: 6.27%	Year 2023: 0.77%
2.	UHC Membership Achievements	2018: 93.73 %	Year 2023: 99.23 %
3.	Life Expectancy Rate	2018: 77.23 %	Year 2023: 77.70 %

Source: Semarang City Health Service Data (Processed, 2023)

This significance shows that the implementation of the UHC Program in the City of Semarang was successful through the PANGERAN DIPONEGORO innovation, proven by the increase in public confidence in participating in the UHC program (UHC participation achievement in 2018: 93.73% and achievement in 2023: 99.23%). This is equivalent to an increase in the UHC target in the 2020 - 2024 RPJMN, namely 95 - 98%. This condition brings very broad benefits in the health sector, where participants in the UHC program can easily access health services so that their illnesses are treated more quickly and the recovery rate is higher.

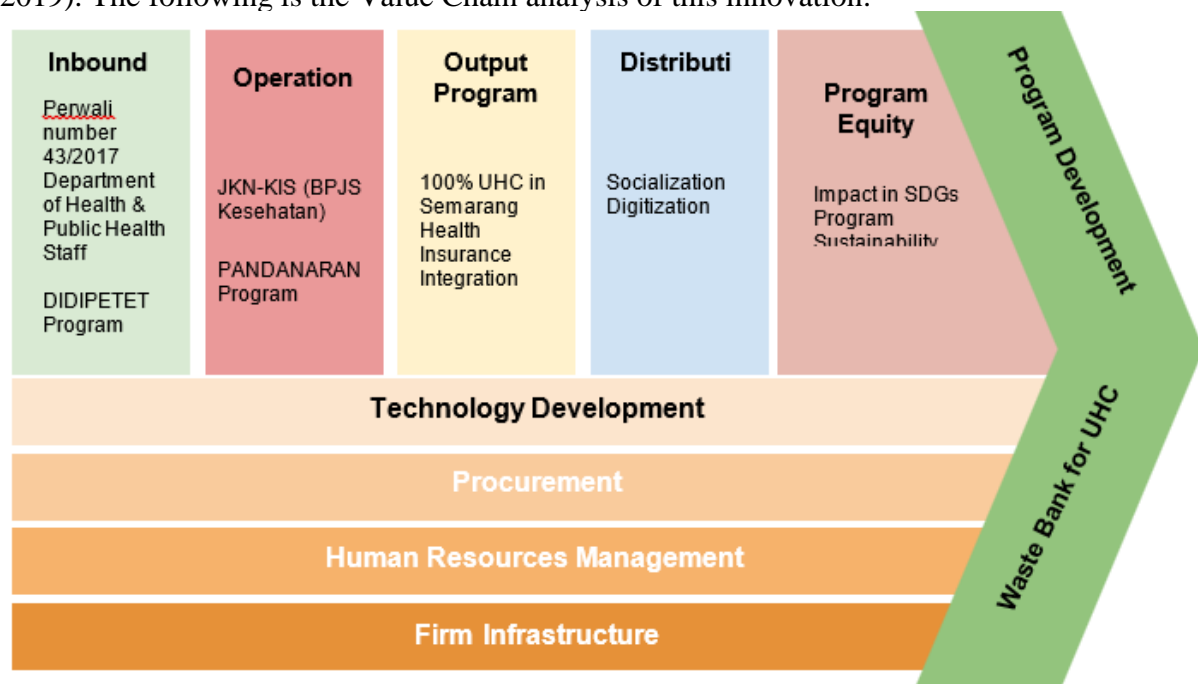
Meanwhile, regarding the scarcity aspect, PANGERAN DIPONEGORO's innovation has high value because not many health services directly verify JKN membership. This innovation's ability to overcome obstacles and challenges in achieving UHC in Semarang City provides a competitive advantage that is rarely possessed by other agencies. Meanwhile, in the aspect of imitation, the PANGERAN DIPONEGORO innovation has an easy level of difficulty. As a result, this innovation creates adaptability for health service institutions in other regions. This was marked by the replication of the PANGERAN DIPONEGORO innovation by Demak Regency, Batang Regency and Gresik Regency through a replication statement letter as well as a comparative study conducted by DI Yogyakarta Province on UHC achievements in Semarang City.

In the organizational aspect, the implementation of the PANGERAN DIPONEGORO innovation requires good coordination between various related parties, including the government, health institutions and the community. In this aspect, managerial strategies have been carried out in order to support the sustainability of innovation. Such as guaranteeing performance quality through innovative SOPs and SPPs, improving service quality through regular meetings with the Main Stakeholder Communication Forum regarding the sustainability of the Semarang City UHC Program, and digitizing services through the JKN Mobile application. Apart from that, support from JKN First Level Health Facilities (FKTP) through accreditation and implementation of BLUD management is also carried out to support the sustainability of the program.

Thus, the overall results of the analysis show that PANGERAN DIPONEGORO's innovation in achieving Universal Health Coverage (UHC) in Semarang City has had a significant positive impact. The success of this program is proven by increasing public trust, high levels of participation, and competitive advantages that other agencies rarely have. Apart from that, good implementation through good coordination between related parties has also guaranteed the sustainability of PANGERAN DIPONEGORO's innovation.

### c. Analisis Value Chain

The Universal Health Coverage (UHC) program in Semarang City has added value in creating access to health insurance for people who have not been covered before. In this context, the "PANGERAN DIPONEGORO" innovation plays an important role in optimizing the Value Chain to achieve inclusive and sustainable UHC (Presutti & Mawhinney, 2013; Suwandi, 2019). The following is the Value Chain analysis of this innovation:



**Figure 3.** Model *Value Chain* on PANGERAN DIPONEGORO Innovation

Source: Author Data, 2023

The Inbound Program in Semarang City, based on Mayor Regulation Number 43 of 2017, facilitates citizen participation in the UHC (Universal Health Coverage) program through BPJS Health with the support of trained health workers and the integration of digital technology. Innovations such as the "DIDI PETET" program use social media, mobile applications and websites to expand the reach of health information, while the "PANDANARAN" program

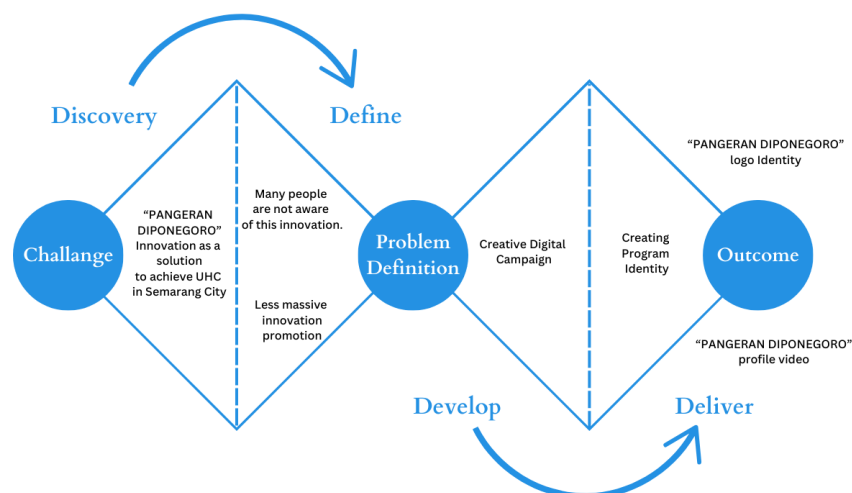


accelerates communication between citizens and the Health Service. This program succeeded in increasing citizen participation to 99.23% in health insurance, while increasing access and quality of health services. With the innovation "PANGERAN DIPONEGORO," this program also supports the achievement of the Sustainable Development Goals (TPB) through reducing poverty and expanding health insurance. Additional programs such as the "Waste Bank for UHC" help sustain UHC in Semarang by supporting inclusive and sustainable health insurance financing.

It can be concluded that the "PANGERAN DIPONEGORO" innovation has succeeded in increasing efficiency and effectiveness in achieving UHC in Semarang City by involving various supporting programs that work integrated and complement each other. Overall, the "PANGERAN DIPONEGORO" innovation has succeeded in providing a significant positive impact in achieving Universal Health Coverage (UHC) in Semarang City. There has been an increase in community participation, accessibility and quality of health services, as well as competitive advantages that other agencies rarely have.

### Creative Campaign Model Design

Creative Campaign Model Design has an important role in supporting the implementation of "PANGERAN DIPONEGORO" public service innovation. Creative campaign models are designed with various elements that include appropriate communication strategies, use of relevant media, and attractive messages. First of all, designing this campaign model takes into account the intended target audience, including the general public, government agencies and related stakeholders. In choosing a communication strategy, it is necessary to understand the preferences and needs of different audiences, as well as determine the main message to be conveyed about public service innovation.



**Figure 4.** "PANGERAN DIPONEGORO" Innovation Creative Campaign Design Model

Source: Author Data, 2023

Furthermore, in selecting media, optimizing the use of relevant and effective media, the use of visual and audio-visual media will be implemented in this design. The choice of media is based on the ability to convey the message effectively and attract the audience's attention. This media has a higher level of memory than text-based or verbal media. By using a combination of Figures, graphics, animation and sound, an interactive visual experience can be created, arousing audience interest and encouraging active engagement in the campaign. Additionally, visual and audio-visual media can be easily accessed digitally, allowing campaigns to reach a wider audience via online platforms such as YouTube and Instagram.



**Figure 5.** Innovation Logo "PANGERANAN DIPONEGORO"

Source: Author Data, 2023

Creating an innovation identity is carried out in two forms, namely an innovation logo and a profile video. The creation of the logo is based on elements, colors and elements that are relevant to health and the city of Semarang. Figure 3.3.6. shows the results of designing the public service innovation logo "PANGERAN DIPONEGORO". These results are based on the wireframe that has been prepared. A wireframe is a visual representation of a logo design interface description presented in the form of a sketch or diagram. Wireframes are used to display the settings, layout, content organization, and navigation that will exist on an interface page. The existence of a wireframe is very important at this stage because it allows free exploration of the layout and allows the creation of various display alternatives quickly. This aims to minimize the number of revisions required. Below is a wireframe created based on the previously designed model architecture.



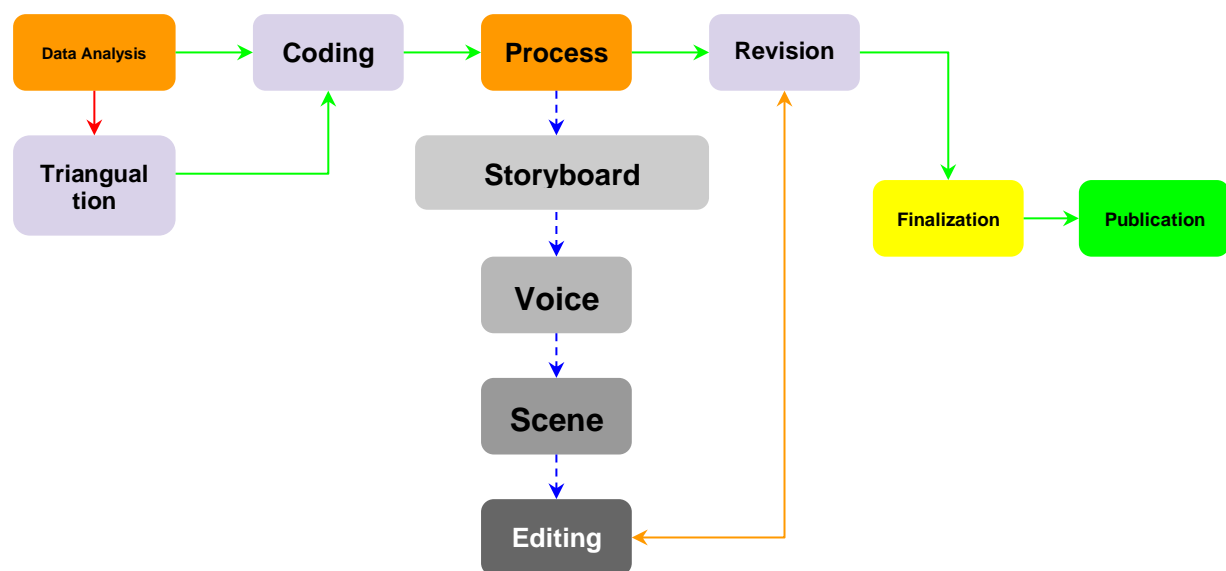
**Figure 6.** Wireframe Innovation Logo

Source: Author Data, 2023

The color element of health in this visualization uses figures of two individuals to reflect appreciation, confidence, responsibility, and cooperation in health values. The leaf symbol

symbolizes fertility, growth, joy and healthy life. Bright green reflects life, balance, growth, and health, while blue is often associated with calm, trust, and depth. All of this is in accordance with the objectives of the PANGERAN Diponegoro Program to support the health of the people of Semarang City by achieving 100% Universal Health Coverage (UHC) in Semarang City. Next, the protective element is represented by an orange umbrella. Philosophically, an umbrella symbolizes protection and security, providing comfort and calm in facing life situations. The color orange symbolizes enthusiasm, creativity, happiness, fun and positive energy. Therefore, the PANGERAN Diponegoro Program is expected to provide health services full of enthusiasm, creativity, happiness, fun and positive energy for the people of Semarang City.

The closing element in this visual design is represented by the hand symbol, which symbolizes the spirit of togetherness and mutual assistance. The hand was chosen as a symbol representing these values. In philosophy, the color red often has relevance to energy, passion, and strength. Therefore, the PANGERAN Diponegoro Program is interpreted as an ever-burning spirit to help each other and collaborate in achieving common goals. After successfully designing the innovation identity, the video design is then carried out using innovation support data which is translated into an architectural model which aims to provide a concise overview of the video design process.



**Figure 7.** Campaign Model Architecture  
Source: Author Data, 2023

### Implementation and Testing

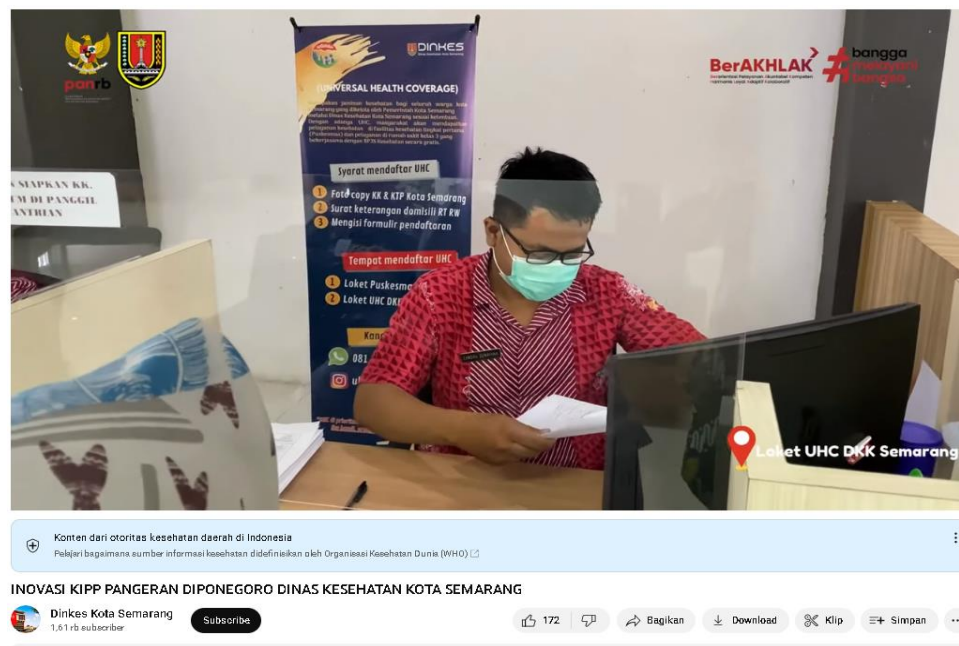
The campaign model was implemented in the form of a launch through the innovation video "PANGERAN DIPONEGORO" which was submitted along with supporting data for the first stage of the Public Service Innovation Competition, which was uploaded to the official Youtube channel of the Semarang City Health Service.

**Table 3.** *Insight* Innovation Video "PANGERAN DIPONEGORO"

No	Indicator	Amount
<i>(4 May - 30 June 2023)</i>		
1.	Viewing ( <i>Views</i> )	640
2.	Criticism ( <i>Likes</i> )	172
3.	Comment ( <i>Comments</i> )	29
4.	Account Reach	251

Source: Semarang City Health Service Data (Processed, 2023)

Since being broadcast in the period 4 May to 4 July 2023, the innovation video has received public attention. In that time span, the video managed to reach 640 views, showing that there is significant interest and attention from the public towards this innovation. Apart from that, this video also received 172 accounts who liked the video, indicating that the video content was successful in getting a positive response from the viewers. In addition, there were 29 comments left by the public, indicating deeper engagement and interaction with the video. This shows that the innovative video "PANGERAN DIPONEGORO" is able to provoke discussion and provide a platform for the public to participate actively. Apart from that, this video also managed to reach 251 accounts, which indicates that the innovation message has spread widely and reached a wider audience. This shows that the marketing strategy through the innovative video "PANGERAN DIPONEGORO" is able to reach and attract public interest and participation in supporting this public service innovation.

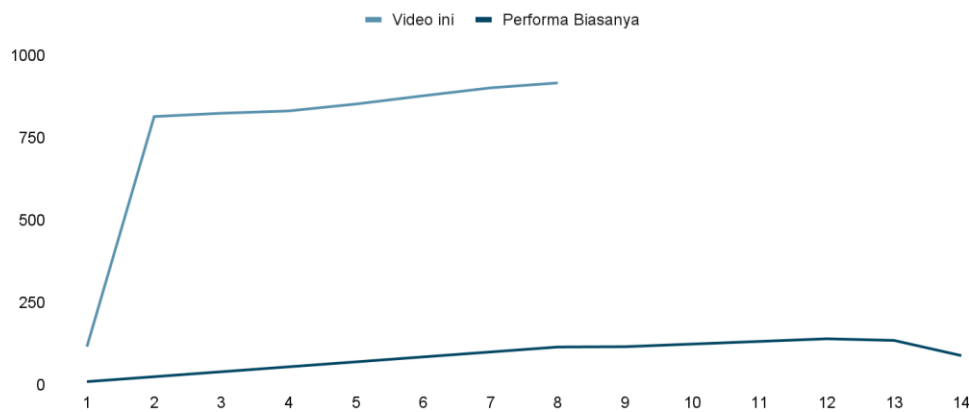


**Figure 8.** Video *Launching* Innovation " PANGERAN DIPONEGORO"

Source: Semarang City Health Service Youtube Channel, 2023

Furthermore, after the "PANGERAN DIPONEGORO" innovation had entered the Top 99 Public Service Innovation stage, a new video was made as supporting data for the innovation which would be presented by the Mayor of Semarang as regional head. The latest video that has been designed is uploaded via the official Youtube channel of the Semarang City Government. The formation of the storyboard is translated from the innovation proposal that has been prepared by the innovation team. Furthermore, the production process involves evaluation results, namely the need to add captions (subtitles) so that they are easier to understand and the aims and objectives of the innovation can be conveyed well.

## Performa Penayangan



**Figure 9.** Top 99 KIPP Video Performance “PANGERAN DIPONEGORO”

Source: Semarang City Government, (Processed, 2023)

Based on the data listed in Figure 3.3.10, the insight that can be obtained from the performance of the innovative video "PANGERAN DIPONEGORO" is that there is a significant increase in the number of video views over time. This innovation video managed to reach peak performance by recording 916 views on the seventh video. This shows that the video has succeeded in attracting the audience's attention and interest.



**Figure 10.** Video Top 99 KIPP “PANGERAN DIPONEGORO”

Source: Semarang City Government Youtube Channel, 2023

Apart from that, the data also shows that the overall performance of the innovation video “PANGERAN DIPONEGORO” far exceeds the usual performance, as shown by the significant difference between the video view figures. This shows that the use of innovation and creative campaign strategies has had a positive impact in increasing the number of video views and public awareness of the "PANGERAN DIPONEGORO" innovation. The overall performance of the video far exceeds its usual performance, showing that the use of innovation and creative campaign strategies has had a positive impact in increasing public awareness of the "PANGERAN DIPONEGORO" innovation.

## CONCLUSION

The Universal Health Coverage (UHC) program in Semarang City through the "PANGERAN DIPONEGORO" innovation has had a significant positive impact in achieving the goal of Universal Health Coverage. Based on the results of the innovation feasibility study, "PANGERAN DIPONEGORO" has reliability and added value by developing new innovations, namely "Bank for UHC". One recommendation that needs to be made is to strengthen community participation. This effort can be done through effective communication campaigns, social approaches, and the use of digital media. This will help increase community participation, especially among city residents who have not been covered before. Apart from that, it is necessary to improve the quality of health services in the UHC program. Training and development of human resources, use of digital technology, and strict supervision of service standards are the keys to improving the quality of these services.

Optimizing collaboration and partnerships is also an important recommendation. Closer collaboration between government, health institutions and communities will strengthen UHC implementation. The "PUNGKASAN UHC" program can be implemented as an effort to strengthen cooperation and partnerships between various related parties. Program sustainability is also a focus that needs to be improved. In achieving inclusive and sustainable UHC, program sustainability needs to be strengthened. The "Trash Bank for UHC" program can help residents reduce the costs of covering JKN, while the "PASUTRI UHC" program will strengthen independent JKN membership. Regular evaluation and monitoring of the implementation of the UHC program and the "PANGERAN DIPONEGORO" innovation is also very important. This will help identify weaknesses and evaluate the success of the program, as well as provide input for further improvement and development. By implementing these recommendations, it is hoped that the UHC program in Semarang City through the "PANGERAN DIPONEGORO" innovation can continue to develop and achieve the goal of inclusive and sustainable Universal Health Coverage.

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