MIXING AND MATCHING THE 'ELM' CONCEPT WITH THE SUCCESS OF THE CILIWUNG RIVER NATURALIZATION PROGRAM

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ABSTRACT. Eventhough ELM theory is commonly used for marketing communication research, especially regarding consumer behavior, this research can explain the effect of the central route and peripheral route thinking paths of ELM theory towards four levels of awareness to the environment. The persuasive efforts of the socialization of the Ciliwung River naturalization program give influence on people's awareness. People who process messages using the central route, are those who process the core message such as the danger of waste to the environment and how to solve the waste problem. Those who use peripheral routes just follow along and there is no change in attitude. Autonomous has the highest average score compared to other indicators. This shows that many people are starting to be aware of being environmentally friendly and this awareness comes from within themselves not because of compulsion.

KEYWORDS: Ciliwung River naturalization program, community awareness, ELM theory, environmental friendly, water pollution.

INTRODUCTION

The Elaboration Likelihood Model (ELM) was first introduced by Petty and Cacioppo in 1981. In this model there are two lines of thought from the process of persuasion and the process of relevant argumentation. These processes are obtained through heuristic signals (Petty & Cacioppo, 1986). Before the ELM, other persuasion theories did not explain concrete ways to understand changing attitudes. ELM is most often used to explain the change in attitude of persuasion generated by advertising. This is an event of persuasion caused by external stimuli. ELM can describe in detail a process of persuasion and can be used in many situations. This model was one of the most widely cited marketing communication models of the 1980s (Kitchen et al., 2014).

So, if the ELM framework is still being used for marketing planning in today's age of digital technology that has begun to empower consumers, then the referenced market landscape may still use the lens of the 1980s (Kitchen et al., 2014) (Kitchen, 2013). Departing from these doubts, the purpose of this study is to test ELM on activities outside the field of marketing. Activities that also use persuasion efforts to get a positive reaction from the community, socializing the Ciliwung river naturalization program to people living on the riverbanks. ELM provides a framework for organizing persuasion activities that can be applied to a variety of sources, messages, recipients and other context variables (Petty & Cacioppo, 1986).

The working principle of ELM, before processing the message there are two directions of persuasion, namely the central and peripheral paths. Both head to opposite points which ultimately leads to cognitive effort. A person has an ELM level that depends on his motivation and ability. The low and high level determines the direction of its persuasion, either towards the center or peripheral route. There are four factors that influence an individual's motivation: (1) whether the message has personal relevance, (2) whether the message affects the level of need for cognition (NFC), (3) whether the source of the argument is against the message, (4) whether the situation recommended by the message is a pro or con to attitude (Petty & Cacioppo, 1986).

In addition to the level of motivation, the individual's ability determines the route direction of persuasion. There are three factors that affect a person's ability to process message arguments, namely: (1) whether there are annoying stimuli, (2) whether there are repetitions of the message, (3) whether there are experiences relevant to the problem that the intended individual has (Petty & Cacioppo, 1986). This explanation proves that the effect of persuasion process is measured by attitudes and behaviors

(Kitchen et al., 2014) (Marcus, 2014) (Perloff, 2017).

The premise of ELM, the information process will go through the central route if the elaboration likelihood rate is high. The formation of attitudes results from considerations and arguments towards the message and is usually fixed and subsequent behavior is predictable. The information process will go through the peripheral route if the elaboration likelihood level is low. This route requires less cognitive effort if it is to make an attempt at persuasion because it relies more on the credibility of the source and the heuristics. Therefore, the formation of attitudes through the peripheral route does not come from the quality of argumentation, the influence is temporary, and the behavior produced subsequently is difficult to predict (Petty & Cacioppo, 1986).

Petty and Cacioppo found a number of indicators that could affect which route to take, whether the central or peripheral. These indicators are the source attractiveness, source engagement, and need for cognition (NFC). On the concept of ELM, these indicators can apply as persuasive argumentation, peripheral indications, also affecting the direction of argument elaboration. Since its discovery, ELM has been widely used for marketing communications research that studies consumer behavior. ELM's popularity remains under significant criticism, particularly about the influence of mediation variables, engagement, and cognitive response (Kitchen et al., 2014). Successful replication of ELM occurred only shortly after the development of this model. This was also done by researchers related to Petty and Cacioppo. Studies on ELM have recently been conducted to test its relevance in a young audience. It was found that the attitudes of young people did not differ significantly at high and low levels of engagement, both in persuasion efforts using central and peripheral routes (O'Keefe, 2008).

Several previous studies have found that students have higher levels of NFC and greater cognitive abilities. These findings cannot be generalized to other populations, including youth in general (Wegener, 2001). Many advertising practitioners question the ability of this model to predict the situation (Asih, 2014). Most of the academic's research results have low relevance to the world of practitioners. The use of this model is also not aligned with today's world of digital communication. Most researchers doubt the ability of this model to be replicated. Messages in an online context do not play a moderate role in the formation of attitudes. The application of ELM in the field of advertising is currently beginning to be questioned.

This study uses ELM in the socialization activities of the Ciliwung River naturalization program for the people of Bogor City who live on the riverbank so that they can jointly maintain the cleanliness of the Ciliwung River. This program was initiated by the Bogor City government. A community applies norms and values to its members through socialization and applies laws to violators (Berns, 2010). The purpose of this study is to see if the community's characteristics can affect their level of consciousness. This study also analyzes how the socialization of this program could affect awareness about the importance of keeping the river clean.

The Ciliwung River Pollution

River water pollution caused by garbage can damage the biotic, abiotic and social environment (Wigati & Soedarsono, 2016), it can also reduce water quality from upstream to downstream (Yudo & Said, 2018). River water pollution can also be caused by community activities living around the riverbank, such as bathing-washing-latrine activities, disposing of industrial waste, household waste, livestock waste, and so on. To overcome the Ciliwung River problem, the Jakarta Government has implemented the Ciliwung River normalization program. In its implementation, this program experienced difficulties caused by protests of 28% of jakartans around the Ciliwung River and 22% of people outside the Ciliwung River area who refused to implement the program. The lack of awareness about the environment is the reason why until now there are still many rivers that are polluted. If people don't care about the river, then any program from the government to fix the river will not be effective. To control river pollution, one of the ways carried out by the government is to educate the public, but in its implementation, a strategy is needed to overcome the problems that occur.

Bogor City has two main rivers, namely the Cisadane River and the Ciliwung River. The Cisadane River has four tributaries including: Cipakancilan River, Cianten River, Cidepit River, and Cisindangbarang River. The Ciliwung River has three tributaries, namely the Cibalok River, Ciparigi River and Ciluar River. Measurement of river water quality based on government regulation no. 82 of 2001 article 8 concerning Water Quality Management and Water Pollution Control, the classification and criteria of water quality are determined into 4 classes, namely:

1. Class 1: water that can be used as drinking water or other designations requires the same water quality
2. Class 2: water that can be used for infrastructure / water recreation facilities, freshwater fish farming, animal husbandry, and agriculture
3. Grade 3: water that can be used for freshwater fish farming, animal husbandry and agriculture
4. Class 4: water that can be used to irrigate crops / farms

Based on data from the Ciliwung River water quality analysis in 2015, water quality in the upstream, the middle and the downstream locations of the Ciliwung River does not meet the requirements for class 2 water utilization, while water quality in the upstream, the middle and the downstream locations of the Cisadane River does not meet the quality standards for class 1 utilization. So, the rivers in Bogor City as explained above are all polluted. To overcome the waste problem in the Ciliwung River, the Ciliwung Caring Community (*Komunitas Peduli Ciliwung* / KPC) and the Bogor City Government (*Pemkot*) initiated the Ciliwung River naturalization program. Naturalization is different from the normalization that has been commonly known to ordinary people. Naturalization is to restore the morphology of the river to its original condition (www.antaranews.com). This program also aims to create green open space because it is very beneficial for the river ecosystem. Allowing the river to function properly means not making it a waste dump and this can improve the river's ecosystem.

The Ciliwung Caring Community (*Komunitas Peduli Ciliwung* / KPC) and the Bogor City Government (*Pemkot*) formed a Task Force (*Satgas*) for the naturalization of the Ciliwung River. This task force has 39 members, consisting of the Indonesian National Army (*Tentara Nasional Indonesia* / TNI), civil service police unit (*Satuan Polisi Pamong Praja* / Satpol PP, Bogor City Environmental Service and the KPC. This program aims to restore the quality of the Ciliwung River as it used to be. There are three targets to be achieved from this program, namely ensuring the quality of life of residents along the watershed to be better, implement integrated water tourism, and disaster prevention, especially floods (Wardiningsih et al., 2020). Any tourism potentials should be supported by stable natural conditions (Kurniasari et al., 2021). The task force has the task of carrying out socialization to the community. Socialization is carried out directly, this is considered quite effective in conveying information to the public to create closeness. (Perloff, 2017) suggests several persuasion strategies for socialization carried out by the task force:
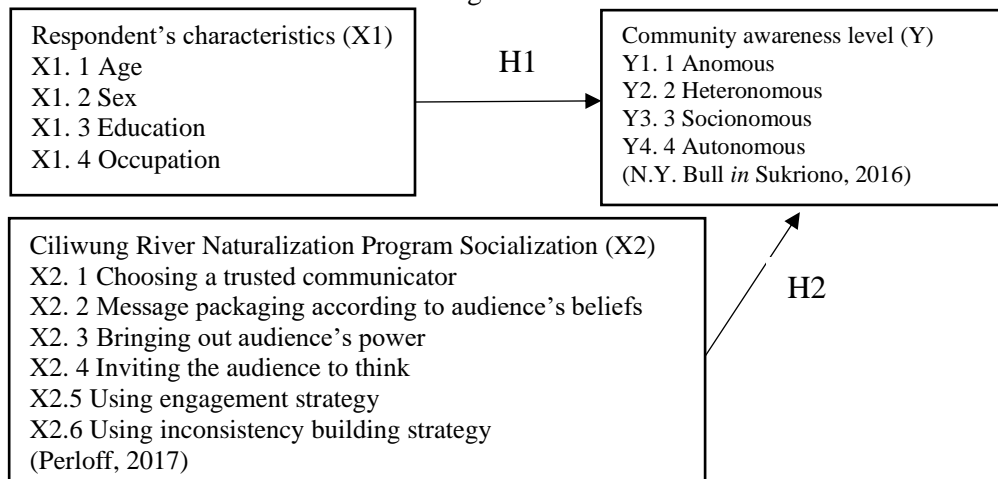1. Choosing a trusted communicator
   A perfectly designed and conveyed message cannot bring about a change in behavior if the audience cannot trust the communicator.
2. Packaging a message that suits the audience's wishes
   Fishbein and Ajzen said that messages will be able to have a great influence on changing the behavior of the audience if they are packaged according to the trust that exists in the audience.
3. Bringing out the strength of the audience
   To make permanent behavioral changes in the audience, one of the things that must be done is to ensure that they personally can make these changes.
4. Invite audiences to think
   Simply providing a reasonable argument are some of the ways that can encourage the audience to think.
5. Use an engagement strategy
   To influence the audience, campaign messages should also be delivered using engagement strategies. The level of engagement depends largely on the type of audience.
6. Using inconsistency development strategies
   Based on the theory of cognitive dissonance, giving rise to a message that will give rise to dissonance because it does not match what they have always believed, ultimately bringing them to a safe and balanced state.

N.Y Bull *in* (Sukriono, 2016) says that an awareness has the following stages and patterns:
1. *Anomous* awareness, that is, awareness or obedience of unclear basis and its orientation.
2. *Heteronomous* awareness, that is, consciousness based on diverse or alternating motivations.
3. *Socio-muscular awareness,* that is, consciousness that refers to the opinion of the general public.
4. Autonomous *awareness*, that is, the best consciousness that comes from within oneself.

Both concepts are used in this study as variables x2 and y as depicted in the framework as follows:

Figure 1. Research Framework


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┌─────────────────────────────────────┐          ┌─────────────────────────────────────┐
│ Respondent's characteristics (X1)    │          │ Community awareness level (Y)        │
│ X1. 1 Age                            │   H1     │ Y1. 1 Anomous                        │
│ X1. 2 Sex                            │ ───────► │ Y2. 2 Heteronomous                   │
│ X1. 3 Education                      │          │ Y3. 3 Socionomous                    │
│ X1. 4 Occupation                     │          │ Y4. 4 Autonomous                     │
└─────────────────────────────────────┘          │ (N.Y. Bull in Sukriono, 2016)        │
                                                  └─────────────────────────────────────┘
┌──────────────────────────────────────────────┐
│ Ciliwung River Naturalization Program          │
│ Socialization (X2)                             │
│ X2. 1 Choosing a trusted communicator          │
│ X2. 2 Message packaging according to audience's │   H2
│       beliefs                                   │
│ X2. 3 Bringing out audience's power             │
│ X2. 4 Inviting the audience to think            │
│ X2.5 Using engagement strategy                  │
│ X2.6 Using inconsistency building strategy      │
│ (Perloff, 2017)                                 │
└──────────────────────────────────────────────┘
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H_0 : Characteristics and Socialization of the Ciliwung River Naturalization program does not affect the level of awareness of Bogor City community.

H_1 : The characteristics of the people affect the level of awareness.

H_2 : The Socialization of the Ciliwung River Naturalization Program affects the level of awareness.

METHODOLOGY

This study uses explanatory quantitative method to test the relationship between variables. This study uses the people of Kedung Badak Village (25,318 people), Tanah Sareal District as research population because they were participating in the socialization of the Ciliwung River naturalization program. (kelkedungbadak.kotabogor.go.id, 2018). The *sampling* technique uses *Nonprobability Sampling*, which is incidental sampling with 100 people sampled. This study tested the influence of the variables x1 and x2 towards variable y. Starting with a series of classical assumption tests, namely: linearity test, normality test, heteroskedasticity test, and multicholinearity test. Followed by the model feasibility test (f test), regression coefficient test (t test) in multiple linear regression analysis.

Ciliwung River was selected because its watershed was 387km2 with a track length of 120 km across the administrative areas of Bogor Regency, Bogor City and Jakarta. The Ciliwung River crosses densely populated settlements, so the river has the potential to be used as a waste disposal site. Five villages in East Bogor District are the areas in Bogor City that have the worst river quality index and are polluted due to garbage (bogor.pojoksatu.id). In Bogor City itself, the unawareness of the community in maintaining the Ciliwung River can be seen from the large amount of plastic waste along the river. The Bogor City Environmental Agency (DLHK) predicts that in a day there are 30 tons of waste disposed on the banks of the Ciliwung River. The waste is spread across 87 points in 13 urban villages (www.pikiran-rakyat.com).

This study uses Elaboration Likelihood Model (ELM) to translate the community's response from persuasion by the Bogor City government to increase awareness in maintaining the cleanliness of Ciliwung River. The theory sees the individual as a rational being when evaluating messages of persuasion. According to ELM theory, a person evaluates information in various ways, sometimes evaluates the message carefully using critical thinking. Sometimes it is simpler, occasionally it has a spirit of argument but sometimes it does not. That possibility depends on how someone processes the message (Kitchen et al., 2014).

RESULTS AND DISCUSSION

This study applies a regression coefficient test (t test) to determine whether or not there is a partial influence of variables x1 (characteristics) and x2 (socialization) on variable y (level of awareness). This

calculation is shown by table 1 as follows:

Table 1. Regression Coefficient Test Results (t Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	63.762	6.026		10.581	.000
	Age	-.425	.226	-.234	-1.877	.064
	Sex	-.607	.508	-.134	-1.195	.235
	Education	-.374	.254	-.150	-1.475	.144
	Occupation	.046	.131	.048	.347	.729
	Socialization	-.170	.074	-.222	-2.297	.024

a. Dependent Variable: Level of awareness
Source: Primary Data, 2022.

From the data, because all sig values are greater than 0.05, meaning there are no influence of all indicators on the characteristic variables of the Bogor City Community (X1) on their level of awareness (Y). In addition, the socialization of the Ciliwung River naturalization program (X2) affects the level of awareness (Y). Multiple linear regression analysis is used to determine the presence or absence of the influence of variable X1 and X2 towards variable Y. Based on *the coefficients* table in the t-test, the regression coefficient value for characteristic variables consisting of age -0.425, gender -0.607, education -0.374, employment 0.046, socialization of the Ciliwung River naturalization program -0.170. The double linear regression equation is as follows:

$$Y = a + b_1 x_{1} + b_2 x_{2} + b_3 x_{3} + b_4 x_{4} + b_5 x_{5}$$
$$Y = 63{,}762 - 0{,}425 - 0{,}607 - 0{,}374 + 0{,}046 - 170$$

Information:
Y = Level of awareness
X1= Age
X2= Sex
X3= Education
X4= Occupation
X5= Naturalization Program Socialization

Based on the above equation of multiple linear regression analysis, it can be described as follows:
1. The value of the constant coefficient of 63.762 states that the value of community characteristics (age, sex, education, occupation) (X1) and the socialization of the Ciliwung River naturalization program (X2) then the level of awareness (Y) is 63,762.
2. The value of the age regression coefficient of -0.425 states that any decrease of one unit point at the age will reduce the level of awareness of the Ciliwung River naturalization program by 0.425. This means that the younger a person is, the lower his level of awareness of the Ciliwung River naturalization program.
3. The value of the sex regression coefficient of -0.607 states that every decrease in one unit of sex points will reduce the level of awareness of the Ciliwung River naturalization program by 0.607. This means that the more sex is dominated by men, the more difficult it will be to increase awareness.
4. The value of the education regression coefficient is -0.378. This shows that every decrease in one point of education will reduce the level of awareness of the Ciliwung River naturalization program. This means that the lower a person's education, the lower the level of awareness of the Ciliwung River naturalization program.
5. The value of the coefficient of occupation is 0.046. This shows that every increase of one point of occupation will increase the level of awareness of the Ciliwung River naturalization program. This means that the better a person's work, the better the level of awareness of the Ciliwung River naturalization program.
6. The value of the socialization coefficient of the Ciliwung River naturalization program is -0.170. This shows that every decrease one point of socialization of the Ciliwung River naturalization

program will reduce the level of awareness of the Ciliwung River naturalization program. This means that the less the implementation of the socialization of the Ciliwung River naturalization program, the lower the level of awareness of the Ciliwung River naturalization program will decrease.

Coefficient of Determination Test

The coefficient of determination test aims to find out the proportion or percentage of the total variation in the variables. The coefficient of determination test serves to find out what percentage of influence the variable X exerts on the variable Y.

Table 2. Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.383ᵃ	.147	.102	2.15613

a. Predictors:(Constant), Socialization, Occupation, Education, Sex, Age

Source: Primary Data, 2022

Based on table 2, the *Adjusted R Square* value is 0.102. These results show that the characteristics of Bogor City community and the socialization of the Ciliwung River naturalization program have a proposition of influence on the level of awareness by 10.2%, while the remaining 89.8% (results from 100% - 10.2%) are influenced by other variables that are not explained in this study.

The influence of the charateristics of the Bogor City Community on the level of Awareness

Based on the characteristics of the community with a total of 100 respondents, most of the respondents aged 17-25 years were 44 people. The sexes were dominated by men as many as 51 people and women as many as 49 people. Based on education, most of them are high schools as many as 64 people. Then based on employment, most of them has occupation in other categories as many as 39 people.

Judging from the average score on the sex, men dominate more than women, this is because male contribute more to the activities carried out by the Ciliwung River naturalization task force. The t test showed that the regression coefficient in the sexes showed negative signs, this meant that the more the sex was dominated by men, the more difficult it would be to influence the level of awareness. In carrying out persuasion to the community, it is necessary to involve women in it itself because women and men have differences in terms of communication (Marcus, 2014). But the condition of women related to culture, self-rescue capacity and mobility, hava made them vulnerable when dealing with disasters (Birowo et al., 2019).

Genderlect Styles, which describes the incomprehension between men and women with regard to the fact that the focus of women's speech is connection, while men are at the service of their status and independence (Fauziah et al., 2018). *Genderlect Styles* talks about the style of conversing, not what is said but how to state it (Irawati, 2017). This principle believes that there is a gap between men and women, because each of them is in a cross-cultural position (Hidalgo-Tenorio, 2016). For this reason, it is necessary to anticipate with regard to the gap. Failure to observe differences in speech styles can bring big problems, women are eager for connections versus men are eager for status. Connections are closely related to proximity, status is closely related to power (power). *Rapport talk* is to judge the chatter of women who tend to seem sympathetic. *Report talk* is used to assess male chatter that tends to be as it is. In the multiple regression analysis, it was found that based on the t test for characteristic variables (age, sex, education, and occupation) it had no influence on the level of awareness of the people of Bogor City partially. The values of the regression coefficients of the variables X_1 and X_2 on the t-test indicate that the entire value is negative except occupation. This shows that the better a person's job, it will affect positively to their level of awareness.

The effect of socialization of the Ciliwung River naturalization program on the level of awareness

Based on the results of the t test, it shows that variable X_1 characteristic has no effect on variable Y the level of awareness of Bogor City community. Meanwhile, variable X_2 socialization of the

Ciliwung River naturalization program affects the level of awareness. Based on the f test, the sig value by 0.010 and F_{count} by 3.237, where the value of sig. is less than 0.05 and F_{count} is greater than F_{table} 2.31. This shows that there is a simultaneous influence between variable X_1 and variable X_2 towards the level of awareness.

Socialization is one of the forms of activity aimed at influencing the mindset or behavior to create awareness in community. The Ciliwung River naturalization program is carried out to reduce the increasing pollution rate of the Ciliwung River as explained in the background recorded that in a day it is predicted that there will be 30 tons of waste disposed by the community on the banks of the Ciliwung River, the waste is spread across 87 points in 13 urban villages. The socialization of the Ciliwung River naturalization program was carried out by the Ciliwung River naturalization task force in Kedung Badak Village, Tanah Sareal District. In addition to socialization, the Task Force also patrols around the river to monitor the river from river pollution actors frequently from Monday to Friday, in addition to that the task force also makes educational boards about the duration of decomposition of waste placed in various areas.

The Relationship of ELM Theory with research results

Ciliwung River pollution has become a serious problem for the environment, so a mature strategy is needed to control it. The pollution of the Ciliwung River is caused by plastic waste thrown into the river. The socialization of the Ciliwung River naturalization program is one of the ways carried out by the government together with the Ciliwung Caring Community (KPC) to reduce the number of waste pollution in Bogor City. The Bogor City Government and the Ciliwung Caring Community formed the Ciliwung River naturalization task force to carry out the socialization. The naturalization program of the Ciliwung River in accordance to its meaning "natural" aims to re-naturalize the river as it was before. The task force aims to make people live with minimal waste and teach the community to be environmentally friendly, because if the community starts doing this, the Ciliwung River will slowly be free from waste.

The theory of ELM (*Theory of Elaboration Likelihood Model*) is based on the premise that messages of persuasion (campaign, advertising and others) are not accepted equally by the audience. The same message can be received differently, and ultimately has a different effect on each individual. (Petty & Cacioppo, 1986) look at two important aspects that determine how the message of persuasion is processed by a person. First, a person's motivation in receiving a message of persuasion (for example, advertising). Motivation reflects three things, namely 1) involvement or personal relationship with the topic, the more important the topic, the more willing people think critically, 2) the diversity of arguments from various sources, 3) a person's tendency to enjoy critical thinking. Second, a person's ability to process messages of persuasion. A person may be interested and motivated to process a message, but if that person does not have the ability to process the message, then the persuasion message will not be processed.

The two factors mentioned above (motivas and the ability to process messages), determine whether a message will be processed and elaborated by a person or not. A message that is processed and elaborated, by Petty and Cacioppo is called using the *central route*. Instead, an unelaborated message will be processed using the peripheral *route*. A person who processes a persuasion message using the Main line (*Central route*) will judge the persuasion message from the *content*. It will be evaluated with the knowledge and experience possessed by each individual. One can change one's attitude or there is no change whatsoever after receiving the message of persuasion. The change can be positive, one accepts the message of persuasion and makes a positive attitude towards the advertisement and agrees with the arguments presented, or the change can be otherwise negative.

The use of messages using *peripheral routes* occurs when someone processes a message outside its content. The use of this fringe path occurs when a person has no desire or motivation to receive a message of persuasion and is unable to process it. When the *peripheral route* is used, the content of the persuasion message is not noticed, people only pay attention to the signs or striking signals of the message.

In the early stages to create motivation for the audience, the task force recruited village government officials and residents in Kedung Badak Village to join the task force team and carry out socialization and patrols in monitoring the river from river pollution actors, in addition to creating motivation to get acceptance from the community. That way the task force will be easier to persuade the

audience. At this stage, the message that the task force team wants to focus on is how to sort the waste in their respective homes using the biopore method.

The task force team realized the concern for the environment and the ability of the community to process different messages so that the task force made waste decomposition education boards in various locations in Kedung Badak Village to inform about the length of waste decomposition period. This aims to prevent residents from taking the problem of non-organic waste lightly for environmental sustainability, and began to follow the task force's recommendations to sort out their waste.

From the persuasive strategy carried out by the task force, the community began to accept the naturalization program of the Ciliwung River. However, the community, of course, processes messages from two aspects, namely *the main route (central route)* and the peripheral route (*peripheral route*). People who process messages using *the main route (central route)*, are those who are able to process messages or those who have qualified knowledge and experience. The aspects that are processed are the core of the message such as the danger of waste to the environment and how to solve the waste problem. Many people already understand that waste that is thrown away carelessly will experience a very long decomposition. The positive and negative changes of the use of this path depend on changes in the structure of the cognition of the audience. We can detect awareness from the external behavior (Gamez, 2014). The positive change from the use of the main route can be seen from the value of the *Autonomous* indicator score where the community has a good awareness of the persuasive message carried out by the task force. Based on the task force's statement that they have no longer found any waste in the river because some people have made biopore infiltration holes and reduced plastic use.

Not all people follow the orders carried out by the task force because there are still people who do not have the motivation to receive persuasive messages or are unable to process persuasive messages. Some people use *peripheral routes*, this happens because they follow socialization only because government officials in their villages are task force teams, or they just follow along. There is no change in attitude because the intention conveyed by the task force to individuals who use this line is not capable of being processed. There are still some residents who do not intend to reduce the use of plastic or make changes in environmentally friendly attitudes. The *Anomous* and *Sosionomous indicators* have a total score that is fairly "high". The environmental communication applied in this study is an integrated part for managing the environment (Yasir et al., 2020).

CONCLUSION

Based on the results of research on the influence of the Ciliwung River naturalization program on the level of awareness of Bogor City community, it can be concluded that:

1. Some respondents were motivated to participate in the socialization of the Ciliwung River naturalization program because of the credibility of the communicators.
2. Most of the people of Kelurahan Kedung Badak have a good level of awareness, namely awareness that comes from within oneself. However, the *heteronomous* indicator (Y1.2) shows that community has alternating levels of awareness. Autonomous has the highest average score compared to other indicators. This shows that many people are starting to be aware of being environmentally friendly and this awareness comes from within themselves not because of compulsion.
3. There is no influence between age, sex, education, and occupation on the level of awareness of the Bogor City community.
4. The socialization of the Ciliwung River naturalization program has a significant effect on the level of awareness.
5. From the persuasive strategy carried out by the task force, the community began to accept the naturalization program of the Ciliwung River. However, the community processes messages from two aspects, namely the central route and the peripheral route, in accordance with the ELM theory. So, the ELM premise can also be used for research outside of marketing communications, such as this study.

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