

Public Response to #JalanBerkeselamatan Campaign on TikTok: A Social Judgment Theory Analysis

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Abstract

This study evaluates audience responses to the #JalanBerkeselamatan digital campaign initiated by the Directorate General of Highways, Ministry of Public Works of Indonesia, through the lens of Social Judgment Theory (SJT). The campaign seeks to promote road safety awareness and shared responsibility for maintaining infrastructure, amidst ongoing challenges such as vandalism, overloaded trucks, and limited public understanding. Using qualitative content analysis of campaign videos and digital sentiment analysis of social media comments via Orange and Voyant Tools, the study investigates whether the campaign's messages align with audience attitudes. Findings show that most responses fall within the Latitude of Non-Commitment, marked by curiosity about infrastructure and safety procedures. This highlights the need for clearer, emotionally resonant, and educational messaging. By focusing on persuasive effectiveness and public receptivity, the study contributes to expanding the discourse on digital campaigns in developing contexts and underscores the value of adaptive, emotionally framed communication strategies to foster meaningful engagement.

Keywords: Campaign, Road Safety, Sentiment Analysis, Social Judgment Theory, Social Media

Introduction

Road users demand the provision of safe road infrastructure, which is the responsibility of the government as the road administrator (Pandey, 2013). However, in Indonesia, vandalism is prevalent and endangers road safety, including incidents such as the theft of road infrastructure components like public street lights (Khairina, 2023), theft of concrete barriers on toll road (Zulkarnaen, 2024) there have also been incidents of bridge bolt theft (Detik.com, 2024). Vandalism is not the only issue—overloaded vehicles contribute to road damage at a pace much faster than the intended lifespan. Overloaded and over-dimensioned trucks (known as 'ODOL' trucks) can significantly slow traffic and create wide speed gaps, thereby increasing the risk of accidents. These ODOL trucks also play a major role in road damage due to their excessive weight (Maulana, 2024). This situation is highly dangerous and can severely reduce the optimal function of roads and their components, as seen in the collapse of the Titi Bridge in Deli Serdang, which fell after its iron parts and bolts were stolen by irresponsible individuals (Leandha & Trianita, 2024).

Based on the Regulation of the Minister of Public Works Number 5 Concerning Road Safety Standards (2023), road safety can be understood as risk mitigation such as excessive speed control and the installation and completion of all adequate road infrastructure components. Destruction of public facilities is regulated in Law Number 1 of 2023 Concerning the Criminal Code - KUHP (2023). Furthermore, Law Number 2 of 2022, the Second Amendment to Law Number 38 of 2004 Concerning Roads (2022), there is a maximum vehicle load of 8 tons on Class I roads to 10 tons on Class II and III roads. Therefore, loads that exceed the limit are not permitted because they can significantly reduce the service life of road and bridge infrastructure and increase the likelihood of severe accidents.

According to the Central Statistics Agency (Badan Pusat Statistik), in 2022, there were 139,258 reported cases involving fatalities, serious injuries, and minor injuries. Previous research identified five main factors causing traffic accidents: human error, driver-related factors, road conditions, vehicle-

related factors, and natural factors (Enggarsasi & Sa'diyah, 2017). From the perspective of road management, road conditions represent a significant contributing factor. Poor road surfaces, malfunctioning streetlights, and inadequate signage are examples of technical issues that exacerbate risks (Utomo, 2019). There are also high economic costs that place a burden on a country's economy. Road accidents lead to expenses such as medical costs, loss of productivity, human resource losses, property damage, settlement costs, and more (Wegman, 2017).

Addressing these issues requires collaborative participation between the government and other sectors. According to (Neuman, 2003) Joint efforts between the public and private sectors are vital. Wegman (2017) To create an effective road safety community, all stakeholders should be involved: public sector actors (across all levels of government), academia, non-governmental organizations (NGOs), and the private sector.

However, lack of public awareness regarding infrastructure maintenance, time constraints, and sectoral egos remain major obstacles. To overcome these barriers, continuous public education and outreach are essential (Panda, 2023). There are three approaches that can be adopted by the government or asset managers: the curative approach, which involves strict and impartial law enforcement; the preventive approach, which includes enhancing security measures such as installing CCTV; and the promotive approach, which emphasizes education and awareness campaigns (Fadli, 2024). In the digital era, addressing public awareness challenges requires innovative outreach methods. Social media—particularly TikTok—has emerged as a powerful platform for government-led campaigns. The platform supports diverse content formats such as short videos, challenges, and interactive features that can be tailored for public communication (Bonifazi et al., 2024). Short videos serve as effective carriers of comprehensive information (W. Wang & Wu, 2021).

Communication campaigns are defined as strategic efforts designed to change public understanding, attitudes, and behaviors through a systematic communication process (Hunt & Grunig, 1984). As part of a public relations strategy, campaigns utilize both mass media and interpersonal

communication to influence public opinion (Cutlip et al., 2006). By using mass media designed to reach a large number of people and not necessarily reliant on person-to-person contact (Wakefield et al., 2010).

To understand how digital messages shape public attitudes and behaviors, it is essential to examine the principles of communication campaigns and persuasive messaging. Persuasion is an interactive process through which a message alters an individual's perspective by changing the knowledge, beliefs, or interests underlying that perspective (Miller, 1980). Aristotle argued that effective persuasion must consider three interrelated rhetorical appeals to be compelling: Ethos (Authority) – leveraging credibility and trustworthiness; Pathos (Emotion) – appealing to emotions; and Logos (Logic) – employing rational arguments (He & Xia, 2024). Effective persuasion often involves a balanced combination of ethos, pathos, and logos. Leaders and speakers blend these elements to communicate their vision and facilitate transformation (Obiora, 2025). Statistical evidence tends to be more persuasive when the amount of data is substantial, whereas narrative evidence is more effective when it is clear and engaging (Han & Fink, 2012). The trustworthiness and expertise of the message source significantly influence its persuasiveness. A credible source enhances the perceived reliability of the message (Volgger et al., 2022). In addition, the physical appearance and presentation style of the source may also affect credibility and persuasion (Nguyen & Masthoff, 2007).

Research on online persuasion shows that its effectiveness varies depending on the use of rational, emotional, and ethical appeals (He & Xia, 2024). It is important to evaluate social media data to assess campaign success and inform strategy (Adwan et al., 2023). Messages that evoke strong emotions, such as fear or happiness, can also be more persuasive, especially if they align with the audience's values and life experiences (Rodríguez-Hernández et al., 2024). Clear, unambiguous messages are generally more persuasive because they are easier to process and understand (Crespo & Fernández-Lansac, 2015). Variations in tone, timing, and content of posts can significantly influence user responses (Sobaci et al., 2016).

One useful framework for evaluating message reception in public campaigns is the Social Judgment Theory. This theory explains how individuals evaluate persuasive messages based on pre-existing attitudes or "anchor points" (Muzafer & Hovland, 1961). Responses to a message fall into three categories: latitude of acceptance, latitude of non-commitment, and latitude of rejection. Griffin et al. (2019) explained that individuals in the latitude of rejection often disregard campaign messages that contradict their lived experiences or perceptions, particularly when issues such as poor infrastructure and corruption are involved. These individuals may even experience a boomerang effect, becoming more resistant to persuasion. Meanwhile, those in the latitude of non-commitment are undecided and can be influenced by contextually relevant messages. Lastly, those in the latitude of acceptance resonate with the message as it aligns with their existing values. Therefore, effective campaigns must align their messages within or close to the audience's latitude of acceptance. Campaigns designed using the principles of Social Judgment Theory can craft messages that fall within the audience's latitude of acceptance to maximize impact (Smith et al., 2006). When attempting to influence someone's attitude, messages should match their acceptance or non-commitment range, while avoiding direct conflict with their rejection range (Y. Liu et al., 2025).

Public participation is also an essential element of democratic governance. In Western contexts, it enhances policy outcomes and accountability (Pløger, 2001). In Indonesia, digital platforms allow citizens to participate in political discourse and policy-making processes (Fitriani et al., 2023). Public comments serve as an important source of information for local governments and other organizations. Measuring public sentiment toward local regulations, initiatives, services, and news/information is a vital aspect of responsible and successful governance (Coats, 2025). Governments use sentiment analysis to capture emotional tones embedded in public texts, such as social media posts, blogs, or forums, to respond effectively to shifting social dynamics (B. Liu, 2020; Lamba & Madhusudhan, 2022)

Due to the ongoing issues outlined above, it is essential to evaluate whether the public and other stakeholders genuinely understand the

importance of maintaining road infrastructure through message-based campaigns on social media. The #JalanBerkeselamatan (Safe Roads) campaign, initiated by the Directorate General of Highways, Ministry of Public Works, warrants further investigation to determine whether its core messages resonate with public perceptions and experiences. Previous research by Faus et al. (2021) highlights a lack of formal evaluations of communication campaigns in the traffic safety domain, indicating a gap that this research seeks to address. The findings of this research may assist policymakers in making informed decisions to create more effective campaign content that elicits the desired audience response.

This research aims to analyze public responses to the #JalanBerkeselamatan campaign using the Social Judgment Theory framework. Specifically, it examines how social media users' reactions are distributed across the latitudes of acceptance, non-commitment, and rejection. The research also explores dominant sentiments and message themes to assess the campaign's persuasive effectiveness and contextual relevance.

Research Method

This research uses a digital research method with a sentiment analysis approach to examine public opinion and acceptance orientation towards the Safe Roads campaign. This research focuses on public engagement in the form of audience comments on the Safe Roads campaign carried out by the Directorate General of Highways of Indonesia through its official TikTok account @pu_binamarga using the hashtag #JalanBerkeselamatan which includes content from January 2021 to December 2024 with a total of 26 videos and a total of 497 comments.

This research first identifies the main messages of the campaign content by extracting dominant keywords from the messages themselves. Campaign messages are analyzed for quantity and category, then reclassified according to the dominant themes that emerge. Furthermore, audience comments are extracted using the TikTok Comment Exporter tool available on the Apify site. After the data scraping process, preprocessing is carried out in the form of data cleaning. Data preprocessing is the process of identifying and

correcting errors, inconsistencies, or inaccuracies in a data set to improve its quality and reliability for analysis (Rahm & Hai Do, 2000). Preprocessing steps include removing emoticons, normalizing informal words to standard form, removing user mentions, removing hashtags, and removing URL strings.

The cleaned data is then analyzed using machine learning approaches or training data. The goal of using machine learning techniques is to train a classifier based on examples to automatically assign categories. Since categories can overlap, each category is treated as a separate binary classification task, allowing content to fall into multiple categories simultaneously. This is commonly referred to as a supervised learning problem (Dhaoui et al., 2017).

Sentiment and message theme analysis were conducted using the Orange data mining software. Orange supports various machine learning techniques, including sentiment analysis (Thakur et al., 2023). It enables text data preprocessing, application of sentiment classification algorithms, and result visualization. For example, in a previous research, Orange was used to classify sentiment into positive and negative categories based on user reviews from the Google Play Store (Timur et al., 2024). Meanwhile, Voyant Tools was used to visualize the distribution of words in each sentiment category and the dominance of specific words in campaign messages. Voyant was selected for its powerful text analysis features, such as word clouds, that can visually represent the words most frequently associated with positive or negative sentiment, offering an intuitive understanding of the data (Chavan et al., 2024). After obtaining the word distribution, comments were classified based on the dominant words that appeared to reflect public attention and focus toward the campaign.

To understand how the audience responded to the road safety campaign message, the analysis was further interpreted using the Social Judgment Theory (SJT) framework, which provides a theoretical perspective to assess the audience's tendency towards acceptance, rejection, or non-compliance with the message. This research uses a qualitative approach to analyze audience perceptions and sentiments towards the campaign, and how messaging styles play a role in persuasion and attitude change. By utilizing

these tools and frameworks, researchers can effectively analyze and visualize sentiment data while understanding the underlying social dynamics and opinion shifts. However, in digital research using tools such as Orange and Voyant, there are limitations—for example, they do not support direct interaction with social media APIs, which means that data collection (e.g., from TikTok or Instagram) must be carried out manually.

Result

Anchor Message of the #SafeRoad Campaign and Sentiment Distribution

There are 26 Tiktok content videos related to safe roads that are the analysis units of this research, and the message anchors of the campaign have been determined as follows:



Figure 1. Dominant Words In Message

From the dominant words obtained, it shows that the core of the campaign emphasizes *Road User Safety* (Words: safety, accident, traffic, vehicle), which emphasizes the importance of safe and regulatory driving behavior to prevent traffic accidents. Then, *Infrastructure Protection and Maintenance* (Words: roads, bridges, facilities, infrastructure), where there is a strong call to maintain and not damage public infrastructure, such as bridges and roads, so that they remain functional and safe. Then *Rejection of Dangerous Practices* (Words: damaging, ODOL, racing, illegal) where the campaign message strongly criticizes risky practices such as ODOL trucks, vandalism, and illegal racing that harm many parties. And finally, *Traffic Order and*

Compliance with Rules (Words: signs, markings, speed, function), which is an educational message so that the public obeys traffic rules such as markings, signs, and vehicle lanes for mutual safety.

From the analysis above, it can be concluded that the anchor message conveyed by the Directorate General of Highways is; the safety and suitability of road infrastructure can only be realized if road users obey laws and regulations, maintain public facilities, and behave responsibly.

There are 26 Tiktok content videos related to safe roads, where 497 comments were collected and have been watched more than 2 million views. From 497 comments, preprocessing has been carried out, and the data obtained is 417 comments with the following analysis;

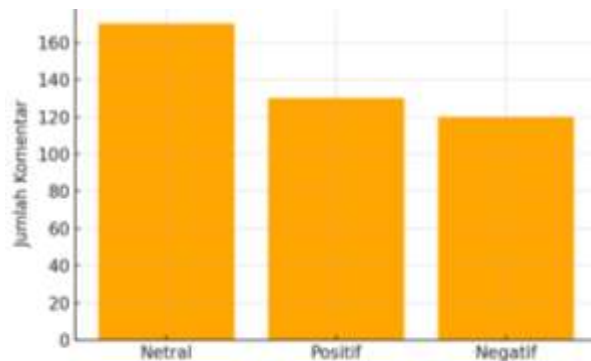


Figure 2. Comment Sentiment Distribution

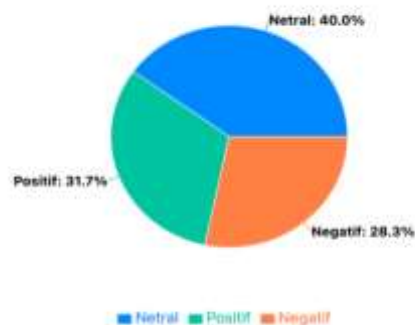


Figure 3. Percentage of Sentiment Distribution

From Figures 2 and 3, the results show that sentiment is dominated by neutral sentiment with 167 comments (40%), negative sentiment with 118 comments (31.7%), and positive sentiment with 132 comments (28.3%).



Figure 4. Word Dominance and Focus of Discussion

To highlight the focus of the audience's discussion in the comments column, a word cloud (Figure 3) was created from the collection of comments, what the words that appear most frequently and become the audience's discussion. The most frequently appearing words are: “Banget, Jalan, Min, Tol, Klakson, Jembatan, Terima Kasih, Rusak, Penting, Infonya, Gimana etc.”

Table 1. Discussion Topic Clusters

Main Theme	Dominant Keywords	Thematic Description	Meaning	%
Road Infrastructure	jalan, tanda, lampu, aspal, nyebrang, trotoar	Focus on physical conditions and safety facilities on the road	Criticism of the campaign that is not in line with the reality on the ground	11%
Road User Behavior	ngebud, nerobos, lambat, waspada, hati-hati, peringatan	Reflections and comments on reckless driving or crossing attitudes	Awareness of the importance of changing traffic behavior	44%
Education and Campaign	pendidikan, mengingatkan, konten, video, kampanye, membuat, bagus	Response to the format and content of campaign	Accepted if interesting and relevant, rejected if deemed unrealistic	27%

Main Theme	Dominant Keywords	Thematic Description	Meaning	%
		messages distributed		
Emotional Response	takut, menakutkan, mati, tabrakan, kecelakaan, kematian	Comments with emotional or empathetic reactions to campaign visuals	Demonstrating the power of storytelling in building safety awareness	18%

There are four clusters that are discussed in the comments column by the audience, namely: Road Infrastructure, Road User Behavior, Education and Campaigns, and Emotional Responses to comments posted by the audience randomly, as shown in Table 1. Most people are concerned about the attitude of road users (44%), followed by feeling interested and relevant to the content, and if it is not realistic, people will reject it (27%).

Based on the results of the TikTok comment sentiment analysis on road safety campaign content, three main categories of public response were found, namely positive, neutral, and negative sentiment. The three can be theoretically mapped into three latitudes in Social Judgment Theory as follows:

Some Negative Comments Indicate That There Is Still Audience Resistance To The Campaign's Core Message

Negative comments fall into the Latitude of Rejection, meaning that the audience complains or criticizes the condition of the road/bridge, and they do not feel that the anchor message is relevant to their reality. Comments that fall into negative sentiment (118 comments) contain resistance to the campaign message, such as:

"That's called expectations that don't match reality, maybe because the funds were cut."

"In other countries, they use sand for rescue routes, while in Indonesia, the rescue route is jumping over a cliff."



Figure 5. Dominance of Words in Negative Sentiment

Negative sentiments are dominated by the words "road", "bridge", "toll", "ravine", "rem", "pupr", "horn", and "Indo". These words show a focus on dangerous road conditions, criticism of the government, and concern about rescue routes that are considered ineffective.

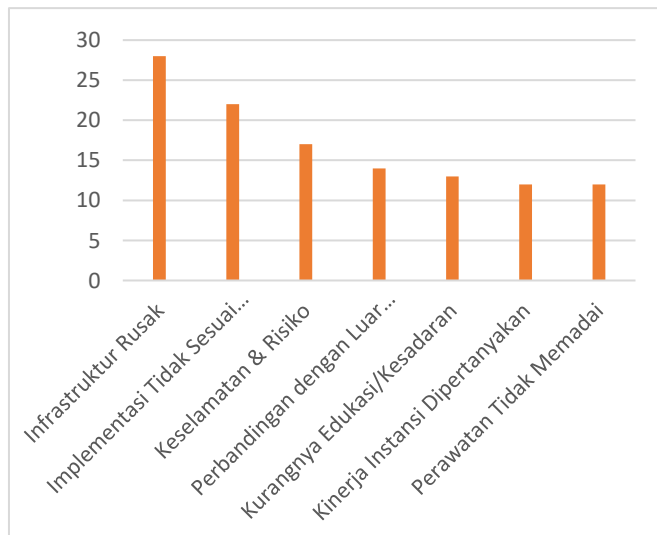


Figure 6. Classification of Words in Negative Sentiment

The following is a thematic analysis table based on 118 negative TikTok comments related to the road safety campaign from the Directorate General of Highways:

Table 2. Word Themes in Negative Sentiment

No.	Main Theme	Qty	Description	%
1	Damaged Infrastructure	28	Complaints about damaged, collapsed bridges, or roads with holes, bumps, or not repaired	24%
2	Implementation Not According to Standards	22	Infrastructure projects that do not comply with specifications, ineffective rescue routes, and comparison of technical specifications	19%
3	Safety & Risk	17	Concerns about road user safety due to unsafe facilities, and experiences of traffic accidents or incidents	14%
4	Comparison with other countries	14	Criticism through comparison of facilities and safety standards in Indonesia with other countries	12%
5	Lack of Education/Awareness	13	Comments on the lack of user understanding of the function of safety facilities	11%
6	Questionable Government Performance	12	Direct criticism of the Directorate General of Highways or related agencies regarding the slow handling of infrastructure	10%
7	Inadequate Maintenance	12	Complaints about maintenance that is rarely carried out or the quality of materials that deteriorate quickly	10%

This theme shows that the most fundamental problem felt by the community is the poor condition of the infrastructure. The audience has an attitude anchor that is contrary to the campaign message. Comments about abandoned bridges, potholes, and minimal repairs show a reality that is not in line with the ideal and persuasive digital campaign narrative. This means that a visual campaign that encourages maintaining shared infrastructure can lose credibility if the physical foundation (infrastructure) is inadequate.

Neutral Comments Dominated by Substantive Questions and Misunderstandings

Comments in this category reflect audiences in the Latitude of Non-Commitment who are not yet firmly in the position (not yet rejecting, but not yet accepting), are hesitant, confused, or simply uninformed, and potentially shifted to acceptance through education or clarification. Audiences with neutral comments (167 comments) tend to be in a position of not having a strong position on the message. Comments such as:

“Oh my gosh, I thought that bridge wasn’t finished yet.”

“If only ODOL trucks could transform like Transformers.”



Figure 7. Dominance of Words In Neutral Sentiment

Neutral sentiment is dominated by the words "jalan", "klakson", "blong", "toll", "jalur", "basuri", "telolet", "rusak", "fungsi", "Indonesia". This shows that neutral comments contain many questions, initial assumptions, curiosity, and mild sarcasm about road content and facilities.

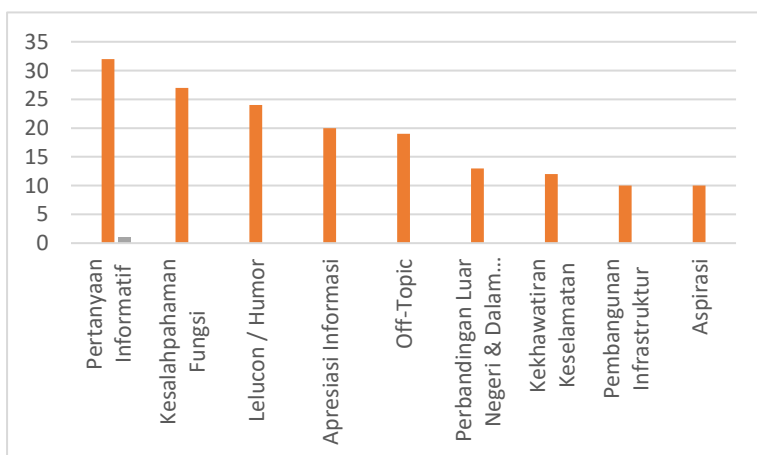


Figure 8. Classification of Words In Neutral Sentiment

Based on the analysis of 167 neutral comments (Figure 8) from the Directorate General of Highways' road safety campaign, the following is an explanation of each identified theme:

Table 3. Word Theme In Neutral Sentiment

No.	Main Theme	Qty	Description	%
1	Informative Questions	32	Users ask to understand more about the infrastructure and safety procedures.	19
2	Misunderstanding of Function	27	Users think the facility is not finished or misunderstand its function.	16
3	Humor	24	Comments containing jokes, sarcasm, or light humor are typical of social media.	14
4	Information Appreciation	20	Gratitude or praise for the information shared.	12
5	Off-Topic	19	Comments not directly related to road safety content.	11
6	Comparison of Other Countries	13	Comparing safety facilities or infrastructure between Indonesia and overseas.	8
7	Safety Concerns	12	Comments showing fear or worry about road safety conditions.	7

Positive sentiments are dominated by the words "banget", "info", "setuju", "info", "baru", "thank you", "keren", "nyetir", "penting", "pasti", "betul", "lingkungan", "berguna", "fungsi". This confirms that the campaign content is well-received and encourages awareness and positive attitudes towards road safety.

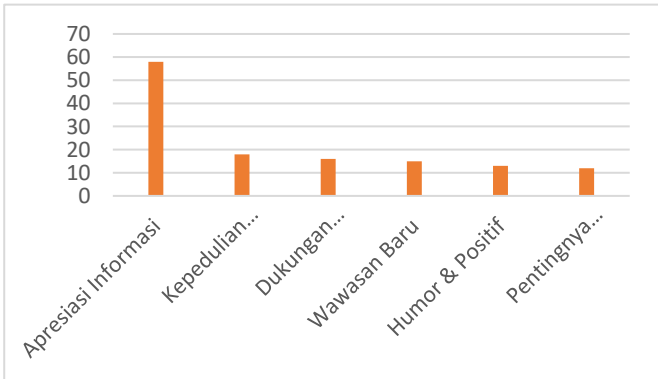


Figure 10. Classification of Words In Positive Sentiment

The following is an explanation of the main themes identified:

Table 4. Word Themes In Positive Sentiment

No.	Main Theme	Qty	Description	%
1	Aspiration	58	Comments appreciating the informative value of the campaign content and the quality of the information provided.	44
2	Environmental Concern	18	Support for the message of environmental concern and the importance of not littering.	14
3	Discipline Support	16	Comments supporting driving discipline and obeying rules, and using the infrastructure according to its function	12
4	New Insights	15	Comments stating that users gain new insights or knowledge.	11
5	Humor & Positive	13	Comments with a humorous or humorous tone that still contain positive responses.	10

No.	Main Theme	Qty	Description	%
6	Importance of Infrastructure	12	Comments recognizing the importance of road infrastructure maintenance and existence.	9

From the data in Table 4 above, positive comments on the TikTok campaign show that government communication through digital platforms is able to foster cognitive appreciation and social value resonance, and it can be seen that successful narratives are not only informative, but also those that combine educational, emotional, and collective value aspects. The audience has value anchors that are aligned with the campaign message, such as road safety, concern for infrastructure, and driving ethics. The content successfully penetrates the audience's acceptance zone, indicating the success of the narrative in building credibility and value resonance.

Discussion

Messages That Evoke Emotion Combined With Information Can Be A Good Choice For Campaign Messages

This research shows that audiences respond not only to the content, but also to the style and emotional impact of the message as seen in categories of comments. This indicates that there is an opportunity for persuasive communication with a contextual approach, but also an emotional approach. This is in line with previous research conducted by Poudyal (2025) It stated that the success of a road safety media campaign lies in its ability to combine emotional resonance with credible and evidence-based information. Pittman et al. (2021) Also expressed that campaign messages delivered through social media with low informational content but high emotional appeal have been found to be the most effective in generating purchase intentions and digital engagement. Messages that evoke strong emotions, such as fear or happiness, can also be more persuasive, especially when they resonate with the audience's values and lived experiences (Rodríguez-Hernández et al., 2024).

Anchor Message as Irrelevant to Public Experiences

Audiences who left negative comments—classified within the Latitude of Rejection—perceived the anchor message as irrelevant to their realities and lived experiences. Their comments focused on infrastructure damage, substandard implementation, and comparisons between road safety facilities in Indonesia and those in other countries, indicating an awareness of higher road safety standards abroad. Issues of safety and risk were also central concerns, reflecting public anxiety about road safety conditions. This aligns with previous research by Zanuuddin & Othman (2020), suggesting that the perception of comments is shaped by social and psychological factors, including the reader's prior experiences, cultural background, emotional state, and context. These factors influence how individuals interpret and respond to campaign messages. The findings can guide policymakers in taking concrete steps aligned with public concerns, as posts with negative sentiment are particularly valuable for analyzing public anxiety (T. Wang et al., 2020). Revising campaign messages based on audience reactions can be the right step to shift public opinion towards acceptance.

Bridging Public Misunderstanding Through Relevant Messages

From the neutral comments categorized within the Latitude of Non-Commitment, it is evident that a gap still exists in public understanding regarding road safety infrastructure. This is reflected in the dominance of themes such as '*Informative Questions*' and '*Misunderstanding of Function*', where many users initially perceived facilities like emergency lanes as unfinished construction projects. The high volume of neutral comments indicates a significant opportunity for the government to engage and persuade the public through continuous education on road safety. This is important because as Pittman et al. (2021) Expressed, individuals who are relatively uncertain about an issue tend to have more flexible attitudes and are more open to influence. To shift individuals within the Latitude of Non-Commitment toward acceptance, the government should deliver ongoing, visually engaging education through simplified content, storytelling, and interactive formats. Collaborations with relatable influencers and direct responses to public

questions can strengthen understanding and foster message acceptance. This supports research findings from Poudyal (2025), which suggests that storytelling, animation, and the involvement of trusted community figures can help humanize safety messages, making them more relevant and impactful.

Public Concern as Guidance for the Development of Road Safety Educational Content

Positive comments categorized within the Latitude of Acceptance indicate that the audience embraced both the content and the delivery of the campaign message, aligning with the core values of the anchor message. Users appreciated the informative and educational aspects of the content, often leaving comments that expressed gratitude and praise for the information provided. This suggests that the campaign content successfully captured the attention of social media users while delivering added value in the form of new knowledge. Themes such as *Environmental Awareness* and *Support for Discipline* also emerged significantly, showing that the campaign not only conveyed information but also managed to raise audience awareness about the importance of environmental responsibility and traffic discipline. This supports previous analyses suggesting that positive comments within the latitude of acceptance reflect the audience's agreement with both the message content and its delivery. By aligning messages with the audience's core values and employing appropriate emotional appeals, campaigns can effectively engage and educate their target audiences, leading to positive behavioral outcomes (Smith et al., 2006). Understanding these values can guide the development of road safety educational content that falls within the audience's latitude of acceptance.

Edutainment as a Strategic Communication Tool in Road Safety Campaigns

Another noteworthy finding is the high number of humor-laced comments, indicating that an edutainment approach may be particularly effective for road safety campaigns. According to previous research from Adamos et al. (2013), Road safety campaigns, including those using

edutainment, are generally considered an effective strategy for promoting safe behavior. However, their success depends on careful planning and evaluation to ensure they lead to measurable behavior change. This is consistent with earlier research identifying five common types of persuasive appeals used in road safety campaigns: reason, negative and positive emotions, social values, enforcement threats, and humor (Guttman, 2015). However, in terms of applying humor to safety campaign videos, it must be applied carefully. In his previous research, Ragan et al. (2017) found that when funny videos were shown before standard safety videos, retention scores for safety material decreased. This means that while humor can attract the attention of viewers, it can also distract from the core safety message if not used carefully.

These findings offer valuable insights for the government to improve road safety campaigns through more human-centered approaches and enhanced public education about the function and usage of road safety infrastructure. Sentiment analysis helps shape social and political discourse, assisting researchers and policymakers in understanding public sentiment on critical issues, ultimately leading to more informed and responsive decision-making in an increasingly digital and interconnected world (Peng et al., 2022).

Conclusion

This research finds that the success of digital road safety campaigns relies not only on message accuracy but also on emotional appeal, delivery style, and relevance to public experience. By applying Social Judgment Theory, the research reveals varying audience responses across acceptance, non-commitment, and rejection, shaped by emotional resonance and message relatability. Storytelling and edutainment must be balanced with clarity to preserve message integrity and enhance engagement, particularly among undecided audiences, as messages perceived as irrelevant to real-life concerns risk rejection and diminished credibility.

The main contribution of this research is to broaden scientific understanding of the effectiveness of digital campaigns in the context of developing countries, by making it more inclusive of the dynamics in Indonesia. This research shows that the success of digital campaigns cannot

be separated from the reality on the ground, public risk perceptions, and levels of trust in the government. These three aspects form the audience's interpretive framework for campaign messages and play a significant role in determining whether the messages are accepted, ignored, or rejected.

Since some comments did not appear after preprocessing, future research should consider exploring data source triangulation (e.g., combining comment analysis with survey responses or interviews) to ensure a richer and more representative understanding of public sentiment. This approach would not only strengthen the validity of the findings but also provide a more comprehensive view of how audiences respond to digital public campaigns.

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