



PERSUADING WOMEN YOUNG ADULTS TO PERFORM DISEASE DETECTION BEHAVIOR USING MESSAGE FRAMING: A CASE FROM INDONESIA

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Abstract

This research begins with a series of preliminary studies that revealed, awareness to make disease detection behavior among adolescent are very low. Based on this findings, the effect of message framing on promoting women adolescent to make breast self examination in order to detect breast cancer was examined. Message framing is a kind of message presentation in the way that accentuate the negative consequences of not doing the behavior recommended in the message (loss framed message) or the positive consequences of doing the behavior recommended in the message (gain framed message). So far, studies examining the effects of message framing on persuasion have produced inconclusive results. A laboratory experiment is conducted to test the hypothesis that negative framed message are more persuasive than positive one. The findings support the view that negatively framed messages are more persuasive when the involvement with the message is high and that gain framed are more persuasive when the involvement with the message is low.

Keywords: *Disease detection behavior, message framing, Indonesia*

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