

BAB V

KESIMPULAN

5.1 Kesimpulan

Berdasarkan rumusan masalah penelitian yang telah dipaparkan dalam bab-bab sebelumnya, yang bertujuan untuk mendeskripsikan strategi yang dimanfaatkan oleh Rumpun Nurani dalam penggunaan film di dalam kampanye kesehatan mental #connecttocare, temuan-temuan penelitian ini menampilkan tujuh elemen yang telah dianalisis yang mencakup strategi yang dimanfaatkan di dalam kampanye #connecttocare. Hasil-hasil penelitian menampilkan bahwa Rumpun Nurani memanfaatkan dua pendekatan unik masing-masing untuk film-film di dalam kampanye #connecttocare. Pendekatan-pendekatan ini adalah intervensi universal dan intervensi berbasis pendidikan.

Perlu dicatat bahwa kampanye #connecttocare memanfaatkan kedua strategi ini masing-masing, karena umumnya digunakan dalam mitigasi stigma, pencegahan stigma, dan peningkatan kesadaran kesehatan mental. Namun demikian, karena pendekatan yang bernuansa, #connecttocare masih menghadapi tantangan-tantangan dalam penetapan agenda mereka, khususnya di dalam penggunaan sebuah media kampanye berbasis film. Tantangan-tantangan ini tercermin dalam elemen terakhir yakni implementasi dan evaluasi, di mana nuansa-nuansa dalam niat dan tujuan-tujuan kampanye muncul ke permukaan. Setelah analisis lebih lanjut, kampanye-kampanye yang memanfaatkan intervensi atau pendekatan berbasis pendidikan seringkali menghadapi tantangan-tantangan dalam kontekstualisasi lokal.

Dapat disimpulkan bahwa meskipun #connecttocare mampu membingkai kesehatan mental sebagai sebuah permasalahan nasional, strategi yang dimanfaatkan oleh #connecttocare tidak mampu mengontekstualisasikan permasalahan kesehatan mental di dalam sebuah konteks yang terlokalisasi. Selanjutnya, film berdasarkan sifatnya sebagai sebuah bentuk seni dianggap ekspresif, dengan sebagian besar film yang mengandung agenda-agenda berganda.

Kampanye-kampanye berbasis stigma dan kampanye-kampanye kesehatan mental di sisi lain, seringkali memanfaatkan agenda tunggal ketika menangani sebuah permasalahan. Film sebagai sebuah medium di sisi lain, karena kompleksitasnya, tidak mampu memfasilitasi agenda-agenda berganda, dikarenakan narasi-narasi yang saling bertentangan, atau kompleksitas dalam menangani berbagai perspektif dan agenda-agenda. Karena hal ini, kampanye-kampanye berbasis stigma dan kampanye-kampanye kesehatan mental, yang memanfaatkan agenda-agenda berganda, seringkali akan mengalami permasalahan-permasalahan yang berkaitan dengan perubahan yang dapat diukur, karena narasi-narasi berganda seringkali akan bersaing atau bertentangan satu sama lain.

Namun demikian, tantangan-tantangan ini lebih lanjut diimbangi oleh manfaat-manfaat yang diberikan oleh penggunaan film di dalam sebuah strategi kampanye. Sebagaimana disebutkan sebelumnya, Rumpun Nurani memanfaatkan film di dalam kampanye #connecttocare terutama karena kemudahan aksesnya, kemampuan dalam memvisualisasikan peristiwa-peristiwa, dan kemampuannya dalam membangkitkan refleksi pada penonton. Di dalam konteks kampanye-kampanye kesehatan mental, hal ini dianggap bermanfaat karena menyajikan bingkai-bingkai dan paket-paket yang tidak hanya representatif terhadap pengalaman-pengalaman penonton tetapi juga memfasilitasi komunikasi dua arah kepada penonton maupun aspek-aspek intrapersonal kepada penonton karena adanya refleksi.

Selain itu, karena komunikasi dua arah yang difostori oleh film, menjadi lebih mudah pula untuk memfasilitasi dialog. Hal ini dianggap bermanfaat bagi #connecttocare, karena juga mendorong penonton untuk berpartisipasi dalam dialog tidak hanya dengan anggota-anggota penonton lainnya, tetapi juga dengan pejabat-pejabat kampanye terkait film yang dimanfaatkan. Selanjutnya, karena aksesibilitas film, sifat bawaannya memungkinkan sebuah tingkat komunikasi medium, dipasangkan dengan aksesibilitas film, penonton dari semua kelompok usia dan kriteria mampu mengonsumsi film, dan pesan-pesan yang dimaksudkan,

terlepas dari apakah mereka merupakan bagian dari penonton yang dimaksud atau tidak.

5.2 Saran

Sebagaimana telah disebutkan sebelumnya dalam bagian kesimpulan, salah satu kendala dalam kampanye media berbasis film adalah munculnya berbagai agenda yang dapat saling bersaing atau bahkan saling menegasikan satu sama lain. Berdasarkan pemetaan agenda yang dikemukakan oleh Corrigan (2018), kampanye berbasis stigma, dan pada gilirannya kampanye kesehatan mental, akan bekerja secara paling optimal ketika hanya menggunakan dan memaksimalkan satu agenda utama. Meskipun demikian, kendala ini bersifat jauh lebih bernuansa, mengingat film sebagai medium dipandang lebih ekspresif dan reflektif apabila dibandingkan dengan bentuk media lainnya. Oleh karena itu, peneliti selanjutnya dianjurkan untuk menggunakan pendekatan yang lebih berlapis, seperti pendekatan dua arah (two-pronged approach). Pendekatan dua arah ini tidak hanya mendorong penguraian lebih lanjut terhadap film sebagai media kampanye, tetapi juga menggali tema-tema yang lebih mendalam, seperti efek dan dampak film terhadap audiens.

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LAMPIRAN

Matrix Wawancara:

Konsep	Kata Kunci	Tujuan	Pertanyaan
Media <i>Framing</i> Theory	<i>Framing, Package, Delivery, Reality Construction</i>	Mengetahui penggunaan film dalam konstruksi realitas serta <i>framing</i> kesehatan mental	1. Bagaimana Rumpun Nurani memposisikan isu kesehatan mental melalui penggunaan film? a. Apakah terdapat tema atau narasi tertentu yang secara sengaja ditonjolkan dalam film-film tersebut? 2. Apakah terdapat pertimbangan strategis yang memengaruhi pembingkai (framing) isu kesehatan mental secara keseluruhan dalam film-film yang digunakan? a. Dalam film-film yang diproduksi oleh Rumpun Nurani, apakah terdapat upaya untuk mendefinisikan permasalahan kesehatan mental, akar penyebabnya, serta respons atau solusi

			terhadap isu kesehatan mental tersebut?
<i>Communication Pathway</i>	<i>Controlled Media, Special Events.</i>	Memahami penggunaan film sebagai media komunikasi	1. Mengapa film dipilih sebagai media kampanye untuk <i>#connecttocare</i>? 2. Apa hasil yang ditawarkan oleh kegiatan pemutaran film dibandingkan dengan aktivitas kampanye lainnya?
<i>Goals</i>	<i>Relationship Goal, Task Goal</i>	Mengidentifikasi tujuan komunikasi yang dimaksud dalam kampanye	1. Apa saja tujuan spesifik dalam kampanye <i>#connecttocare</i>? 2. Apakah terdapat pertimbangan khusus dalam konteks kesehatan mental?
<i>Objectives</i>	<i>SMART, Cognitive, Affective, Behavioral</i>	Memahami objektif dan rencana pelaksanaan yang diharapkan dalam kampanye	1. Bagaimana cara mengukur keberhasilan kampanye berdasarkan kegiatan pemutaran film? 2. Apakah terdapat indikator dalam kampanye yang membantu mengukur dampak dari pemutaran film tersebut?
<i>Message</i>	<i>Informative, Persuasive</i>	Menentukan dan mengeksplorasi pesan serta cara penyampaianya	1. Bagaimana proses dalam mengembangkan pesan dalam film? 2. Apakah terdapat tema dan elemen spesifik yang digunakan untuk membentuk persepsi audiens terhadap isu

			kesehatan mental melalui film?
<i>Target Public</i>	<i>Primary, Secondary, Tertiary</i>	Mengidentifikasi audiens sasaran dari kampanye	1. Siapa audiens utama dari kegiatan pemutaran film dan mengapa? a. Apakah film juga dibuat untuk menjangkau jenis audiens lain? 1. Apakah terdapat ekspektasi selama berlangsungnya kampanye, seperti bentuk keterlibatan atau umpan balik dari audiens?
<i>Implementation</i>	<i>Strategy Execution</i>	Menelaah keseluruhan pelaksanaan kampanye	1. Bagaimana film dirancang oleh <i>Rumpun Nurani</i> sebagai alat kampanye? 2. Apa tantangan dalam merancang strategi kampanye yang berfokus pada kegiatan pemutaran film dan penggunaan film sebagai alat kampanye?
Evaluation	Feedback, Impact, Effectiveness	Mengidentifikasi dan menganalisis hasil kampanye serta temuan yang diperoleh	1. Apakah terdapat tema-tema tertentu selama kampanye yang disorot untuk membentuk persepsi audiens terhadap isu kesehatan mental? a. Apa tema-tema yang disorot secara spesifik, dan apakah terdapat urgensi terhadap tema-tema tersebut dalam

			kaitannya dengan tujuan dan objektif kampanye? 2. Apa tema atau elemen yang disorot dalam film terkait isu kesehatan mental? a. Apakah elemen-elemen tersebut sejalan dengan tujuan dan objektif kampanye?
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