

THE ROLE OF PUBLIC SERVICE ADVERTISING AS SOCIAL MARKETING COMMUNICATION IN THE TRI HITA KARANA ANIMATED VIDEO NON-COMMERCIAL CAMPAIGN

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Abstract

This study examines the role of public service announcements as a non-commercial campaign medium with a focus on Tri Hita Karana animated videos. The purpose of this study is to analyze the role of public service announcements as a campaign medium in social marketing communications and to examine the implementation of persuasive communication processes contained in animated videos that represent the philosophical values contained in Tri Hita Karana. The method used in this study is a descriptive qualitative approach, involving a review of documentation and a literature search. The results of the study indicate that public service announcements, as a non-commercial campaign medium, can be an effective strategy for conveying educational messages, increasing public awareness, and encouraging behavioral change. Non-commercial campaigns align with the principles of social marketing, which, in their implementation, aim to promote social values. The implementation of AIDDA (Attention, Interest, Desire, Decision, Action) in animated videos through visual messages, simple narratives that foster interest, delivery of visual narratives about the benefits of harmonious living, and invitations to encourage positive decisions in accordance with the values of Tri Hita Karana. This study contributes to strengthening the understanding of the implementation of persuasive communication processes in Tri Hita Karana animated campaign videos as a strategic communication instrument relevant to social development.

Keywords: *communication, public service announcements, non-commercial campaigns, persuasive communication, Tri-Hita-Karana.*

INTRODUCTION

A non-commercial campaign is a communication activity carried out through the process of designing messages and information, and aims to influence public opinion persuasively without being oriented towards financial gain. The focus and orientation of a non-commercial campaign are to increase social awareness of environmental issues, education, politics, and public health (Dewi et al., 2024). One medium used in a non-commercial campaign is public service announcements, which serve as a means of conveying information and communication to the public through various media, including audio-visual communication, audio or voice communication, and print communication. The role of public service announcements as a medium to educate the public in organizing social life, so that there is a change in behavior in a better direction. The advertisements delivered are not merely entertainment, but the most important goal is related to the social message conveyed in the public service announcement. If commercial advertisements aim to sell products, then public service announcements aim to convey social messages (Kurniawan & Samaria, 2025). Public service announcements are a mass communication medium that convey content aimed at influencing the behavior and attitudes of the target audience in a more positive direction. The main idea of public service advertising is not only to provide information but also to build social awareness and public opinion in a positive direction. Public service advertising, as a medium for non-commercial campaigns, is delivered through persuasion. Persuasive communication is a way of conveying messages that aims to change a person's views, attitudes, and beliefs (Zuriah, 2014). Therefore, when the message is delivered to the target audience, it is more easily accepted, understood, interpreted, and

implemented by the target audience. In a social context, public service advertising is the most important medium for campaigning related to emerging social issues. Social marketing communication, in the context of public service advertising, is a means of applying marketing principles for social goals. Social marketing focuses on efforts to influence individual and group behavior in alignment with values that support social welfare goals. Social marketing functions to anticipate various issues that arise in the process of social change. Through targeted planning (planned social change), social marketing plays a role in directing this change. However, marketing social ideas is not as easy as selling commercial products. Social change itself is a process that reflects the dynamics of society, which can have both positive and negative impacts. These dynamics can be influenced by various factors, such as population growth, social stratification, the existence of social groups and institutions, public policies, and other factors. Every society experiences social change in different ways, depending on the surrounding social, economic, and cultural conditions. Therefore, a deep understanding of the societal context in which change occurs is crucial. In this regard, social campaigns aim to direct change in a constructive direction, thereby improving the community's quality of life (Tama & Pabawa, 2012).

In essence, public service advertisements serve as a liaison between messages delivered by institutions or organizations, adapting to the public's need for information related to social issues currently faced by the community. Public service advertisements serve as a medium for conveying information, educating, and engaging the public, with the primary goal of achieving social benefits. These benefits can include increased knowledge that ultimately raises awareness, shapes attitudes, and encourages behavioral changes regarding the issues presented, thereby providing benefits for both individuals and their environment (Nisa, 2015 in Ananda Pratiwi & Hidayat, 2020). The design of narratives and the selection of communication media are adapted to the public's need for information and to the communication media frequently used by the target audience. The importance of narrative design and media selection lies in meeting the public's information needs and adapting them to the communication channels most frequently used by the target audience. Animated videos with audio-visual involvement are one medium used in designing public service advertisements because they have the advantage of simplifying complex message concepts into engaging content, making it easier for the target audience to understand the message's context. The inclusion of visual elements in the design of non-commercial campaign messages makes public service announcements more accessible. It can even enhance public awareness of environmental and social issues among diverse audiences. The application of animation in non-commercial campaigns makes public service announcements more effective in changing public behavior patterns. The creativity of message designers in public service announcements is essential for producing advertisements that can effectively attract the attention of the target audience. In addition, advertisements must be able to foster interest and encourage the emergence of an individual's desire to change their behavior in accordance with the message conveyed (Nisa, 2015). One animated video that contains messages and philosophical meanings regarding spiritual, social, and ecological values is Tri Hita Karana. The Tri Hita Karana philosophical values contained in the animated video, part of a non-commercial campaign designed by Hindu Religious Counselors with a target audience of children, aim to help children better understand the philosophical basis of Tri Hita Karana so that it can be properly implemented in everyday life. Tri Hita Karana has a foundation and serves as a guideline for the Hindu community's life (Suadnyana & Yogiswari, 2020). The Tri Hita Karana concept teaches to build harmonious relationships between humans and the Creator, between humans and other humans, and between humans and the environment. The philosophical values of Tri Hita Karana are universal in everyday social life and are also a crucial principle in fostering harmony and achieving well-being (Anggawiguna & Destiwati, 2019). The importance of non-commercial campaigns carried out extensively through public service advertisements, especially those aimed at the next generation, lies in the fact that daily life consumption of content on digital media often displays things that are entertaining and commercial. On the other hand, social and moral messages tend not to be broadcast. This condition is the most important challenge in efforts to instill social values. The urgency of this study lies in the crucial role of public service advertisements as social marketing communications, packaged in the form of animated videos that promote the values of Tri Hita Karana in everyday social life. Public service advertisements, in the form of animated videos promoting Tri Hita Karana, serve as a medium for educating the public. The information conveyed emphasizes the importance of building harmonious relationships in social life, both vertically and horizontally. The next role is related to media that persuades, where public service advertisements persuasively encourage the target audience to internalize the values contained in Tri Hita Karana in their daily lives. Furthermore, acting as an advocacy tool, public service advertisements in the form of animated videos also encourage government, society, educational institutions, and social communities to incorporate the values of Tri Hita Karana into sustainable development programs. Based on the background described, this study aims to analyze the role of public service advertisements

in the non-commercial campaign of Tri Hita Karana animated videos. Public service advertisements, in the form of Tri Hita Karana animated videos, serve as a medium for non-commercial campaigns, playing a crucial role in educating the public. The information conveyed emphasizes the importance of building harmonious relationships in social life, both vertically and horizontally. The next role is related to media that persuades, where public service advertisements persuasively encourage the target audience to internalize the values contained in Tri Hita Karana in their daily lives. Furthermore, acting as an advocacy tool, public service advertisements in the form of animated videos also encourage government, society, educational institutions, and social communities to incorporate the values of Tri Hita Karana into sustainable development programs. Based on the background described, this study aims to analyze the role of public service advertisements in non-commercial campaigns for Tri Hita Karana animated videos. Public service advertisements, in the form of Tri Hita Karana animated videos, serve as a medium for non-commercial campaigns, playing a crucial role in educating the public. The information conveyed emphasizes the importance of building harmonious relationships in social life, both vertically and horizontally. The next role is related to media that persuades, where public service advertisements persuasively encourage the target audience to internalize the values contained in Tri Hita Karana in their daily lives. Furthermore, acting as an advocacy tool, public service advertisements in the form of animated videos also encourage government, society, educational institutions, and social communities to incorporate the values of Tri Hita Karana into sustainable development programs. Based on the background described, this study aims to analyze the role of public service advertisements in non-commercial campaigns for Tri Hita Karana animated videos.

LITERATURE REVIEW

Public Service Announcements (PSAs) play a crucial role as a form of social marketing communication, aiming to influence public attitudes, behavior, and awareness of specific social issues. Unlike commercial advertising, PSAs are not oriented toward financial gain, but rather toward achieving constructive social change (Kustiawan *et al.*, 2023). In the context of social marketing communication, PSAs are viewed as a strategic medium that combines visual creativity, powerful persuasive messages, and social values to achieve non-commercial campaign objectives.

Various studies have shown that the effectiveness of public service advertisements is greatly influenced by the persuasive communication approach used. Pangestu (2019) stated that persuasive communication in social campaigns needs to combine cognitive and affective strategies so that the audience not only understands the message but is also motivated to change their behavior. This aligns with studies that emphasize the importance of emotional appeal in delivering public service advertisements (Pasaribu, 2019). Therefore, the selection of persuasive methods, such as icing methods, payoffs, fear-arousing techniques, red herrings, and rewarding techniques, is a fundamental aspect in ensuring that the audience effectively receives the campaign message.

Animated videos are increasingly used as a public service advertising medium in social campaigns due to their ability to present messages in an engaging, simple, and memorable way. Previous studies have shown that animation can increase attention and message comprehension compared to conventional visual media (Nugraha *et al.*, 2021). This aligns with the AIDA (Attention, Interest, Desire, Action) persuasive communication framework, which serves as the basis for analyzing how public service advertising can influence audiences from awareness to action.

The Tri Hita Karana concept, which emphasizes the balance of human relationships with God, fellow human beings, and the environment, is a relevant social, spiritual, and ecological value to be incorporated into public service advertising campaigns. Several studies highlight the importance of integrating local wisdom into social media campaigns, as cultural values can strengthen message acceptance by audiences (Suadnyana & Yogiswari, 2020). However, studies specifically linking non-commercial animated video campaigns to the Tri Hita Karana concept are still limited.

Although various studies have examined the effectiveness of public service announcements and the use of animation in social campaigns, a research gap remains regarding the application of persuasive communication through animated videos to internalize spiritual, social, and ecological values. This study aims to fill this gap by analyzing in-depth the role of Tri Hita Karana animated video public service announcements in conveying persuasive messages through the AIDDA approach. Thus, this study is expected to make academic contributions to deepening the literature on social marketing communications, while also offering practical perspectives on the design and assessment of non-commercial campaigns, particularly in public service announcements.

METHOD

The method used in this research is a descriptive qualitative approach. The use of qualitative research does not rely on numerical data or statistical analysis, but rather on its descriptive ability to explain phenomena and explore meaning in depth (Mutiah, 2021). The choice of qualitative research method aims to analyze and provide an overview of the role of public service announcements, which are non-commercial campaign media in the form of animated videos with messages related to Tri Hita Karana. The content of the Tri Hita Karana messages contained in public service announcements will then be traced to the meaning of communication in relation to the messages contained in non-commercial campaign media.

The object of this research is related to the Tri Hita Karana animated video, which conveys a message about maintaining a harmonious relationship to achieve balance in life among humans, between humans and God, and between humans and the environment. Data collection techniques are the most strategic stage in the research process, as the core of research activities is to obtain data (Hardani et al., 2020). Research data collection was carried out through documentation and literature searches related to public service advertisements, social marketing communications, non-commercial campaigns, Tri Hita Karana animated videos, and the application of persuasive communication stages used in public service advertisements. Data analysis techniques were carried out

The focus of this research is on the application of the AIDA (Attention, Interest, Desire, Decision, Action) persuasive communication stages in delivering animated video messages. These stages serve as a framework to describe campaign messages that are structured and delivered in a way that makes them understandable to the target audience. This approach provides a systematic overview of the role of public service announcements as a non-commercial communication medium in the form of animated videos. The resulting description is expected to demonstrate the function of animated media as a social campaign tool that can attract attention, foster interest, build desire, encourage decisions, and influence the actions of the target audience in accordance with the values contained in Tri Hita Karana.

Conventional data analysis techniques are commonly used in qualitative research because they can be applied to various models or research designs as long as they are appropriate to the needs and objectives to be achieved (Haryoko et al., 2020). Data collected from literature and documentation are structuredly described according to the AIDA persuasive communication stages as an analytical tool. The results of the description are used to explain the role of public service advertisements as social marketing communications in the non-commercial Tri Hita Karana animated video campaign, as determined by the research objectives.

RESULTS AND DISCUSSION

Public service announcements play a crucial role in public communication, particularly as a non-commercial medium for campaigns. This medium serves not only to convey information but also as an educational tool that can instill values, build awareness, and encourage changes in public attitudes (Sagala & Kusumastuti, 2017). This strategic role provides an understanding that public service announcements are not only a means of conveying social messages but also an important strategy carried out persuasively to build collective awareness in addressing public issues. Furthermore, the relationship between non-commercial campaigns and social marketing communications is closely intertwined. Marketing principles commonly applied in the business sector, such as audience segmentation, media selection, and message distribution strategies, are adapted for use in social contexts to achieve behavioral change (Kustiawan et al., 2023). Public campaigns are essentially the practical realization of social marketing communications, which prioritize public welfare over financial gain. In social marketing communications conducted through non-commercial campaign media, persuasive communication as a message delivery strategy is clearly evident through animated campaign videos that discuss the concept of Tri Hita Karana. This video employs a persuasive approach to convey its message, allowing the target audience to understand the values of harmony in a simple yet impactful manner. The choice of animation as a medium for conveying the message is more creative, engaging, and appropriate to the characteristics of the audience, particularly the younger generation (Nugraha et al., 2021). Thus, this animated campaign effectively demonstrates the application of persuasive communication to strengthen cultural values while encouraging social change. Based on this, this study focuses on three main aspects: the role of public service announcements as a non-commercial campaign medium, the relationship between non-commercial campaigns and social marketing communications, and the implementation of the persuasive communication process in the Tri Hita Karana animated campaign video.

A. The role of public service advertising as a non-commercial campaign medium

Research shows that public service advertisements play a crucial role as a non-commercial campaign tool for conveying social messages to the public. The results demonstrate that advertising, as a social campaign medium, is effective in disseminating information because it can reach a wide audience through various channels, including television, radio, print, and digital media. Campaign messages related to health, safety, education, and the environment can be delivered concisely, clearly, and convincingly, making them easier for the public to understand (Dewi et al., 2024).

Furthermore, the public generally understands public service announcements well because they do not promote specific goods or services. Public service announcements focus more on educational value and the public interest, making the message more humane and credible. Based on the message conveyed, public service announcements can raise public awareness of the various social issues discussed. For example, public service announcements about the dangers of drugs, the importance of wearing helmets, or how to prevent infectious diseases have successfully raised public awareness of the importance of maintaining health and safety (Ananda Pratiwi & Hidayat, 2020). Furthermore, public service announcements can also influence people's behavior, even if the change is not immediate. In some situations, such advertisements can serve as a catalyst for behavioral change, such as increased public awareness of traffic regulations or a reduction in littering. However, broader behavioral changes still require assistance from various policymakers and stakeholders (Neonisa, 2011).

From a mass communication perspective, public service announcements act as educational tools for the public, emphasizing social, moral, and health values. This aligns with the Uses and Gratifications theory, which explains that people use media not only for entertainment but also to obtain useful information (Kustiawan et al., 2022). In addition to serving as an educational medium, public service announcements also serve as a persuasive medium. The messages displayed not only provide information but also encourage people to take concrete action. The effectiveness of these persuasive messages depends on creative delivery methods that are appropriate to the audience's characteristics.

Public service announcements play a crucial role in socializing values that benefit society (Kurniawan & Samaria, 2025). While public service announcements are not the sole factor influencing behavioral change, they can be an effective means of raising awareness, instilling positive values, and encouraging the development of new cultural practices, such as healthy lifestyles, orderly traffic behavior, and environmental stewardship. With consistent message design and support from government policies, public service announcements can be influential and play a role in encouraging positive social change within the community.

B. The relationship between non-commercial campaigns and Social Marketing Communications

A non-commercial campaign is a form of public communication aimed at promoting social interests, not financial gain (Nieke Monika Kulsum, 2020). Its primary objective is to convey important information such as health, education, safety, and environmental protection using a planned delivery method, so that the message is easily understood and accepted by the public (Pangestu, 2019). Social marketing communications provide a clear framework for implementing non-commercial campaigns. Marketing fundamentals, such as determining the target audience and crafting the message, are employed to ensure that the information is received and implemented by the public as intended. This process is similar to commercial marketing strategies, except that the goal is not to sell products, but to change people's ways of thinking and acting (Sagala & Kusumastuti, 2017). In practice, a social marketing approach focuses on the needs and characteristics of the audience. The messages conveyed in the campaign must be tailored to the psychological, cultural, and demographic characteristics of the target community. For example, a health campaign targeting adolescents typically employs a different communication style than one aimed at the elderly.

In principle, social marketing communications, like marketing in general, emphasize the use of a marketing mix in designing systematic efforts aligned with social marketing principles aimed at encouraging changes in community behavior (Nieke Monika Kulsum, 2020). Product elements are transformed into ideas or actions to be achieved, while promotion is carried out through various communication media. Theoretically, the application of marketing strategies in the social sector should prioritize important ethical considerations. Every message aims not only to influence but also to uphold moral values, justice, and cultural norms. Therefore, non-commercial campaigns in this case can be understood as the realization of the concept of social marketing and

become a means to apply marketing principles that are not aimed at selling products, but rather at achieving community welfare.

C. Implementation of the Persuasive Communication Process in the Tri Hita Karana Animated Campaign Video

This animated video about Tri Hita Karana, designed by a Hindu religious instructor, serves as a public campaign tool with a persuasive message. The main concept of Tri Hita Karana relates to building harmonious relationships with God, fellow humans, and the environment, manifested in an engaging, symbolic, and easy-to-understand visual format. The campaign employs a structured persuasive communication process, spanning from message design to delivery, designed to influence audience awareness, attitudes, and behavior.

The first stage of implementation is evident in the development of the message. The Tri Hita Karana values are conveyed in an easily understood narrative, thus touching the feelings and thoughts of the target audience. To facilitate the target audience's understanding of the message, friendly animated characters and a narrative depicting a harmonious life are used. Meanwhile, to encourage rational understanding, the benefits of maintaining balance in relationships with God, fellow humans, and nature are explained. The combination of these two methods makes the message more effective in influencing the audience.

The second step is selecting the media. Animated videos were chosen because they convey complex messages in a simpler, more creative, and more enjoyable way (Dewi & Fathoni, 2023). Animated videos are effective in reaching the younger generation, the primary target audience of the campaign, as this age group is more familiar with digital content and responds more quickly to visual forms of communication. Animation also helps simplify the philosophical concept of Tri Hita Karana, making it easier for a wider audience to understand.

The third step is how the message is conveyed. This animated campaign video uses a narrative with structured and clear language, accompanied by images that reinforce the moral message. The presentation, which demonstrates harmony between humans and the environment, as well as mutual respect among fellow human beings, exemplifies the principles of Tri Hita Karana. Therefore, this message not only provides insight into how people think but also touches the emotional side of the target audience, thereby encouraging behavioral change.

The fourth stage is creating appeal. The persuasive communication used can significantly determine the success of a message, depending on the message designer's ability to persuade effectively. In the Tri Hita Karana animated video, designed by the Hindu Religious Instructor, consistent colors, engaging character movements, and a concise and meaningful narrative are employed. Aesthetic visual elements also help maintain the target audience's attention and focus on the campaign message (Anwari & Koerniawan, 2015).

The final stage is to reinforce the message. Each section of the animated video continuously reminds us of the importance of maintaining a balanced life in accordance with the values of Tri Hita Karana. The reuse of certain symbols and keywords aims to create a strong impression, so that the message is not only heard once, but also remembered, accepted, and then implemented. Through these stages, it can be concluded that persuasive communication in the Tri Hita Karana animated video is achieved by combining narratives that influence the audience through logical explanations, the use of appropriate media, and symbolic reinforcement. This implementation shows that the campaign is not only about conveying information, but also serves as a tool to shape moral awareness relevant to the daily lives of the Balinese people in particular, and society in general.

Table 1. Implementation of the Persuasive Communication Process (AIDDA) in the Tri Hita Karana Animated Campaign Video (Public Service Announcement)

Stages of Persuasive Communication	Implementation of the AIDDA Persuasive Communication Process in the Tri Hita Karana Animated Campaign Video
Attention	Animated display with consistent colors, characters, and local wisdom and symbols that represent Tri Hita Karana
Interest (Feeling of Interest)	The advertising narrative emphasizes the importance of maintaining a harmonious balance in the relationships between humans, fellow humans, and the environment.
Desire	Cultivating awareness and the desire to apply the values of Tri Hita Karana in everyday life
Decision	Providing a choice of attitudes: living in harmony with the environment, maintaining social

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Stages of Persuasive Communication	Implementation of the AIDDA Persuasive Communication Process in the Tri Hita Karana Animated Campaign Video
	relations, and praying and worshipping
Action	The community practices behavior in accordance with the Tri Hita Karana values (for example, disposing of rubbish properly, maintaining social relations, and performing prayers).

At the attention stage, marketers need to be able to create information that captures consumers' attention (Apriandi et al., 2023). The Tri Hita Karana animated video utilizes engaging visuals, consistent color, and an animation style that aligns with the preferences of the younger generation. These visual elements can make the message easier to understand and arouse audience curiosity. This visual appeal demonstrates that the use of digital media can be an effective way to convey the spiritual, social, and ecological values that are the essence of the Tri Hita Karana message.



Figure 1. Tri Hita Karana Animation Video

Source: YouTube Ministry of Religion Buleleng 2022

The interest stage fosters interest through relevant messages (Alisya et al., 2025). Observation reveals the storyline in the animated video, highlighting the importance of maintaining balance in achieving life harmony. The narrative used is simple yet meaningful, connecting the message to people's daily lives. Through this strategy, audiences not only watch and listen to information but also gain an understanding of the meaning of Tri Hita Karana in the context of modern life.



Figure 2. Harmonious Relationships with Other Humans

Source: YouTube Ministry of Religion Buleleng 2022

Next, at the desire stage, a marketer must cultivate a desire to try. This requires a thorough and intelligent understanding of the target market's needs and characteristics. This step aims to demonstrate the marketer's ability

to provide appropriate solutions, enabling consumers to make informed decisions (Apriandi et al., 2023). At this stage, the animated video presents a narrative about the positive impacts that occur when the Tri Hita Karana values are implemented. The depiction of animated characters living and implementing the Tri Hita Karana values provides concrete examples that further encourage the audience to do the same. This message can be effective because it not only provides direct advice but also presents concrete examples that encourage the target audience to imitate the actions shown in the animated video.

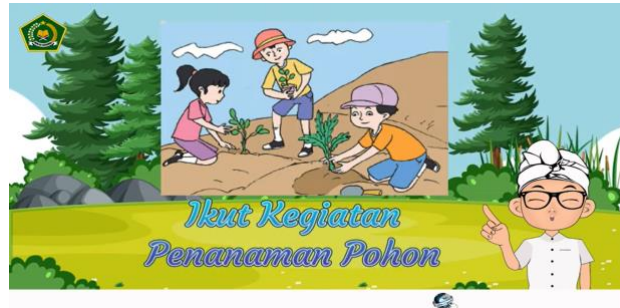


Figure 3. Human Relationship with the Environment

Source: YouTube Ministry of Religion Buleleng 2022

At the decision stage, the Tri Hita Karana values are applied to the audience. A coherent narrative, easy-to-understand visuals, and a structured flow can provide the audience with a clear understanding and foster awareness that maintaining a balanced and harmonious relationship with God, fellow humans, and the universe is a beneficial choice for oneself and society. This stage can foster positive attitudes in line with the message designer's goals and demonstrates that animated videos can change the way audiences think.

The final stage, namely Action, encourages action through explicit invitation or encouragement (Alisya et al., 2025). Based on this, this final stage can emerge in the form of real changes in attitudes and behavior from the target audience after watching the Tri Hita Karana animated video. The target audience is encouraged to apply the values of Tri Hita Karana in everyday life, including maintaining environmental cleanliness, fostering social unity, and cultivating spirituality. Although the results of real actions cannot be directly measured through this study, conceptually, animated videos have the strategic ability to encourage audiences to adopt positive behavior.

Public service announcements play a crucial role within the social marketing communications framework. Public service announcements aim to change mindsets, increase awareness, and alter people's behavior toward a better future (Kustiawan et al., 2023). Research on animated videos based on the Tri Hita Karana principles provides an example of how public service announcements can be a communication tool that not only provides information but also educates and persuades. As part of social marketing communications, public service announcements employ principles similar to those used in commercial marketing, namely influencing the target audience through segmentation, targeting, and placement (STP) strategies. However, the difference lies in their ultimate goal of conveying specific values and encouraging social change (Nisa, 2015).

The Tri Hita Karana animated video campaign is targeted at the younger generation, who frequently use digital media, and its target audience is the general public that needs to understand the importance of maintaining balance in life and applying the Tri Hita Karana values in modern life while remaining in harmony with local wisdom. Public service announcements also serve as a tool for building social branding, depicting that living in harmony with God, fellow human beings, and the environment is something valuable, relevant, and worthy of imitation. This process is carried out by applying attractive visual communication elements, easy-to-understand narratives, and symbolic reinforcement of the Tri Hita Karana values.

Thus, the public service advertising campaign connects the values of Tri Hita Karana with the needs of today's society, which is accustomed to digital technology. In a non-commercial campaign, public service advertising works on three main levels: information, namely conveying knowledge about the importance of maintaining a balance in life based on the principles of Tri Hita Karana; education, namely teaching moral values with touching messages, so that social awareness arises among the community; Motivation, namely encouraging the target audience to build awareness, such as maintaining environmental cleanliness, strengthening social relationships, and increasing faith and spirituality.

CONCLUSION

Public service announcements (PSAs) play a strategic role as a non-commercial campaign medium because they convey educational messages oriented towards the public interest, not economic gain. Through PSAs, important issues such as cultural preservation, health, education, and the environment can be effectively communicated in a simple yet persuasive manner, making them easily understood by people across various levels of society. Non-commercial campaigns are closely linked to social marketing communications, where marketing principles are applied not to sell products, but to spread ideas, values, and positive behavioral changes. This approach makes campaign messages more structured, focused, and effective in building public awareness and participation to achieve common goals. The implementation of the persuasive communication process in the Tri Hita Karana animated campaign video demonstrates the effectiveness of visual media and symbolic narratives in influencing audiences. The selection of visual elements, characters, colors, and narratives that are appropriate to the Balinese cultural context makes the message more relevant, memorable. It encourages the younger generation to accept local wisdom values. The persuasive communication strategy integrated into the animated campaign conveys not only information but also builds emotional bonds, increasing the audience's willingness to act in accordance with the campaign's values. Going forward, the development of public service announcement implementation can be directed towards utilizing more interactive digital technology, expanding distribution through social media, and involving local community participation to make the message more inclusive and sustainable. Thus, non-commercial campaigns are not only effective in conveying messages but also have the potential to strengthen social capital, enhance cultural awareness, and create long-term impacts on people's lives.

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