

## INTEGRATION OF DIGITAL CAMPAIGNS, EXPERIENTIAL EVENTS, AND BRAND SUPPORT IN RAISING AWARENESS OF EARLY DETECTION OF BREAST CANCER

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### Abstract:

This study aims to analyze the influence of digital campaigns, events, and brand support on awareness of early detection of breast cancer in the social movement "Not Just October" (NCO). The research used a quantitative approach with a survey method on 100 respondents who were exposed to the campaign. Data were collected through a Likert scale-based questionnaire and analyzed using multiple linear regression. The results of the study showed that digital campaigns, events, and brand support had a significant influence on awareness of early detection of breast cancer, both partially and simultaneously ( $F = 31.088$ ;  $p < 0.05$ ). Digital campaigns were the most dominant variable ( $\beta = 0.336$ ;  $p = 0.002$ ), followed by brand support ( $\beta = 0.233$ ;  $p = 0.039$ ) and events ( $\beta = 0.232$ ;  $p = 0.019$ ). The research model has an explanatory power of 47.7% ( $\text{Adjusted } R^2 = 0.477$ ), while the remainder is influenced by other factors outside the model. These findings indicate that an integrated communication strategy through digital media, direct experiences, and brand collaborations is effective in increasing public health awareness, although the level of awareness generated is still in the moderate category. Theoretically, this research strengthens the concept of social marketing communication and experiential communication in the context of health campaigns. Practically, this study recommends strengthening the integration of communication channels and increasing the intensity of campaigns to encourage more sustainable changes in early detection behavior.

**Keywords:** Digital Campaigns, Events, Brand Support, Early Detection Awareness, Breast Cancer

## INTRODUCTION

Breast cancer has become a serious concern in Indonesia. Based on data from GLOBOCAN 2020 released by the International Agency for Research on Cancer (IARC), Indonesia recorded 65,858 new cases of breast cancer, with a mortality rate reaching 22,430 deaths. This figure makes breast cancer the most prevalent type of cancer in Indonesia and the second leading cause of cancer-related deaths after lung cancer (Marfianti, 2021). The Ministry of Health of the Republic of Indonesia (2022) reported that the prevalence of breast cancer reached 42.1 per 100,000 population, with the majority of patients being in the productive age group of 30–50 years. Despite its high prevalence, public awareness of early detection of breast cancer in Indonesia remains low. The 2018 RISKESDAS survey showed that only 7.9% of women over the age of 30 had ever undergone a Clinical Breast Examination (CBE), and even fewer had performed breast self-examination (BSE) (Suparna & Sari, 2022). This indicates the need for greater efforts to increase awareness of early breast cancer detection in Indonesia. Breast cancer campaigns have largely been concentrated in October, widely known as Breast Cancer Awareness Month. These campaigns involve various institutions, communities, and commercial brands through activities such as fun runs, health seminars, and digital campaigns symbolized by the pink ribbon (Nishimura & Acoba, 2022). However, although October campaigns are popular, awareness of early detection tends to be seasonal and lacks sustainability. In response, the social movement "Nggak Cuma Oktober" (NCO) was initiated by Offering Project, with the vision of creating a safe and inclusive space to discuss breast cancer throughout the year. This movement



emphasizes that awareness, support, and empowerment regarding breast cancer should be continuous, not limited to October (Yusuf et al., 2022).

The NCO movement utilizes a range of creative activities such as Fun Walks, public art installations, educational booths, themed staycation programs, and interactive digital campaigns to raise awareness of early breast cancer detection. One of NCO's main strengths lies in its digital campaigns targeting younger generations, particularly women aged 25–40 who are active on social media. Through educational content, survivor stories, and interactive campaigns such as “Check Me If You Can” and “Reclaiming Pink Challenge,” NCO creates a communication ecosystem that is not only informative but also participatory. These campaigns encourage audiences to engage in more open public discussions about the importance of early breast cancer detection (Hindmarch et al., 2023). In addition to digital campaigns, NCO emphasizes participation through events as a medium for direct learning and emotional experience. During the Fun Walk, participants pass through thematic zones such as “The Silent Fear,” “The Diagnosis,” “The Support System,” and “The Warrior Garden.” Each zone presents not only medical information but also emotional experiences through art installations, sound, and survivor narratives. This approach transforms breast cancer from an abstract and frightening issue into a more humanized experience that can be understood, felt, and collectively supported (Prusty et al., 2021). The event aims to educate and build empathy, making the issue more relatable and accessible to the public.

NCO also collaborates with various brands to expand the reach of its awareness campaigns. Brand involvement in breast cancer awareness is not merely a social marketing strategy but also a tangible form of support for public health (Vernon, Gottesman, & Warren, 2021). Collaborations with food and beverage brands, cosmetics, health applications, and transportation companies create opportunities to integrate awareness messages into everyday life (Alam et al., 2021). For example, the “Pink on the Menu” program incorporates educational messages about early detection into selected food and beverage purchases. In this way, brand participation not only provides financial contributions but also strengthens message dissemination within public consumption spaces. Additionally, brands can introduce their products in a more socially meaningful way, targeting audiences who value health and sustainability. The implementation of the NCO event at Four Points Tunjungan, Surabaya, serves as a concrete example of how the campaign reaches a broader audience. As a well-equipped hotel, Four Points Tunjungan accommodates various activities, including health seminars, interactive talk shows, and product exhibitions supporting the campaign. Participants not only gain knowledge about early breast cancer detection but also engage in discussions with medical professionals, simple health screenings, and participatory creative activities (Elghazaly et al., 2021). The involvement of partner brands is further strengthened through interactive booths, collaborative products, and promotional activities aligned with health and social awareness values. This event successfully engages millennials and Gen Z as the primary target audience and reinforces the message that breast cancer awareness must extend beyond October (Alam et al., 2021).

Overall, brand involvement in campaigns such as NCO generates a dual impact. First, brands help strengthen awareness of early breast cancer detection through their existing communication channels. Second, they create emotional associations with positive values such as health awareness, empathy, and sustainability. This aligns with the preferences of millennial and Gen Z consumers, who tend to favor socially responsible brands (Elghazaly et al., 2021). From the perspective of health communication and social marketing, campaign effectiveness is measured not only by the level of awareness generated but also by its ability to drive behavioral change. Therefore, the integration of digital campaigns, experiential events, and brand support represents a promising strategy for building deeper and more sustainable awareness. Furthermore, experiential communication allows audiences not only to cognitively process information but also to emotionally engage, strengthening message internalization.

Although many studies have examined breast cancer campaigns and health communication, most focus on a single communication dimension, such as digital media or health education separately. Research that integrates digital campaigns, experiential events, and brand support into a unified communication model remains limited, particularly in the context of social movements in Indonesia. Moreover, empirical studies that simultaneously measure the influence of these three elements on awareness of early breast cancer detection are still scarce. Based on this research gap, this study aims to analyze the influence of digital



campaigns, events, and brand support on awareness of early breast cancer detection within the “Nggak Cuma Oktober” social movement. This research is expected to contribute theoretically to the development of health communication and social marketing studies, particularly in integrating various communication strategies to enhance public awareness. Practically, it is also expected to serve as a reference for communication practitioners, social organizations, and stakeholders in designing more effective, integrated, and sustainable health campaigns.

## METHODS

This study employs a quantitative method with a descriptive survey approach to analyze a conceptual model that links digital campaigns (X1), event participation (X2), and brand support (X3) to awareness of early breast cancer detection (Y) within the “Nggak Cuma Oktober” social movement. Digital campaigns are defined as communication activities conducted through digital media to deliver health education messages; events are defined as activities that provide direct experiences to the audience; and brand support refers to collaborations with brands to strengthen campaign messages. Meanwhile, awareness of early detection includes aspects of knowledge, attitudes, and individual intentions to perform early screening practices, such as breast self-examination (BSE). Conceptually, these three independent variables are assumed to have a direct influence on increasing awareness of early detection. Digital campaigns play a role in disseminating information widely, events provide direct experiences that reinforce understanding, and brand support enhances the credibility and attractiveness of campaign messages. The relationships among these variables are examined using a quantitative approach, as it enables the generation of measurable data that can be statistically analyzed to produce objective and generalizable conclusions (Sugiyono, 2019).

The study population consists of individuals who have been exposed to or involved in the “Nggak Cuma Oktober” campaign. The sampling technique used is accidental sampling, with a total sample of 100 respondents determined based on the Lemeshow formula. Data were collected through a questionnaire distributed via Google Forms using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The research instrument consists of statement items measuring each variable, including digital campaigns, event participation, brand support, and awareness of early breast cancer detection. Validity testing was conducted using the Pearson Product-Moment correlation, while reliability was assessed using Cronbach’s Alpha coefficient (Abdullah et al., 2020). The validity criteria include a significance value of less than 0.05 and a calculated correlation coefficient (r-count) greater than the r-table value. Meanwhile, reliability testing uses a minimum Cronbach’s Alpha threshold of 0.60.

Data analysis was performed using multiple linear regression to examine both partial and simultaneous effects of the independent variables on the dependent variable. Hypothesis testing was conducted using t-tests and F-tests, while the coefficient of determination (Adjusted R<sup>2</sup>) was used to assess the model’s ability to explain variation in the dependent variable. All data analysis procedures were carried out using statistical software with a significance level of 5% ( $\alpha = 0.05$ ). From a theoretical perspective, this study contributes to the development of social marketing and health communication by integrating the roles of digital media, experiential marketing through events, and brand support in shaping public health awareness. In addition, this study provides empirical evidence that an integrated communication strategy can enhance the effectiveness of health campaigns, particularly in promoting awareness of early breast cancer detection in Indonesia.

## RESULT AND DISCUSSION

### Results

NCO (Nggak Cuma Oktober) is a social movement aimed at increasing awareness of early breast cancer detection throughout the year, not only during October. Through digital campaigns, interactive events, and brand support, NCO educates the public—particularly younger generations by utilizing social media to disseminate educational content and survivor stories. Events such as *Walk With Her* in Surabaya integrate breast self-examination (BSE) education with emotional experiences, fostering a sense of solidarity among participants. Collaborations with brands such as Marriott International further strengthen campaign messages through educational





programs and merchandise, expanding outreach and enhancing awareness of early breast cancer detection. The NCO (Nggak Cuma Oktober) social movement focuses on promoting the importance of early detection and the practice of BSE through various activities, including digital campaigns, interactive events, and brand collaborations. The respondents in this study consist of individuals who have been exposed to or have participated in the NCO movement. The respondent data show that the majority are female (68%), within the age group of 25–30 years (54%), and primarily became aware of NCO activities through social media (46%). Most respondents (90%) have participated in NCO activities, indicating that the data obtained are relevant for analyzing the influence of NCO on awareness of early breast cancer detection.

**Table 2. Standard Deviation**

| Variable | Mean | Min | Max | Standard Deviation |
|----------|------|-----|-----|--------------------|
| X1.1     | 2.10 | 1   | 5   | 0.99               |
| X1.2     | 2.27 | 1   | 5   | 1.13               |
| X1.3     | 2.21 | 1   | 5   | 1.25               |
| X1.4     | 2.49 | 1   | 5   | 1.39               |
| X2.1     | 2.14 | 1   | 5   | 1.14               |
| X2.2     | 2.23 | 1   | 5   | 1.21               |
| X2.3     | 2.35 | 1   | 5   | 1.30               |
| X2.4     | 2.28 | 1   | 5   | 1.30               |
| X3.1     | 2.03 | 1   | 5   | 1.00               |
| X3.2     | 2.11 | 1   | 5   | 1.07               |
| X3.3     | 2.03 | 1   | 5   | 1.07               |
| X3.4     | 2.30 | 1   | 5   | 1.26               |
| Y1.1     | 1.90 | 1   | 5   | 0.85               |
| Y1.2     | 2.30 | 1   | 5   | 1.26               |
| Y1.3     | 2.04 | 1   | 5   | 1.05               |
| Y1.4     | 2.02 | 1   | 5   | 1.19               |

Source: Processed by Researchers, 2026

Table 2 presents the descriptive statistics for the variables examined in this study. Variables X1, X2, X3, and Y have mean values ranging from 1.90 to 2.49, with a score range of 1 to 5. The standard deviation values, which vary between 0.85 and 1.39, indicate a relatively high level of data variability. In particular, X1.4 and Y1.2 show higher standard deviations, suggesting greater differences in respondents' perceptions regarding these variables.

**Table 3. Data Validity Test**

| Pernyataan | Sig () | Keterangan |
|------------|--------|------------|
| X1.1       | <.001  | Valid      |
| X1.2       | <.001  | Valid      |
| X1.3       | <.001  | Valid      |
| X1.4       | <.001  | Valid      |
| X2.1       | <.001  | Valid      |
| X2.2       | <.001  | Valid      |
| X2.3       | <.001  | Valid      |
| X2.4       | <.001  | Valid      |
| X3.1       | <.001  | Valid      |
| X3.2       | <.001  | Valid      |
| X3.3       | <.001  | Valid      |
| X3.4       | <.001  | Valid      |
| Y1.1       | <.001  | Valid      |
| Y2.2       | <.001  | Valid      |
| Y3.3       | <.001  | Valid      |





Y4.4

<.001

Valid

Source: Processed by Researchers, 2026

The validity test aims to ensure that each item in the questionnaire measures the variables studied. In this study, the validity test used the Pearson Product Moment method with 100 respondents. The calculated r table value was 0.1966. An item is considered valid if the calculated r value is greater than the r table and the significance value (Sig.) <0.05. The test results show that all items for the variables Digital Campaign (X1.1-X1.4), Event (X2.1-X2.4), Brand Support (X3.1-X3.4), and Early Detection Awareness (Y1.1-Y1.4) have a calculated r value greater than 0.1966 and a Sig. < 0.05, which means valid.

**Table 4. Data Reliability Test**

| Pernyataan | Sig ( ) | Keterangan |
|------------|---------|------------|
| X1.1       |         |            |
| X1.2       |         |            |
| X1.3       | .836    | Reliabel   |
| X1.4       |         |            |
| X2.1       |         |            |
| X2.2       |         |            |
| X2.3       | .915    | Reliabel   |
| X2.4       |         |            |
| X3.1       |         |            |
| X3.2       |         |            |
| X3.3       | .773    | Reliabel   |
| X3.4       |         |            |
| Y1.1       |         |            |
| Y2.2       |         |            |
| Y3.3       | .781    | Reliabel   |
| Y4.4       |         |            |

Source: Processed by Researchers, 2026

The reliability test aims to measure the consistency of respondents' answers to the statement items in each variable. Testing using Cronbach's Alpha with 100 respondents and 4 items per variable. The results show the Cronbach's Alpha values: Digital Campaign (X1) = 0.836, Event (X2) = 0.915, Brand Support (X3) = 0.773, and Early Detection Awareness (Y) = 0.781. All values are greater than 0.60, which indicates that all variables are reliable. Thus, the questionnaire instrument has a good level of consistency and is suitable for use in analyzing the influence of Digital Campaigns, Events, and Brand Support on Awareness of Early Detection of Breast Cancer.

**Table 5. Analysis of the Coefficient of Determination (R2)**

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .702 <sup>a</sup> | .493     | .477              | 2.473                      |

a. Predictors: (Constant), Dukungan Brand, Event, Kampanye Digital

b. Dependent Variable: Kesadaran Deteksi Dini

The Adjusted R square was 0.477 (47.7%). So it can be interpreted that the ability of the independent variable in this study influences the dependent variable by 47.7%, while the remaining 52.3% is explained by other variables besides the independent variable in this study.

**Table 6. Multiple Linear Regression Analysis**

| Model |                  | Coefficients <sup>a</sup>   |            |                           | t     | Sig. |
|-------|------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                  | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
|       |                  | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)       | 2.026                       | .699       |                           | 2.901 | .005 |
|       | Kampanye Digital | .292                        | .093       | .336                      | 3.154 | .002 |



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|                |      |      |      |       |      |
|----------------|------|------|------|-------|------|
| Event          | .179 | .075 | .232 | 2.380 | .019 |
| Dukungan Brand | .233 | .111 | .233 | 2.089 | .039 |

a. Dependent Variable: Kesadaran Deteksi Dini

The regression model shows that Digital Campaign (X1), Event (X2), and Brand Support (X3) all have a positive influence on Early Detection Awareness (Y). The regression coefficient for Digital Campaign (X1) is 0.292, meaning that every 1 point increase in Digital Campaign increases Early Detection Awareness by 0.292 points. Event (X2) with a coefficient of 0.179 shows that every 1 point increase in Event increases Early Detection Awareness by 0.179 points. Brand Support (X3) with a coefficient of 0.233 shows that every additional 1 point of Brand Support increases Early Detection Awareness by 0.233 points.

**Table 7. Individual Significance Test (T-TEST)**

| Model |                  | Coefficients <sup>a</sup>   |            |                           | t     | Sig. |
|-------|------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                  | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
|       |                  | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)       | 2.026                       | .699       |                           | 2.901 | .005 |
|       | Kampanye Digital | .292                        | .093       | .336                      | 3.154 | .002 |
|       | Event            | .179                        | .075       | .232                      | 2.380 | .019 |
|       | Dukungan Brand   | .233                        | .111       | .233                      | 2.089 | .039 |

a. Dependent Variable: Kesadaran Deteksi Dini

The t-test results show that Digital Campaign (X1), Event (X2), and Brand Support (X3) have a significant influence on Early Detection Awareness (Y). The Sig. value of variable X1 is 0.002 and the calculated t is 3.154, which indicates a significant influence, so H1 is accepted. Variable X2 has a Sig. value of 0.019 and a calculated t is 2.380, which also indicates a significant influence, so H2 is accepted. Meanwhile, the Sig. value of variable X3 is 0.039 and the calculated t is 2.089, which indicates a significant influence, so H3 is accepted. Thus, the three variables have a significant influence on early detection awareness of breast cancer.

**Table 8. Simultaneous Significance Test (F TEST)**

| Model |            | ANOVA <sup>a</sup> |    |             |        | Sig.              |
|-------|------------|--------------------|----|-------------|--------|-------------------|
|       |            | Sum of Squares     | df | Mean Square | F      |                   |
| 1     | Regression | 570.259            | 3  | 190.086     | 31.088 | .000 <sup>b</sup> |
|       | Residual   | 586.981            | 96 | 6.114       |        |                   |
|       | Total      | 1157.240           | 99 |             |        |                   |

a. Dependent Variable: Kesadaran Deteksi Dini

b. Predictors: (Constant), Dukungan Brand, Event, Kampanye Digital

Based on the results of the F test, the Sig. value can be seen. is 0.000 which shows a smaller number compared to the alpha value of 5% or 0.05. From the calculated f value data for variable X (Digital Campaign, Event, and Brand Support) is 31.088 > 2.70, so simultaneously there is a significant influence between variable X (Digital Campaign, Event, and Brand Support) on Y (Early Detection Awareness), so H4 is accepted.

**Discussion**

This study aims to analyze the influence of digital campaigns, event participation, and brand support on awareness of early breast cancer detection within the "Nggak Cuma Oktober" (NCO) social movement by integrating the perspectives of experiential communication and social marketing. These three variables are positioned in the conceptual model as key factors influencing the increase in public awareness, whether through information dissemination, direct experience, or message legitimacy. The results show that all variables have a significant effect on awareness of early breast cancer detection,



both partially and simultaneously. Partially, digital campaigns (X1) have the most dominant influence, with a regression coefficient of 0.292, a significance value of 0.002 ( $< 0.05$ ), and a t-value of 3.154 ( $> 1.98498$ ). This indicates that any increase in the quality or intensity of digital campaigns is associated with a significant increase in awareness of early detection. Furthermore, brand support (X3) ranks second, with a regression coefficient of 0.233, a significance value of 0.039 ( $< 0.05$ ), and a t-value of 2.089 ( $> 1.98498$ ). Meanwhile, event participation (X2) also shows a significant influence, with a regression coefficient of 0.179, a significance value of 0.019 ( $< 0.05$ ), and a t-value of 2.380 ( $> 1.98498$ ).

These findings indicate that digital campaigns, events, and brand support are all important factors in increasing awareness of early breast cancer detection, with digital campaigns emerging as the most dominant variable. The dominance of digital campaigns suggests that digital media plays a strategic role in health communication, particularly in reaching audiences quickly and on a large scale. Social media platforms enable the widespread dissemination of information while also encouraging audience participation through interactive and engagement-based content. This aligns with the concept of Integrated Marketing Communication (IMC), which emphasizes the importance of utilizing multiple communication channels in an integrated manner to enhance message effectiveness. Based on these results, a key comparative interpretation can be drawn: Digital  $>$  Brand  $>$  Event. This indicates that digital campaigns contribute the most, followed by brand support and then events. The dominance of digital campaigns highlights their role as the primary catalyst in building initial awareness, which can then be reinforced through other communication strategies.

Nevertheless, from the perspective of experiential communication, events possess a unique strength that cannot be overlooked. Events such as Walk With Her demonstrate that effective communication occurs not only through information delivery but also through direct, emotional, and immersive experiences. The concept of emotional engagement is reflected in how participants are invited to experience the fear, hope, and support encountered by breast cancer survivors. Meanwhile, immersive experiences are created through thematic zones such as “The Silent Fear” and “The Support System,” enabling participants to gain a deeper understanding of the issue. Thus, events function not only as educational media but also as transformative experiences that strengthen long-term message internalization. Furthermore, brand support plays a crucial role in enhancing credibility and expanding campaign reach. Collaborations with brands such as Marriott International through programs like “Pink on the Menu” illustrate how health campaigns can be integrated into everyday consumption activities. From a social marketing perspective, this reflects the concept of value exchange, where audiences not only receive information but also gain added value, such as meaningful experiences, social identity, and contributions to a larger cause. Brand support also strengthens public trust in the campaign, making the message more readily accepted.

From a social marketing standpoint, the NCO campaign is also oriented toward behavior change, encouraging individuals to become more aware and routinely engage in early detection practices such as breast self-examination (BSE) and clinical screening. An effective campaign should not stop at the awareness stage but must also drive actual behavioral change. In this regard, the combination of digital campaigns, events, and brand support creates a holistic communication approach that addresses not only the cognitive aspect but also the affective and conative dimensions of the audience. Simultaneously, the F-test results show a significance value of 0.000 ( $< 0.05$ ) with an F-value of 31.088 ( $> 2.70$ ), indicating that all three variables collectively have a significant effect on awareness of early breast cancer detection. In addition, the Adjusted R Square value of 0.477 indicates a moderate model fit, where 47.7% of the variation in awareness can be explained by digital campaigns, events, and brand support, while the remaining 52.3% is influenced by other factors outside the model.

Despite the statistically significant findings, a critical insight must be highlighted. The mean values, which have not yet reached an optimal level, indicate that public awareness remains below the expected standard. This suggests that although the campaign is statistically effective, its practical impact still needs to be strengthened. In other words, quantitative significance does not necessarily



reflect substantive success in real-world contexts. Therefore, more intensive and sustainable strategies are required, such as increasing campaign frequency, personalizing messages, and integrating digital channels with direct experiences. Campaigns should also emphasize storytelling that is relevant to everyday life and provide clear and accessible calls to action. Moreover, collaboration with a broader range of stakeholders, including local communities and healthcare professionals, can help expand reach and improve campaign effectiveness.

Theoretically, this study contributes by integrating the concepts of experiential communication and social marketing within the context of health campaigns. The findings emphasize that campaign success is determined not only by how widely messages are disseminated but also by how deeply they are experienced and how much value is perceived by the audience. Digital campaigns provide broad reach, events offer depth of experience, and brand support delivers legitimacy and expanded access. Practically, this study implies that future health campaigns should be designed in an integrated manner, combining digital approaches, direct experiences, and strategic collaborations. Such an approach is not only effective in increasing awareness but also has the potential to drive sustainable behavioral change. Therefore, social movements such as “Nggak Cuma Oktober” can serve as relevant and adaptive models in addressing health communication challenges in the digital era.

## CONCLUSION

This study concludes that digital campaigns, events, and brand support within the “Nggak Cuma Oktober” (NCO) social movement have a positive and significant influence on awareness of early breast cancer detection, both partially and simultaneously. Digital campaigns are proven to be the most dominant factor in increasing awareness, followed by brand support and events. These findings indicate that digital media plays a strategic role as the primary awareness driver, while brand support functions as a credibility enhancer, and events act as experience amplifiers that deepen audience engagement. However, the mean level of awareness, which remains in the low to moderate category, suggests that the practical effectiveness of the campaign has not yet reached an optimal level. This indicates that statistically significant results are not necessarily accompanied by strong behavioral change in society. Therefore, more intensive, continuous, and integrated communication strategies are needed to enhance the substantive impact of the campaign.

From a theoretical perspective, this study contributes to the development of health communication and social marketing by emphasizing the importance of integrating digital campaigns, direct experiences, and brand support in building public awareness. It also reinforces the relevance of the experiential communication approach in improving the effectiveness of health messages. Practically, these findings imply that social organizations, communication practitioners, and stakeholders need to design health campaigns that not only focus on information dissemination but also on creating meaningful experiences and strategic collaborations capable of driving long-term behavioral change. This study has several limitations, including a relatively small sample size and the use of accidental sampling, which may affect the generalizability of the findings. In addition, the variables used in this study explain only part of the variation in awareness. Therefore, future research is recommended to examine other factors, such as the influence of user-generated content, the role of communities, and the use of more interactive digital technologies. Future studies may also adopt a longitudinal approach to measure behavioral changes more comprehensively and sustainably.

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