

The Using of Social Marketing Approach for Conducting Anti-Corruption Campaign: A Review of Literature

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Abstract : The paper aims to identify and examine the effectiveness of social marketing as an approach for conducting anti-corruption campaign. Social marketing has been widely used to promote social change for the benefit of individual and society; such as for promoting healthy foods consumption, encouraging breastfeeding, reducing smoking, solving alcohol problem and drunk driving. Therefore, it is believed that this approach can be promising to be used in anti-corruption campaign. It is because social marketing can be useful of prompting people to act in accordance to the existing norms that denounce corruption, or help to establish new norms that more averse to corruption. It has established into evidence and insight based approaches to social campaign that focus on changing people's behavior. Qualitative approach will be used in this study, with the using of literature review and secondary data analysis as the research methods. This paper is still on preliminary stage, which its results is expected to provide fundamental basis for designing model of intervention (anti-corruption campaign) using social marketing approaches.

Keywords : anti-corruption campaign, behavioral change, social influence, social marketing

Conference Title : ICAGGHR 2017 : International Conference on Anti-Corruption, Good Governance and Human Rights

Conference Location : Venice, Italy

Conference Dates : June 21-22, 2017