Compliance-Gaining in Policy Announcements and Willingness to Co-Produce: An Experiment on Psychosocial Support Policy

Timothy Pieter Christian Siahaan
Leiden University
timothypieter@outlook.com

Abstract

This article extends existing research on the determinants of willingness to engage in co-production within policy contexts by incorporating an additional perspective through the application of compliance-gaining techniques in policy announcements. By experimenting with two distinct techniques in the context of a psychosocial support policy among Indonesian citizens, regression analysis reveals that individuals comply with policies not necessarily because of their moral appeal, but due to other factors emphasized in the announcements. The availability of data and simplified registration procedures are identified as key components that enhance compliance. Conversely, individuals' participation in a psychosocial support policy does not require prior understanding of mental health issues or personal experience with such issues. The perceived legitimacy of public organizations and motivation to contribute remain essential prerequisites for fostering effective public participation. This study concludes that while a morally appealing delivery can be advantageous, it must be complemented by other supporting elements in the announcement. The findings encourage further research to explore these dynamics within specific socio-demographic contexts.

Keywords: compliance theory, development planning, policy announcements, policy implementation, psychosocial policy

INTRODUCTION

Studies on citizen-state interactions offer diverse perspectives on this rhetorical situation: focusing either on the substance of policy formulation or the steps toward implementation (Callahan, 2007). However, the manner in which governments engage with their citizens about recently enacted policies has received relatively little attention. This stage is critical for public organizations, as they play a pivotal role in bridging the ideas and discourse pursued during policy development with the practical steps necessary for the policy's initial implementation (Baptista et al., 2020).

This study examines the role of policy announcement models in policy implementation. Policy announcement is defined as a targeted form of policy communication intended to shape public expectations regarding a policy's implementation. Understanding the impact of policy announcements on policy efficacy is crucial for two primary reasons. First, policy development is a complex and often insular process that tends to exclude key stakeholders, relying primarily on technical discussions (Hendriks, 2009; Kammermann & Ingold, 2019; Keskingören & Halpern, 2005). Effectively communicating such policies to the public presents a significant challenge (Wolfe et al., 2013). Second, public perceptions of policy intentions are closely tied to the values held by individuals (Kang et al., 2022), which may lead to divergent interpretations of a policy. This study explores whether and how different methods of policy announcements influence public responses and examines the extent to which these methods yield distinct or similar outcomes.

To evaluate policy announcements, this study focuses on willingness to co-produce as the dependent variable. Co-production is defined as a collaborative process in which citizens and public service agents work together to deliver public services (Van Eijk & Steen, 2016). Co-production, which can occur at any stage of public service delivery, is vital for generating the full benefits of a policy (Nabatchi et al., 2017).

Policy announcements then serve as its rhetorical tools (Nasr, 2023), in wich they may introduce ambiguity during implementation (Cederholm & Hall, 2020). By examining policy announcements through the lens of co-production, this research aims to broaden the discourse on their role in public service delivery.

In exploring causal relationships, this study employs compliance-gaining techniques as a central approach. Prior research highlights that leveraging modern media platforms and integrating relevant external knowledge can significantly advance policies addressing social issues (Loukis et al., 2017; Wagner, 2017). The normative theory of compliance suggests various strategies to enforce change. These include applying social pressure to prompt reactions to societal approval or disapproval, as well as fostering the internalization of external values (Bagozzi & Lee, 2002). Aligning with a policy, coupled with the belief that decision-makers have considered societal needs and opinions, can enhance perceptions of responsiveness. This, in turn, increases the likelihood of individual engagement with policy practices (Arshad & Khurram, 2020; Esaiasson et al., 2017).

This study ultimately seeks to remind policymakers that, regardless of a policy's intrinsic value, the manner in which it is communicated can have unintended consequences. Public organizations must consider the behavioral dynamics associated with policy announcements to ensure effective service delivery (van den Bekerom et al., 2021). Accordingly, this study poses the following research question: Does the model of announcement employed by public organizations, moderated by compliance-gaining techniques, affect citizens' willingness to co-produce?

In response to the increasing prevalence of mental health issues in Indonesia, this study examines the implementation of a psychosocial support policy. Recent scholarly debates underscore the vulnerability and isolation experienced by individuals with mental health issues, as well as the inadequate support provided to healthcare practitioners (Putri et al., 2021; Subu et al., 2021; Wahyuhadi et al., 2022). This study aims to offer empirical insights to guide effective policy implementation,

particularly for regional governments as street-level implementers. Emphasizing public participation in both planning and implementation is critical to preventing citizen disengagement.

This research is organized as follows: first, current debates on the significance of policy announcements and co-production in policy implementation are explored to inform hypothesis development. The experimental design and methodological approach are then presented, followed by an analysis of trends in psychosocial support policy and factors influencing individuals' willingness to co-produce. The findings from the quantitative analysis are discussed, and causal inferences, along with recommendations for future research, are presented in the conclusion.

Determinants of Co-Production in Gaining Participants Compliance

What motivates individuals to collaborate on a policy, even enthusiastically so? In this research, co-production is conceptualized as the delivery of services by communities and citizens alongside professional and managerial personnel within public agencies (Brandsen & Honingh, 2016). Numerous models have been proposed to encourage co-production; however, this theoretical review focuses on two key dimensions: salience and self-motivation. These factors are critical because prior studies suggest that co-production is more likely to occur at the individual level rather than within groups (Bovaird et al., 2016). To promote individual level co-production, the same study identified a positive correlation between attitudes toward government interaction and self-efficacy. Cash and Belloy (2020) observed that co-production yields greater benefits when policies clearly identify primary drivers and address the conditions underlying the issues. Patel et al. (2020) further noted that when governments present a creative and generative policy stance, individuals tend to feel more committed to co-production, even if the implementation process progresses slowly.

An additional perspective on salience and self-motivation in co-production emerges from the normative approach to compliance-gaining. Marwell and Schmitt's (1967) framework on compliance-gaining techniques emphasizes the use of both positive and negative sanctions. This study will focus on two specific techniques: aversive stimulation and moral appeal. While these techniques may appear contradictory, both rely on internalized commitments. Policies employing moral reframing have been shown to encourage compliance, even among individuals whose initial values may not align with the policy (Feinberg & Willer, 2019). Moreover, positive reinforcement that combines factual information with emotional appeals has proven more effective than purely cognitive justifications (Chen et al., 2019). Conversely, policies based on aversive stimulation achieve varying degrees of success by highlighting negative outcomes for nonparticipants. For example, Gammeltoft-Hansen and Tan (2017) analyzed European refugee policies, which sought to discourage societal support for refugees to mitigate state-level losses. Similarly, Evans et al. (1991) found that policies promoting seat belt usage and beer taxes were more effective in reducing drunk driving fatalities than moral persuasion initiatives.

This research identifies citizens' willingness to co-produce as the dependent variable. The literature review suggests that the choice of compliance-gaining technique applied by policy agencies can moderate citizens' intentions to engage in co-production. The effectiveness of these techniques varies depending on the policy context. This study will further explore these dynamics using the psychosocial support policy as a case study.

Policy Announcement in Delivering Psychosocial Support Policy

The term "policy announcement" lacks a precise definition in academic literature and is often conflated with the broader concept of policy communication. Canary and Taylor (2020) describe policy communication as a paradigm shift in the development and application of policies, emphasizing its diverse benefits and relevance to multiple stakeholders. Communication techniques are instrumental in setting public expectations and are often integrated with tools developed during the policy formulation stage (D'Acunto et al., 2020). Moreover, effective communication techniques can remain dis-

Table 1. Sample characteristics

	Total sample (n=157)	Group 1: Moral appealing announcement (n=52)	Group 2: Aversive stimulating announcement (n=52)	Group 3: Generic announcement (n=53)
Gender				
Female	0.80	0.71	0.79	0.89
Age				
18-20 years old	0.17	0.10	0.25	0.17
21-23 years old	0.55	0.37	0.54	0.75
24-26 years old	0.19	0.34	0.15	0.08
Above 26 years old	0.08	0.19	0.04	0.00
Unidentified	0.01	0.00	0.02	0.00
Previous education				
Highschool	0.32	0.31	0.65	0.00
Bachelor	0.67	0.69	0.33	1.00
Master	0.01	0.00	0.02	0.00
Have/had mental issue experience	0.58	0.58	0.54	0.62
Perceived legitimacy	4.23	4.37	4.08	4.26

Note: The legitimacy values are averaged over seven questions derived from Alexiou and Wiggins (2019) and scaled between 1 to 5.

cernible even when shaped by the personal interpretations of individual public figures (König, 2021).

This research posits that certain policies are better categorized as announcements, distinct from policy communication. For example, Li (2023) found that announcing driving time limits without specifying an end date effectively reduces air pollution by keeping the public uncertain about the duration of restrictions. Similarly, Agarwal et al. (2023) demonstrated that, among Singaporeans, announcing excessive water usage levels and encouraging conservation proved more effective than employing scare tactics like price increases.

In relation to the dependent variable, the urgency of employing innovative policy announcements in the public sector has been noted. Public organizations are increasingly expected to introduce policy innovations to gain legitimacy and approval (Verhoest et al., 2007). However, many government agencies continue to rely on traditional methods, which often fail to achieve impactful results. For instance, some announcements remain inaccessible due to administra-tive literacy challenges, thereby increasing the psychological cost of engagement (Döring & Madsen, 2022). Keppeler et al. (2022) observed that formal, uninspiring job advertisements deter potential candidates, while Renkema and Bos-Nehles (2024) found that the formal implementation of innovative policies frequently fails to deliver their intended benefits due to insufficient resource development mechanisms. Thus, employing alternative compliance-gaining strategies in policy announcements is likely to enhance compliance and foster coproduction involvement. Based on this theoretical framework, the first hypothesis of this research is:

H1. The use of different compliance-gaining techniques will affect individuals' willingness to co-produce.

Can alternative announcement types increase the effectiveness of psychosocial support services? Numerous studies underscore the importance of involving external stakeholders. Gailits et al. (2019) highlight the critical role of public mental health awareness in helping societies recognize the significance of mental well-

Table 2. Manipulation and attention check with logistic regression

	Manipulation check	Attention check
	Values mentioned in problem background	*Registration procedures*
Aversive stimulating	-3.5153*** (0.6642)	-1.0367* (0.5741)
Generic	-3.5435*** (0.6636)	-0.5135 (0.6070)
Constant	2.7932*** (0.5948)	2.2407*** (0.4703)
Observation	157	157
Log likelihood	-77.585	-67.04
Akaike inf. crit.	161.17	140.08
*Note: The 'moral appealing' announcement is used as the reference (intercept). *p<0.05; **p<0.1; ***p<0.001*		

being. Tol et al. (2011) argue that effective interventions extend beyond individual counseling, requiring external resources such as community support centers and family counseling. To make policies more appealing, health organizations may promote invitations for public participation. Whitlatch and Orsulic-Jeras (2018) emphasize the importance of planning psychosocial policy promotion, including educating individuals to differentiate between primary and secondary needs. In the digital context, Raj and Daniels (2017) found that convenience is essential for connecting individuals with psychosocial policies, as traditional methods, such as in-person meetings, often lack this element.

As previously stated, this study focuses on two compliance-gaining techniques initially developed by Marwell and Schmitt (1967). The first is the moral appeal model, which draws compliance from moral foundations and internalized commitments. An individual's moral judgment and justification are influenced by the alignment or disparity between their attitudes and societal moral principles (Liebert, 1979). Simply put, if a policy announcement incorporates morally appealing content, citizens are more likely to consider their societal obligations, thereby increasing their willingness to co-produce. This leads to the second hypothesis of this research:

H2.a. The use of the moral appeal technique in an announcement will increase individuals' willingness to co-produce in psychosocial support policy compared to a generic announcement.

The aversive stimulation model also has notable strengths. This approach directly manipulates an individual's environment, linking compliance to the cessation of an unpleasant stimulus (Marwell & Schmitt, 1967). The rationale for compliance is rooted in counterattitudinal behavior, where individuals feel personally responsible for their actions, even though social pressure primarily drives them (Hoyt et al., 1972). When faced with potential negative outcomes, individuals may feel compelled to comply, thereby mitigating their fear of those outcomes (Collins & Hoyt, 1972). Consequently, another perspective on the second hypothesis is as follows:

H2.b. The use of the aversive stimulation technique in an announcement will increase individuals' willingness to co-produce in psychosocial support policy compared to a generic announcement.

METHODS
Experiment Design

This study employs an experimental vignette methodology complemented by a quantitative approach using a survey questionnaire. According to Aguinisand Bradley (2014), the experimental vignette method
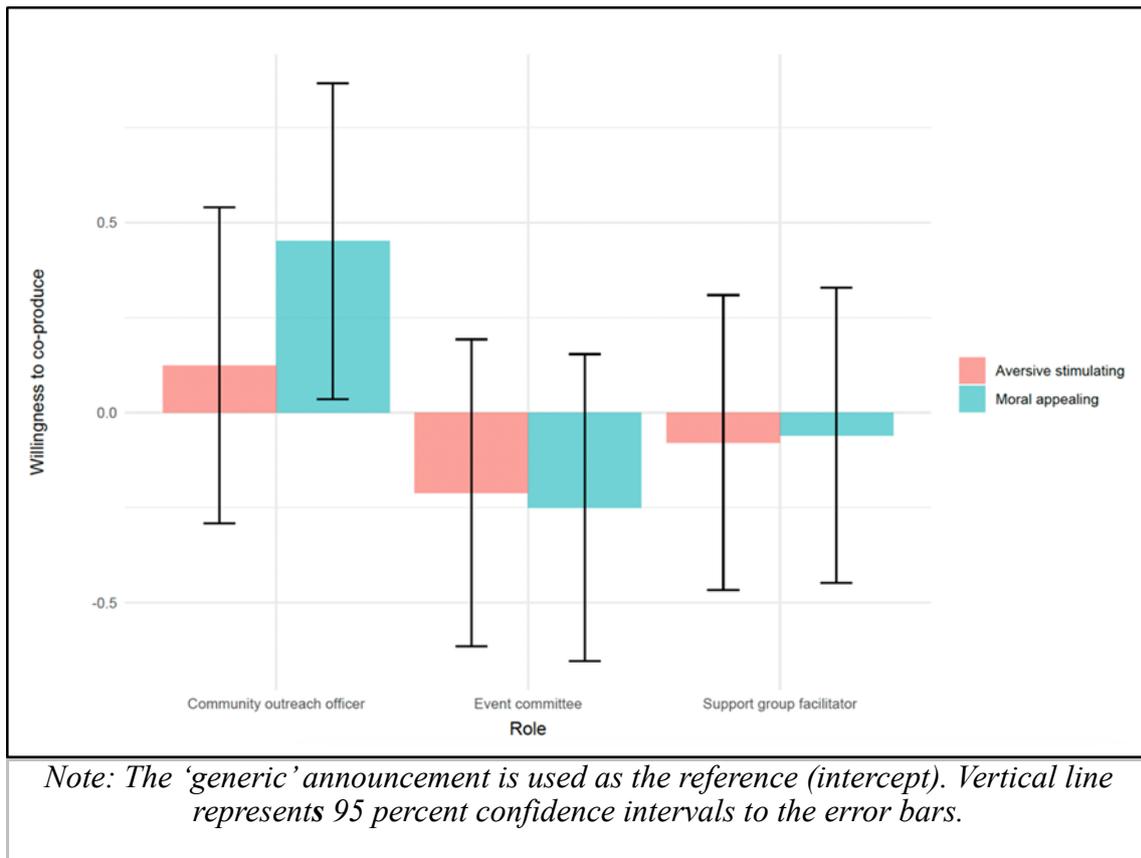
Note: The 'generic' announcement is used as the reference (intercept). Vertical line represents 95 percent confidence intervals to the error bars.

Figure 1. The effect of models of policy announcements on willingness to co-produce in psychosocial support policy (dependent variable)

effectively examines how individuals make decisions by considering diverse scenarios. The goal of experimental design, as noted by Seltman (2012) is to produce compelling evidence related to how significant the role of the independent variable is.

Participants will first be informed about the consent process. Following this, they will be introduced to the social service department responsible for implementing the psychosocial support policy. This introduction provides a foundational understanding of the implementing institution and the policy's objectives. Subsequently, participants will respond to questions regarding the perceived legitimacy of the social service department, as perceived legitimacy is critical to ensuring unbiased responses to policy announcements (Mouhanna, 2019). These questions, adapted from the legitimacy dimensions identified by Alexiou and Wiggins (2019), assess whether the department is perceived as deserving of implementing the policy and having the necessary resources. Participants will then be presented with the psychosocial support policy announcement via a

link designed to mimic a government website. They will be asked to imagine receiving this announcement through an email from their local government.

The study includes three vignette conditions aligned with the hypotheses: (a) a policy announcement framed with a morally appealing narrative, (b) a policy announcement framed with an aversive stimulation narrative, and (c) a generic policy announcement serving as a control group. The manipulation is operationalized in the problem background section of each vignette. The morally appealing narrative emphasizes values such as empathy and solidarity, for example: "By participating, you will uphold the values of empathy and solidarity..." The aversive stimulation narrative highlights the negative consequences of nonparticipation, such as: "Without your help, we will lose momentum toward healthier and more resilient sustainable development." The control group receives a neutral and straightforward message, for instance: "Your presence is valuable as we work together to address challenges and improve mental health support
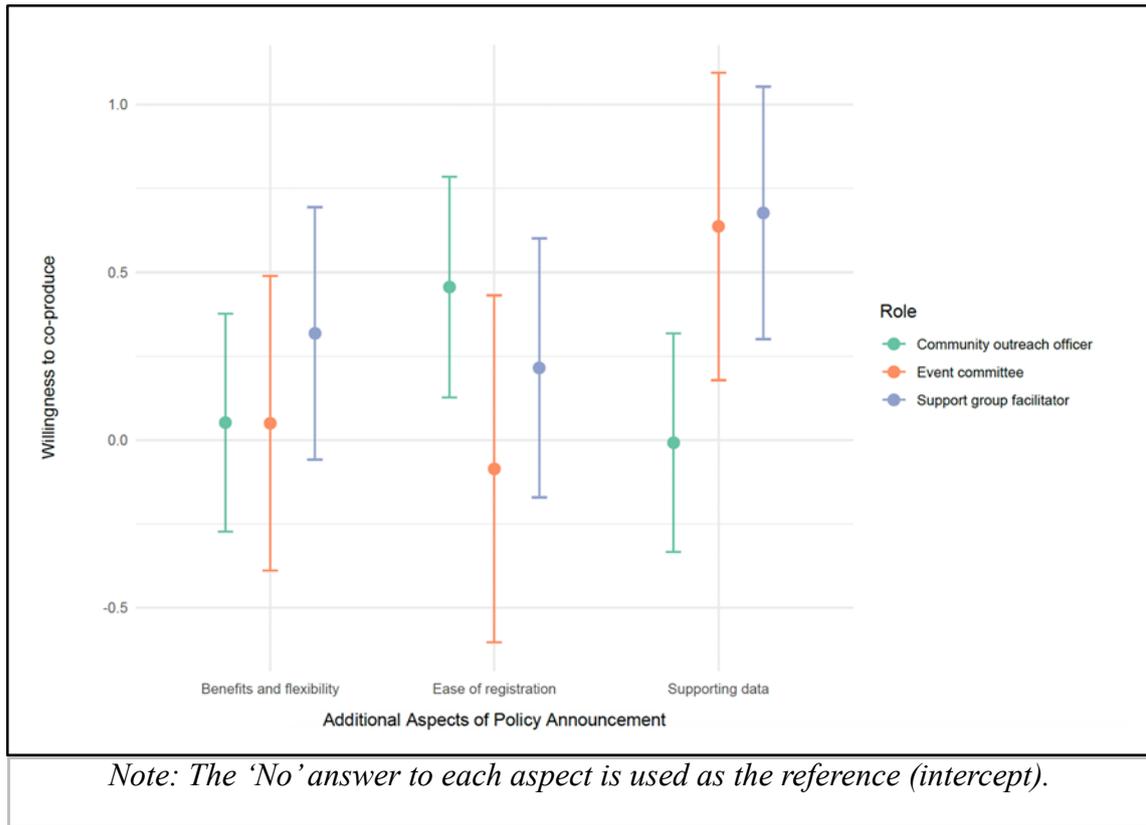
Note: The 'No' answer to each aspect is used as the reference (intercept).

Figure 2. The effect of other aspects in policy announcements on willingness to co-produce in psychosocial support policy (dependent variable)

services." The generic announcement is deliberately less emotional and more direct.

All groups are subsequently exposed to identical sections in the announcement: supporting data, ways to contribute, benefits and flexibility, and registration procedures. The supporting data section provides an overview of mental health conditions in the city (e.g., percentages of individuals experiencing mental health issues). The dependent variable—willingness to co-produce—is operationalized by presenting participants with three options: serving as a community outreach officer, an event organizer, or a support group facilitator. Each role is briefly described. Participants are informed that these roles are well-compensated and flexible, with a straightforward registration process requiring only their name and phone number for follow-up by the social service department. The announcement concludes with realistic contact information and a registration button.

In summary, the policy announcement consists of five sections: background (manipulated, independent variable), supporting data, ways to contribute (dependent variable), benefits and flexibility, and registration procedures. Participants are asked to indicate their willingness to participate by selecting one of the three roles and identifying the section of the announcement that most influenced their decision. To ensure validity, participants complete manipulation and attention checks by responding to a single question for each check. Additionally, the questionnaire collects sociodemographic data (age, gender, education level) and concludes with questions about motivation to contribute to society, personal experiences with mental health issues, and understanding of mental health challenges.

Sample

This study employs a randomized controlled trial using convenience sampling. While convenience sampling often raises concerns regarding generalizability, it is justified for two primary reasons. First, the study aims to generate novel inferences rather than to generalize findings to a specific demographic subset. Convenience samples can approximate true population preferences in contexts where research questions are

Table 3. Ordinary Least Square (OLS) regression between organizational legitimacy and willingness to co-produce

	Community outreach officer	Event committee	Support group facilitator
Perceived legitimacy	0.471** (0.162)	0.662*** (0.151)	0.555*** (0.147)
Intercept	1.646* (0.685)	1.085 (0.640)	1.526 (0.620)
Observation	157	157	157
R^2	0.052	0.110	0.085
Adjusted R^2	0.046	0.104	0.079

Note: The legitimacy values are averaged over seven questions derived from Alexiou and Wiggins (2019). The null intepretation serves as the reference. *p<0.05; **p<0.01; ***p<0.001

narrowly defined and resources are limited (Penn et al., 2023). Second, as Crano (2019) highlights, experimental designs inherently ensure internal validity. By controlling for confounding variables, the design focuses on establishing causal relationships between variables. Furthermore, as the policy under investigation is hypothetical and not yet implemented, the conclusions drawn from this research leave room for further expansion, testing, and refinement.

Participants were recruited between May and July 2024. Recruitment targeted Indonesian citizens willing to participate in the experiment, with invitations widely disseminated through social media. Participants were informed only that the experiment concerned policy implementation, with no specific details disclosed beforehand.

The final sample comprised 157 respondents (Table 1). Of these, 80% identified as female, with an average age of 22.5 years. Regarding educational background, 68% held a bachelor's degree or equivalent, while 31% had a high school diploma or equivalent. In terms of experience, 58% of participants reported having faced mental health challenges.

Statistical Analysis

The primary tool for statistical analysis is R programming (R Team, n.d.). The study employs ordinary least squares (OLS) regression and logistic regression to analyze the two treatment groups and the control group, providing robust approximations for the research hypotheses.

Validity and reliability

This study employs an experimental vignette method to ensure internal validity. By incorporating two treatment groups and one control group, the design isolates the measurable effects of different compliance-gaining techniques used in policy announcement models. Major potential confounders, such as perceived legitimacy and mental health awareness, were controlled to strengthen the causal inferences drawn from the data. However, limitations in external validity are acknowledged. The generalizability of findings may be constrained by the sample size and the use of a convenience sampling strategy. Sociodemographic factors such as age, gender, and occupation were not controlled within the research design. Although some sociodemographic data, such as age and gender, were collected, the dataset does not support drawing causal inferences based on these variables. This limitation will be carefully considered when interpreting the study's findings

The case selection in this research is based on a hypothetical policy, despite efforts to maintain realism. The study was designed to simulate the construction of a realistic scenario rather than to analyze an existing policy. While the approach may rely heavily on participants' imagination of the scenario, it remains a valuable tool for exploring potential policy designs. This research aims to provide insights—both positive and negative—on how policies should be communicated. These findings are expected to contribute to evidence-based innovations in policy delivery.

Table 4. Ordinary Least Square (OLS) regression between motivation to contribute to society and willingness to co-produce

	Community outreach officer	Event committee	Support group facilitator
Motivation to contribute to society	0.497*** (0.114)	0.230*** (0.115)	0.476*** (0.105)
Intercept	1.519*** (0.491)	2.891*** (0.496)	1.843*** (0.451)
Observation	157	157	157
R^2	0.109	0.025	0.117
Adjusted R^2	0.103	0.019	0.112

Note: The null intepretation serves as the reference. *p<0.1; **p<0.05; ***p<0.01

FINDINGS AND DISCUSSION

Findings

To assess the effectiveness of the experimental treatments, manipulation and attention checks were conducted to evaluate whether respondents focused on the announcement, particularly on the presentation of the problem background. A key distinction in this design is the use of language, with moral values serving as the trigger for the moral appeal treatment. This feature was absent in the aversive stimulation and generic treatments. Results of the manipulation and attention checks are summarized in Table 2. Regression analysis indicates that respondents exposed to the moral appeal treatment more effectively engaged with the values presented in the problem background. In contrast, participants exposed to the generic and aversive stimulation treatments reported finding other announcement features more compelling than the problem background. These observations are further supported by attention check results, which suggest that respondents in the aversive treatment group paid slightly less attention, potentially due to the registration process being placed at the end of the announcement.

The experimental results regarding the influence of compliance-gaining techniques in the problem background on the willingness to co-produce in the psychosocial service support policy are illustrated in Figure 1. Interestingly, announcements featuring both aversive stimulation and moral appeals did not significantly influence decisions to co-produce. However, there is moderate evidence of a willingness to serve as a community outreach officer, specifically in re-

sponse to the morally appealing announcement ($e = 0.451$, $SE = 0.212$, $p < 0.05$). Conversely, neither the aversive stimulation nor the moral appeal treatments significantly impacted willingness to take on roles as event committee facilitators or support group facilitators. This finding suggests that the motivation to co-produce in these roles is influenced by other predictors.

Other factors may explain the decision to co-produce in psychosocial service support policies, given the insignificant effects of the experimental manipulation. Regression analysis of three additional aspects of the announcement—benefits, flexibility, supporting data, and registration procedures—against the three co-production roles is presented in Figure 2. Surprisingly, decisions to co-produce were not influenced by the perceived benefits or flexibility of the roles. Instead, supporting data emerged as a significant determinant, particularly for the roles of event committee facilitator ($e = 0.637$, $SE = 0.234$, $p < 0.01$) and support group facilitator ($e = 0.677$, $SE = 0.192$, $p < 0.01$). These findings highlight the critical role of data accessibility in policy announcements. Ease of registration also significantly influenced the decision to become a community outreach officer ($e = 0.456$, $SE = 0.168$, $p < 0.01$). However, this factor had minimal influence on willingness to serve as a support group facilitator and even showed an opposite effect for the event committee facilitator role.

Finally, confounding factors anticipated by this study were analyzed. Results demonstrate that perceived legitimacy is a significant predictor of community co-production in government-

Table 5. Ordinary Least Square (OLS) regression between mental health condition and willingness to co-produce

	Community outreach officer	Event committee	Support group facilitator
Mental health experience			
Have ever experienced mental health issue	0.136 (0.177)	0.240 (0.170)	0.203 (0.163)
Intercept	3.545*** (0.135)	3.727*** (0.130)	3.742*** (0.124)
Observation	157	157	157
R^2	0.004	0.013	0.010
Adjusted R^2	-0.003	0.006	0.003
Mental health understanding			
Understanding of mental health issue	0.184* (0.110)	0.055 (0.107)	0.037 (0.102)
Intercept	2.840*** (0.476)	3.633*** (0.463)	3.703*** (0.443)
Observation	157	157	157
R^2	0.018	0.002	0.001
Adjusted R^2	0.011	-0.005	-0.006

Note: The reference of mental health experience is 'No' answer to the question. The null intepretation serves as the reference. Mental health experience: *p<0.05; **p<0.01; ***p<0.001; Mental health understanding: *p<0.1; **p<0.05; ***p<0.01

implemented policies (Table 3), consistent with existing literature. Moreover, Table 4 indicates that motivation to contribute to society significantly impacts all co-production roles, albeit to varying degrees. This factor complements perceived legitimacy as a crucial prerequisite for participation in the policy. Surprisingly, the study found that a history of mental health issues did not significantly affect decisions to co-produce in psychosocially complex policies (Table 5). Similarly, comprehension of mental health issues was not a pivotal determinant. These findings suggest that the policy is inclusive, not targeting specific demographic groups, and can engage diverse participants.

Discussions

Grounded in the normative theory of compliance by Marwell and Schmitt (1967), this study explored whether the communication models employed by public organizations influence citizens' willingness to co-produce. The findings indicate that policy announcements, particularly in the context of psychosocial support, involve more than the choice of words.

The study highlights that perceived legitimacy remains a fundamental prerequisite for successful policy implementation. This aligns with Mouhanna (2019) assertion that building institutional reputation is essential before addressing problems. These findings extend the organizational legitimacy framework (Bitektine & Haack, 2015), by demonstrating that actors with high status are more likely to initiate attitude changes by securing public approval first. Public organizations, therefore, may encounter challenges in implementing policies effectively if confronted with negative public perceptions. On a broader level, this study underscores that legitimacy is a multifaceted construct shaped by diverse behaviors, attitudes, and processes among the audience (Hamm et al., 2022). Additionally, legitimacy may vary across sociodemographic or habituation levels, presenting opportunities for further research.

The two hypotheses tested in this study reveal that the manner in which a problem's background is presented has limited impact on the willingness to co-produce. Instead, factors such as data accessibility and ease of registration emerge as significant predictors, contingent on the

role offered. This conclusion aligns with evidence supporting the importance of open data in governance (Toots et al., 2017). a challenge that Indonesia continues to face (Soegiono, 2018). Moreover, simplifying registration processes could play a crucial role in fostering community participation. This finding connects to the concept of learning costs—the effort required to gather information—which can influence the stress associated with applying for government programs (Chudnovsky & Peeters, 2021; Moynihan et al., 2015). The study suggests that minimizing these costs by requiring only basic personal information for registration, followed by government-initiated follow-ups, could reduce barriers to co-production.

While the hypothesis tests yielded mixed results, morally compelling announcements (Hypothesis 2.a) may still influence co-production when combined with other elements that support the desired outcome. One possible explanation is that guilt-based appeals may unintentionally provoke adverse reactions, diminishing the announcement's effectiveness and casting doubt on its credibility (Lim & Hong, 2022). Future policy design might benefit from prioritizing values that resonate with public morality while ensuring other critical factors, such as accessible data and straightforward registration processes, are addressed. Nonetheless, this study acknowledges that individual factors, such as age and education, might also shape responses to policy announcements. Since the majority of participants in this study were young adults and early-career seekers, these variables were not controlled, potentially influencing the inferences. Future research could further investigate how such sociodemographic factors impact willingness to engage in co-production and policy implementation.

Considering the impact of the techniques used, citizens demonstrated a greater interest in contributing as community outreach officers compared to the other two roles. From a job characteristics perspective, this role may appeal due to its alignment with more complex field research tasks. Additionally, citizens might perceive this role as offering greater personal autonomy

because of its focus on public relations and broader societal impact, even though it involves limited direct contact with individuals in need of mental health support. These factors likely enhance task certainty and strengthen the perceived meaningfulness of the role. In contrast, roles such as event committee members or support group facilitators might be viewed as more uncertain, given the dynamic nature of their tasks and reliance on collaboration with other participants. As a result, psychosocial support policy design should carefully consider task structure and complexity to ensure role satisfaction and engagement (Barrick et al., 2013).

If one finding challenges existing literature, it is the limited influence of benefits and working flexibility on citizens' decisions to co-produce. Prior research frequently highlights material benefits as a primary driver of behavioral change (Gneezy et al., 2011). Similarly, working flexibility is often seen as a tool for fostering autonomy and reducing perceived obligation (Ray & Pana-Cryan, 2021). However, in the context of this psychosocial support policy, the opposite effect appears to emerge. Respondents may have excluded benefits and flexibility from their decision-making because they assumed these aspects were already guaranteed. Additionally, the vibrant motivation to contribute to society observed in this study could have overshadowed such considerations. This finding underscores the interplay between the perceived value of impact and personal preferences in influencing an individual's fulfillment in contributing to societal initiatives (Bryant et al., 2023). Along with perceived legitimacy, intrinsic motivation may be a critical, if not the primary, factor enabling co-production in psychosocial support policies.

This study carries significant societal and theoretical implications. The findings highlight the importance of data accessibility and reducing administrative burdens—two pillars of modern public administration whose efficacy in street-level practices continues to evolve positively (Zacka, 2017). However, these aspects remain underdeveloped in Indonesia (Wicaksono, 2015), and this study provides valuable insights for advancing these areas. Properly

designed policy announcements can increase citizen participation, even without targeting specific audiences. The announcement elements discussed here could be applied in other contexts with similar challenges related to low co-production rates. For example, in societies with low levels of altruism, the role of personal benefits could be further examined across different occupations. Investigating distinctions between employed and unemployed individuals may yield unique and actionable insights, particularly when supporting data is accessible, and registration processes are simplified.

While these findings are not entirely conclusive, their relevance provides practical insights for policymakers. Simplifying recruitment processes and leveraging data inventories can sustain public interest and encourage contributions to policy initiatives. Citizens may hesitate to participate due to perceived barriers in administrative procedures, which are often overlooked in policy evaluations. Such processes can unintentionally become complex and discourage engagement. Introducing data related to the problem at hand can also generate public interest, as it symbolizes the urgency of a solution. Depending on the roles offered, incorporating narratives with moral appeals or aversive stimulation may prove effective. However, in all cases, policy announcements should move away from conventional, uninspired delivery methods.

CONCLUSION

This research investigates the application of compliance-gaining techniques in policy announcements, particularly in the co-production of psychosocial service support policies. The case study highlights that while socially acceptable techniques are traditionally preferred, other factors significantly influence their effectiveness. The findings reveal that institutional legitimacy alone is insufficient to drive public participation. Similarly, intrinsic motivation among individuals does not fully account for the decision to co-produce. Accessibility to clear, concise data emerges as a crucial factor in fostering compliance, particularly in contexts where mental health information across different re-

gions is poorly documented. Furthermore, streamlined registration procedures play a pivotal role in influencing decision-making for co-production roles. Although benefits and flexibility did not significantly impact decisions in this study, despite their predictive value in prior research, they should not be overlooked. Striking a balance is essential, as decisions related to co-production require a well-crafted policy announcement to maximize engagement effectively.

This study acknowledges limitations in its external validity, as detailed in the methodology section. These shortcomings present opportunities for future research to address. Subsequent studies could build on these findings by employing similar methodologies while examining the influence of age, gender, and educational attainment. Additionally, future research could explore the same context with varying levels of flexibility and benefits to further enrich the discourse. From a practical perspective, these findings offer valuable insights for public and private organizations aiming to develop programs that address mental health concerns. Institutions should prioritize practical implementation at the street level, addressing an evident empirical gap. While strong policy ideas are essential, they must also be effectively communicated and designed to stimulate public engagement and participation.

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