

# Perancangan strategi berdasarkan pengaruh dari dukungan sosial dan kepercayaan sosial terhadap respon risiko COVID-19 pada pekerja formal dan informal = Strategic planning based on the impact of social support and social trust on COVID-19 risk response in formal and informal workers

Karina Nisa Aprilia, author

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## Abstrak

Pandemi COVID-19 terjadi di seluruh dunia, dan juga di Indonesia. Selain menyebabkan korban jiwa, pandemi ini juga menyebabkan kerugian di berbagai sektor. Pemerintah berupaya mengurangi penyebaran COVID-19 dengan menerapkan berbagai kebijakan seperti kebijakan pembatasan sosial berskala besar (PSBB), serta kebijakan terkait lainnya. Namun kebijakan ini belum efektif dilihat dari tingkat penyebaran COVID-19 yang belum menurun. Kurangnya kesadaran masyarakat menjadi penyebab tingkat penyebaran COVID-19 di Indonesia. Untuk itu penelitian ini meneliti pengaruh dari dukungan sosial dan kepercayaan sosial pada respons efikasi terhadap COVID-19 menggunakan metode structural equation modeling (SEM). Faktor tersebut dipilih karena dukungan sosial merupakan aspek penting di kehidupan masyarakat Indonesia.

Adapun penelitian ini dilakukan pada pekerja formal dan informal, karena pekerja masih diharuskan beraktivitas di luar rumah. Hasil menunjukkan bahwa dukungan sosial dan kepercayaan sosial lebih berpengaruh pada pekerja formal dibandingkan pekerja informal. Rekomendasi strategi disusun berdasarkan studi literatur. Setelah itu, pemberian bobot dilakukan menggunakan relationship matrix. Hasil dari relationship matrix tersebut adalah tujuh strategi untuk diprioritaskan bagi pekerja formal, dan tiga strategi yang di prioritaskan bagi pekerja informal

.....The COVID-19 pandemic has occurred throughout the world, and also in Indonesia. Apart from causing casualties, this pandemic also caused losses in various sectors. The government try to reduce the spread of COVID-19 by implementing various policies such as the large-scale social restriction (PSBB) policy, as well as other related policies.

However, this policy has not been effective in view of the level of the spread of COVID-19 which has not decreased. Lack of public awareness is the cause of the spread of COVID-19 in Indonesia. For this reason, this study examines the effect of social support and social trust on the efficacy response to COVID-19 using the structural equation modeling (SEM) method. This factor was chosen because social support is an important aspect of the life of Indonesian society. This research was conducted on formal and informal workers, because workers are still required to have activities outside the home.

The results show that social support and social trust are more influential on formal workers than informal workers. Strategy recommendations are compiled based on literature studies. After that, the weighting was done by using a relationship matrix. The results of the relationship matrix are seven prioritized strategies for formal workers, and three prioritized strategies for informal workers.