

Cerita tentang COVID-19: Efek perbedaan jenis pesan pada prasangka terhadap tenaga kesehatan melalui mediasi persepsi ancaman = Story of COVID-19: message type effect on prejudice against healthcare workers through mediation of perceived threat

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Abstrak

Pandemi COVID-19 diikuti dengan fenomena prasangka terhadap tenaga kesehatan dan banjir informasi di media terkait penyakit tersebut. Oleh karena itu penelitian ini dilakukan untuk melihat efek perbedaan jenis pesan (IV) pada prasangka

terhadap tenaga kesehatan (DV) dengan mediasi persepsi ancaman realistis dan simbolis (M). Pesan dalam penelitian ini dimanipulasi pada aspek format pesan (naratif, statistik) dan ancaman yang ditekankan dalam pesan (realistis, simbolis).

Penelitian dilakukan secara survei-eksperimental daring between-subject. Partisipan penelitian berjumlah 550 orang warga daerah Jakarta, Bogor, Depok, Tangerang dan Bekasi (Jabodetabek). Partisipan secara acak dikelompokkan ke dalam salah satu kondisi, yaitu pesan statistik, naratif ancaman realistis, naratif ancaman simbolis, dan satu kelompok kontrol. Setelah membaca teks stimulus penelitian, dilakukan pengukuran pada tingkat persepsi ancaman COVID-19 dan juga prasangka terhadap tenaga kesehatan. Hasil penelitian menunjukkan bahwa kelompok dalam kondisi naratif ancaman simbolis memiliki prasangka terhadap tenaga kesehatan yang lebih rendah secara signifikan jika dibandingkan dengan kelompok lainnya. Selain itu, tidak ditemukan efek perbedaan format pesan dan peran mediasi persepsi ancaman COVID-19 dalam pembentukan prasangka terhadap tenaga kesehatan. Hasil ini mengindikasikan bahwa pesan tentang penyakit tidak selalu mengaktifasi mekanisme behavioral immune system (BIS), namun juga memiliki potensi untuk mendeaktivasi mekanisme BIS, bergantung pada penekanan gambaran dampak penyakit di dalam pesan.

.....The COVID-19 pandemic is followed by cases of prejudice against healthcare workers and informations flooding in the media about the disease. This research was conducted to examine the effects of message type (IV) on prejudice against healthcare workers (DV) mediated by realistic dan symbolic threat perceptions (M). Message type was manipulated in two aspects, which were message format (narrative, statistical) and the threats emphasized in the message (realistic,

symbolic). Online between-subject survey-experimental design was employed to 550 participants resided in Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek) areas. Participants were randomly assigned into one of four conditions which were statistical message, realistic threat-narrative message, symbolic threat-narrative message and control gorup. After reading the stimulus, their COVID-19 threat perception and prejudice level on healthcare workers were measured. Result showed that the group exposed to symbolic threat-narrative message had significantly lower prejudice compared to the other conditions.

Moreover, there was no significant difference between message format. The mediating role COVID-19 threat perception in forming prejudice against healthcare workers did not showed as well. This result indicates that information about diseases can both activate behavioral immune system mechanism (BIS) and deactivate the mechanism, depending on the emphasis put on the disease impacts pictured in the message.