

# Pengaruh Terpaan Kampanye Komunikasi Kesehatan Terhadap Perilaku Masyarakat = The Impact of Health Communication Campaign Exposure on Public's Behavior

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## Abstrak

Kampanye komunikasi kesehatan memiliki urgensi untuk dilakukan oleh lembaga pemangku kepentingan di masa pandemi Covid-19, khususnya sebagai salah satu upaya kegiatan hubungan masyarakat pemerintah. Hal ini bertujuan untuk meningkatkan kesadaran masyarakat dan mendorong perilaku sehat agar terhindar dari ancaman virus serta menghambat penyebarannya. Kementerian Kesehatan Republik Indonesia melalui tim hubungan masyarakat-nya telah melakukan kampanye komunikasi kesehatan yakni Protokol 3M (Menggunakan masker, mencuci tangan pakai sabun, dan menjaga jarak (minimal 1.5-2 meter)) sejak Juli 2020 hingga Januari 2021, salah satu media yang digunakan untuk mendiseminasi pesannya adalah media sosial. Oleh karena itu, peneliti ingin melihat bagaimana pengaruh terpaan kampanye komunikasi kesehatan kesehatan Protokol 3M Kemenkes RI melalui media sosial periode Juli 2020 sampai Januari 2021 terhadap perilaku masyarakat Jabodetabek dalam melakukan penerapan Protokol 3M, baik secara langsung maupun melalui unsur *health belief model* (*perceived barriers*, *perceived benefit*, *self-efficacy* & *perceived threat*). Studi ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel non probabilita, yaitu *purposive sampling*. Responden yang berpartisipasi berjumlah 284 orang. Hasil menunjukkan adanya pengaruh positif antara terpaan kampanye terhadap perilaku secara langsung maupun melalui unsur *health belief model*, terkecuali terpaan kampanye terhadap salah satu unsur *health belief model* (*perceived barriers*). Temuan menarik lainnya adalah total kekuatan pengaruh tertinggi terjadi pada pengaruh terpaan kampanye melalui unsur *health belief model* (*perceived threat*) terhadap perilaku.

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A Health communication campaign must be carried out by stakeholder institutions during the Covid-19 pandemic, especially as one of the government's public relations efforts. The effort aims to increase public awareness and encourage healthy behavior to avoid the threat of the virus and inhibit its spread. The Ministry of Health of the Republic of Indonesia, through its public relations team, has conducted a health communication campaign, the 3M Protocol (Using masks, washing hands with soap, and maintaining a distance (at least 1.5-2 meters)) from July 2020 to January 2021. One of the platforms used to disseminate the message is social media. Therefore, researchers would like to see how the impact of the Ministry of Health of the Republic of Indonesia's 3M Protocol health communication campaign through social media for the period July 2020 to January 2021 on the behavioral implementation of the 3M Protocol in the community, especially in Greater Jakarta, both directly and through elements of the health belief model (*perceived barriers*, *perceived benefits*, *self-efficacy* & *perceived threat*). This study uses a quantitative approach with a non-probability sampling technique, *purposive sampling*. There were 284 respondents who participated. The result shows a positive influence between campaign exposure to behavior both directly and through elements of the health belief model, except for campaign exposure to one element of the health belief model, namely *perceived barriers*. Another interesting finding is that the highest total power of

influence occurs in the influence of campaign exposure through elements of the health belief model (perceived threat) on behavior.