

## Penilaian sosial dan sikap publik pasca menerima informasi : studi kasus terhadap informasi hoaks vaksin Covid-19 di Media Sosial = Social assessment and post-receiving public attitudes : case studies against Covid-19 vaccine hoax information on Social Media

Sinta Lestari, author

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### Abstrak

Penyebaran informasi memang terbilang cukup cepat selama pandemi Covid-19. Informasi tersebut hadir bukan hanya tentang kebenaran vaksin Covid-19, tetapi informasi hoaks. Seiring dengan faktor media sosial dan diskusi lingkungan sekitar dapat mempengaruhi persepsi individu terhadap vaksin Covid-19. Selain itu, penyebaran informasi yang berlimpah memberikan penilaian publik terhadap informasi hoaks. Dengan adanya persepsi tersebut akan membentuk sikap publik terhadap vaksinasi. Penelitian ini bertujuan untuk mengetahui bagaimana penilaian sosial publik terhadap vaksin pasca menerima informasi hoaks vaksin Covid-19 dan bagaimana sikap publik terbentuk setelah adanya penilaian sosial terhadap informasi hoaks vaksin Covid-19. Konsep persepsi publik, pembentukan sikap, dan teori penilaian sosial dari Muzafer Sherif menjadi pisau analisis penelitian. Artikel ini menggunakan pendekatan kualitatif dan metode studi kasus intrinsik (intrinsik case study). Pengumpulan data dilakukan dengan wawancara mendalam terhadap tiga informan. Adapun Hasil penelitian menunjukkan bahwa publik memiliki penilaian terhadap informasi hoaks vaksin Covid-19 dan memiliki persepsi terhadap vaksin Covid-19 yang beragam di media sosial. Persepsi tersebut yang kemudian membuat publik menentukan sikap untuk vaksinasi atau tidak. Temuan penelitian ini memaparkan bahwa terdapat informan yang menerima sikap untuk vaksinasi dan informan yang menolak sikap untuk vaksinasi. Kedua sikap tersebut dibentuk oleh penilaian sosial yang mereka dapatkan di media sosial.

.....The spread of information was fairly fast during the Covid-19 pandemic. The information is present not only about the truth of the Covid-19 vaccine, but hoax information. Along with social media factors and environmental discussions can affect a person's perception of the Covid-19 vaccine. In addition, the abundant dissemination of information provides a public assessment of hoax information. With this perception will shape the public's attitude towards vaccination. This study aims to find out how the public's social assessment of vaccines after receiving Covid-19 vaccine hoax information and how people's attitudes are formed after social assessment of Covid-19 vaccine hoax information. The concept of public perception, attitude formation, and sheriff Muzafer's theory of social judgment became the knife of research analysis. This article uses qualitative approaches and intrinsic case study methods. The data was conducted with in-depth interviews with three informants. The results showed that the public had an assessment of the Covid-19 vaccine hoax information and had a diverse perception of the Covid-19 vaccine on social media. This perception then makes the public determine the attitude towards vaccination or not. The findings of this study explain that there are informants who accept attitudes toward vaccination and informants who reject attitudes towards vaccination. Both attitudes are shaped by the social judgment they get on social media.