

Pengaruh Percontohan Selebritas Terhadap Persepsi Risiko Masyarakat dan Intensi Perilaku Pencegahan COVID-19 = The Effect of Celebrity Exemplar on Public Risk Perception and Prevention Behavior Intention of COVID-19

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Abstrak

Pemberitaan kejadian figur publik yang berkaitan dengan kesehatan terbukti dapat mengubah sikap hingga perilaku kesehatan masyarakat. Penelitian ini bertujuan untuk memberikan gambaran hubungan antara percontohan selebritas dan intensi perilaku pencegahan COVID-19 dan juga melihat pengaruh mediasi persepsi risiko terhadap hubungan kedua variabel ini. Penelitian ini merupakan penelitian eksperimental dengan 489 WNI berusia 18 – 35 tahun sebagai partisipan. Hasil uji mediasi menunjukkan bahwa keberadaan percontohan percontohan tidak dapat mempengaruhi intensi perilaku pencegahan dan persepsi risiko tidak memiliki peran mediasi dalam hubungan percontohan selebritas dan intensi perilaku kesehatan preventif. Implikasi terhadap komunikasi kesehatan masyarakat di masa pandemi COVID-19 dari hasil penelitian ini didiskusikan kemudian dalam laporan ini.

..... Existing research suggested that the news of public figures' health-related events can change public's health attitude and health behavior. This study aims to provide an overview of the relationship between celebrity exemplar and the individual intention to do COVID-19 prevention behavior and also to see the mediating effect of risk perception on the relationship between these two variables. This research is an experimental research with 489 Indonesian citizens aged 18-35 years as participants. The results of the mediation analysis showed that celebrity exemplar does not affect individual preventive behavior intention and that risk perception does not have a mediating role in the relationship between celebrity exemplar and the one's intention of health prevention behavior. The implications for public health communication during the COVID-19 pandemic from the results of this study are discussed later in this report.