

## **Kampanye Komunikasi Kesehatan di Perusahaan Asuransi Nasional Pada Masa Pandemi Covid-19 = Health Communication Campaign at National Insurance Company during Covid-19 Pandemic Period**

Thalita Alanna, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920560306&lokasi=lokal>

---

### **Abstrak**

Penanganan krisis akibat masa pandemi Covid-19 mendorong perlunya adaptasi baru dalam pola hidup sehat, sehingga perusahaan membuat kampanye kesehatan kepada pegawai. Kampanye ini dilakukan melindungi pegawai dari Covid-19 serta agar perusahaan tetap dapat menjalankan kegiatan operasional di masa pandemi Covid-19. Kampanye dilakukan melalui berbagai cara, di antaranya video yang disebar di media sosial atau arahan melalui memorandum, poster, sosialisasi, dan Covid Ranger. Tesis ini menggunakan Desain Kerangka Pesan Komunikasi Kesehatan oleh Noar sebagai teori utama dan Perubahan Perilaku oleh Irwan sebagai teori pendukung. Penelitian ini menggunakan pendekatan kualitatif dan paradigma post-positivisme. Pengumpulan data dilakukan dengan melakukan observasi pada video dan beberapa alat kampanye yang digunakan serta wawancara pada manajemen dan pegawai. Hasil penelitian menunjukkan bahwa video kampanye belum menjadi alat kampanye yang efektif, karena hanya dibuat satu kali dan bersifat instruksional. Sistem monitoring yang disertai dengan kepemimpinan belum direalisasikan sehingga menjadi kendala dalam pelaksanaan protokol yang ketat.

.....The handling of the crisis due to the Covid-19 pandemic prompted the need for new adaptations in a healthy lifestyle, so the company created a health campaign for employees. This campaign is carried out to protect employees from Covid-19 and so that company can continue to carry out operational activities during the Covid-19 pandemic. The campaign is carried out in various ways, including videos distributed on social media or directives through memorandums, posters, outreach, and the Covid Ranger. This thesis uses the Design of Health Communication Message Framework by Noar as the main theory and Behavior Change by Irwan as the supporting theory. This study uses a qualitative approach and post-positivism paradigm. Data collection was done by observing the video and some of the campaign tools used as well as interviews with management and employees. The results of the study show that campaign videos have not become an effective campaign tool, because they are only made once and are instructional. The monitoring system accompanied by leadership has not been realized so that it becomes an obstacle in implementing strict protocols.