

**Pengaruh Persepsi Risiko, Pencarian dan Pemrosesan Informasi Risiko, serta Perilaku Komunikasi terhadap Intensi Perilaku (Studi Pada Followers Media Sosial Instagram Kampanye Pencegahan Stunting Milik Kementerian Komunikasi dan Informatika) = Effect of Risk Perception, Risk Information Seeking and Processing, and Communication Behavior on Behavioral Intention (Study on Followers of Stunting Prevention Campaign Instagram Owned by the Ministry of Communication and Informatics)**

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**Abstrak**

Seiring dengan perkembangan teknologi, media sosial kini telah menjadi alat potensial untuk kampanye kesehatan. Hal ini karena media sosial mampu meningkatkan interaktivitas dan komunikasi aktif di antara penggunanya. Beragam penelitian terkait pengaruh media sosial pada intensi perilaku dalam kampanye juga telah banyak dilakukan, namun masih sedikit yang melibatkan perilaku komunikasi. Menstimulasi perilaku pencarian informasi merupakan hasil penting dari kampanye kesehatan karena perilaku ini yang cenderung tetap efektif setelah kampanye kesehatan berakhir. Terkait dengan hal tersebut, penelitian ini meneliti apakah media sosial berperan dalam kampanye kesehatan yang bertujuan pada intensi perilaku dengan mediasi perilaku komunikasi. Penelitian ini memadukan pendekatan psikologi dan komunikasi dalam memprediksi intensi perilaku pencegahan anak kerdil (stunting). Fokus terhadap stunting dilakukan karena hal ini menjadi masalah gizi utama di Indonesia. Peneliti menggunakan adaptasi model penelitian yang memadukan Theory of Planned Behaviour, Risk Information Seeking and Processing model, Risk Perception Attitude Framework, serta Situational Theory of Problem Solving. Penelitian dilakukan secara kuantitatif dengan paradigma positivis dan bersifat ekplanatif. Pengambilan data dilaksanakan dengan survey online secara convenience pada wanita yang masuk dalam kategori sasaran prioritas pencegahan stunting yang menjadi pengikut akun instagram @genbestid, akun kampanye pencegahan stunting milik Kementerian Komunikasi dan Informatika. Pengujian hipotesis penelitian dilakukan dengan pendekatan Structural Equation Model (SEM) berbasis Partial Least Square (PLS) untuk melihat pola pengaruh dari perceived risk, efficacy belief, informational subjective norms, relevant channel believe, social media self-efficacy, information selection, information transmission, serta information acquisition terhadap intensi perilaku pencegahan stunting. Hasil penelitian ini menemukan bahwa intensi perilaku pencegahan stunting paling dapat diprediksi dengan perilaku transmisi informasi (information transmission). Dalam hal ini transmisi informasi mampu memediasi hubungan antara kepercayaan pada saluran yang relevan (relevant channel belief) dengan intensi perilaku pencegahan stunting. Transmisi informasi juga memediasi hubungan antara pemilihan informasi (information selection) dan intensi perilaku pencegahan stunting. Ditemukan juga bahwa informational subjective norm memiliki pengaruh langsung pada information acquisition. Sedangkan untuk persepsi risiko ditemukan tidak berpengaruh terhadap perilaku komunikasi maupun intensi perilaku pencegahan stunting.

.....Development of technology makes social media become a potential tool for health campaigns, because it can increase interactivity and active communication among its users. Various studies related to the influence

of social media on behavioral intentions in health campaigns have also been carried out, but just few of them involve communication behavior. Stimulating information seeking behavior is an important outcome of health campaigns because these behaviors tend to remain effective after the health campaign ends. According to this reason, this study examines the influence of social media on health behavioral intentions mediated by communication behavior. This study combines psychology and communication approaches in predicting the behavioral intention of preventing stunting in children. Stunting become focus of this study because it is a major nutritional problem in Indonesia. To answers research problems, researcher is using adaptation of a research model that combines Theory of Planned Behavior, Risk Information Seeking and Processing model, Risk Perception Attitude Framework, and Situational Theory of Problem Solving. This research was quantitatively conducted with positivist and explanative paradigm. Data collection was carried out with a convenience online survey on women who were included in the priority target category for stunting prevention. Women on this survey are followers of the instagram account @genbestid, the stunting prevention campaign account belonging to the Ministry of Communications and Informatics. Research hypothesis were tested using a Structural Equation Model (SEM) approach, based on Partial Least Square (PLS), to see the influence of perceived risk, efficacy belief, informational subjective norms, relevant channel believe, social media self-efficacy, information selection, information transmission, and information acquisition on the behavioral intention on stunting prevention. The results of this study found that the behavioral intention on stunting prevention was most predictable by information transmission behavior. In this case the transmission of information is able to mediate the relationship between relevant channel belief and the behavioral intention on stunting prevention. Information transmission also mediates the relationship between information selection and the behavioral intention on stunting prevention. This research was also found that informational subjective norms have a direct influence on information acquisition. Meanwhile, perceived risk was found to have no effect neither on communication behavior nor behavioral intention on stunting prevention.