

PENGARUH KONSUMSI INFORMASI VAKSIN COVID-19 PADA MEDIA
SOSIAL TERHADAP PARTISIPASI VAKSIN COVID-19
(Studi Korelasi Pada Pengikut Akun Instagram @kemenkes_ri)

SKRIPSI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana Ilmu
Komunikasi Konsentrasi Hubungan Masyarakat Program Studi Ilmu Komunikasi



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BANDUNG
2022

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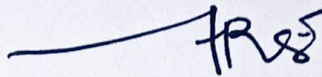
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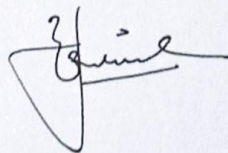
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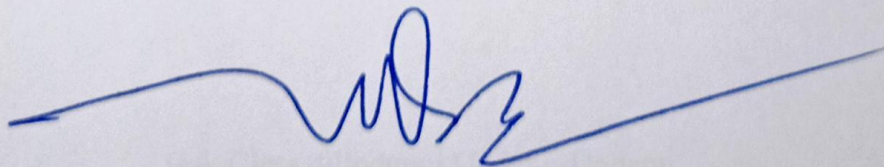
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ABSTRAK

Penggunaan media sosial untuk mengakses informasi kesehatan semakin marak dilakukan khalayak. Konsumsi informasi kesehatan yang dilakukan khalayak berpengaruh terhadap perilaku kesehatan mereka. Salah satu informasi kesehatan yang kerap dikonsumsi yaitu mengenai vaksin Covid-19 dan perilaku konsumsi media tersebut dapat berpengaruh terhadap perilaku kesehatan seperti melakukan vaksin Covid-19. Penelitian ini bertujuan untuk mengetahui pengaruh Konsumsi Informasi Vaksin Covid-19 pada Media Sosial terhadap Partisipasi Vaksin Covid-19. Penelitian menggunakan metode kuantitatif dengan mengumpulkan data melalui penyebaran kuesioner. Populasi dalam penelitian ini adalah seluruh pengikut akun instagram @kemenkes_ri yang aktif membaca informasi vaksin Covid-19. Kuesioner dibagikan kepada 271 responden. Teknik sampling yang digunakan yaitu purposive sampling beberapa kriteria. Hasil penelitian menunjukkan bahwa terdapat pengaruh secara parsial maupun simultan antara konsumsi informasi vaksin Covid-19 (X) terhadap partisipasi vaksin Covid-19 (Y) bagi pengikut akun instagram @kemenkes_ri. Hasil penelitian menunjukkan bahwa konsumsi informasi vaksin Covid-19 pada media sosial memiliki hubungan sebesar 58,6% terhadap partisipasi vaksin Covid-19 pengikut akun Instagram @kemenkes_ri dan 41,4% dipengaruhi oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Konsumsi Informasi, Media Sosial, Partisipasi Vaksin

ABSTRACT

The use of social media to access health information is increasingly being carried out by the public. Public consumption of health information affects their health behavior. One of the health information that is often consumed is about the Covid-19 vaccine and the behavior of media consumption can affect health behavior such as carrying out the Covid-19 vaccine. This study aims to determine the effect of Consumption of Covid-19 Vaccine Information on Social Media on Covid-19 Vaccine Participation. The study used quantitative methods by collecting data through the distribution of questionnaires. The population in this study were all followers of the @kemenkes_ri Instagram account who actively read information on the Covid-19 vaccine. Questionnaires were distributed to 271 respondents. The sampling technique used is purposive sampling several criteria. The results showed that there was a partial or simultaneous effect between the consumption of information on the Covid-19 vaccine (X) on the participation of the Covid-19 vaccine (Y) for followers of the @kemenkes_ri Instagram account. The results of the study show that the consumption of Covid-19 vaccine information on social media has a relationship of 58.6% to the participation of Covid-19 vaccine followers on the Instagram account @kemenkes_ri and 41.4% is influenced by other factors not examined in this study.

Keywords: Information Consumption, Social Media, Vaccine Participation

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