

ABSTRAK

Latar Belakang. SARS COV-2 / COVID-19 adalah penyakit infeksi akibat *coronavirus* yang muncul pada akhir tahun 2019. Karena presentasinya yang cepat berkembang, penyakit ini telah dinyatakan sebagai kondisi darurat yang menjadi perhatian internasional. Di Indonesia, penularan mata rantai COVID-19 masih menjadi salah satu akar masalah dalam peningkatan kasus. Oleh karena itu, diperlukan upaya komunikasi risiko yang efektif untuk menunjang adanya persepsi risiko yang baik dari masyarakat sehingga tercipta tindakan pencegahan proaktif untuk mengurangi risiko penularan COVID-19.

Metode Penelitian. Desain penelitian adalah penelitian pre-eksperimental dengan pendekatan *one-shoot case study* dimana awalnya pasien diberikan perlakuan lalu di observasi hasilnya menggunakan instrumen kuesioner. Teknik pengambilan sampel menggunakan tehnik *non probability* dengan cara *purposive sampling*.

Hasil Penelitian. Penelitian ini dilakukan pada 30 orang masyarakat di kawasan Kelurahan Tanjung sari Medan, Kecamatan Medan Selayang, Kota Medan, Sumatera Utara, Indonesia. Jenis kelamin yang paling banyak menjadi responden penelitian adalah laki-laki sebanyak 19 orang (63.3%) dengan rerata usia berkisar 32.63 ± 1.33 tahun. Didapatkan mayoritas Tingkat Pendidikan terakhir responden adalah SMA/Sederajat sebanyak 14 orang (46.7%) dan Perguruan Tinggi sebanyak 13 orang (43.3%), sedangkan paling banyak bekerja sebagai Wiraswasta yaitu pada 10 orang (33.3%). Berdasarkan keseluruhan demografi responden, paling banyak beragama Islam yaitu 28 orang (93.3%) dan bersuku Melayu yaitu 8 orang (26.7%). Klasifikasi *Health Belief Model (HBM)* pada penelitian ini ada berada di tingkat sedang (50%). Klasifikasi tingkat pencegahan COVID-19 pun berada di tingkat serupa yaitu tingkat sedang (60%). Berdasarkan analisis bivariat, tidak dijumpai adanya hubungan signifikan secara statistik antara penerapan komunikasi risiko terhadap persepsi risiko ($p=0.532$).

Kesimpulan. Tidak dijumpai adanya hubungan antara penerapan komunikasi risiko terhadap persepsi risiko masyarakat terhadap COVID-19. Tindakan pencegahan proaktif dari masyarakat bersifat multifaktorial dimana dibutuhkan intervensi secara multidisiplin.

Kata kunci : Komunikasi Risiko, Persepsi Risiko, *Health Believe Model*, COVID-19

ABSTRACT

Background. SARS COV-2/ COVID-19 is an infectious disease caused by coronavirus that emerged in late 2019. Due to its rapidly evolving presentation, it has been declared an emergency of international concern. In Indonesia, the distribution chain of the COVID-19 is one of the root causes of the increase in cases. Therefore, an effective risk communication effort is needed to support a good risk perception from the public so that proactive actions are created to reduce the risk of spreading COVID-19.

Methods. The research design is a pre-experimental research with a one-shoot case study approach where initially the treatment is given and then the results are observed using a questionnaire instrument. The sampling technique used non-probability techniques by means of purposive sampling.

Results. This research was conducted on 30 people in the Tanjung Sari Village area, Medan, Medan Selayang District, Medan City, North Sumatra, Indonesia. The respondents in the study mostly male as many as 19 people (63.3%) with the mean age 32.63 ± 1.33 years. It was found that the largest number of respondent's last education level was SMA/equivalent as many as 14 people (46.7%) and collagers as many as 13 people (43.3%), mostly respondent work as entrepreneurs (33.3%). Based on the overall demographics of respondents, the majority are Muslims, namely 28 people (93.3%) and ethnic Malays, namely 8 people (26.7%). The Health Belief Model (HBM) classification in this study was at a moderate level (50%). The classification of the COVID-19 prevention level is also at a similar level, the moderate level (60%). Based on bivariate analysis, no statistically significant relationship was found between the application of risk communication to risk perception ($p=0.532$).

Conclusion. There is no relationship between the application of risk communication to the public's risk of COVID-19. Proactive preventive action from the community is multifactorial which requires multidisciplinary intervention.

Keywords: Risk Communication, Risk Perception, Health Believe Model, COVID-19