

MEDIA FRAMING AND EMOTION TOWARDS COVID-19 RISK PERCEPTION

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Abstract

The ongoing situation of COVID-19 has progressed for 2 years. News has shown the severity of the disease and the government intervention in different perspective in order to spread awareness to the public. This study aims to examine the influence of news framing towards participants risk perception using emotion as a mediator. The design of this study was a randomized experiment with a between-subjects design. The participants consisted of 134 people who were divided into two news framing experimental groups. The measurement of risk awareness was conducted using the CORAS scale. Data analysis was performed using the t-test and Hayes' mediation technique with the help of the JASP application. The results of the analysis show that there are no influences of news framing towards public risk perception and emotion does not play roles in mediating both variables.

Keywords: *COVID-19, risk perception, news framing, emotion*