

INTISARI

Latar Belakang: World Health Organization menetapkan Covid-19 sebagai kejadian pandemi. Di Indonesia, tingginya kasus Covid-19 tidak diikuti dengan dipatuhinya protokol kesehatan. Salah satu teori yang dapat menjelaskan perilaku pencegahan seseorang adalah *Health Belief Mode* (HBM). Sampai saat ini belum ada penelitian HBM dan pencegahan Covid-19 di Yogyakarta.

Tujuan: Penelitian ini bertujuan untuk mengetahui gambaran HBM dalam perilaku pencegahan Covid-19 masyarakat Kapanewon Depok.

Metode: Penelitian ini merupakan penelitian kuantitatif dengan pendekatan *cross-sectional* menggunakan *consecutive sampling* dengan 420 responden. Kuesioner yang digunakan adalah kuesioner Kim & Kim yang telah diadaptasi ke Bahasa Indonesia dan diuji validitas-reliabilitasnya. Data dianalisis secara univariat.

Hasil: Sebagian besar responden menjawab setuju pada dimensi *perceived severity* (Covid-19 memiliki dampak kesehatan serius=71,9% dan berdampak besar pada berbagai aspek kehidupan=70,7%); *perceived benefit* (tindakan pencegahan memberikan manfaat lebih besar dibandingkan biaya yang dikeluarkan=85,7% dan dibandingkan kerepotannya=83,5%); serta *self-efficacy* (dapat menerapkan semua tindakan pencegahan=91,9% dan mampu melakukan tindakan pencegahan=90,3%). Pada *perceived susceptibility* masih sedikit responden yang setuju memiliki risiko tinggi tertular (32,2%) dan tinggal di lingkungan kemungkinan tinggi terpapar (27,9%). Pada *perceived barrier (unfavorable)* masih sedikit yang menjawab tidak setuju pada item upaya berlebihan dilakukan untuk tindakan pencegahan (42,4%) dan terdapat banyak kendala untuk mematuhi pencegahan (45,9%).

Kesimpulan: Secara keseluruhan masyarakat Kapanewon Depok memiliki persepsi Covid-19 berbahaya (*perceive severity*), tindakan pencegahan memberikan manfaat (*perceived benefit*) dan memiliki kepercayaan diri untuk melakukan tindakan pencegahan (*self-efficacy*). Namun masih banyak responden yang memiliki persepsi banyak hambatan untuk melakukan tindakan pencegahan dan mereka tidak memiliki resiko tinggi terpapar Covid-19.

Kata Kunci: *Health Belief Model*, Perilaku Pencegahan, Covid-19

ABSTRACT

Background: World Health Organization has declared Covid-19 global pandemic. In Indonesia, the high number of Covid-19 cases isn't followed by public compliance of health protocols. A theory that could explain person's preventive behavior is the Health Belief Model. There has been no research regarding HBM and Covid-19 prevention conducted in Yogyakarta.

Objective: This study aims to describe HBM on Covid-19 preventive behavior among Depok Subdistrict's residents.

Method: This is a descriptive study with cross-sectional design and used consecutive sampling on 420 respondents. This study used Kim & Kim's questionnaire that has been adapted to Bahasa Indonesia and has been tested its validity-reliability. The data were analyzed in univariate.

Results: Most respondents agreed that Covid-19 has serious health impact (71.9%) and has major impact on life (70.7%) (perceived severity); perceived benefit (preventive measures provide greater benefits than its cost=83.5% and its obstacle=83.5%); self-efficacy (able to do all the preventive measures=91.9% and able to take preventive measures=90,3%). About 32.2% respondents agreed they had high risk of being infected and 27.9% agreed they're living in high-risk environment. In perceived barrier (unfavorable) respondents disagreed that excessive efforts were made for preventive measures (42.4%) and there were many obstacles to complying with prevention (45.9%).

Conclusion: Depok Subdistrict's residents perceived Covid-19 is dangerous (perceived severity), Covid-19 measures provide greater benefit (perceived benefit) and has high self-efficacy. Meanwhile, many respondents perceived there are many obstacles to comply with the preventive measure and has low risk of being exposed to Covid-19.

Keyword: Health Belief Model, Preventive Behavior, Covid-19