



PENGARUH PEMBERITAAN COVID-19 DI MEDIA DARING TERHADAP

KESADARAN KEBIJAKAN KESEHATAN PADA ERA PASCA PANDEMI

(Survei pada Pengunjung Plaza Ambarrukmo Yogyakarta)

ABSTRAKSI

Pandemi COVID-19 telah berlalu semenjak diumumkannya pemberhentian Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM) di Indonesia dan organisasi kesehatan dunia (WHO) menyatakan memberhentikan status darurat COVID-19. Namun pada kenyataannya COVID-19 belum usai, masih terjadi fluktuasi kasus COVID-19 yang tidak dapat diramalkan ke depannya. Dengan begitu, COVID-19 pada era pasca pandemi pun harusnya tidak luput dari pengawasan dan penelitian. Pemerintah berupaya mencegah penularan COVID-19 dengan terus mendorong pemberlakuan penerapan kebijakan protokol kesehatan dan vaksin booster kedua. Pengetahuan pencegahan dan penanggulangan COVID-19 juga terus digaungkan melalui media massa daring agar masyarakat mengetahui dan paham. Namun hal ini perlu diimbangi dengan kesadaran masyarakat dalam menerapkannya. Oleh karena itu, peneliti tertarik untuk melihat apakah kesadaran masyarakat dalam menerapkan kebijakan kesehatan dapat dipengaruhi oleh terpaan pemberitaan media tentang COVID-19 atau tidak. Penelitian ini menggunakan konsep terpaan pemberitaan media oleh Ardianto, dkk (2017) dan Yontef tentang konsep kesadaran. Hasilnya kesadaran dalam menerapkan kebijakan kesehatan di era pasca pandemi dipengaruhi oleh terpaan pemberitaan media daring. Kedua variabel ini juga memiliki pengaruh positif yang artinya semakin tinggi khalayak membaca pemberitaan tentang kebijakan kesehatan COVID-19, maka akan semakin tinggi pula kesadarannya dalam menerapkan kebijakan kesehatan seperti protokol kesehatan dan vaksinasi.

Kata kunci: COVID-19, pasca pandemi, kebijakan kesehatan, terpaan media



***THE EFFECT OF COVID-19 REPORTING IN ONLINE MEDIA ON HEALTH POLICY
AWARENESS IN THE POST PANDEMI ERA***

(Visitor Survey of Plaza Ambarrukmo Yogyakarta)

The COVID-19 pandemic has passed since the announcement of the termination of the Implementation of Restrictions on Community Activities (PPKM) in Indonesia and the world health organization (WHO) declared it to stop the COVID-19 emergency status. However, in reality, COVID-19 is not over, there are still fluctuations in COVID-19 cases that cannot be predicted in the future. That way, COVID-19 in the post-pandemic era should not escape supervision and research. The government is trying to prevent the transmission of COVID-19 by continuing to push for the implementation of the health protocol policy and the second booster vaccine. Knowledge of prevention and control of COVID-19 is also continuously echoed through online mass media so that people know and understand. However, this needs to be balanced with public awareness in implementing it. Therefore, researchers are interested in seeing whether public awareness in implementing health policies can be influenced by exposure to media reports about COVID-19 or not. This study uses the concept of exposure to media coverage by Ardianto, et al (2017) and Yontef regarding the concept of awareness. The result is that awareness in implementing health policies in the post-pandemic era is influenced by exposure to online media coverage. These two variables also have a positive influence, which means that the more people read news about COVID-19 health policies, the higher their awareness of implementing health policies such as health protocols and vaccinations.

Keywords: COVID-19, post-pandemic, health policy, media exposure