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Perilaku Kepatuhan Well-Informed Citizens Terhadap Kebijakan Penanggulangan Pemerintah Selama Pandemi: Sebuah Studi Fenomenologi

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***Compliance Behavior of Well-Informed Citizens Toward Government Countermeasures
Policy During Pandemic: A Phenomenological Study***

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ABSTRACT

Since the Covid-19 virus began to spread in Indonesia, the government has made various policies as a form of response to overcome the pandemic, ranging from health protocol appeals, mobility restrictions, to Covid-19 vaccinations. However, in its implementation, not a few residents showed disobedience behavior to government policies, even though some of them already had good knowledge and access to information about the Covid-19 pandemic. In fact, compliance behavior becomes a fundamental aspect that affects the success of a policy. This study was conducted to find out the determinants of well-informed citizens' compliance behavior in complying with or disobeying government policies implemented during the Covid-19 Pandemic. Determinants of compliance behavior are analyzed based on attitudes, subjective norms, and intensities of research subjects in responding to government pandemic policies. This study used qualitative methods with phenomenological approaches. This approach was chosen to find out the factors of informants' compliance behavior based on their experience during the Covid-19 pandemic. The data collection methods used are interviews and observations. Data collection is done through the interview stage. The informants in the study were four students from different study programs. The findings suggest that the compliance behavior of research subjects during a pandemic changes over time and tends to decrease. Based on the results of the analysis, it was found that the determinant of compliance behavior in implementing government countermeasures policies during the pandemic included risk perception in pandemic situations, perception of policy utilization, level of knowledge, public communication, strictness of application of rules and sanctions, as well as the interests and priorities of the needs.

Keywords: *Compliance Behavior, Pandemic Policy, Risk Perception, Health Belief Model, Theory of Planned Behavior, The Precaution Adoption Process Model, Covid-19*

Perilaku Kepatuhan *Well-Informed Citizens* Terhadap Kebijakan Penanggulangan Pemerintah Selama Pandemi: Sebuah Studi Fenomenologi

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ABSTRAK

Sejak virus Covid-19 mulai menyebar di Indonesia, pemerintah berbagai kebijakan sebagai bentuk responsnya dalam mengatasi pandemi, mulai dari himbauan protokol kesehatan, pembatasan mobilitas, hingga vaksinasi Covid-19. Akan tetapi, pada implementasinya, tidak sedikit warga yang menunjukkan perilaku ketidakpatuhan terhadap kebijakan pemerintah, meski sebagian dari mereka telah memiliki pengetahuan dan akses informasi yang baik seputar pandemi Covid-19. Padahal, perilaku kepatuhan (*compliance behavior*) menjadi aspek mendasar yang mempengaruhi keberhasilan suatu kebijakan. Penelitian ini dilakukan untuk mengetahui determinan perilaku kepatuhan *well informed citizens* dalam mematuhi atau tidak mematuhi kebijakan pemerintah yang diterapkan selama Pandemi Covid-19. Determinan perilaku kepatuhan dianalisis berdasarkan sikap, norma subyektif, serta intensi subjek penelitian dalam merespon kebijakan pandemi pemerintah. Penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologi. Pendekatan ini dipilih untuk mengetahui faktor-paktor perilaku kepatuhan informan berdasarkan pengalaman mereka selama pandemi Covid-19. Adapun metode pengumpulan data yang digunakan adalah wawancara dan observasi. Pengumpulan data dilakukan melalui tahap wawancara. Informan dalam penelitian adalah empat orang mahasiswa dari program studi yang berbeda. Hasil temuan menunjukkan bahwa perilaku kepatuhan subjek penelitian selama pandemi berubah dari waktu ke waktu dan cenderung menurun. Berdasarkan hasil analisis, diperoleh bahwa determinan perilaku kepatuhan dalam melaksanakan kebijakan penanggulangan pemerintah selama pandemi antarlain persepsi risiko pada situasi pandemi, persepsi tentang kemanfaatan kebijakan, tingkat pengetahuan, komunikasi publik, ketegasan penerapan aturan dan sanksi, serta kepentingan dan prioritas kebutuhan.

Kata kunci: Perilaku Kepatuhan, Kebijakan Pandemi, Persepsi Risiko, *Health Belief Model*, *Theory of Planned Behavior*, *The Precaution Adoption Process Model*, Covid-19