

INTISARI

Coronavirus Disease 2019 atau COVID-19 adalah penyakit saluran pernapasan menular yang disebabkan oleh *Severe Acute Respiratory Syndrome Coronavirus 2* (SARS-CoV-2). Penerapan protokol kesehatan serta vaksinasi dapat menjadi kunci dalam upaya pencegahan infeksi COVID-19. Oleh karena itu, penelitian ini bertujuan untuk mengetahui pengetahuan, persepsi, dan perilaku masyarakat di Kabupaten Sleman terkait COVID-19 dan penerapan protokol kesehatan serta untuk mengetahui penerimaan vaksin COVID-19 oleh masyarakat di Kabupaten Sleman apabila vaksin COVID-19 telah tersedia.

Penelitian ini merupakan penelitian kualitatif dengan desain fenomenologi menggunakan metode wawancara secara mendalam terhadap masyarakat di Kabupaten Sleman. Pedoman wawancara mendalam dikembangkan berdasarkan teori *Health Belief Model* (HBM). Pengambilan data dilakukan pada 2 Desember 2020 hingga 10 Januari 2021 terhadap 10 partisipan yang berusia lebih dari 18 tahun, dewasa, mampu berkomunikasi dengan baik, bukan kasus *probable*, *suspect* atau terkonfirmasi COVID-19, dan bertempat tinggal di Kabupaten Sleman. Sampel penelitian dipilih secara *purposive sampling*. Data pada penelitian direkam, ditranskrip, kemudian dianalisis secara tematik.

Berdasarkan penelitian yang dilakukan, partisipan memahami dan memiliki pengetahuan yang baik terkait COVID-19. Perilaku penerapan protokol kesehatan dan kemauan vaksinasi sesuai dengan teori *Health Belief Model*. Faktor yang mendukung perilaku pencegahan COVID-19 masyarakat yaitu persepsi COVID-19 berbahaya dan dapat menyebabkan kematian (*perceived severity*), persepsi risiko tinggi terkena COVID-19 (*perceived susceptibility*), persepsi penerapan protokol kesehatan dan vaksinasi bermanfaat mencegah terkena COVID-19 (*perceived benefit*), pengalaman terkena COVID-19, promosi kesehatan dari tenaga kesehatan dan pemerintah, serta dorongan lingkungan (*cues to action*), komitmen patuh menerapkan protokol kesehatan dan komitmen bersedia untuk melakukan vaksinasi (*self efficacy*). Selanjutnya faktor yang menghambat perilaku adalah biaya, belum terbiasa, kurangnya kesadaran orang lain, stigma negatif di masyarakat, serta efektivitas dan keamanan vaksin (*perceived barrier*).

Kata Kunci : COVID-19, Vaksin COVID-19, tingkat pengetahuan, persepsi, perilaku, penerimaan

ABSTRACT

Coronavirus Disease 2019 or COVID-19 is an infectious respiratory tract disease caused by Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). The implementation of health protocols and vaccinations can be the key in efforts to prevent COVID-19 infection. Therefore, this study aims to determine the knowledge, perceptions and behavior of the people in Sleman Regency regarding COVID-19 and the application of health protocols and to determine the acceptance of the COVID-19 vaccine by the community in Sleman Regency if the COVID-19 vaccine is available.

This research is a qualitative research with a phenomenological design using in-depth interview method with the people in Sleman Regency. In-depth interview guidelines were developed based on the theory of the Health Belief Model (HBM). The study was conducted on December 2, 2020 to January 10, 2021 on 10 participants who were over 18 years old, adults, able to communicate well, not probable, suspected or confirmed cases of COVID-19, and residing in Sleman Regency. The research sample was selected by purposive sampling. The data in the study were recorded, transcribed, then analyzed thematically.

Based on the research conducted, participants have a good understanding and good knowledge regarding COVID-19. The health protocol implementation behavior and the willingness to vaccinate is corresponding to the Health Belief Model theory. Factors that support people's COVID-19 prevention behavior are the perception that COVID-19 is dangerous and can cause death (perceived severity), perceived high risk of contracting COVID-19 (perceived susceptibility), perceptions of implementing health protocols and vaccinations can prevent from contracting COVID-19 (perceived benefit), COVID-19 related experience, health campaign from health workers and government, and environmental encouragement (cues to action), commitment to comply with health protocols and commitment to be willing to vaccinate (self-efficacy). Furthermore, the factors that inhibit behavior are cost, unfamiliarity, others' lack of awareness, negative stigma in society, and effectiveness and safety of vaccines (perceived barriers).

Keyword: COVID-19, COVID-19 vaccine, level of knowledge, perception, behavior, acceptance