

## INTISARI

*Coronavirus Disease* 2019 (COVID-19) merupakan infeksi coronavirus jenis baru yang bermula dari Wuhan, Cina dan menyebar sangat cepat ke penjuru dunia. Salah satu upaya pencegahan untuk memutus rantai penularan virus adalah dengan menerapkan protokol kesehatan. Cara pencegahan yang lain adalah dengan vaksinasi COVID-19. Pengetahuan dan persepsi masyarakat terhadap COVID-19 dapat mempengaruhi perilaku masyarakat dalam upaya pencegahan COVID-19 dan penerimaan vaksinasi COVID-19. Tujuan penelitian ini adalah untuk memahami persepsi dan perilaku masyarakat di Kota Semarang terkait COVID-19 serta untuk mengetahui penerimaan vaksin COVID-19.

Penelitian ini merupakan penelitian kualitatif dengan pendekatan fenomenologis dan pengambilan data dengan metode wawancara mendalam. Hasil wawancara kemudian dituliskan dalam bentuk transkrip dan dikelompokkan sesuai kategori berdasarkan hasil temuan. Penelitian dilakukan pada bulan November 2020-Januari 2021, dari 12 partisipan didapatkan faktor pendukung dan penghambat perilaku masyarakat sesuai dengan konstruk *Health Belief Model*. Faktor pendukung masyarakat untuk patuh terhadap upaya pencegahan COVID-19 yaitu persepsi tentang tingkat keparahan COVID-19 yang dapat menyebabkan kematian (*perceived severity*), persepsi kerentanan diri untuk terinfeksi COVID-19 (*perceived susceptibility*); risiko penularan COVID-19 dapat berkurang (*perceived benefits*); dukungan dari lingkungan sekitar, pengalaman terkait kasus COVID-19, serta adanya sanksi dari pemerintah apabila tidak menerapkan protokol kesehatan (*cues to action*); serta komitmen dari diri sendiri untuk berupaya mencegah COVID-19 (*self efficacy*). Sementara itu, faktor penghambat kepatuhan masyarakat terhadap upaya pencegahan COVID-19 antara lain rasa tidak nyaman, tuntutan pekerjaan, biaya untuk pengadaan bahan medis habis pakai dan vitamin, sarana prasarana di lingkungan sekitar tidak mendukung, aktivitas rutin, serta rasa tidak percaya COVID-19 (*perceived barriers*).

*Keyword:* COVID-19, vaksin COVID-19, persepsi, perilaku, penerimaan

## **ABSTRACT**

Coronavirus Disease 2019 (COVID-19) is a new type of coronavirus infection that originated in Wuhan, China and spreads rapidly throughout the world. One of the preventive efforts to break the chain of virus transmission is by implementing health protocols. Another method of prevention is by vaccinating COVID-19. Public knowledge and perceptions of COVID-19 can influence people's behavior in efforts to prevent COVID-19 and receive COVID-19 vaccination. The purpose of this research is to understand the perceptions and behavior of the people in Semarang City regarding COVID-19 and to find out the acceptance of the COVID-19 vaccine.

This research is qualitative research with a phenomenological approach and data collection using in-depth interviews. The results of the interview were then written down in transcript form and then grouped according to categories based on the findings. The study was conducted in November 2020-January 2021, from 12 participants found supporting and inhibiting factors for community behavior according to the construct Health Belief Model. Supporting factors the public must comply with COVID-19 prevention efforts, namely the perception of the severity of COVID-19 which can cause death (perceived severity), the perception of self-vulnerability to be infected with COVID-19 (perceived susceptibility); the risk of transmitting COVID-19 can be reduced (perceived benefits); support from the surrounding environment, experience related to the COVID-19 case, and the existence of sanctions from the government for not implementing health protocols (cues to action); as well as commitment from yourself to strive to prevent COVID-19 (self-efficacy). Meanwhile, factors inhibiting public compliance with COVID-19 prevention efforts include discomfort, job demands, costs for procuring consumable medical materials and vitamins, unsupportive infrastructure in the surrounding environment, routine activities, and distrust of COVID-19 (perceived barriers).

*Keyword:* COVID-19, COVID-19 vaccine, perception, behavior, acceptance