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LAMPIRAN

Blue Print Alat Ukur

Blue Print Skala AIDA

AIDA	ASPEK	INDIKATOR
ATTENTION	Keganasan virus	Dampak kematian
		Dampak kerusakan organ tubuh
	Penularan virus	Penularan melalui droplet (air)
		Laju penambahan kasus positif
	Protokol pengurangan risiko tertular	Physical distancing
		Penggunaan alat pelindung diri (masker)
		Cuci tangan secara rutin
		Membatasi aktivitas yang tidak perlu
	Mata rantai penularan	Risiko setiap orang menjadi sumber penularan covid-19
		Tanggung jawab setiap orang untuk melindungi diri
INTEREST	Keganasan virus	Mengetahui lebih lanjut tentang gejala-2 tertular covid-19
	Penularan virus	Memantau laju penularan covid-19
	Protokol pengurangan risiko tertular	Memantau pelanggaran physical distancing
		Memantau pelanggaran penggunaan masker
		Memantau ketersediaan tempat cuci tangan

		Memantau dukungan lingkungan untuk isolasi mandiri
DESIRE	Menjaga diri sendiri	Menjaga keselamatan dari risiko covid-19
	Menjaga keluarga	Menjaga keselamatan dari risiko covid-19
	Menjaga teman dekat	Menjaga keselamatan dari risiko covid-19
	Menjaga orang lain	Menjaga keselamatan dari risiko covid-19
ACTION	Niat bagi diri sendiri	Penerapan protokol pencegahan Covid-19
	Niat bagi keluarga	Penerapan protokol pencegahan Covid-19
	Niat terhadap teman dekat	Penerapan protokol pencegahan Covid-19
	Niat terhadap orang lain	Penerapan protokol pencegahan Covid-19

Alat Ukur Penelitian

Skala AIDA

No	Item
1	Semakin memahami besarnya risiko kematian akibat covid-19
2	Semakin tersadar adanya risiko kerusakan organ tubuh seperti paru-paru akibat terjangkit covid-19
3	Semakin memahami banyaknya sumber penularan covid-19 di lingkungan sekitar saya
4	Semakin memaklumi laju penularan covid-19 telah mencapai tingkat yang mengkhawatirkan
5	Semakin memahami perlunya melakukan <i>physical distancing</i> untuk mengurangi risiko tertular covid-19
6	Semakin memahami perlunya menggunakan masker untuk mengurangi risiko tertular covid-19
7	Semakin memahami mengapa secara rutin kita perlu mencuci tangan dengan sabun atau <i>hand-sanitizer</i>
8	Semakin memahami mengapa kita harus mengurangi aktivitas yang tidak perlu di luar rumah

9	Semakin memahami bahwa kita bisa menjadi sumber penularan covid-19 bagi orang lain
10	Semakin memahami mengapa setiap orang bertanggungjawab untuk melindungi diri dari covid-19
11	Semakin tertarik untuk memahami lebih lanjut tentang gejala-gejala telah tertular covid-19
12	Semakin merasa perlu untuk mengikuti perkembangan laju penularan covid-19 di masyarakat
13	Semakin merasa perlu untuk mencermati kedisiplinan masyarakat dalam menjaga <i>physical distancing</i>
14	Semakin merasa perlu untuk memperhatikan kepatuhan masyarakat dalam mengenakan masker
15	Semakin merasa perlu untuk mencermati ketersediaan fasilitas cuci tangan di tempat umum
16	Semakin merasa perlu untuk waspada terhadap kegiatan pengumpulan massa untuk tujuan apa pun
17	Semakin termotivasi untuk menjaga diri saya dari kemungkinan tertular covid-19
18	Semakin termotivasi untuk menjaga keluarga saya dari kemungkinan tertular covid-19
19	Semakin termotivasi untuk menjaga teman-teman saya dari kemungkinan tertular covid-19
20	Semakin termotivasi untuk menjaga keselamatan siapa pun di sekitar saya dari kemungkinan tertular covid-19
21	Semakin kuat niat saya untuk menerapkan protokol kesehatan pencegahan covid-19
22	Semakin bersemangat untuk memastikan keluarga saya mematuhi protokol kesehatan covid-19
23	Semakin tidak ragu untuk menegur teman dekat kalau mereka tidak mematuhi protokol kesehatan covid-19
24	Saya akan menegur siapa pun yang saya lihat tidak mematuhi protokol kesehatan covid-19

Deskripsi Data Penelitian

No	Frame	Power Distance	Attention	Interest	Desire	Action
1	1.00	2.00	46.00	25.00	25.00	20.00
2	1.00	2.00	41.00	20.00	25.00	18.00
3	1.00	2.00	45.00	23.00	24.00	18.00
4	1.00	2.00	41.00	25.00	25.00	18.00



5	1.00	2.00	40.00	19.00	20.00	14.00
6	1.00	2.00	45.00	21.00	23.00	17.00
7	1.00	2.00	45.00	24.00	25.00	18.00
8	1.00	2.00	44.00	19.00	24.00	16.00
9	1.00	2.00	31.00	17.00	20.00	15.00
10	1.00	2.00	50.00	25.00	25.00	19.00
11	1.00	2.00	35.00	21.00	21.00	11.00
12	1.00	2.00	47.00	22.00	25.00	18.00
13	1.00	2.00	49.00	19.00	25.00	18.00
14	1.00	2.00	43.00	22.00	22.00	17.00
15	1.00	2.00	43.00	24.00	24.00	15.00
16	1.00	2.00	48.00	21.00	25.00	19.00
17	1.00	2.00	36.00	24.00	20.00	17.00
18	1.00	2.00	50.00	25.00	25.00	20.00
19	1.00	2.00	48.00	18.00	23.00	14.00
20	1.00	2.00	47.00	23.00	25.00	20.00
21	1.00	2.00	35.00	18.00	20.00	13.00
22	1.00	2.00	49.00	25.00	25.00	20.00
23	1.00	2.00	39.00	18.00	22.00	15.00
24	1.00	2.00	42.00	23.00	25.00	18.00
25	1.00	2.00	45.00	22.00	25.00	17.00
26	1.00	2.00	46.00	17.00	23.00	19.00
27	1.00	2.00	46.00	25.00	25.00	20.00
28	1.00	2.00	50.00	24.00	25.00	16.00
29	1.00	2.00	50.00	25.00	25.00	20.00
30	1.00	2.00	47.00	22.00	22.00	19.00
31	1.00	2.00	39.00	19.00	20.00	16.00
32	1.00	2.00	42.00	23.00	25.00	16.00
33	1.00	2.00	41.00	18.00	25.00	20.00
34	1.00	2.00	48.00	23.00	25.00	19.00
35	1.00	2.00	50.00	16.00	19.00	12.00
36	1.00	2.00	46.00	24.00	25.00	18.00
37	1.00	2.00	46.00	21.00	20.00	16.00
38	1.00	2.00	33.00	19.00	20.00	12.00
39	1.00	2.00	46.00	22.00	20.00	16.00
40	1.00	2.00	47.00	23.00	25.00	19.00
41	1.00	2.00	48.00	25.00	25.00	20.00
42	1.00	2.00	42.00	16.00	21.00	11.00
43	1.00	2.00	49.00	25.00	25.00	20.00
44	1.00	2.00	38.00	19.00	22.00	16.00
45	1.00	1.00	38.00	11.00	16.00	12.00
46	1.00	1.00	48.00	19.00	24.00	16.00
47	1.00	1.00	45.00	24.00	24.00	20.00
48	1.00	1.00	43.00	20.00	20.00	16.00



49	1.00	1.00	38.00	16.00	24.00	17.00
50	1.00	1.00	45.00	20.00	20.00	16.00
51	1.00	1.00	35.00	25.00	25.00	17.00
52	1.00	1.00	34.00	20.00	16.00	15.00
53	1.00	1.00	35.00	22.00	24.00	17.00
54	1.00	1.00	42.00	16.00	19.00	12.00
55	1.00	1.00	44.00	22.00	24.00	19.00
56	1.00	1.00	33.00	19.00	19.00	16.00
57	1.00	1.00	31.00	25.00	25.00	20.00
58	1.00	1.00	30.00	15.00	19.00	13.00
59	1.00	1.00	40.00	24.00	20.00	12.00
60	1.00	1.00	43.00	16.00	20.00	15.00
61	1.00	1.00	39.00	20.00	20.00	15.00
62	1.00	1.00	41.00	19.00	20.00	15.00
63	1.00	1.00	37.00	19.00	21.00	15.00
64	1.00	1.00	41.00	25.00	25.00	20.00
65	1.00	1.00	32.00	18.00	20.00	15.00
66	1.00	1.00	44.00	19.00	20.00	15.00
67	1.00	1.00	49.00	19.00	20.00	15.00
68	1.00	1.00	40.00	25.00	25.00	20.00
69	1.00	1.00	38.00	20.00	20.00	16.00
70	1.00	1.00	49.00	25.00	20.00	17.00
71	1.00	1.00	46.00	10.00	19.00	14.00
72	1.00	1.00	44.00	16.00	15.00	12.00
73	1.00	1.00	36.00	15.00	20.00	15.00
74	1.00	1.00	41.00	18.00	21.00	16.00
75	1.00	1.00	30.00	15.00	15.00	16.00
76	1.00	1.00	38.00	24.00	25.00	20.00
77	1.00	1.00	35.00	22.00	25.00	17.00
78	1.00	1.00	41.00	21.00	25.00	17.00
79	1.00	1.00	50.00	22.00	25.00	16.00
80	1.00	1.00	36.00	18.00	20.00	14.00
81	1.00	1.00	38.00	20.00	20.00	15.00
82	1.00	1.00	43.00	21.00	24.00	19.00
83	1.00	1.00	45.00	18.00	20.00	15.00
84	1.00	1.00	38.00	22.00	17.00	14.00
85	1.00	1.00	38.00	19.00	19.00	18.00
86	1.00	1.00	46.00	21.00	24.00	18.00
87	1.00	1.00	50.00	23.00	23.00	17.00
88	2.00	2.00	41.00	20.00	20.00	15.00
89	2.00	2.00	44.00	20.00	25.00	18.00
90	2.00	2.00	45.00	25.00	24.00	19.00
91	2.00	2.00	50.00	25.00	25.00	20.00
92	2.00	2.00	34.00	19.00	20.00	14.00



93	2.00	2.00	49.00	25.00	25.00	19.00
94	2.00	2.00	50.00	25.00	25.00	19.00
95	2.00	2.00	39.00	15.00	23.00	18.00
96	2.00	2.00	43.00	22.00	25.00	18.00
97	2.00	2.00	32.00	13.00	16.00	11.00
98	2.00	2.00	48.00	23.00	25.00	17.00
99	2.00	2.00	38.00	16.00	16.00	12.00
100	2.00	2.00	50.00	25.00	25.00	20.00
101	2.00	2.00	44.00	18.00	21.00	12.00
102	2.00	2.00	40.00	22.00	23.00	16.00
103	2.00	2.00	45.00	19.00	24.00	13.00
104	2.00	2.00	36.00	20.00	20.00	15.00
105	2.00	2.00	48.00	16.00	19.00	16.00
106	2.00	2.00	49.00	24.00	25.00	19.00
107	2.00	2.00	46.00	25.00	25.00	20.00
108	2.00	2.00	48.00	22.00	25.00	16.00
109	2.00	2.00	42.00	14.00	23.00	16.00
110	2.00	2.00	36.00	14.00	18.00	12.00
111	2.00	2.00	40.00	20.00	20.00	16.00
112	2.00	2.00	32.00	21.00	24.00	18.00
113	2.00	2.00	39.00	20.00	20.00	15.00
114	2.00	2.00	47.00	23.00	25.00	17.00
115	2.00	2.00	47.00	25.00	24.00	18.00
116	2.00	2.00	49.00	20.00	25.00	18.00
117	2.00	2.00	29.00	20.00	16.00	12.00
118	2.00	2.00	41.00	17.00	23.00	17.00
119	2.00	2.00	34.00	25.00	25.00	20.00
120	2.00	2.00	31.00	13.00	17.00	13.00
121	2.00	2.00	47.00	25.00	25.00	20.00
122	2.00	2.00	46.00	22.00	25.00	19.00
123	2.00	2.00	37.00	18.00	20.00	14.00
124	2.00	2.00	50.00	25.00	25.00	19.00
125	2.00	2.00	41.00	20.00	20.00	16.00
126	2.00	2.00	39.00	19.00	20.00	14.00
127	2.00	2.00	36.00	20.00	17.00	13.00
128	2.00	2.00	39.00	13.00	17.00	11.00
129	2.00	2.00	50.00	25.00	25.00	19.00
130	2.00	2.00	49.00	25.00	25.00	18.00
131	2.00	2.00	38.00	11.00	24.00	19.00
132	2.00	2.00	36.00	19.00	20.00	10.00
133	2.00	1.00	40.00	22.00	23.00	16.00
134	2.00	1.00	48.00	25.00	25.00	19.00
135	2.00	1.00	47.00	21.00	24.00	18.00
136	2.00	1.00	28.00	10.00	15.00	11.00



137	2.00	1.00	44.00	20.00	24.00	19.00
138	2.00	1.00	41.00	20.00	20.00	17.00
139	2.00	1.00	33.00	18.00	20.00	15.00
140	2.00	1.00	33.00	15.00	18.00	14.00
141	2.00	1.00	40.00	13.00	17.00	14.00
142	2.00	1.00	49.00	20.00	22.00	14.00
143	2.00	1.00	30.00	17.00	18.00	10.00
144	2.00	1.00	42.00	17.00	21.00	17.00
145	2.00	1.00	40.00	19.00	20.00	15.00
146	2.00	1.00	43.00	19.00	19.00	16.00
147	2.00	1.00	40.00	14.00	20.00	15.00
148	2.00	1.00	43.00	18.00	25.00	17.00
149	2.00	1.00	50.00	25.00	25.00	20.00
150	2.00	1.00	39.00	17.00	21.00	15.00
151	2.00	1.00	41.00	19.00	20.00	13.00
152	2.00	1.00	42.00	20.00	21.00	16.00
153	2.00	1.00	44.00	19.00	25.00	16.00
154	2.00	1.00	44.00	22.00	24.00	18.00
155	2.00	1.00	46.00	17.00	25.00	17.00
156	2.00	1.00	49.00	22.00	25.00	19.00
157	2.00	1.00	46.00	25.00	25.00	20.00
158	2.00	1.00	46.00	15.00	21.00	13.00
159	2.00	1.00	39.00	20.00	23.00	19.00
160	2.00	1.00	33.00	16.00	23.00	15.00
161	2.00	1.00	48.00	21.00	24.00	19.00
162	2.00	1.00	35.00	15.00	19.00	15.00
163	2.00	1.00	46.00	25.00	25.00	20.00
164	2.00	1.00	50.00	25.00	25.00	20.00
165	2.00	1.00	48.00	25.00	25.00	19.00
166	2.00	1.00	48.00	24.00	25.00	20.00
167	2.00	1.00	45.00	25.00	20.00	15.00
168	2.00	1.00	35.00	20.00	21.00	12.00
169	2.00	1.00	50.00	25.00	25.00	20.00
170	2.00	1.00	30.00	18.00	17.00	14.00
171	2.00	1.00	50.00	25.00	25.00	18.00
172	2.00	1.00	48.00	24.00	24.00	20.00
173	3.00	2.00	49.00	22.00	25.00	16.00
174	3.00	2.00	42.00	23.00	25.00	18.00
175	3.00	2.00	43.00	22.00	25.00	16.00
176	3.00	2.00	44.00	25.00	25.00	20.00
177	3.00	2.00	40.00	20.00	24.00	19.00
178	3.00	2.00	47.00	23.00	25.00	19.00
179	3.00	2.00	43.00	25.00	25.00	20.00
180	3.00	2.00	33.00	15.00	16.00	14.00



181	3.00	2.00	50.00	25.00	25.00	19.00
182	3.00	2.00	44.00	22.00	25.00	20.00
183	3.00	2.00	48.00	23.00	25.00	18.00
184	3.00	2.00	44.00	22.00	20.00	18.00
185	3.00	2.00	50.00	25.00	25.00	20.00
186	3.00	2.00	50.00	25.00	25.00	20.00
187	3.00	2.00	50.00	25.00	25.00	20.00
188	3.00	2.00	47.00	24.00	25.00	20.00
189	3.00	2.00	48.00	21.00	24.00	20.00
190	3.00	2.00	46.00	22.00	25.00	16.00
191	3.00	2.00	45.00	25.00	22.00	18.00
192	3.00	2.00	39.00	21.00	25.00	13.00
193	3.00	2.00	32.00	19.00	19.00	14.00
194	3.00	2.00	50.00	25.00	25.00	16.00
195	3.00	2.00	48.00	23.00	21.00	17.00
196	3.00	2.00	43.00	18.00	24.00	17.00
197	3.00	2.00	47.00	16.00	23.00	15.00
198	3.00	2.00	36.00	21.00	23.00	15.00
199	3.00	2.00	49.00	25.00	25.00	20.00
200	3.00	2.00	36.00	18.00	23.00	16.00
201	3.00	2.00	50.00	24.00	25.00	20.00
202	3.00	2.00	50.00	25.00	25.00	18.00
203	3.00	2.00	43.00	23.00	23.00	17.00
204	3.00	2.00	35.00	18.00	16.00	15.00
205	3.00	2.00	48.00	21.00	24.00	18.00
206	3.00	2.00	46.00	20.00	25.00	18.00
207	3.00	2.00	50.00	23.00	24.00	19.00
208	3.00	2.00	48.00	17.00	21.00	13.00
209	3.00	2.00	38.00	16.00	19.00	15.00
210	3.00	2.00	43.00	19.00	24.00	15.00
211	3.00	2.00	40.00	17.00	20.00	16.00
212	3.00	2.00	50.00	25.00	25.00	17.00
213	3.00	2.00	43.00	21.00	25.00	17.00
214	3.00	2.00	49.00	21.00	25.00	19.00
215	3.00	2.00	48.00	24.00	25.00	18.00
216	3.00	2.00	49.00	21.00	25.00	18.00
217	3.00	2.00	49.00	25.00	25.00	19.00
218	3.00	2.00	40.00	23.00	25.00	16.00
219	3.00	2.00	49.00	25.00	25.00	20.00
220	3.00	2.00	36.00	15.00	18.00	11.00
221	3.00	1.00	42.00	20.00	20.00	16.00
222	3.00	1.00	44.00	19.00	22.00	16.00
223	3.00	1.00	38.00	20.00	24.00	13.00
224	3.00	1.00	47.00	17.00	22.00	18.00

225	3.00	1.00	31.00	15.00	20.00	12.00
226	3.00	1.00	40.00	20.00	20.00	16.00
227	3.00	1.00	49.00	24.00	25.00	20.00
228	3.00	1.00	43.00	16.00	21.00	14.00
229	3.00	1.00	40.00	20.00	20.00	16.00
230	3.00	1.00	41.00	18.00	24.00	18.00
231	3.00	1.00	48.00	24.00	25.00	17.00
232	3.00	1.00	41.00	23.00	25.00	18.00
233	3.00	1.00	30.00	17.00	16.00	15.00
234	3.00	1.00	41.00	15.00	21.00	17.00
235	3.00	1.00	48.00	25.00	25.00	20.00
236	3.00	1.00	44.00	25.00	24.00	18.00
237	3.00	1.00	45.00	21.00	23.00	17.00
238	3.00	1.00	48.00	23.00	25.00	18.00
239	3.00	1.00	50.00	25.00	25.00	19.00
240	3.00	1.00	48.00	23.00	24.00	16.00
241	3.00	1.00	41.00	23.00	23.00	14.00
242	3.00	1.00	36.00	16.00	23.00	16.00
243	3.00	1.00	47.00	21.00	25.00	18.00
244	3.00	1.00	35.00	19.00	23.00	15.00
245	3.00	1.00	28.00	14.00	17.00	10.00
246	3.00	1.00	32.00	12.00	14.00	13.00
247	3.00	1.00	48.00	25.00	25.00	17.00
248	3.00	1.00	35.00	23.00	24.00	18.00
249	3.00	1.00	46.00	21.00	22.00	15.00
250	3.00	1.00	43.00	24.00	23.00	19.00
251	3.00	1.00	33.00	18.00	23.00	16.00
252	3.00	1.00	46.00	21.00	18.00	13.00
253	3.00	1.00	50.00	24.00	25.00	20.00
254	3.00	1.00	30.00	15.00	18.00	12.00
255	3.00	1.00	39.00	16.00	21.00	18.00
256	3.00	1.00	41.00	19.00	21.00	15.00
257	3.00	1.00	31.00	13.00	15.00	15.00
258	3.00	1.00	34.00	18.00	18.00	12.00
259	3.00	1.00	50.00	25.00	25.00	20.00

Uji Asumsi dan Hipotesis

Uji Normalitas

Attention

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	.077	259	.001	.968	259	.000

a. Lilliefors Significance Correction

Interest

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	.077	259	.001	.968	259	.000

a. Lilliefors Significance Correction

Desire

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	.077	259	.001	.968	259	.000

a. Lilliefors Significance Correction

Action

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	.077	259	.001	.968	259	.000

a. Lilliefors Significance Correction

Data Demografi Partisipan

Dimensi Budaya	Konteks Pemberitaan			Total	Usia			
	Positif	Netral	Negatif		19-20	21-23	24-26	27-30
<i>Power Distance</i> Tinggi	44	45	48	137				
<i>Power Distance</i> Rendah	43	40	39	122	52	193	12	1

Rendah								
Total	87	85	88	259	52	194	12	1

Uji Homogenitas

Levene's Test of Equality of Error Variances^a

		Levene Statistic	df1	df2	Sig.
Attention	Based on Mean	1.452	5	253	.206
	Based on Median	1.497	5	253	.191
	Based on Median and with adjusted df	1.497	5	245.185	.191
	Based on trimmed mean	1.521	5	253	.184
Interest	Based on Mean	1.374	5	253	.235
	Based on Median	1.413	5	253	.220
	Based on Median and with adjusted df	1.413	5	233.108	.220
	Based on trimmed mean	1.492	5	253	.193
Desire	Based on Mean	3.023	5	253	.011
	Based on Median	1.838	5	253	.106
	Based on Median and with adjusted df	1.838	5	240.106	.106
	Based on trimmed mean	3.247	5	253	.007
Action	Based on Mean	1.668	5	253	.143
	Based on Median	1.431	5	253	.214
	Based on Median and with adjusted df	1.431	5	242.689	.214
	Based on trimmed mean	1.655	5	253	.146

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Frame + Power_Distance + Frame * Power_Distance

Data Deskriptif

Descriptive Statistics					
	Frame	Power_Distance	Mean	Std. Deviation	N
Attention	1.00	1.00	40.2093	5.40968	43
		2.00	44.0455	4.92244	44
		Total	42.1494	5.48895	87
	2.00	1.00	42.3250	6.20747	40
		2.00	42.0889	6.07462	45
		Total	42.2000	6.10191	85
	3.00	1.00	41.1026	6.55662	39
		2.00	44.7292	5.13121	48
		Total	43.1034	6.05601	87
	Total	1.00	41.1885	6.07029	122
		2.00	43.6423	5.47419	137
		Total	42.4865	5.88083	259
Interest	1.00	1.00	19.7209	3.60109	43
		2.00	21.5682	2.83990	44
		Total	20.6552	3.35090	87
	2.00	1.00	19.9250	3.91832	40
		2.00	20.2889	4.05990	45
		Total	20.1176	3.97436	85
	3.00	1.00	19.9231	3.77934	39
		2.00	21.7292	3.03693	48
		Total	20.9195	3.48825	87
	Total	1.00	19.8525	3.73430	122
		2.00	21.2044	3.38930	137
		Total	20.5676	3.61284	259
Desire	1.00	1.00	21.0930	2.95855	43
		2.00	23.2955	2.10845	44
		Total	22.2069	2.77923	87
	2.00	1.00	22.1000	2.85370	40
		2.00	22.2000	3.12323	45
		Total	22.1529	2.98211	85
	3.00	1.00	21.8974	3.06761	39
		2.00	23.5000	2.47541	48
		Total	22.7816	2.85472	87
	Total	1.00	21.6803	2.96889	122
		2.00	23.0073	2.64713	137
		Total	22.3822	2.87542	259
Action	1.00	1.00	16.0233	2.23061	43
		2.00	17.0455	2.58758	44
		Total	16.5402	2.45804	87
	2.00	1.00	16.5000	2.72688	40
		2.00	16.2444	2.90889	45
		Total	16.3647	2.81089	85
	3.00	1.00	16.1538	2.51876	39
		2.00	17.3542	2.25492	48
		Total	16.8161	2.43773	87
	Total	1.00	16.2213	2.48138	122
		2.00	16.8905	2.61410	137
		Total	16.5753	2.56941	259

Uji Asumsi

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Attention	654.189 ^a	5	130.838	4.003	.002
	Interest	175.853 ^b	5	35.171	2.788	.018
	Desire	181.982 ^c	5	36.396	4.719	.000
	Action	64.029 ^d	5	12.806	1.976	.083
Intercept	Attention	463707.014	1	463707.014	14188.508	.000
	Interest	108585.698	1	108585.698	8607.343	.000
	Desire	128716.173	1	128716.173	16690.027	.000
	Action	70623.696	1	70623.696	10899.961	.000
Frame	Attention	32.454	2	16.227	.497	.609
	Interest	23.849	2	11.924	.945	.390
	Desire	15.964	2	7.982	1.035	.357
	Action	6.275	2	3.138	.484	.617
Power_Distance	Attention	373.887	1	373.887	11.440	.001
	Interest	115.537	1	115.537	9.158	.003
	Desire	109.171	1	109.171	14.156	.000
	Action	27.699	1	27.699	4.275	.040
Frame * Power_Distance	Attention	224.335	2	112.167	3.432	.034
	Interest	30.444	2	15.222	1.207	.301
	Desire	50.166	2	25.083	3.252	.040
	Action	26.886	2	13.443	2.075	.128
Error	Attention	8268.514	253	32.682		
	Interest	3191.714	253	12.615		
	Desire	1951.177	253	7.712		
	Action	1639.253	253	6.479		
Total	Attention	476444.000	259			
	Interest	112931.000	259			
	Desire	131883.000	259			
	Action	72861.000	259			
Corrected Total	Attention	8922.703	258			
	Interest	3367.568	258			
	Desire	2133.158	258			
	Action	1703.282	258			

a. R Squared = ,073 (Adjusted R Squared = ,055)

b. R Squared = ,052 (Adjusted R Squared = ,033)

c. R Squared = ,085 (Adjusted R Squared = ,067)

d. R Squared = ,038 (Adjusted R Squared = ,019)

Lembar Ethical Clearance



UNIVERSITAS GADJAH MADA
FAKULTAS PSIKOLOGI

Jl. Sosio Humaniora, Bulaksumur, Yogyakarta 55281, Telp. +62274 550435, Faks. +62274 550436 <http://psikologi.ugm.ac.id>, E-mail: fpsi@ugm.ac.id

PERSETUJUAN ETIKA PENELITIAN
Nomor: 286/UN1/FPSi.1.3/SD/PT.01.04/2021

Komite Etika Penelitian Fakultas Psikologi Universitas Gadjah Mada, dengan ini menyatakan bahwa:

Judul Penelitian : Pengaruh Peran Dimensi Budaya dan *Contextual Priming* pada Efektivitas Iklan Layanan Masyarakat Covid-19
Dokumen yang Disertakan : Proposal Penelitian
Peneliti : - Anita Listiyani
- Anisah Nur Shafiyah
- Elfira Ciptaningtyas A.
- Malvin Geoffrey
- Ranesa Baiqis
- Widya Pangestika
Tanggal persetujuan : 15 Januari 2021
Subjek penelitian : Masyarakat dalam rentang usia 18-30 tahun
Jangka waktu : 2 bulan penelitian

dengan ini Komite Etika Penelitian menyatakan bahwa penelitian tersebut telah memenuhi standar prinsip-prinsip etika penelitian.

Peneliti wajib : 1. Menyerahkan laporan kemajuan penelitian;
2. Menyerahkan laporan khusus jika ada kejadian serius;
3. Menyerahkan laporan akhir ketika penelitian telah selesai.

Demikian persetujuan etika penelitian ini dibuat untuk dipergunakan sebagaimana mestinya.

Menyetujui,
Wakil Dekan Bidang Penelitian, PkM, dan
Kerja Sama,



Prof. Kwartarini Wahyu Y, M.Med.Sc., Ph.D.
NIP. 19630629 198903 2 001

15 Januari 2021
Ketua Komite Etika Penelitian,

Dra. Sri Kusrohmaniah, M.Si, Ph.D.
NIP. 19671121 199803 2 001

Lembar Informed Consent

INFORMED CONSENT

Kami (nama) mahasiswa Fakultas Psikologi UGM sedang melakukan penelitian mengenai iklan layanan masyarakat Covid-19 di Indonesia. Pada penelitian ini, pertanyaan dan tayangan iklan diberikan kepada partisipan yang telah memenuhi kriteria yang sudah ditetapkan sebelumnya. Data yang diberikan oleh partisipan akan digunakan sebagaimana mestinya dan tidak disebarluaskan diluar keperluan penelitian.

Dengan mengisi data diri di bawah ini saya **mengijinkan** peneliti untuk menggunakan data yang saya berikan untuk keperluan penelitian

Nama :

Usia :

E-mail :

Catatan _____:
Partisipan penelitian dimohon untuk tidak menyebarkan informasi apapun terkait penelitian ini kepada orang lain.