

INTISARI

Latar belakang: Komunikasi risiko berdasarkan informasi yang cepat dan akurat penting untuk mendukung keberhasilan pengendalian COVID-19. Potensi data *digital* pada mesin pencari seperti Google telah terbukti untuk mendukung pencegahan penyakit seperti komunikasi risiko isu kesehatan, surveilans, dan prediksi kasus. Potensi ini didukung dengan jumlah pengguna internet di Indonesia yang meningkat hingga 73,7% dari total penduduk pada 2019-2020.

Tujuan penelitian: Menilai potensi data pencarian informasi yang berhubungan dengan COVID-19 di Indonesia pada Google Trends untuk mendukung kebijakan komunikasi risiko COVID-19 di Indonesia.

Metode: Penelitian kuantitatif menggunakan data *time series* (2019-2020). Analisis data menggunakan korelasi Spearman pada Stata SE 14.0 dan fungsi *line chart* pada Microsoft Excel. Penelitian dilakukan di level nasional dan provinsi di Indonesia.

Hasil dan Pembahasan: Pola *time series* pada data kasus COVID-19 yang didapatkan dari situs web Kementerian Kesehatan RI dan data pencarian informasi dari Google Trends tidak linear. Data kasus COVID-19 dan data pencarian informasi di level nasional dan provinsi memiliki kekuatan hubungan yang variatif. Nilai r bervariasi antara -0,3553 hingga -0,9196 di level nasional, sedangkan di level provinsi bervariasi sebesar -0,9104 sampai -0,3175. Isu yang berhubungan dengan COVID-19 yang bisa digunakan sebagai bahan komunikasi risiko COVID-19 diantaranya adalah pencegahan COVID-19, gejala COVID-19, dan vaksin COVID-19.

Kesimpulan: Data Google Trends tidak berpotensi mendukung kebijakan komunikasi risiko COVID-19 di wilayah dengan penetrasi internet rendah (*rural*) dan berpotensi pada wilayah dengan penetrasi internet tinggi (*urban*).

Kata kunci: komunikasi risiko, COVID-19, internet, Google Trends, Indonesia

ABSTRACT

Background: Risk communication based on fast and accurate information is important to support the success of controlling COVID-19. The potential of digital data on search engines such as Google has been proven to support disease prevention such as health issue risk communication, surveillance, and case prediction. This potential is supported by the number of internet users in Indonesia which has increased to 73.7% of the total population in 2019-2020.

Research objective: To assess the potential of data seeking information related to COVID-19 in Indonesia on Google Trends to support COVID-19 risk communication policies in Indonesia.

Methods: Quantitative research using time series data (2019-2020). Data analysis using Spearman correlation and line chart function in Microsoft Excel. The research was conducted at the national and provincial levels in Indonesia.

Results and Discussion: No similar/linear time series patterns were found in the COVID-19 case data obtained from the Indonesian Ministry of Health website and information search data obtained from Google Trends. The COVID-19 case data and information search data at the national and provincial levels have varying strength of relationship. The value of r varies from -0.3553 to -0.9196 at the national level, while at the provincial level it varies from -0.9104 to -0.3175. Issues related to COVID-19 that can be used as material for communicating COVID-19 risks include COVID-19 prevention, COVID-19 symptoms, and COVID-19 vaccines.

Conclusion: Google Trends data is less likely to support COVID-19 risk communication in areas with internet penetration (rural) and possibly in areas with high internet penetration (urban).

Keywords: risk communication, COVID-19, internet, Google Trends, Indonesia