

**PENGARUH KONTEN INFOGRAFIK *INSTAGRAM* @PANDEMICTALKS
TERHADAP SIKAP WASPADA *FOLLOWERS* DI MASA PANDEMI.
(Studi Pada *Followers* Akun @Pandemictalks di Jakarta)**

Muthiya Natasha

Abstrak

Pada tahun 2020, muncul wabah *Covid19* yang merupakan virus baru yang menyerang sistem pernafasan manusia. Pandemictalks memanfaatkan media sosial yaitu, *Instagram* untuk menyebarkan literasi yang kredibel mengenai *Covid19* dalam bentuk infografik yang mudah dicerna oleh khalayak terutama *followers*nya. **Penelitian ini bertujuan** untuk mengetahui besar pengaruh konten infografik *instagram* @Pandemictalks terhadap sikap waspada *followers* di masa pandemi. **Teori yang digunakan** adalah Integrasi Informasi. **Pendekatan** yang digunakan dalam penelitian ini adalah **kuantitatif** dengan **jenis penelitian eksplanatif**. **Penelitian ini** menggunakan **kuisisioner** untuk pengumpulan data. **Hasil penelitian** menunjukkan **adanya pengaruh** konten infografik *instagram* @pandemictalks **sebesar 73,7%** terhadap sikap waspada *followers*. **Hasil uji korelasi** menyatakan bahwa terdapat **hubungan yang sangat kuat** antara konten infografik *instagram* @pandemictalks dan sikap waspada *followers*. Maka dapat **disimpulkan** faktor valensi dan bobot penilaian yang disebutkan pada teori informasi integrasi, dan dikaitkan pada konten infografik @pandemictalks sejalan sehingga dapat mendorong sikap waspada *followers*. **Saran pada penelitian ini** adalah akun *instagram* @pandemictalks diharapkan untuk tetap **meneruskan konten infografik** mengenai *Covid19* untuk terus menjadi pengingat bagi masyarakat khususnya *followers* @pandemictalks **untuk mempertahankan sikap waspada Covid19**.

Kata Kunci: Pandemi, *Instagram*, Konten Infografik, Sikap Waspada.

**THE INFLUENCE OF @PANDEMICTALKS' INFOGRAPHIC CONTENT ON
INSTAGRAM TOWARDS FOLLOWERS' ATTITUDE OF VIGILANT DURING
PANDEMIC (A STUDY OF @PANDEMICTALKS' FOLLOWERS IN JAKARTA)**

Muthiya Natasha

Abstract

*In 2020, the Covid19 outbreak appeared, which is a new virus that attacks the human respiratory system. Pandemictalks utilize social media, namely, **Instagram** to spread credible literacy about Covid19 in the form of infographics that are easily understood by the audience, especially its followers. **This study aims to determine the influence the Instagram @Pandemictalks infographic content has on the alert attitude of followers during a pandemic. The theory used is Information Integration. This research uses quantitative research methods with explanative research type. This study uses a questionnaire for data collection. The results showed that the influence of Instagram @pandemictalks infographic content was 73.7% on the alert attitude of followers. The results of the correlation indicate that there is a very strong relationship between the infographic content on Instagram @pandemictalks and the alert attitude of followers. So it can be concluded that the valence factor and the weight of the assessment mentioned in the integration information theory, and linked to the @pandemictalks infographic content are aligned so as to encourage the alert attitude of followers. The suggestion in this research is that the @pandemictalks Instagram account is expected to continue infographic content about Covid19 to continue to serve as a reminder for the community, especially @pandemictalks followers to maintain a vigilant attitude towards Covid19.***

Keywords: Pandemic, Instagram, Infographic Content, Attitude of Vigilant