

**PENGARUH SOSIALISASI PESAN “3M” MELALUI YOUTUBE DARI
KEMENTERIAN KESEHATAN TERHADAP SIKAP PENCEGAHAN *COVID-19*
(PERSPEKTIF KETAHANAN NASIONAL PADA MASYARAKAT DEPOK)**

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Abstrak

Indonesia menduduki peringkat kelima dengan kasus tertinggi di Asia per 29 Oktober 2020. Total kasus *COVID-19* di Indonesia meningkat secara drastis dari bulan Februari-Oktrober 2020. Penelitian ini bertujuan untuk menguji pengaruh sosialisasi “3M” terhadap sikap pencegahan *COVID-19* oleh masyarakat. Teori yang digunakan Teori *Stimulus Organism Response* (S-O-R). Metode penelitian yang digunakan adalah kuantitatif. Populasi dalam penelitian ini adalah masyarakat Kota Depok. Jumlah sampel adalah sebanyak 100 responden. Metode *sampling* yang digunakan yaitu *random sampling* dengan menyebarkan kuesioner secara *online* melalui *google form*. Hasil penelitian ini menyimpulkan bahwa sosialisasi pesan “3M” melalui *youtube* berpengaruh positif dan signifikan terhadap sikap pencegahan *COVID-19* pada masyarakat Kota Depok. Hal ini berarti bahwa semakin sering sosialisasi dilakukan maka masyarakat akan bersikap semakin *aware* dalam pencegahan *COVID-19*.

Kata kunci: Sosialisasi, Sikap, COVID-19, Youtube, Gerakan “3M”, Ketahanan Nasional, Teori S-O-R.

**THE EFFECT OF “3M” SOCIALIZATION THROUGH YOUTUBE FROM THE
MINISTRY OF HEALTH ON THE ATTITUDE OF COVID-19 PREVENTION
(PERSPECTIVE OF NATIONAL RESILIENCE IN DEPOK COMMUNITY)**

Abstract

Indonesia was ranked fifth with the highest cases in Asia as of October 29th 2020. The total number of COVID-19 cases in Indonesia increased drastically from February-October 2020. This research aimed to examine the effect of "3M" socialization on the attitude of preventing COVID-19 by the community. The theory used in this research was the Stimulus Organism Response Theory (S-O-R). The research method used in this research was quantitative. The population in this research was the community of Depok City. The number of samples was 100 respondents. The sampling method used in this research was random sampling by distributing online questionnaires via google form. The results of this research conclude that the "3M" socialization through YouTube has a positive and significant effect on the attitude of preventing COVID-19 in Depok City community. This means that the more frequent socialization is carried out, the more aware the community will be in preventing COVID-19.

Keywords: *Socialization, Attitude, COVID-19, Youtube, "3M" Movement, National Resilience, S-O-R Theory.*