

**PENGARUH PESAN *FEAR APPEAL* TERHADAP SIKAP MEMATUHI  
PROTOKOL KESEHATAN (PESAN *FEAR APPEAL* DALAM KAMPANYE  
PENCEGAHAN COVID-19 OLEH PEMPROV DKI JAKARTA)**

**Abstrak**

Dalam rangka percepatan penanganan wabah virus corona, Pemerintah Provinsi DKI Jakarta telah menerapkan berbagai kebijakan untuk menekan laju penularan virus serta mengencangkan sosialisasi terkait kampanye penerapan protokol kesehatan sebagai bentuk pencegahan Covid-19. Pada bulan Agustus 2020, Pemprov DKI mengusung tema baru dalam kampanye pencegahan penyebaran Covid-19 yakni dengan menggunakan peti mati. Tujuan penelitian ini adalah untuk mengetahui pengaruh pesan *fear appeal* dalam kampanye peti mati Covid-19 terhadap sikap mematuhi protokol kesehatan. Metode penelitian yang digunakan adalah **kuantitatif** eksplanatif. Teori yang digunakan adalah **Model Paralel Yang Diperluas (EPPM)**. Survei dilakukan dengan menyebarkan kuesioner kepada 100 responden. Hasil perhitungan **uji korelasi** menyatakan bahwa pesan *fear appeal* (X) dan sikap mematuhi protokol kesehatan (Y) memiliki tingkat hubungan kuat sebesar 0,724. Berdasarkan hasil **uji regresi linier sederhana**, variabel X berpengaruh positif terhadap variabel Y. Hasil **uji hipotesis** menggunakan rumus uji t, diperoleh **t hitung (8.411) > nilai t tabel (1.966)**. Maka, dapat disimpulkan bahwa **Ho ditolak** dan **Ha diterima**, artinya terdapat pengaruh pesan kampanye peti mati Covid-19 terhadap sikap mematuhi protokol kesehatan.

**Kata kunci:** Kampanye pencegahan Covid-19, pesan dengan pendekatan rasa takut, tugu peti mati, Pemerintah Provinsi DKI Jakarta, sikap, protokol kesehatan, Model Paralel yang Diperluas.

**THE EFFECT OF FEAR APPEAL MESSAGES ON ATTITUDE TO COMPLY  
THE HEALTH PROTOCOLS (FEAR APPEAL MESSAGES ON COVID-19  
PREVENTION CAMPAIGN BY THE PROVINCIAL GOVERNMENT OF DKI  
JAKARTA)**

**Abstract**

*In order to accelerate the handling of the corona virus outbreak, the Provincial Government of DKI Jakarta has implemented various policies to reduce the rate of virus transmission and intensify socialization related to the campaign for implementing health protocols as a form of Covid-19 prevention. In August 2020, the Government of DKI Jakarta brought a new theme for the campaign to prevent the spread of Covid-19, namely by using coffins. The purpose of this study was to determine the effect of fear appeal message in the Covid-19 prevention campaign using coffin on the complying attitude of 3M health protocols. The explanative quantitative was used as research method. This research foundation is based on Extended Paralell Process Model (EPPM). The research data is collected using questionnaires that distributed to 100 respondents. The result of the correlation test stated that fear appeal message (X) and the complying attitude of health protocols had a strong relationship level based on 0.724 value. Based on the result of simple linear regression test, variable X had the positive impact on variable Y. Based on the hypothesis test using t test formula, the result is (8.411) > t table value (1.966). So, the conclusion stated that there's impact of the covid-19 prevention campaign message using coffins on the attitude of complying with health protocols.*

**Keywords:** *Covid-19 prevention campaign, fear appeal messages, coffin monument, the provincial government of DKI Jakarta, attitude, health protocols, Extended Parallel Process Model*