PESAN PERSUASIF "PERIKSA LEHER ANDA" PADA INSTAGRAM @PITATOSCA DAN PERILAKU DETEKSI DINI GANGGUAN TIROID ANGGOTA KOMUNITAS PITA TOSCA

PRAMESTI AYU CAHYANDANI

ABSTRAK

Gangguan tiroid merupakan penyakit yang memiliki gejala umum dan tidak spesifik, sehingga masih banyak masyarakat Indonesia yang tidak menyadari gejala yang dirasakan. Data hasil penelitian sebelumnya yang membahas mengenai ketidaktahuan masyarakat akan gejala serta bahaya gangguan tiroid menjadi pendorong pnulis untuk melakukan penelitian pesan persuasif "Periksa Leher Anda" pada instagram @pitatosca terhadap perilaku deteksi dini gangguan tiroid. Penelitian ini bertujuan untuk membuktikan pengaruh pesan persuasif terhadap perilaku deteksi dini gangguan tiroid dengn menguji teori *elaboration likelihood*. Pendekatan kuantitatif eksplanatif dengan metode survei dilakukan terhadap anggota komunitas Pita Tosca sebagai sampel penelitian. Penarikan sampel dilakukan melalui *purposive sampling*. Pengumpulan data dilakukan melalui kuesioner yang disebar melalui *whatsapp group* kepada 107 responden. Hasil penelitian menunjukkan bahwa hasil uji hipotesis penelitian membuktikan H0 ditolak dan Ha diterima, maka pesan persuasif "Periksa Leher Anda" pada instagram @putatosca berpengaruh nyata terhadap perilaku deteksi dini gangguan tiroid anggota komunitas Pita Tosca.

Kata kunci: pesan persuasif, perilaku deteksi dini, tiroid

"CHECK YOUR NECK" PERSUASIVE MESSAGE ON INSTAGRAM @PITATOSCA AND EARLY DETECTION BEHAVIOR OF THYROID DISEASE IN MEMBERS OF THE PITA TOSCA COMMUNITY

PRAMESTI AYU CAHYANDANI

ABSTRACT

The data from previous research show that there is still a lot of society that is not aware of thyroid disease. This is why to conduct the research about "Check Your Neck" persuasive message on Instagram @pitatosca and behavior of thyroid disease early detection on member of Pita Tosca community. This study aims to prove the impact of persuasive messages on the early detection behavior of thyroid disease. This research uses elaboration likelihood theory. *In this study, researchers used explanatory quantitative research methods with surveys for data collection using members of the Pita Tosca community as the sample. Sampling was done through purposive sampling and data collection was carried out through questionnaires distributed through WhatsApp Group to 107 respondents. The results of this study indicate that the results of the research hypothesis prove that H0 is rejected and Ha is accepted, so there is a significant effect of "Check Your Neck" persuasive message on Instagram @pitatosca and behavior of thyroid disease early detection on member of Pita Tosca community.*

Keywords: Persuasive message, early detection behaviour, thyroid