

**PENGARUH TERPAAN IKLAN LAYANAN MASYARAKAT “VAKSINASI MELATIH TUBUH KENAL,LAWAN,KEBAL” DI TELEVISI TERHADAP SIKAP MASYARAKAT”.
(SURVEI PADA WARGA KELURAHAN PISANGAN,KOTA TANGERANG SELATAN)**

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Abstrak

Semenjak mewabahnya virus covid-19 yang pertama muncul pada tahun 2019 di Wuhan China, kasus covid-19 di Indonesia sendiri per tanggal 12 maret 2021 angka positif covid-19 mencapai 1,386,556. Salah satu upaya pemerintah untuk mengatasi pandemi COVID-19, adalah dengan menyediakan vaksin COVID-19 yang berfungsi untuk mendorong pembentukan kekebalan spesifik pada penyakit COVID-19 agar terhindar dari tertular ataupun kemungkinan sakit berat yang di sebabkan oleh Virus Covid-19. Namun masih banyak masyarakat yang meragukan keamanan vaksin covid-19 dan meragukan kegunaan vaksin covid-19. Maka lembaga KPCPEN mengeluarkan iklan layanan masyarakat “Vaksinasi Melatih Tubuh Kenal,Lawan, dan Kebal” untuk mengedukasi masyarakat mengenai vaksin dan mengajak masyarakat untuk vaksin. Tujuan penelitian ini adalah untuk mengetahui dan mengukur pengaruh terpaan iklan layanan masyarakat “Vaksinasi Melatih Tubuh Kenal,Lawan, dan Kebal” di televisi terhadap sikap masyarakat. Metode penelitian yang digunakan adalah kuantitatif eksplanatif. Penelitian ini menggunakan *Hierarchy effect models*, yang mengasumsikan bahwa manusia mempelajari sesuatu terlebih dahulu dari iklan, kemudian merasakan perilaku emosional mengenai produk yang ada di dalam iklan, dan akhirnya mengambil tindakan. Survei dilakukan dengan mengirimkan kuisioner kepada 100 responden warga kelurahan Pisangan. Hasil perhitungan uji korelasi menyatakan bahwa terpaan iklan (x) dan sikap masyarakat (y) memiliki tingkat korelasi sedang sebesar 0,474. Berdasarkan hasil uji regresi linier sederhana, variabel independen (x) memiliki pengaruh positif terhadap variabel dependen (y) bila dimanipulasi. Dari hasil uji koefisien determinasi, tingkat pengaruh atau kontribusi terpaan iklan (x) terhadap sikap masyarakat (y) sebesar 22,4% dan sisanya dipengaruhi faktor lain. Berdasarkan hasil uji hipotesis atau uji-t, nilai t-hitung berdasarkan sebesar t-hitung 5,364 > 1,660 t-tabel, maka H_a diterima dan H_o ditolak. Maka, terdapat pengaruh antara terpaan iklan layanan masyarakat “Vaksinasi Melatih Tubuh Kenal,Lawan, dan Kebal” di televisi terhadap sikap masyarakat.

Kata Kunci: covid-19, vaksin covid-19, iklan layanan masyarakat, sikap masyarakat, *Hierarchy effect models*

THE EFFECT OF "VACCINATION TRAIN THE BODY TO KNOW, FIGHT, IMMUNE" PUBLIC SERVICE ANNOUNCEMENTS ON TELEVISION ON PUBLIC ATTITUDES

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Abstract

Since the outbreak of the Covid-19 virus which first appeared in 2019 in Wuhan China, cases of Covid-19 in Indonesia as of March 12, 2021, the positive number of Covid-19 reached 1,386,556. One of the government's efforts to overcome the COVID-19 pandemic, is to provide a COVID-19 vaccine which functions to encourage the formation of specific immunity in COVID-19 to avoid contracting or possibly becoming seriously ill caused by the Covid-19 Virus. However, there are still many people who doubt the safety of the covid-19 vaccine and doubt the usefulness of the covid-19 vaccine. So the KPCPEN agency issued a public service advertisement "Training The Body To Know, Fight, Immune" to educate the public about vaccines and encourage people to get vaccines. The purpose of this study was to determine and measure the effect of exposure to public service advertisements "Training The Body To Know, Fight, Immune" on television on public attitudes. The research method used was quantitative explanative. This study uses Hierarchy effect models, which assume that humans learn something first from advertising, then feel emotional behavior about the products in the advertisement, and finally take action. The survey was conducted by sending a questionnaire to 100 respondents from the Pisangan village community. The result of the calculation of the correlation test states that advertisement exposure (x) and public attitudes (y) have a moderate correlation level of 0.474. Based on the results of the simple linear regression test, the independent variable (x) has a positive effect on the dependent variable (y) when manipulated. From the results of the detemination coefficient test, the level of influence or contribution of advertising exposure (x) to public attitudes (y) was 22.4% and the rest was influenced by other factors. Based on the results of the hypothesis test or t-test, the t-value is based on the t-count of $5.364 > 1.660$ t-table, then H_a is accepted and H_o is rejected. Thus, there is an influence between exposure to public service advertisements "Vaccination to Train a Familiar, Opposing, and Immune Body" on television on public attitudes.

Keywords: covid-19, covid-19 vaccine, public service advertisements, public attitudes, Hierarchy effect models