

**PENGARUH PESAN KAMPANYE IKLAN LAYANAN MASYARAKAT
SATGAS COVID-19 VERSI “INGAT PESAN IBU” DI TELEVISI
TERHADAP SIKAP MENERAPKAN PROTOKOL KESEHATAN DI
KECAMATAN TANAH SAREAL KOTA BOGOR**

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ABSTRAK

Latar belakang meningkatnya angka konfirmasi kasus COVID-19 di Indonesia membuat pemerintah tidak tinggal diam dalam menghadapi masalah ini. Upaya yang dilakukan oleh pemerintah dalam menekan jumlah kasus COVID-19 dengan membentuk tim Satgas COVID-19 yang membuat kampanye iklan layanan masyarakat Satgas COVID-19 versi “ingat pesan ibu” bersama dengan grup band Padi yang ditayangkan di beberapa stasiun televisi yang berisi himbauan dan ajakan kepada masyarakat untuk menerapkan protokol kesehatan dalam aktivitasnya sehari-hari. **Tujuan penelitian** adalah untuk mengetahui seberapa besar pengaruh pesan kampanye iklan layanan masyarakat satgas COVID-19 versi “ingat pesan ibu” terhadap sikap menerapkan protokol kesehatan di Kecamatan Tanah Sareal Kota Bogor. **Teori** yang digunakan adalah Teori Atribusi. **Metode** yang digunakan adalah metode kuantitatif dengan jenis penelitian eksplanatif. Lokasi penelitian ini berlokasi di Kecamatan Tanah Sareal Kota Bogor dengan rentang usia 15-50 tahun. Populasi dalam penelitian ini sebanyak 128.308 orang dengan pengambilan sampel menggunakan teknik *non probability sampling* dan *purposive Sampling* dengan rumus *taro yamane* dan tingkat *sampling error* 5%, sehingga diperoleh sampel sebanyak 400 responden. Untuk mengetahui adanya hubungan dan pengaruh antara kedua variabel, peneliti menggunakan uji korelasi dengan hasil 0.546 sehingga memiliki hubungan korelasi yang kuat, uji koefisien determinasi dengan hasil nilai R Square sebesar 0.429 atau terdapat pengaruh terpaan iklan layanan masyarakat satgas COVID-19 versi “ingat pesan ibu” terhadap sikap menerapkan protokol kesehatan di Kecamatan Tanah Sareal Kota Bogor sebesar 42,9% dan signifikansi

dengan hasil nilai signifikansi sebesar $0.000 < 0.05$, sehingga terdapat perbedaan yang signifikan.

Hasil dari penelitian ini diperoleh melalui uji t, dimana diperoleh nilai t_{hitung} 17,305 < nilai t_{tabel} 1,96 sehingga dari hasil tersebut dinyatakan bahwa H_0 ditolak dan H_1 diterima, maka dapat disimpulkan terdapat pengaruh kampanye iklan layanan masyarakat Satgas COVID-19 versi “ingat pesan ibu” di televisi terhadap sikap menerapkan protokol kesehatan di Kecamatan Tanah Sareal Kota Bogor.

Kata Kunci: Pesan kampanye, Iklan layanan masyarakat, COVID-19, Satgas COVID-19, Protokol Kesehatan.

**THE EFFECT OF COMMUNITY SERVICE ADVERTISING
ADVERTISEMENT THE COVID-19 VERSION "REMEMBER MOM'S
MESSAGE" ON TELEVISION ON ATTITUDE TO IMPLEMENTING
HEALTH PROTOCOL IN TANAH SAREAL DISTRICT, BOGOR CITY**

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ABSTRACT

The background of the increasing number of confirmed cases of COVID-19 in Indonesia has made the government not remain silent in dealing with this problem. Efforts are being made by the government to reduce the number of COVID-19 cases by forming a COVID-19 Task Force team that creates a "remember the mother's message" version of the COVID-19 Task Force public service advertising campaign together with the Rice band which is broadcast on several television stations containing appeals and an invitation to the public to apply health protocols in their daily activities. **The purpose** of the study was to find out how much influence the message of the COVID-19 task force public service advertising campaign "remember the mother's message" had on the attitude of implementing health protocols in Tanah Sareal District, Bogor City. **The theory** used is Attribution Theory. **The method** used is a quantitative method with the type of explanatory research. The location of this research is located in Tanah Sareal District, Bogor City with an age range of 15-50 years. The population in this study as many as 128,308 people with sampling using non-probability sampling and purposive sampling with the Taro Yamane formula and a sampling error rate of 5%, so that a sample of 400 respondents was obtained. To find out the relationship and influence between the two variables, the researcher used a correlation test with a result of 0.546 so that it had a strong correlation, a coefficient of determination test with an R Square value of 0.429 or there was an effect of exposure to the COVID-19 task force public service advertisement version of "remember the mother's message. "The attitude towards implementing health protocols in Tanah Sareal District,

Bogor City is 42.9% and the significance value is $0.000 < 0.05$, so there is a significant difference.

The results of this study were obtained through the t-test, where the tcount value was $17.305 < t_{table}$ value 1.96 so that from these results it was stated that H0 was rejected and H1 was accepted, it can be concluded that there was an effect of the COVID-19 Task Force public service advertising campaign "remember the message" version. mothers" on television regarding the attitude of implementing health protocols in Tanah Sareal District, Bogor City.

Keywords: Campaign message, Public service advertisement, COVID-19, COVID-19 Task Force, Health Protocol.