

**PESAN PERSUASI “PERIKSA PAYUDARA SENDIRI (SADARI)” DAN
PERILAKU DETEKSI DINI PENCEGAHAN KANKER PAYUDARA
FOLLOWERS INSTAGRAM @ICCC.ID**

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ABSTRACT

Breast cancer is the number one malignant disease that attacks women. Unfortunately, most women come to the hospital at an advanced stage. Therefore, it is necessary to have public knowledge about early detection of breast cancer to prevent and facilitate breast cancer treatment. Advances in technology today facilitate the dissemination of information, including information about health. Social media can be used to invite people to be aware of the importance of maintaining health. One of the social media that is often used by people is Instagram. The Cancer Care Indonesia Community or better known as ICCC is one of the cancer care communities that uses Instagram as a place to socialize with their followers. Aware of the importance of detecting breast cancer early, ICCC shares information on how to do a breast self-examination or realize it on their Instagram account @iccc.id. This study aims to describe persuasive messages and conscious behavior, as well as to prove the effect of the persuasive message "Breast Self-Examination (BSE)" on the behavior of breast cancer early detection of Instagram followers @iccc.id, with a research sample of 100 respondents. This research uses quantitative research with explanative research methods. The results of the study prove that if there is an effect of the persuasive message "Breast Self-Examination (BSE)" on the behavior of early detection of breast cancer prevention for Instagram followers @iccc.id with the results of hypothesis testing using the t test, the results are $t_{count} 16.04 > t_{table} 1.987$ so that H_0 is rejected and H_a is accepted. So it can be concluded that the persuasive message "Breast Self-Examination (BSE)" on the Instagram account @iccc.id has a significant effect on the behavior of early detection of breast cancer prevention for Instagram followers @iccc.id.

Keywords: Persuasion Messages, Instagram @iccc.id, Breast Self Check Behavior

ABSTRAK

Kanker payudara merupakan penyakit ganas nomor satu yang banyak menyerang wanita. Realitas menunjukkan bahwa masih banyak penderita yang berobat pada stadium lanjut, artinya informasi deteksi dini kanker belum terimplementasi dengan baik. Pengetahuan tentang deteksi dini kanker payudara diperlukan untuk mencegah sekaligus memudahkan pengobatan kanker payudara. Kemajuan teknologi saat ini memudahkan penyebaran informasi termasuk informasi seputar kesehatan. Media sosial dapat digunakan untuk mengajak masyarakat sadar akan pentingnya menjaga kesehatan. Salah satu media sosial yang sering dipakai masyarakat adalah instagram. Indonesia Cancer Care Community atau lebih dikenal dengan nama ICCC merupakan salah satu komunitas peduli kanker yang memanfaatkan instagram

sebagai wadah sosialisasi. Kesadaran akan pentingnya deteksi dini kanker payudara, ICCC memberikan informasi mengenai cara melakukan pemeriksaan payudara sendiri atau sadari di akun instagram @iccc.id. Penelitian ini bertujuan untuk menggambarkan pesan persuasi dan perilaku sadari, serta membuktikan pengaruh pesan persuasi “Periksa Payudara Sendiri (SADARI)” terhadap perilaku deteksi dini pencegahan kanker payudara survey dilakukan terhadap followers instagram @iccc.id, dengan sampel penelitian sebanyak 100 responden. Penelitian ini menggunakan pendekatan kuantitatif dengan metode penelitian survey eksplanatif. Hasil penelitian membuktikan terdapat pengaruh pesan persuasi “Periksa Payudara Sendiri (SADARI)” terhadap perilaku deteksi dini pencegahan kanker payudara *followers* instagram @iccc.id sebesar $R=0,725$, serta uji hipotesis menunjukkan bahwa t hitung (16,04) > t tabel (1,987) berarti H_0 ditolak.

Kata kunci: Pesan Persuasi, Instagram @iccc.id, Perilaku Sadari