

**PENGARUH KAMPANYE IMUNISASI *MEASLES RUBELLA* MELALUI  
IKLAN LAYANAN MASYARAKAT OLEH KEMENTERIAN  
KESEHATAN RI TERDAHAP PERILAKU MASYARAKAT  
(Survei pada Masyarakat di Tangerang Selatan)**

**ABSTRAK**

**Latar belakang** penelitian ini dilakukan karena di Indonesia pada tahun 2015 terdapat 8.185 kasus MR, MR merupakan salah satu penyakit yang mengakibatkan kematian tertinggi di dunia. Karena itu, pemerintah melakukan imunisasi MR secara massal ditahun 2017 dan 2018. Namun, masih ada beberapa daerah yang tidak mencapai target cakupan nasional yaitu 95%, di pulau Jawa hal itu terjadi di Tangerang Selatan. **Tujuan penelitian**, untuk mengukur pengaruh kampanye imunisasi MR oleh Kementerian Kesehatan RI terhadap perilaku masyarakat dalam rangka menekan jumlah korban MR. **Model** yang digunakan Model Kampanye Nowark dan Warneryd, Perilaku Terbuka dan tertutup. **Metode** yang digunakan ialah metode kuantitatif dengan jenis penelitian eksplanatif. Lokasi penelitian ini adalah di Tangerang Selatan. Populasi dalam penelitian yaitu ibu-ibu usia 21 tahun – usia 45 tahun yang memiliki anak usia 9 bulan – usia 9 tahun, dengan menggunakan teknik *nonprobability sampling* dan *purposive sampling*. Untuk mengetahui adanya hubungan dan pengaruh peneliti menggunakan uji korelasi, koefisien determinasi dan uji regresi. **Hasil** penelitian ini menunjukkan bahwa hasil hipotesis penelitian membuktikan  $H_0$  ditolak dan  $H_a$  diterima, terdapat pengaruh yang cukup berarti dan signifikan antara kampanye imunisasi MR melalui iklan layanan masyarakat oleh Kementerian Kesehatan RI terhadap Perilaku Masyarakat. Hal ini karena Iklan Layanan Masyarakat tersebut sesuai dengan dimensi-dimensi yang ada pada model kampanye Nowark dan Warneryd, sehingga dapat mengakibatkan adanya perubahan perilaku pada masyarakat. Sebagian besar perilaku masyarakat ditentukan oleh kampanye imunisasi MR melalui iklan layanan masyarakat oleh Kementerian Kesehatan RI, dan sisanya di tentukan oleh faktor diluar penelitian, seperti pengetahuan, paparan media massa dan lingkungan sosial.

**Kata Kunci:** Kampanye, Iklan Layanan Masyarakat, Perilaku Masyarakat, Model Kampanye Nowark dan Warneryd, Perilaku Terbuka dan tertutup.

**THE INFLUENCE OF RUBELLA MEASLES IMMUNIZATION  
CAMPAIGN THROUGH PUBLIC SERVICE ANNOUNCEMENT BY THE  
INDONESIA MINISTRY OF HEALTH ON COMMUNITY BEHAVIOR  
(Survey on Community in South Tangerang)**

**ABSTRACT**

***The background**, this research was done because in Indonesia by the year 2015, there were 8.185 cases of MR, MR is one of the most lethal disease in the world. Therefore, the Government conducted an MR immunization nationally in 2017 and 2018. However, there were regions that didn't reach the national target coverage, which is 95%, in Java Island it happened in Capital of South Tangerang. **The purpose** of this research, to measure the influence of MR immunization campaign that has been done by the Indonesia Ministry of Health affects to the community behavior in order to suppress the number of victims of MR. **The models**, which used in this campaign are The Nowark and Warneryd Campaign Model, and Opened and Closed Behavior. **The method** used in this research is the quantitative methods, in specific, explanative research. The location of this research is in Capital of South Tangerang. The population of this reseacrh are mothers between 21 – 45 years of age who have children between 9 months – 9 years of age, using the non-probability sampling and purposive sampling technique. To identify if there is any relations and influence between objects, researchers used correlations, determinative coefficiency test, and regression test. **The results** of this research proves that the hypothesis  $H_0$  is rejected and the  $H_a$  is accepted, and also shows that there are considerable and significant influence between MR immunization campaign through public service announcement by the Indonesia Ministry of Public Health affects the community behavior. The reason is because The public service announcement is suitable with the dimensions in the Norwark and Warneryd campaign model, with the result that affects a behavior changing in the community. Most of the community behavior affected by the MR immunization campaign through public service announcement by The Indonesia Ministry of Health, and the rests are affected by other factors, such as awareness, media information, and social environment.*

**Keywords:** *Campaigns, Public Service Announcement, The Community Behavior, Warneryd And Nowark Campaign Model, Opened and Closed Behavior.*