

**DAMPAK TAYANGAN IKLAN LIFEBOUY VERSI “CUCI TANGAN PAKAI
SABUN” DI TELEVISI TERHADAP PERILAKU CUCI TANGAN WARGA
(SURVEI PADA WARGA KELURAHAN CIPAYUNG, DEPOK)**

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Abstrak

Mencuci tangan pakai sabun adalah salah satu upaya pencegahan melalui tindakan sanitasi dengan membersihkan tangan dan jari jemari menggunakan air dan sabun. Masih tingginya angka diare di Kota Depok menjadi salah satu indikasi bahwa masih kurangnya kebiasaan cuci tangan pakai sabun (CPTS). Ditahun 2012 kasus diare yang ditangani oleh Diskes Kota Depok adalah sebanyak 39,28 persen dan meningkat menjadi 85,35 persen di tahun 2013 atau diperkirakan mencapai 40.629 kasus. Teori yang digunakan dalam penelitian ini adalah teori jarum hipodermik yang artinya memaksa dan sekaligus menyadari masyarakat bahwa iklan mengenai cuci tangan ini sangat penting untuk ditiru dan juga dilakukan apa yang disampaikan di iklan mengenai cuci tangan. Ini dikarenakan masyarakat saat ini sangat menyadari akan pentingnya kesehatan. Populasi yang penulis pilih adalah warga Kelurahan Cipayung, Kecamatan Cipayung Kota Depok, dimana di kelurahan tersebut terdapat TPA terbesar sekota Depok, yaitu TPA Cipayung. Dimana resiko penyebaran penyakit yang disebabkan oleh sampah tinggi. Populasi yang terdapat di kelurahan Cipayung sebanyak 27.905 jiwa. Dengan sampel yang telah dirumuskan dengan rumus Yamane adalah sebanyak 100 orang. Tayangan iklan diukur berdasarkan lima dimensi, yaitu waktu tayang, pesan, gerakan, gambar/visual, dan suara. Sedangkan perilaku diukur berdasarkan tiga dimensi, yaitu pengetahuan, sikap, dan tindakan. Hasil analisis regresi menunjukkan bahwa tayangan iklan *Lifebuoy* versi “cuci tangan pakai sabun” mempunyai kontribusi sebesar 34% terhadap perilaku cuci tangan warga.

Kata Kunci : Tayangan Iklan, Perilaku, Cuci Tangan.

**THE IMPACT OF THE AD IMPRESSIONS LIFEBOUY VERSION OF
"HAND-WASHING SOAP USAGE" ON TELEVISION AGAINST HAND-
WASHING BEHAVIOR OF CITIZENS (SURVEYS ON THE CITIZENS OF THE
VILLAGE OF CIPAYUNG, DEPOK)**

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Abstract

Handmade soap wash is one of prevention efforts through sanitary actions with clean hands and fingers using water and SOAP. Still high number of diarrhea in the city of Depok became one of the indications that still lack of hand-washing habits use SOAP (CPTS). In 2012 the diarrhea cases handled by Diskes Depok is as much 39.28 percent and increased to 85.35 percent in 2013 or estimated at 40,629 cases. The theory used in this research is the theory of hypodermic needle which means force and simultaneously realize that advertising community about hand-washing is very important for ditiiru and also do what was delivered in ads about wash the hand. This is because the society today are very aware of the importance of health. The population of the Neighborhood citizens choose is author of Cipayung, Cipayung Depok, where in the village is the largest LANDFILL city of depok, i.e. LANDFILL Cipayung. Where the risk of spread of disease caused by garbage. The population contained a neighborhood Cipayung 27,905 as much soul. With samples that have been formulated with the formula yamane was as much as 100 people. Ad impressions measured based on five dimensions, i.e. broadcast times, message, image, movement, and sound/visual. While the behavior is measured based on three dimensions, namely knowledge, attitudes, and actions. The results of the regression analysis indicates that the version of the Lifebuoy ad impressions "SOAP use hand-washing" has the contribution of 34% against hand-washing behavior of citizens.

Keywords: *Ad Impressions, Behavioral, Hand-Washing.*