

The Effect Of Social Media Health Protocol Covid 19 On Attitude Changes Based On Persuasion Communication

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Abstract.

Information disseminated in the media has many options for the public to access information. The growing role of social media has different characteristics. The purpose of this study was to analyze the effect of social media on the COVID-19 health protocol on attitude change based on persuasive communication. The results showed that there was an effect of social media on the covid 19 health protocol on attitude change, which was $p=0.031 < \alpha=0.05$. There is a very strong positive relationship between social media and attitude change. Provision of health information is expected through social media by looking at the context of clear and concise messages.

Keywords: Covid 19, Social Media, Attitude

I. INTRODUCTION

The COVID-19 pandemic, which has become a global pandemic, has changed the order in which health information distributed more quickly and easily accessible to the wider community. The provision of health information through promotional media is currently more digital or using the internet network to access information. The use of social media, for example, is growing rapidly in use in Indonesia. In January 2021, Indonesia used the internet as many as 202.6 million people and this number increased by 27 million or 16 percent compared to the previous year. Meanwhile, internet penetration reached 73.7% until last January [1]. Covid 19, which has not completely disappeared, makes every individual must continue to comply with health protocols so that the disease can be controlled. Covid 19, which is easy to spread and develop, requires information services to be updated in order to warn of the dangers of the disease. So it is necessary to carry out continuous information efforts to remind that there is still an epidemic. Information disseminated in the media has many options for the public to access information. This is a communication effort as a precaution to comply with health protocols.

A form of communication that adapts to messages that are easily accepted, by looking at the context of the message based on sources that can be accessed by all circles of society. The role of health protocol social media which is widely published basically has persuasive communication in influencing people to be interested and follow the advice that is informed. Based on the theory of persuasion communication in providing information there are several things that must be considered, namely the source factor, the message factor and the recipient factor [2]. Attention, understanding and acceptance in getting the message are important things for changing attitudes in absorbing the information received. This change in attitude underlies a person to be able to plan efforts to prevent COVID-19 based on the information received. Persuasive communication carried out by social media is a form of influencing someone to participate or have a role in the information provided. Efforts to overcome covid 19 by providing health protocol services are the Government's efforts to provide information services and ensure that the information received is correct. The choice of social media that is adjusted to the characteristics is expected to have an effect on the attitude of the respondents. This study aims to analyze the relationship of social media regarding the covid 19 health protocol to attitude change based on persuasive communication.

II. METHODS

This type of research is descriptive with a cross sectional approach, with a mix method approach. The quantitative approach is to measure attitudes towards the media, while the qualitative approach is to evaluate the media based on persuasive communication. The research location is Tarakan with the time of the study being carried out in August-November 2021. The population is all nursing students at the University of Borneo Tarakan who meet the inclusion criteria, namely they have never been confirmed positive for Covid 19, live in Tarakan and are willing to be respondents. The technical analysis used is the Chi square test.

III. RESULT AND DISCUSSION

The active use of social media makes respondents more often exposed to information related to the covid 19 pandemic. The following are the results of the social media used:

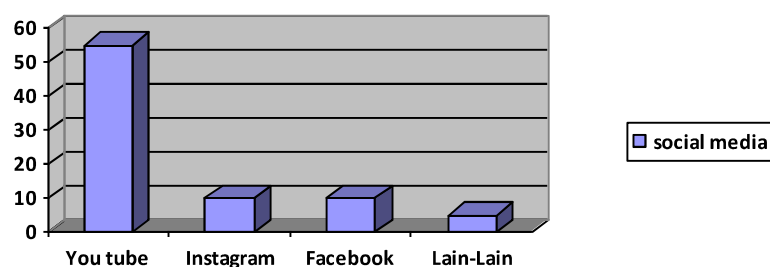


Table 1. use of social media

Shows that the most widely used media is YouTube, related to information on covid 19. This is supported by the government's efforts to provide health promotion efforts that are often carried out on social media. This habit of using social media can indirectly make users access information and learn the information they access[3].

The following are the results of social media interviews regarding health protocols regarding sources and messages as follows:

"Health protocol information on you tube, the message conveyed is easy to understand, and the presentation is interesting"

(Respondent R)

"Yes, the information presented is varied, attracts attention and light information is easy to understand"

(N respondents)

"Most of the videos on Instagram are in the form of videos, that makes it really easy to understand" (S respondent)

Based on persuasive communication regarding the source, message and recipient as well as the context of the expert review message as follows:

"Most of the health protocol information on social media is correct, because almost all of them are the same, if the message conveyed is short and clear"

(M, Lecturer)

"Based on the context of the message, it is easy to understand, the information is packaged in an interesting way, there are sounds sometimes interspersed with songs. That's what attracts recipients."

(S, Health Officer)

The results show that social media related to Covid 19 health protocol information has an appeal with characteristics according to the media used. In the analysis of statistical data cross tabulation of the influence of social media regarding the covid 19 health protocol on attitude change based on persuasive communication along with the data listed in table 1.

Table 1. The effect of social media on the covid 19 health protocol on attitude change based on persuasive communication

Social Media	Attitude			Total	<i>P-value</i>
	Not Enough	Enough	Good		
Not Enough	0	4	0	4	0,000
Enough	0	4	12	16	
Good	2	8	50	60	
Total	2	16	62	80	

The results of the Chi square test show that there is a significant relationship between social media and attitudes about health protocols. With $p=0,000$ ($\leq 0,05$). Health promotion media has a role in efforts to provide information in providing knowledge. Information through the media is a quick step as a form of response in prevention efforts by utilizing social media. Social media as a form of internet medium makes it easy for individuals to interact, communicate with other users as a form of virtual social bonding [4]. Social media users can create or consume content and establish relationships between users [5]. Social media that has persuasion in communicating information is an advantage to influence respondents. Persuasion can be done rationally and emotionally, affective aspects related to emotional and touching life and the role of persuasive communication through social media, more or less affects the way a person communicates with others and becomes an exciting vehicle with the various features provided [6]. This can be seen on many social media broadcasting the COVID-19 health protocols, both government and private. The results of attitude changes on social media show a positive response. With the result of being responsible, they choose to do according to the advice because they are afraid of being exposed to covid 19. The content of the attitude starts from receiving, responding, valuing and being responsible so that the respondent can have a positive attitude [7].

Another factor that causes behavior to occur in a person is a person's knowledge and attitude towards what has been done [8]. A positive attitude is a provision for behavioral changes to occur towards the prevention of covid 19. Other results show that social media with persuasive communication has a trusted source or reference, with an interesting message content. The persuasive communication model found on the youtube channel the story of the land of Java (KTJ) with virtual reality characteristics as an effort to communicate the cyber culture ideology of the consumption community, especially in Java, which includes networked communication, simulation, artificial, telepresence, and immersion [9]. The results of the social media that were accessed regarding the covid 19 health protocol included communicators, communication, message recipients and message context. The persuasive communication strategy in socializing the prevention of the spread of the covid 19 virus is the most effective communication approach strategy in the effort to disseminate information on the prevention of the transmission of the covid 19 virus [10]. The role of the media with the concept of persuasive communication is an effort to increase the role of respondents as educators and extension workers health for peers and family.

IV. CONCLUSION

There is an influence of social media about the covid 19 health protocol on attitudes based on persuasive communication $p=0.000 < \alpha=0.05$. The provision of health information is expected through social media by looking at the context of clear and concise messages.

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