

PENGARUH BERITA HOAX VAKSIN COVID-19 TERHADAP PERILAKU MASYARAKAT UNTUK MENERIMA VAKSIN

(Survei Pada Masyarakat di Kelurahan Jatinegara)

ABSTRAK

Abstract: Vaccine hoax news circulating on social media Facebook. The hoax news stated that it contained pork oil and microchips thus making people afraid to receive the vaccine. This study aims to determine whether or not there is an influence of the Covid-19 vaccine hoax news on people's behavior in Jatinegara Village. This research uses stimulus response theory. The research approach uses quantitative research with an explanatory type. Samples were taken as many as 150 respondents. The researcher concluded that there was an effect of the Covid-19 vaccine hoax news on people's attitudes to receiving vaccines in the Jatinegara village. Based on the data obtained from the calculation of the questionnaire, the hoax news variable shows that people are affected by hoax news. However, the percentage result of 21.3% can be said that the influence of hoax news is not large enough to influence people's attitudes.

Keywords: facebook, hoax news, public attitudes, vaccines

Abstrak: Berita hoax vaksin yang banyak beredar di media sosial Facebook. Berita hoax tersebut menyatakan bahwa terdapat kandungan minyak babi dan microchip dengan begitu membuat masyarakat takut untuk menerima vaksin. Penelitian ini bertujuan untuk mengetahui ada atau tidaknya pengaruh berita hoax vaksin Covid-19 terhadap perilaku masyarakat di Kelurahan Jatinegara. Penelitian ini menggunakan teori stimulus respons. Pendekatan penelitian menggunakan penelitian kuantitatif dengan jenis eksplanatif. Sampel yang diambil sebanyak 150 responden. Peneliti menyimpulkan bahwa adanya pengaruh berita hoax vaksin Covid-19 terhadap sikap masyarakat untuk menerima vaksin di kelurahan Jatinegara. Berdasarkan data yang diperoleh dari perhitungan kuesioner, pada variabel berita hoax menunjukkan masyarakat terpengaruh oleh berita hoax. Namun, hasil persentase sebesar 21,3% dapat dikatakan pengaruh berita hoax tidak cukup besar untuk memengaruhi sikap masyarakat.

Kata kunci: berita hoax, facebook, sikap masyarakat, vaksin