

ABSTRAK

RESTI NESTYA PUTRI, 1851024, Persepsi Mahasiswa Terhadap Informasi Vaksin Covid-19 Di Media Sosial (Studi pada mahasiswa Ilmu Komunikasi Universitas Baturaja). Skripsi S1 Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Baturaja. Di bawah bimbingan Dra. Umi Rahmawati, M.Si sebagai pembimbing I, dan Akhmad Rosihan, M.Si sebagai pembimbing II.

Sejak pemerintah mengumumkan Vaksinasi Covid-19 di Indonesia, masyarakat telah dihadapkan dengan berbagai dilema pemberlakuan kebijakan tersebut. Melihat aktivitas masyarakat di Media Sosial, dapat ditemukan seruan kelompok yang menolak Vaksin Covid-19. Banyaknya berita dan pembahasan tentang Virus dan Vaksinasi Covid-19 di media sosial secara tidak langsung dapat membuat keraguan masyarakat terhadap program Vaksin Covid-19. Penelitian ini dilakukan untuk mengetahui bagaimana persepsi mahasiswa Ilmu Komunikasi Universitas Baturaja terhadap informasi Vaksin Covid-19 di Media Sosial. Metode yang digunakan dalam penelitian ini adalah deskriptif kuantitatif. Teknik pengumpulan data menggunakan instrumen berupa angket, dengan total sampel sebanyak 83 responden. Hasil penelitian ini menunjukkan bahwa sebagian besar mahasiswa Ilmu Komunikasi menyatakan pernah melihat informasi tentang Vaksin Covid-19 di Media Sosial, dan Media Sosial telah memberikan informasi terbaru tentang perkembangan Vaksin Covid-19. Kemudian sebagian besar mahasiswa menyatakan bahwa berita hoax tentang Virus Covid-19 biasanya bersumber dari akun palsu/anonim yang tidak diketahui identitasnya, maka sebaiknya mencari informasi tentang Vaksin Covid-19 melalui akun resmi sehingga informasi yang diperoleh telah terverifikasi kebenarannya. Dengan adanya informasi tentang Vaksin Covid-19 di Media Sosial telah membuat 62,6% mahasiswa bersedia untuk disuntik Vaksin. 77,1% mahasiswa menyatakan bahwa informasi di Media Sosial telah mengungkapkan fakta yang sebenarnya mengenai Vaksinasi Covid-19, dan sebanyak 83% mahasiswa menyatakan bahwa informasi di Media Sosial merupakan faktor yang kuat dalam pembentukan opini masyarakat terhadap Vaksin Covid-19. Berdasarkan hasil uji statistika dengan menggunakan *chi-square*, didapatkan nilai *chi-square* hitung (122,437) lebih besar dari nilai *chi-square* tabel (79,08), sehingga dapat ditarik kesimpulan bahwa H_0 diterima, artinya rata-rata mahasiswa memiliki persepsi positif terhadap informasi tentang Vaksin Covid-19 di Media Sosial.

Kata Kunci: Persepsi, Vaksin Covid-19, Media Sosial

ABSTRACT

RESTI NESTYA PUTRI, 1851024, STUDENT PERCEPTIONS OF COVID-19 VACCINE INFORMATION ON SOCIAL MEDIA (STUDY OF COMMUNICATION SCIENCE STUDENTS AT BATURAJA UNIVERSITY). Undergraduate thesis of Communication Science Study Program, Faculty Of Social And Political Science, Baturaja University. Under the guidance of Dra. Umi Rahmawati, M.Si, as supervisor I, and Akhmad Rosihan, M.Si, as supervisor II.

Since the government announced the Covid-19 vaccination in Indonesia, the public has been faced with various dilemmas in implementing the policy. Looking at people's activities on social media, it can be seen that there are groups of people who rejected the Covid-19 vaccine. The large number of news and discussions about the Covid-19 Virus and Vaccination on social media can indirectly make people doubt the Covid-19 Vaccine program. This research was conducted to find out how the perception of Communication Sciences students at Baturaja University towards Covid-19 Vaccine information on Social Media. The method of this research is descriptive quantitative. The data collection technique used an instrument in the form of a questionnaire, with a total sample of 83 respondents. The results of this study indicate that most Communication Science students stated that they had seen information about the Covid-19 Vaccine on Social Media, and Social Media had provided the latest information about the development of the Covid-19 Vaccine. Then most of the students stated that hoax news about the Covid-19 Virus usually came from fake/anonymous accounts whose identities as an unknown accounts, so it is better get the information about the Covid-19 Vaccine through official accounts so that the information obtained is verified. With the information about the Covid-19 Vaccine on Social Media, 62.6% of students are willing to be injected with a vaccine. 77.1% of students stated that information on Social Media had revealed actual facts regarding Covid-19 Vaccination, and as many as 83% of students stated that information on Social Media was a strong factor in shaping public opinion on the Covid-19 Vaccine. Based on the results of statistical tests using chi-square, the calculated chi-square value (122.437) is greater than the chi-square table value (79.08), so it can be concluded that alternative hypotheses is accepted, meaning that the average student has a positive perception of information about the Covid-19 Vaccine on Social Media.

Keyword: Perception, Covid-19 Vaccine, Social Media