

ABTRAK

Covid-19 menjadi penyakit yang sangat berbahaya sehingga dapat menyebabkan kematian. Penyebaran Covid-19 sangat pesat, maka diperlukan penanganan untuk pencegahan virus covid agar masyarakat tidak terpapar penyakit dengan menerapkan protokol kesehatan. Iklan di media televisi memberikan informasi dan menghimbau masyarakat mematuhi protokol kesehatan seperti menerapkan 3M (Memakai masker, Mencuci tangan dan Menjaga Jarak). Masyarakat memegang penting peranan sebagai kontributor terhadap pengaruh yang dirasakan. Sedangkan masyarakat Kelurahan Kemang Manis merupakan subjek agar adanya kesadaran masyarakat untuk menerapkan protokol kesehatan. Tujuan penelitian untuk mengetahui adakah pengaruh dan seberapa besar pengaruh iklan covid-19 di televisi terhadap kesadaran masyarakat untuk menerapkan protokol kesehatan. Metode yang digunakan dalam penelitian ini adalah analisis kuantitatif pendekatan deskriptif. Teknik pengumpulan data dilakukan dengan observasi dan kuesioner. Sementara analisis data dilakukan dengan cara uji validitas, uji reliabilitas, uji normalitas, uji linearitas, uji hipotesis dan uji analisis regresi sederhana. Dalam penarikan kesimpulan Peneliti menggunakan teori *Stimulus-Organisme-Respon (S-O-R)*. Berdasarkan hasil penelitian yang dilakukan menunjukkan Iklan Covid-19 di televisi berpengaruh terhadap kesadaran masyarakat dalam penerapan protokol kesehatan pada masyarakat Kelurahan Kemang Manis Palembang sebesar = **18,1%**

Kata Kunci : Covid-19, Media Massa, Protokol Kesehatan

ABSTRACT

Covid-19 is a very dangerous disease that can cause death. The spread of Covid-19 is very rapid, so handling is needed to prevent the covid virus so that people are not exposed to the disease by implementing health protocols. Advertisements on television media provide information and urge the public to comply with health protocols such as implementing 3M (Wearing masks, washing hands and maintaining distance). Society plays an important role as a contributor to the perceived influence. Meanwhile, the people of Kemang Manis Village are the subject of public awareness to implement health protocols. The purpose of the study was to find out whether there was an influence and how much influence the covid-19 advertisement on television had on public awareness to implement health protocols. The method used in this research is descriptive quantitative analysis approach. Data collection techniques were carried out by observation and questionnaires. Meanwhile, data analysis was conducted by means of validity test, reliability test, normality test, linearity test, hypothesis testing and simple regression analysis test. In drawing conclusions, the researcher uses the Stimulus-Organism-Response (S-O-R) theory. Based on the results of research conducted, it shows that the Covid-19 advertisement on television has an effect on public awareness in the application of health protocols to the people of Kemang Manis Palembang Village by = 18.1%

Keywords: Covid-19, Mass Media, Health Protocol