Abstrak

TREN PENCARIAN INFORMASI MENGENAI TERAPI COVID-19 YANG DILAKUKAN DI INDONESIA

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Latar Belakang : Terapi COVID-19 adalah salah satu hal yang selalu menjadi pusat pembicaraan masyarakat selama pandemi COVID-19. Untuk mengetahui tren suatu topik, Google menyediakan layanan khusus yang dinamakan *Google Trends*. *Google Trends* menyediakan data mengenai minat pencarian berbagai macam topik dari pengguna internet termasuk mengenai terapi COVID-19. Karena ini merupakan pandemi global terbesar di era internet/ digital sehingga data dari internet mengenai tren pencarian terapi COVID-19 di masa pandemi ini sangat penting dan menarik untuk dipelajari serta dapat berguna di masa depan.

Tujuan : Penelitian ini bertujuan untuk mengetahui apa yang melatarbelakangi tren pencarian Terapi COVID-19 di Indonesia dan *persentase* volume penelusuran tertinggi dari beberapa kata kunci Terapi COVID-19 d Indonesia selama Januari 2020 sampai Maret 2021

Metodologi: Penelitian ini menggunakan metode deskriptif untuk mendeskripsikan tren pencarian informasi terkait Terapi COVID-19 di Indonesia. Data penelitian diambil dari data *non real time Google Trends* dari beberapa kata kunci. Data tersebut di validasi dengan validitas isi dan perbandingan dengan *data set* eksternal. *Data set* eksternal yang digunakan adalah portal berita sehingga berita yang diambil perlu di validasi menggunakan metode triangulasi sumber.

Hasil Penelitian : Tren pencarian mengenai terapi COVID-19 di Indonesia dipicu beberapa hal diantaranya pernyataan dari Pemerintah RI maupun jajaran nya yang memicu meningkatnya tren pencarian kata kunci "Vaksin", "Jamu", dan "Plasma Konvalesen". Kata kunci "Remdesivir" dan "Deksametason" meningkat tren pencariannya setelah adanya rilis penelitian mengenai evektivitas obat-obatan tesebut. Kata kunci yang meningkat tren pencariannya dikarenakan perpaduan penyataan Pemerintah dan hasil penelitian yaitu "Klorokuin" dan "Favipiravir". Sementara kata kunci "Vitamin covid" meningkat dikarenakan pernyataan figur publik. Volume pencarian kata kunci "Vaksin" sebesar 44,9%, kata kunci "Jamu" 31,9%, kata kunci "Deksametason" 12,5%, kata kunci "Klorokuin" 3,6%, kata kunci "Favipiravir" 2,4%, kata kunci "Remdesivir" 1, 8%, kata kunci "Vitamin covid" 1,8% dan kata kunci "Plasma Konvalesen" 1,1%.

Kesimpulan : Tren pencarian informasi Terapi COVID-19 secara garis besar dilatarbelakangi oleh pernyataan-pernyataan pemerintah dan figur publik serta informasi yang beredar di internet terkait efektivitas beberapa obat yang digunakan untuk terapi pasien COVID-19. Vaksin merupakan kata kunci yang volume pencariannya paling tinggi yaitu 44,9% dari semua kata kunci

Kata kunci : Tren Pencarian Informasi, Terapi COVID-19, *Google Trends*

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Abstract

INFORMATION SEARCH TRENDS IN INDONESIA REGARDING COVID-19 THERAPY

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Background: During the COVID-19 pandemic, one of the topics that has always been in the forefront of public debate has been COVID-19 therapy. Google Trends is a particular feature that allows you to see how a topic is trending. Google Trends tracks internet users' searches for a variety of topics, including COVID-19 therapy. Because this is the world's largest pandemic in the internet/digital era, data from the internet on trends in the search for COVID-19 therapy during the pandemic is particularly relevant and exciting to explore, and could be valuable in the future.

Purpose: The goal of this study is to determine what is driving the trend of searching for COVID-19 Therapy in Indonesia, as well as the proportion of the highest search volume of several keywords for COVID-19 Therapy in Indonesia from January to March 2021.

Methodology: The trend of seeking information on COVID-19 therapy in Indonesia is described using a descriptive manner in this study. The data for this study was derived from non-real-time Google Trends data for a variety of keywords. Content validity and comparisons to external data sets are used to validate the information. Because the external data set is a news portal, the news gathered must be verified.

Research result : Several factors influenced the search for COVID-19 therapy in Indonesia, including statements by the Indonesian government and its officials, which prompted a search for trends in the keywords "Vaksin (Vaccine)", "Jamu (Herbs)" and "Plasma konvalesen (Convalescent Plasma)". Following the publication of data on the efficacy of these medications, the keywords "Remdesivir (Remdesivir)" and "Deksametason (Dexamethasone)" saw a rise in search trends. "Klorokuin (Chloroquine)" and "Favipiravir (Favipiravir)" are two keywords whose popularity is growing as a result of a mix of government declarations and study findings. Meanwhile, due to public individuals' statements, the keyword "vitamin covid" grew in popularity. The search volume for the keywords "Vaksin" was 44.9%, "Jamu" 31.9%, "Deksametason" 12.5%, "Klorokuin" 3.6%, "Favipiravir" 2.4%, "Remdesivir" 1.8%, "Vitamin covid" 1.8%, and "Plasma konvalesen" 1.1%.

Conclusion : The trend of searching for information on COVID-19 therapy is mostly fueled by statements made by government officials and public personalities, as well as information circulating on the internet about the efficacy of various medications used to treat COVID-19 patients. Vaksin (Vaccines) are the keywords with the highest search volume, which is 44.9% of all keywords

Keywords: COVID-19 Therapy, *Google Trends*, Information Seeking Trends.

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