

ANALISIS PERILAKU PENGGUNAAN MASKER PADA MASA PANDEMI PADA
MASYARAKAT BUMIAYU, BREBES

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ABSTRAK

Pandemi Covid-19 menuntut masyarakat mengadopsi protokol kesehatan salah satunya penggunaan masker demi mencegah penularan semakin meluas. Teori *health belief model* digunakan di sini untuk melihat kesadaran masyarakat akan tindakan pencegahan Covid-19 dengan penggunaan masker. Penelitian dilakukan untuk menganalisis perilaku masyarakat dalam mencegah Covid-19 pada masyarakat Desa Bumiayu, Brebes. Metode penelitian yang digunakan adalah kuantitatif korelasional dengan analisis regresi linear. Lokasi penelitian berada di Desa Bumiayu, Kecamatan Bumiayu, Kabupaten Brebes. Pengumpulan data dilakukan dengan menggunakan kuesioner yang diberikan pada sejumlah sampel penelitian dan didapatkan respon sebanyak 107 responden yang diambil secara acak sederhana. Berdasarkan hasil analisis, didapati ada hubungan yang signifikan antara persepsi kerentanan (0,027), persepsi keparahan (0,008), dan isyarat untuk bertindak (0,000) terhadap penggunaan masker. Hal ini didasarkan pada uji hipotesis bahwa nilai $\text{Sign.} < \text{nilai probabilitas } 0,05$. Hasil ini menunjukkan bahwa ada kecemasan dari masyarakat Desa Bumiayu, Brebes akan paparan Covid-19 dan juga memiliki anggapan tentang dampak yang kemungkinan akan muncul jika terkonfirmasi positif Covid-19 sehingga termotivasi untuk melakukan tindakan pencegahan sesuai protokol kesehatan yang ada, salah satunya menggunakan masker baik saat keluar rumah atau pun saat sakit serta beraktivitas. Meski demikian, pengaruh dari ketiganya terhadap penggunaan masker masing-masing 5%, 6%, dan 59%.

Kata Kunci:

Health Belief Model, Penggunaan masker, Pandemi , Covid-19

ANALYSIS BEHAVIOR OF MASK USE IN PANDEMIC PERIOD OF BUMIAYU
SOCIETY, BREBES

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ABSTRACT

The Covid-19 pandemic demands that people adopt health protocols, one of which is the use of masks to prevent widespread transmission. The theory of health belief model is used here to see public awareness of Covid-19 prevention measures by using masks. The study was conducted to analyze people's behavior in preventing Covid-19 in the people of Bumiayu Village, Brebes. The research method used is quantitative correlational with linear regression analysis. The research location is in Bumiayu Village, Bumiayu District, Brebes Regency. Data collection was carried out using a questionnaire given to a number of research samples and obtained responses of 107 respondents who were taken simple random. Based on the results of the analysis, it was found that there was a significant relationship between perceived vulnerability (0.027), perceived severity (0.008), and cues to action (0.000) on the use of masks. This is based on testing the hypothesis that the value of Sign. < probability value 0.05. These results indicate that there is concern from the people of Bumiayu Village, Brebes about exposure to Covid-19 and also have an opinion about the possible impact if confirmed positive for Covid-19 so that they are motivated to take preventive actions according to existing health protocols, one of which is use of masks both when leaving the house or even when sick and have another activities. However, the effects of the three on the use of masks were 5%, 6%, and 59%, respectively.

Keyword:

Health Belief Model, Behavior of Mask Use, Pandemic, Covid-19