ABTRACT

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Pengaruh Terpaan Video "Pasien Sembuh Corona Berbagi Cerita" Oleh Akun Instagram @BBCIndonesia Terhadap Sikap Followers dalam Pencegahan COVID-19

Keywords: News Influence, New Media, Attitude, COVID-19, BBC Indonesia

The social media exposure regarding individuals has formed their mindsets to be active and capable to analyze any informations obtained. With the massive development of technology and the internet, the existence of social media will definitely influence or impact on every user. Through the video exposure "Corona Survivor Patients Share Stories" uploaded by the BBC Indonesia, researchers wanted to know whether there was a change in mindset after watching the video. This research was conducted on followers of the Instagram @BBCIndonesia social media account. Using the quantitative method with random sampling method in which the data is collected through a questionnaire, distributed to 100 respondents, then analyzed through linear regression with the IBM SPSS version 26 program. This research uses the mass media effects theory, which is a change that occurs as a result of exposure to mass media and S-O-R theory explains the impact that occurs on the communicant as a result of the message received. This study examines the presence or absence of the influence of the indicator variable X (Effect of Video Exposure) by looking at the frequency, duration indicator. and attention to variable Y (Attitude Change) from indicators of cognitive, affective, and conative. The results prove that the alternative hypothesis can be accepted with an acceptable value with tcount (5.239)> ttable (1.98447) and a significance level (0.000) <0.05. Hence, Ho is rejected and Ha is accepted, which means it is significant. This means that exposure to videos of corona survivor patients sharing stories has had an influence on changing people's mindsets about the COVID-19 pandemic in Indonesia.

Bibliography (2003-2016)