

## ABSTRAK

### PENGARUH IKLAN LAYANAN MASYARAKAT DALAM MELAWAN COVID-19 VERSI PADI REBORN “INGAT PESAN IBU” TERHADAP SIKAP MAHASISWA DALAM PROTOKOL KESEHATAN (Survei pada Mahasiswa aktif Universitas Lampung)

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Iklan layanan masyarakat di televisi turut serta membantu menyebarkan informasi mengenai isu yang sedang dilanda di berbagai negara termasuk Indonesia yaitu informasi pencegahan virus Covid-19. Dalam penyiaran iklan tersebut, salah satu iklan layanan masyarakat yang menarik perhatian adalah versi Padi Reborn “Ingat Pesan Ibu” yang dikemas dengan lirik lagu berisikan pesan sebagai poin penting dalam iklan mengenai anjuran untuk bersama mencegah Covid-19 melalui tindakan. Penelitian ini bertujuan mengetahui seberapa besar pengaruh iklan layanan masyarakat versi Padi Reborn “Ingat Pesan Ibu” terhadap sikap mahasiswa dalam protokol kesehatan. Teori yang digunakan adalah teori S-O-R dan teori 7C. Penelitian ini menggunakan metode survei. Jumlah sampel 100 responden yang ditentukan dengan Rumus *Lemeshow*. Berdasarkan perhitungan dengan rumus regresi linear sederhana diperoleh  $Y = 4,569 + 0,601X$  artinya nilai konsisten partisipasi sebesar 4,569 dan koefisien regresi X bernilai arah positif pengaruh variabel X terhadap variabel Y setiap penambahan 1% nilai *trust* sebesar 0,601. Hasil hitung uji t menyatakan variabel X berpengaruh sebesar 47,8% terhadap variabel Y, sedangkan sisanya 52,2% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini. Hipotesis yang diajukan diterima dibuktikan dengan  $t_{hitung} = 9,477 > t_{tabel} = 1,984$ . Komponen dalam iklan yang paling berpengaruh adalah kejelasan dan konteks yang paling besar mempengaruhi komponen kognitif dalam sikap.

**Kata kunci:** iklan layanan masyarakat, Covid-19, sikap, mahasiswa, protokol kesehatan

## **ABSTRACT**

### **THE EFFECT OF PUBLIC SERVICE ADVERTISEMENTS IN COMBATING COVID-19 BY PADI REBRORN'S VERSION OF "REMEMBER MOTHER'S MESSAGE" ON STUDENTS' ATTITUDES IN HEALTH PROTOCOLS**

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*Television public service announcements also aid in the spread of information about issues affecting various countries, including Indonesia, such as information on preventing the Covid-19 virus. One of the public service advertisements that drew attention during the broadcast was the Padi Reborn version of "Remember the Mother's Message," which was packaged with song lyrics containing messages as important points in the advertisement regarding the recommendation to jointly prevent Covid-19 through action. This study aims to determine how much influence the Padi Reborn version of the public service advertisement "Remember the Mother's Message" has on student attitudes in health protocols. The theory used is the S-O-R theory and the 7C theory. This study uses a survey method. The number of samples of 100 respondents determined by the Lemeshow formula. Based on calculations using a simple linear regression formula,  $Y = 4.569 + 0.601X$  means that the consistent value of participation is 4.569 and the regression coefficient  $X$  is positive in the direction of the influence of the  $X$  variable on the  $Y$  variable for every 1% addition, the trust value is 0.601. The results of the  $t$ -test showed that the  $X$  variable had an effect of 47.8% on the  $Y$  variable, while the remaining 52.2% was influenced by other factors not examined in this study. The proposed hypothesis is accepted as evidenced by  $t_{hitung}=9,477 > t_{tabel}=1,984$ . The most influential component in advertising is clarity and context, which has the most influence on the cognitive component in attitudes.*

**Keywords:** *public service advertisement, Covid-19, television, attitude, protocol for health.*