

MEDIA EXPOSURE RELATIONSHIP WITH COVID-19 PREVENTION BEHAVIOR

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ABSTRACT

Purpose: The purpose of this study is to explain how the exposure of the media in the community to COVID-19 prevention behavior

Research Methodology: The research design used is quantitative research with cross sectional approach, which is to analyze the relationship of an effect and variables or characteristics that are found in the community at a certain time with a sampling method in the form of Simple Random Sampling. The population and sample in this study are communities consisting of adults and adolescents in several areas using instruments in the form of a Google Form questionnaire.

Results: The results showed that the p -value = 0.002, then Ho's decision was rejected ($p < 0.05$) meaning there was a relationship between media exposure and Covid-19 preventive behavior. The presence of the media will greatly assist the community in increasing their knowledge about Covid-19 prevention.

Limitations: this study lasted for 3 months

Contribution: the results of this research can be useful for Indonesian people in general

Keywords: media type, frequency of exposure, Covid-19, prevention behavior

1. INTRODUCTION

The world is currently experiencing a pandemic of a disease known as Coronavirus Disease (COVID-19). This disease is caused by the Systemic Acute Respiratory Syndrome (SARS) Coronavirus-2 (SARS-COV2) virus (Setiawan, 2020). The new corona virus or COVID-19 which has been declared a pandemic by the World Health Organization (WHO). WHO itself has confirmed that China was the first to report the presence of the virus in early January after a case emerged in Wuhan, Hubei Province. Of the 128,343 cases, 80,932 occurred in China (Zahrotunnimah, 2020).

The corona virus arises due to a lack of hygiene and unhealthy food. This virus spreads through various means through the air, used goods are touched by people who have been positive for Covid-19, the corona virus can also be transmitted through human mucus (droplets) who are positive for Covid-19 which jumps to other humans who are negative for Covid-19 (Mitra, 2020). This mucus can be splashed when a person who is positive for Covid-19 sneezes, coughs, or talks and is then exposed to another negative person (WHO, 2020).

According to research conducted by Phelan AL, Katz R, and Gostin LO. In 2020, entitled "The Novel Corona virus Originating in Wuhan, China: Challenges for Global Health Governance.", On December 31, 2019, China reported to the World Health Organization (WHO) pneumonia case in Wuhan, Hubei Province, China, which was caused by the new corona virus, which is currently called 2019-nCoV. The cases have now spread to at least 4 continents. As of January 28, there were more than 4,500 confirmed cases (98% in China) and more than 100 deaths (Zein, 2020).

Covid-19 or known by the public as the corona virus is a virus that attacks the respiratory system. The corona virus can cause disturbances in the respiratory system, acute pneumonia, to death. This is a new type of virus that is transmitted to humans (Mitra, 2020). This virus can attack anyone, including babies, children, adults, the elderly, pregnant women and nursing mothers. Corona virus is a collection of viruses that can infect the human respiratory system. Initially, this virus was only a mild respiratory infection, such as the flu. However, this virus can also cause severe respiratory infections, such as lung infections (pneumonia) (WHO, 2020). The initial symptoms of this virus can be flu symptoms, such as fever, runny nose, dry cough, sore throat, and headache. After that these symptoms can become heavy for humans or the patient may experience high fever, cough with phlegm and even bleeding, shortness of breath, and chest pain (Zein, 2020).

There are so many impacts caused by the emergence of this corona disease. Not only in Indonesia but all over the world are feeling the impact. The corona virus pandemic that caused Covid-19 is increasingly giving a harsh blow to the global economy. The impact caused and to prevent the spread of this virus the government closed all outdoor activities. In addition, those who want to travel must use personal protective equipment such as masks. The government has also imposed social distancing measures to reduce the impact of the policies that have been enacted, the government has also prepared a number of incentives to maintain people's purchasing power (WHO, 2020).

Along with advances in the development of information technology, globalization has become increasingly rapid. Education is provided in a more systematic manner, namely starting with communication activities, continuing with information, and finally education. Health promotion includes communication, information and education activities. This is done to empower the community which requires efforts to open communication channels, which are then filled with

delivery and strengthened by education (Rahayu, 2020). Measurement of knowledge is carried out by means of interviews or questionnaires that ask about the content of the material to be measured, where the depth of the material can be measured by adjusting the level of knowledge. The indicator in health knowledge is "high knowledge". If public knowledge about Covid-19 is good, it will support to have good actions for Covid-19 prevention behavior (Gunawan, 2016).

2. RESEARCH METHODOLOGY

This research uses quantitative research, the location of this research is in several areas starting on April 15, 2020. The research instrument uses a Google Form questionnaire. The data collection technique is done by giving a set of questions to be answered by the respondent. The population and samples in research in several areas where students live are the entire community. Sampling was simple random sampling, with a total of 1170 people. Data analysis using fishers exact test.

3. RESULTS AND DISCUSSIONS

Table 1. Frequency distribution of media exposure

Media Exposure	Frequency (person)	Percentage (%)
Yes	1163	99,4
No	7	0,6
Total	1170	100%

Based on table 1, it is known that out of 1170 respondents answered yes or had received information about Covid-19 as many as 1163 respondents (99.4%). Meanwhile, those who answered not as many as 7 respondents (0.6%). Acquiring information through the media will have an impact on a person's behavior and attitudes, one of which is disease prevention behavior. The impact that will be felt depends on the correctness of the information obtained from the media. Media that has correct information content will have a positive impact and negative information content will also have a negative impact on one's behavior. Mass media plays a role in communication. Communication has several functions, such as: conveying information, entertaining, and influencing. A person's behavior published by the media can often encourage others to take action to imitate someone's behavior (Yuliana, 2020).

The frequency distribution of the types of media is as follows:

Table 2: Media Type Frequency Distribution

Media Type	Frequency (person)	Percentage (%)
Family	20	1,7
Newspaper/Magazine	9	0,8
Social Media	959	82,0
Health Workers	40	3,4

Table 4. The relationship between media exposure and covid-19 prevention behavior

Media exposure	Prevention Behavior				total		p-value
	positif		negative		N	%	
	N	%	N	%			
Yes	1057	90.34	106	9,06	1163	99,40	0,002
No	3	0,26	4	0,34	7	0,6	

The statistical test used is the fisher exact test because in the analysis of these variables the expected frequency values are less than 5 and more than 20%. Based on table 4, it shows that the analysis results show p-value = 0.002. From this p value,

Media Type	Frequency (person)	Percentage (%)
Televition/radio	138	11,8
Friends/Neighbors	4	0,3
Total	1170	100%

Based on table 2, it is known that the most types of media related to information about Covid-19 are most often obtained through social media as many as 959 respondents (82.0%).

Mass media is a tool used in delivering messages from the source to the audience (recipients) using mechanical communication tools. The purpose of using media aims to achieve the following: 1) Cognitive which can affect one's knowledge; 2) Affective, which can change emotions and feelings so that they can shape people's attitudes; and, 3) Behavior, namely real action Susilo, 2020). Based on table, it is found that social media is the most common type of media as a source of information for respondents. Social media is a collection of online communication channels dedicated to input, interaction, content sharing and community-based collaboration (Notoatmodjo, 2007). The amount of information about health through social media is currently due to the availability of various sources of information so that social media users can get various information as they wish (Aulia, Syamsul, Lisda, 2019).

The frequency distribution of the amount of media exposure is as follows:

Table 3. Frequency distribution of total media exposure

Total media exposure	frekuensi (person)	percentase (%)
≥ 1 time	1148	98,1
Never	22	1,9
Total	1170	100%

Based on table 3 regarding how many times they hear or see information about Covid-19 in a day, it is known that out of 1170 respondents answered more than 1 time, 1148 respondents (98.1%). Meanwhile, 22 respondents (1.9%) answered never.

A human being in obtaining the truth of knowledge has used his way of thinking and this is in accordance with the theory which states that knowledge is the result of "knowing", and this happens after people sense a certain object (Rahayu, 2020). Sensing occurs through the five human senses, namely: sight, hearing, smell, taste, and touch. Most of human knowledge is obtained through the eyes and ears. Knowledge or cognitive is a very important domain for the formation of one's actions (ovent behavior). From experience and research, it turns out that behavior based on knowledge will be more lasting than behavior that is not based on knowledge (Notoatmodjo, 2007).

it was found that Ho's decision was rejected (p <0.05), meaning that there was a relationship between media exposure and Covid-19 prevention behavior.

Based on table 4, it is known that the majority of respondents who were exposed to the media had positive behaviors towards Covid-19 prevention, namely as many as 1057 respondents (90.3%). Based on Lawrence Green's theory in Natoatmodjo (2003) media exposure is a factor related to a person's behavior. Media exposure is also a factor associated with the incidence of a disease. The media itself functions as a

messenger to reach the target. People who are exposed to the media about Covid-19 tend to have good knowledge. Good knowledge will also affect behavior, especially prevention from Covid-19 (Mustaqim, 2016 and Fitriani, 2017).

The bivariate analysis to determine the relationship between media exposure and Covid-19 prevention behavior is as follows:

Table 5. The relationship between media types and COVID-19 prevention behavior

Media types	Prevention Behaviour				total		p-value
	Positif		negative		N	%	
	n	%	n	%			n
Family	17	1,45	3	0,26	20	1,71	0,170
Newspaper/Magazine	8	0,68	1	0,08	9	0,77	
Social Media	862	73,67	97	8,29	959	81,96	
Health Workers	39	3,33	1	0,08	40	3,41	
Televition/radio	131	11,20	7	0,6	138	11,79	
Friends/Neighbors	3	0,26	1	0,08	4	0,34	

The statistical test used is the fisher exact test because in the analysis of these variables the expected frequency values are less than 5 and more than 20%. Based on table 5. shows that the results of the analysis show p-value = 0.170. From the p value, it was found that Ho's decision was accepted ($p > 0.05$), meaning that there was no relationship between media types and Covid-19 prevention behavior.

media, the results of the study show that all types of media can provide information to respondents. Various sources of information or types of information media make dissemination of information good. Different types of media are not related to disease prevention behavior because the type of media is a medium for disseminating information. The information provided by all types of media is the same, which aims to convey information about Covid-19 (Rahardja, 2016).

The results of the study show that 73.67% of respondents who use social media have positive behavior when compared to those who have negative behavior. Likewise with other

The relationship between the amount of media exposure and Covid-19 prevention behavior is as follows:

Table 6. The relationship between the amount of media exposure and COVID-19 prevention behavior

The amount of media exposure	Prevention behavior				Total		p-value
	Positif		negative		N	%	
	N	%	n	%			N
≥ 1 time	1		1		1		0,454
	0		0	9,14	1	98,1	
	4	88,97	7		4	2	
	1				8		
Never	1		3	0,26	2	1,88	
	9	1,62			2		

The statistical test used is the fisher exact test because in the analysis of these variables the value of the frequency of nutrients is less than 5 and more than 20%. Based on table 6., it shows that the results of the analysis show p-value = 0.454. From the p value, it was found that Ho's decision was accepted ($p > 0.05$), meaning that there was no relationship between the amount of media exposure and the Covid-19 prevention behavior.

Based on table 6, the majority of respondents who were exposed to media ≥ 1 time had positive behavior, namely 88.97% when compared to those who were never exposed to the media, namely 1.62%. The amount of media exposure plays a role in a person so that it can influence their behavior. This can be caused by normative belief which refers to a person's belief in the opinion that people think is important. The amount of exposure to the media is related to knowledge in which good knowledge will result in good behavior. Therefore, people who have never been exposed to media and exposed to media ≥ 1 if they have good knowledge will have good behavior (Rochmawati, 2019).

4. CONCLUSION

Research activities carried out on communities in various regions are in accordance with the results found in the results of an online survey using Google Form. The assessment of health interventions carried out in the community is by conducting a survey regarding the relationship between media exposure by the community to Covid-19 prevention behavior, evaluation of the type of media used and the number of frequency of exposure. This survey activity is carried out as information which will later be useful for related agencies and community itself in overcoming existing health problems. Some of our suggestions are addressed to various parties related to this research. It is hoped that the results of this study can become a trigger or input for further research on the relationship of media exposure to COVID-19 prevention behavior. For the next research it is suggested to be able to expand the research area, increase the number of respondents and increase the research time so that the research results can be more meaningful in the development of science. In addition, it is also hoped that the results of this research can become input for recommendations to policy holders, especially the technology and information sector to continue to develop the quality of content on communication media to

make it even better. This is because media exposure is very important to educate the public, especially about Covid-19 prevention behavior.

LIMITATION AND STUDY FORWARD

The limitation in this study is that it cannot dig deeper about the variables studied because it does not directly meet the respondent. In the future, qualitative research needs to be done to dig deeper into preventive behaviors to avoid the corona virus

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