

# The Influence of Prevention Message Form on Post Covid-19 Self-Protection Motivation

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## ABSTRACT

The COVID-19 based on presidential regulations regarding the status of the Corona Virus Disease 2019 (COVID-19) pandemic, in which the president stated that the status of COVID-19 had ended and the factual status of Corona Virus Disease 2019 (COVID-19) had turned into an endemic disease in Indonesia. For this reason, all sectors of people's lives are returning to adjust their operations, including the education sector, one of which is that universities have started to carry out face-to-face education. the Jakarta Institute of Communication and Business has implemented face-to-face learning, students from outside Jakarta have started coming to Jakarta to start lectures. for this reason, socialization is still needed regarding team health protocol procedures with various forms of messages. Appropriate message forms can increase motivation for self-protection during lectures. For this reason, this study wanted to know the types of messages and the effectiveness of the messages conveyed, so the researchers used quasi-experimental or quasi-experimental research methods using 3 types of messages, namely threatening messages, persuasion messages and related threatening messages. with a persuasive message. The first sample was taken using a purposive sampling method, namely sampling based on consideration of characteristics that are in accordance with the research objectives. Of the three experimental groups, the type of threat message associated with persuasive messages was more effective in increasing self-protective motivation.

## KEYWORDS

Covid-19, Motivation Protection, Threatening Message, Persuasion Message.

## INTRODUCTION

Based on the Presidential Regulation of the Republic of Indonesia number 48 of 2023 concerning ending the handling of the 2019 pandemic coronavirus disease. The President stipulates that the status of the Corona Virus Disease 2019 (COVID-19) pandemic has been declared over and the factual status of Corona Virus Disease 2019 (COVID-19) has changed become an endemic disease in Indonesia; then the committee on handling COVID-19 was officially disbanded and then the food would be taken over by the Indonesian Ministry of Health.

Based on the above, the Ministry of Health needs to continue to conduct socialization in educating the public regarding the dangers of COVID-19, so that they can get used to the situation and conditions when dealing with COVID-19 cases. cumulative deaths of 161,844 (2.38%) were still above the world average (1.00%), the recovery rate reached 6,639,565 (97.48%) which was above the world recovery average of 996.02%)

and the number of active cases was 9,719 (0.14%) is below the world average (2.98%). This shows that the development of COVID-19 cases nationally, including positive cases and active cases, has decreased in the last 1 month. Positive cases fell by 89% to 71 cases from 665 cases on May 18 2023. In addition, active cases fell by 40% to 9,719 cases from 16,305 cases on May 18 2023.

Based on the data, it shows that in percentage terms the development of active cases and recovery in Indonesia as of the 18th June 2023 shows positive data, with the percentage of active cases below the world's active cases (with a difference of 2.84%) and the percentage of the cure rate above the world (with a difference of 1.46%). However, it is different with Indonesia's world mortality rate which is still below the average (with a difference of 1.38%). For this reason, various efforts are still needed to control active cases and minimize mortality, such as implementing health protocols, namely wearing masks, maintaining distance, washing hands with soap, accelerating vaccination, and strengthening testing, tracing, treatment (3T) in the field.

All sectors of Indonesian society have now started to be active in carrying out activities directly and face to face, especially the education sector, where schools ranging from elementary school to higher education have held face-to-face learning. Likewise, with the LSPR Jakarta Institute of Communication and Business, as the university that first received permission from the Directorate of Higher Education to hold Hybrid Education in 2020, until now it is still continuing to socialize and educate students to always implement the Health protocol. In order to be able to adapt to situations and conditions that allow you to be exposed again by COVID-19.

The LSPR Communication and business Institute is currently continuing to deliver preventive messages as well as messages that are preventive and informative in dealing with situations that allow for exposure to COVID 19. But, so far there are still students who have not shown awareness regarding the importance of implementing health protocols in public places. For this reason, various communication strategies are needed in disseminating information that requires knowledge about the dangers of COVID to the public. So, that the message is conveyed optimally, especially information related to the practice of implementing health protocols in the community. On the other hand, it is not only about implementing strict health protocols, but the Indonesian people must also care about one another by looking after each other and reminding each other about information related to COVID-19. Communication functions as a distributor of all one's ideas, so communication is a very important aspect. In addition, messages are an important component of communication. Therefore, the message needs to be conveyed using the right media, using simple and easy to understand language, and using words that are consistent with the intended recipient of the message and easy to digest. Ideas, emotions or thoughts are sent as messages, which can be decoded by the receiver or encoded by the sender. According to Devito (in Suryanto, 2018) messages are generally in the form of signals, symbols, signs, or a combination of all and have a function as a stimulus to which the recipient will respond.

As long as COVID-19 is developing in Indonesia, the government has also carried out various strategies in conveying messages to prevent transmission of COVID-19. Steps to prevent COVID-19 disease have been socialized by the National Disaster Management Agency (BNPB) to guide and motivate people to take appropriate self-protection measures. This step is informed through messages sent via SMS Blast such as "Dear customer, to avoid the spread of COVID19: stay away from crowds and keep your distance from other people wherever you are, which must be more than 1 meter"; "Don't give the corona chance to enter the house. Remind family members who leave the house: always keep their distance, wear a mask, and wash your hands with soap." This message that has been conveyed by the government is the right step in carrying out self-protection and is expected to be a way to invite the public, especially students, to participate in carrying out preventive behavior so that the spread rate does not spread further (Patrick, 2020).

Individual decisions in carrying out forms of risk prevention behavior are formed based on individual motivation in protecting oneself from threats such as epidemics and pandemics Rogers, R. W (Marikyan, D. & Papagiannidis, 2023). Protection motivation is based on threat appraisal and coping appraisal. Threat appraisal is part of the cognitive process to estimate the level of threat, vulnerability to threats, and the perceived benefit of the recommended risk prevention behavior. Meanwhile, on the other hand, coping appraisal includes self-efficacy, namely the individual's perception of his ability to carry out preventive behavior; response efficacy is the perceived effectiveness in individuals carrying out the recommended preventive actions; and response costs, namely costs such as time, effort and funds required to carry out the recommended behavior.

The method of using prevention messages to motivate people to take self-protection measures has been carried out by previous research by linking messages in the form of threats and messages of persuasion, research shows that threatening messages do not directly influence individuals to protect themselves. However, this threat message can only affect protection motivation if it is associated with a persuasive message (Bavel et al., 2018; Carey & Sarma, 2016). The results of other studies indicate that receiving threatening messages is less effective in changing behavior to protect oneself (Lewis, et al., 2007). Likewise, the results of research put forward by Berto, A. R. (2015) threatening messages are not effective in motivating teenage drivers to reduce speed while driving.

Quasi-experiments on the other hand, divided participants into a control group and a treatment group, and the resulting findings varied. This study found that protection motivation was significantly influenced by receiving threatening messages (Gharlipour et al., 2015). Albarracin, D. et al. (2015) added from their research results that threatening messages are effective in influencing attitudes and there is no evidence that threatening messages backfire which can lead to unwanted results. From the results of several studies, there is a gap in the form of the effect of threatening message intervention on individual protection motivation. Whereas in the theory of protection motivation, threats and persuasive interventions such as recommendations for preventive action can be antecedents of individuals in deciding to protect themselves.

The above is the basis for researchers wanting to conduct experimental research regarding the motivation for protection against post-COVID-19 situations by intervening in the form of 2 types of messages in the form of threatening messages and persuasive messages. This experimental research will be conducted by forming 4 groups consisting of 3 experimental groups and 1 control group. The experimental group consisted of 1 experimental group with threatening messages, 1 experimental group with persuasive messages and 1 experimental group with combined messages, namely threatening messages and persuasive messages. Experiments were carried out with the aim of finding out what types of messages can significantly influence self-protection motivation in the COVID-19 situation and find out how the interaction between prevention messages and self-protection motivations.

## **METHOD**

In this study, researchers used quantitative research methods, with the type of research being quasi-experimental research and using the type of subject design between subject designs. Quasi experiment in this study, the experimental group was used with a control group as a comparison, then pretest and posttest were given (Sugiyono, 2013). While the type of subject design between subject design is a subject design with a different subject design consisting of an experimental group and a control group. This study involved two variables, namely self-protection motivation as the dependent variable and types of prevention messages as independent variables consisting of two types of messages, namely threatening messages and persuasive messages. The purpose of this study was to determine the effect of treatment in the form of a type of message on protection motivation. According to Sugiyono (2013), the population is a group of individuals consisting of objects or subjects with characteristics determined by the researcher.

The population in this study were LSPR first semester students of the Institute of Communication and Business who were registered as students who would attend face-to-face lectures, and a self-protection awareness test would be carried out, with test results showing low self-protection awareness. The criteria for participants involved in this study were (a) Students of the LSPR Communication and Business Institute; (b) Have low awareness of self-protection from COVID-19 disease, which will be known through the results of measuring protection motivation; (c) Participants have the ability to read; (d) Have an internet network and communication devices, at least a mobile phone and (e) Be willing to be a research participant for one week. In this study the researchers did not limit the gender of the participants, participants with male or female gender had the same opportunity to be involved as participants. Researchers in this study also did not limit characteristics, such as religion, race, ethnicity and domicile. The first sample collection was carried out using the purposive sampling method, namely sampling based on consideration of characteristics that are in accordance with the research objectives (Neuman, W., 2017).

Researchers will select participants who meet predetermined criteria such as age, have communication equipment and an internet network, are willing to become participants and have a low level of awareness of self-protection which is known through measurement results. After the researcher collects the sampling frame, namely participants who have characteristics that are in accordance with the criteria, then the researcher then performs a random assignment with a simple random sampling technique to divide the participants into the experimental group and the control group. Random assignment is the process of placing research samples randomly into the experimental group and the control group, while the simple random sampling technique is a random sampling technique without regard to strata in the population (Neuman, W. L., 2017).

Furthermore, the measuring tool used is the PMT Questionnaire which has been developed by researcher Al-Rasheed, M. (2020), the question items consist of 20 questions developed based on each component of protection motivation, namely perceived severity, perceived vulnerability, response efficacy, self-efficacy, response costs, and maladaptive response rewards. PMT Questionnaire measuring tool consists of 8 negative items and 6 positive items.

**Table 1. PMT Questionnaire Scale**

Process	Component
Threat Appraisal	Perceived Severity: Namely the severity and consequences of a threat or harm.
	Perceived Vulnerability: Namely an assessment of the individual's vulnerability to being exposed to a threat or hazard.
	Maladaptive Response Rewards: Namely the perception or reward that is felt from the behavior of maintaining a risky action.
Coping Appraisal	Response Efficacy: Namely the effectiveness that will be felt if the individual takes the recommended preventive action.
	Self-Efficacy: Is the individual's perception of his or her ability to perform the recommended preventive behavior.
	Response Cost: Costs such as, effort time, and funds needed to carry out the recommended preventive behavior.

This questionnaire uses a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). The value of the reliability test results showed that the cronbach alpha value of the PMT measuring instrument was 0.807 with an overall internal consistency value of > 2.00 so that no questions were discarded.

The quasi-experimental research using nonequivalent control experimental design was carried out involving 4 groups consisting of 3 experimental groups and 1

control group. The experimental group consisted of 1 group with threatening message treatment, 1 group with persuasion message treatment and 1 group with threatening message treatment and persuasion messages.

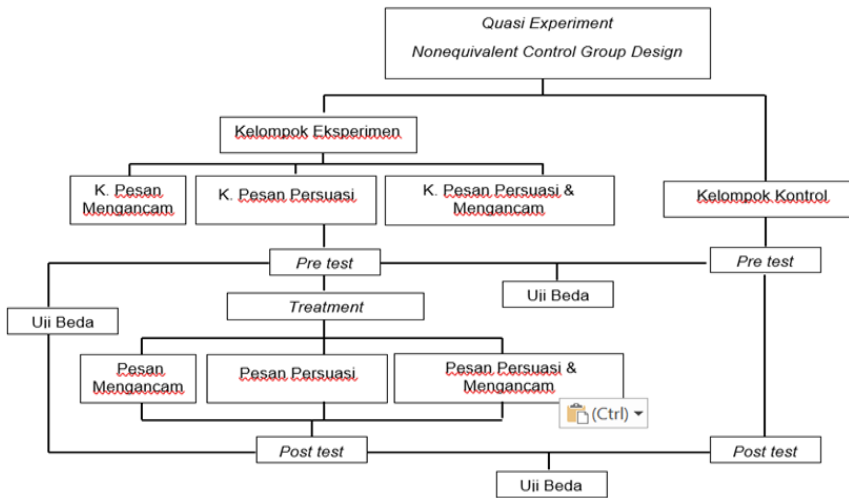
The division of participants into 4 groups was carried out through random assignment from the sampling frame they owned. The sampling frame was obtained through selection from a population that has low protection motivation and meets the criteria of other participants. The level of low protection motivation is known through measuring protection motivation when participants are willing to register themselves on the google form link that has been distributed. Participants with low protection motivation (below the midpoint of the scale, which is 3) will be divided by random assignment into 4 groups. The researcher will provide a pretest regarding protection motivation through the Google form application to find out the initial conditions of each experimental group and control group. Then the researcher will provide treatment in the form of types of messages to the experimental group according to the division of the group, namely threatening messages, persuasive messages, threatening messages and persuasive messages for one week. Whereas the control group in the study was not given a message.

The treatment was given through a Google form which included personal data that had to be completed by the participants on the first page, the second page consisted of the types of messages distributed according to the group and the third page consisted of short questions regarding messages that had been previously conveyed to ensure participants read and understood the messages conveyed. An example of a form of threatening message that will be given to the experimental group with threatening messages such as "going to college without complying with health protocols is the same as taking your family to their final resting place". For persuasive messages that will be given to the experimental group with persuasion messages such as "health protocol is an easy thing to do, let's protect yourself and your family by adhering to health protocols: washing hands, wearing masks, keeping your distance, staying at home". Whereas for the experimental group with threatening messages and persuasive messages that will be given such as "Leaving the house to go to college without complying with health protocols is the same as taking your family to their final resting place. Let's protect ourselves and our families by adhering to health protocols: Washing hands, wearing masks, keeping distance, staying at home."

There are several rules that must be carried out and may not be carried out by participants during the research process. The things that must be done are, (a) Participants are required to read the message and answer short questions related to the message that has been given; (b) Participants must fill out all questions on the google form honestly; (c) Participants are required to fill in the google form link at a

predetermined time range, namely 9.00 – 17.00 WIB. Meanwhile, the things that should not be done are, (a) Participants are not allowed to disseminate the contents of the message that has been given; (b) Participants are not allowed to pass messages and questions that have been given without reading them first.

After the treatment is given, the researcher will give a post test to all participants. Giving a post test was carried out to find out the difference in conditions after the treatment was given to participants.



**Picture 1. Experiment Flow Framework**

**RESULT AND DISCUSSION**

The pre-test and post-test data regarding protection motivation obtained from the research results were divided into 4 research groups, namely 3 experimental groups and 1 control group, each group consisting of 15 participants. The description of the variable protection motivation is measured using a Likert scale of 1 to 5 with a total of 20 items, so it can be seen below the midpoint of the scale of the protection motivation measurement tool, namely 3. If the empirical mean value obtained is below the midpoint of the scale, then the level of motivation protection in this group is low, whereas if the empirical mean value obtained is above the midpoint value of the scale, then the level of protection motivation in that group is high.

**Table 2. Variable Description of Self-protection Motivation Pre-test Data**

Group	Mean	Std Deviation	Minimum	Maximum
K.E. Ancaman	2.7700	0.29181	2.15	3.10
K. E. Persuasi	2.6333	0.35680	2.00	3.10
K. E. Ancaman & Persuasi	2.8800	0.28548	2.00	3.10
Kelompok Kontrol	2.9667	0.07888	2.80	3.10

Based on the descriptive test table of the pre-test data in table 1, it can be seen that all research groups, namely the three experimental groups and one control group, have a low level of protection motivation because the overall value of the empirical mean is below the midpoint value of the scale, namely 3. In all data values the maximum score obtained was 3.10, while the minimum value obtained was 2.00 for the persuasion group

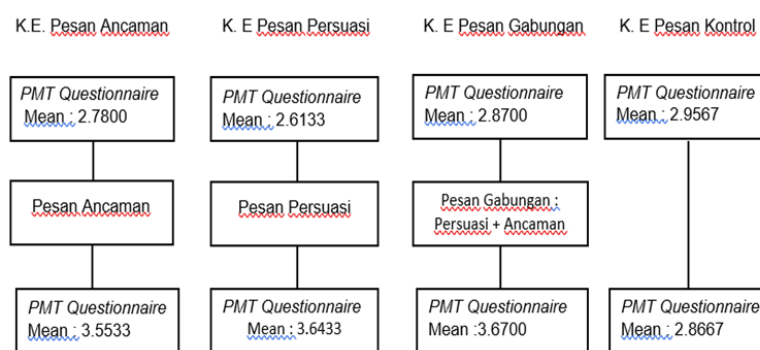
and the combined message group. The highest empirical mean value was in the control group, namely 2.9667 with a minimum value of 2.80 and a maximum of 3.10, while the lowest empirical mean value obtained was in the experimental group with persuasion messages, namely 2.6333 with a minimum value of 2.00 and a maximum of 3.10.

**Table 3. Variable Description of Self-Protection Motivation Post-Test Data**

Kelompok	Mean	Std Deviation	Minimum	Maximum
K. E. Ancaman	3.5533	0.17975	3.35	3.85
K. E. Persuasi	3.6433	0.33105	2.85	4.15
K. E. Ancaman & Persuasi	3.6800	0.21696	3.40	4.10
Kelompok Kontrol	2.8667	0.23654	2.30	3.20

Post test data were obtained by collecting data on the four research groups, namely one control group and three experimental groups which were given treatment in the form of prevention messages. The first group is the experimental group with the treatment of threatening messages, the second experimental group is the treatment of persuasion messages and the third experimental group with combined messages, namely threatening messages associated with persuasion messages. The treatment is given within 1 week via Google form link which contains messages and short questions related to messages such as "What do you understand from the prevention message?". After the entire series of experiments was carried out within 1 week, the researcher then gave a questionnaire as a form of post-test. The following is a research chart and test results.

Based on the results of the descriptive test in table 3, the empirical mean values were obtained for the three experimental groups, namely the group of threatening messages, persuasion messages, and combined messages, which obtained an empirical mean value above the midpoint of the scale, namely 3, which means that the level of protection motivation in the three groups is high. . Whereas in the control group the empirical mean value obtained was 2.8667 which indicated that the control group had a low level of protection motivation. The group with the highest empirical mean is in the combined message group, namely threatening messages associated with persuasion messages with an empirical mean value of 3.6800, a minimum value of 4.10 and a maximum of 3.40.



**Figure 2. Pre-Test & Post-Test**



To test the hypothesis, several main tests are needed, namely the normality test using the one-sample Kolmogorov-Smirnov test, the results of the normality test on the pre-test and post-test data obtained  $p = 0.057 > 0.05$ . From the data it shows that the data obtained is distributed normal, but the data is not homogeneous. For this reason, the pre-test and post-test data differences were carried out by the researchers doing the Wilcoxon test, for the different tests in each experimental group the researchers carried out the Kruskal Wallis test and the different tests for each experimental group with the control group the researchers carried out the Man-Whitney U test, the following are the results of the different data tests .

In the Wilcoxon test results there are negative rank, positive rank and ties values in the test results. The negative rank value indicates the amount of data that has decreased in value from the pre-test value to the post-test value. The positive rank value indicates the amount of data that has increased in value from the pre-test value to the post-test value, and the tie value is the value that indicates whether or not there is the same value between the pre-test and post-test values. Based on the results of these data it can be observed that the highest negative rank value is in the control group, which is equal to 9, while the lowest negative rank value is in the three experimental groups, which is worth 0. For the highest positive rank value, it is in the three experimental groups, which is worth 15, while the positive value is the lowest rank is in the control group, which is only worth 6. For the ties value in the entire group, it shows a value of 0, meaning that there is no equal value between the pre-test and post-test scores. It can be stated that in the post-test results of the three experimental groups there was an increase in the pre-test to post-test values and there was no similar value between the pre-test and post-test data.

Based on the statistical test results, it is known that the significance value in the experimental group with threatening messages, persuasion and combined messages obtained a significance test result of  $p < 0.05$ , while the significance test results in the control group showed a significance value of  $p > 0.05$ . It can be concluded that there are differences in protection motivation between the pre-test and post-test results in the experimental group with threatening messages, persuasion and combined messages. Whereas in the control group there was no difference in protection motivation between the pre-test and post-test. Whereas for the results of the Kruskal Wallis test statistic it is known that the significance value is  $p = 0.000 < 0.05$ , so it can be concluded that there is a significant difference in self-protection motivation between the delivery of prevention messages in the form of threats, persuasion messages, and combined messages, namely threats and persuasion on motivation individual protection. Furthermore, the different results in post-test data for each experimental group and the control group using the Man-Whitney U test, obtained a significant value from the overall comparison of the experimental group with the control group, namely  $p < 0.05$ .

Based on these data there are differences in self-protection motivation between each experimental group and the control group. Then the post-test data different test results for each experimental group using the Kruskal Wallis test obtained a significant

value from the overall comparison of each experimental group of  $p = 0.000$  or  $p < 0.05$ , so based on these data there are differences in protection motivation in the post-test results of each experimental group.

From these data it can be interpreted that persuasive messages associated with threatening messages appear to be more effective in increasing individual self-protection motivation compared to messages in the form of threats or messages that are persuasive only, as shown in table 2, namely the mean value of messages in the form of threats associated with message of persuasion is 3.6433, while the mean message of persuasion is 3.6433 and the mean message of threat is 3.5533.

Based on the results of data processing in this study, it is known that the three experimental groups that were given treatment in the form of threatening messages, persuasive messages, and combined messages experienced changes in the form of an increase in pre-test to post-test scores when compared to the control group. The significant results obtained in the three experimental groups with threatening, persuasive and combined messages showed significant differences in pre-test to post-test values, while in the control group there was no significant difference in pre-test to post-test values.

Thus, it can be concluded that persuasive messages associated with threatening messages are more effective in increasing individual protection motivation compared to messages in the form of threats or just persuasion messages, as shown in table 4.2, namely the mean value of messages in the form of threats associated with persuasion messages is 3.6433, while the mean message of persuasion is 3.6433 and the mean message of threat is 3.5533.

Based on the results of the main data analysis using the Wilcoxon differential test on the value of protection motivation on the pre-test and post-test values, it showed that there was an increase in the pre-test to post-test values in the experimental group, namely the group of messages with threats, persuasion messages and combined messages. However, from the three experimental groups, the types of persuasion messages associated with threatening messages were more influential in motivating individuals to protect themselves than the experimental group which was only given threats and persuasion messages.

In addition, based on the results of the Wilcoxon test, there is also a difference in the pre-test to post-test values with a significance value of  $p < 0.05$  which means that there is a significant difference between the pre-test and post-test values from the research results obtained. Different tests were also carried out in the four research groups and it was found that there were significant differences between the four groups with a significance value of  $p < 0.05$ , and differences were also found in the results of the different tests between each experimental group and the control group with a significance value of  $< 0.05$ . From the three experimental groups, based on the average value of protection motivation, it was found that combined prevention messages, namely threat messages associated with persuasion messages, were more influential in motivating individuals to carry out self-protection.

Based on the findings from the results of this study that threatening messages significantly affect protection motivation, these results contradict the findings of two previous studies, namely the research of Lewis, et al. (2007) and Berto, A. R. (2015) who found that threatening messages were not effective at changing behavior to motivate oneself. Another finding by Bavel et al. (2018); Carey and Sarma, (2016), found results that prevention messages in the form of threatening messages could not directly affect protection motivation but must first be linked to persuasive messages. This is contrary to the results of this study, namely that threatening messages can significantly affect protection motivation without having to be associated with persuasion messages, but this research does not conflict with the results of this study which found results that combined messages that link messages in the form of threatening messages with persuasive messages can significantly affect individual self-protection.

However, based on the results of research conducted by Gharlipour et al. (2015) and Albarracin, D. et al. (2015), found results that threat messages significantly influence individuals to carry out protection motivation. The findings of this study are not contradictory, the results of this study are also in accordance with the theory of protection motivation which says that the level of threat as a factor influencing individuals to protect themselves is influenced by the level of threat or danger and the individual's vulnerability to exposure to these threats.

Of the three messages given as treatment, the message that is most influential in motivating individuals to take self-protective actions is a combined message, namely a message of threat associated with a message of persuasion. Based on the theory of protection motivation, this occurs because of the fear received by information sources which creates unpleasant emotional conditions so that when individuals receive information related to persuasion messages in the form of solicitations and recommendations for preventive action, individuals will tend to take these actions to reduce the emotional condition that they are in. not fun.

Through the results of additional data tests based on gender, age and final education level. It is known that in the additional data test based on sex in the pre-test data there is a difference in protection motivation between the sexes of men and women, but in the post-test data there is no difference in protection motivation between the sexes.

## **CONCLUSION**

Based on the results of data processing in this study it is known that the three experimental groups that were given treatment in the form of threatening messages, persuasive messages, and combined messages experienced changes in the form of increasing pre-test to post-test scores when compared to the control group. The significant results obtained in the three experimental groups with threatening, persuasive and combined messages showed significant differences in pre-test to post-test values, while in the control group there was no significant difference in pre-test to post-test values.

Thus it can be concluded that persuasive messages associated with threat messages are more effective in increasing individual protection motivation compared to messages in the form of threats or just persuasion messages, with the mean value of messages in the form of threats associated with persuasion messages of 3.6433, while the mean of persuasion messages is 3.6433 and the mean threat message is 3.5533.

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