

ABSTRAK

Akhir tahun 2020, vaksin Covid-19 mulai didistribusikan ke berbagai negara. Perkembangan informasi yang cepat mengakibatkan banyak tersebar informasi yang salah terkait vaksin Covid-19 sehingga WHO berusaha untuk meluruskan hoaks yang tersebar. Hoaks dapat mempengaruhi sikap individu seperti pada bulan April 2021, vaksinasi di Aceh hanya mencapai 11,98 persen untuk tahap satu dan 8,54 persen untuk tahap kedua. Hal ini didukung oleh penyebaran hoaks melalui WhatsApp. Fenomena ini melatarbelakangi penelitian yang bertujuan untuk mengetahui bagaimana 2 komponen sikap masyarakat yakni kognitif dan afektif mengenai hoaks vaksinasi Covid-19 di WhatsApp. Penelitian dilakukan dengan menggunakan metode deskriptif kualitatif dengan teori *Attitude and Behaviour* oleh Harry C. Triandis. Teknik pengumpulan data penelitian ini melalui studi pustaka dan wawancara dengan 12 responden yakni 2 responden tenaga kesehatan dan 10 masyarakat umum Kota Langsa. Cara pengambilan sampel menggunakan *purposeful sampling*. Wawancara dari penelitian ini dilakukan melalui telepon dan digabungkan dengan data dokumenter. Berdasarkan hasil penelitian, sikap kognitif masyarakat dibagi menjadi 4 faktor yakni faktor kepercayaan, pengetahuan, pengalaman, dan persepsi. Sikap afektif masyarakat dibagi menjadi 4 yakni perasaan takut, ragu, kecewa, dan marah.

KATA KUNCI: hoaks, sikap, kognitif, afektif

ABSTRACT

At the end of 2020, the Covid-19 vaccine began to be distributed to various countries. The rapid development of information has resulted in a lot of misinformation being spread regarding the Covid-19 vaccine, so WHO is trying to straighten out the hoaxes that are spread. Hoaxes can affect individual attitudes, such as in April 2021, vaccination in Aceh only reached 11.98 percent for stage one and 8.54 percent for stage two. This is supported by the spread of hoaxes through WhatsApp. This phenomenon is the background of research that aims to find out how the 2 components of public attitudes, namely cognitive and affective, regarding the Covid-19 vaccination hoax on WhatsApp. The research was conducted using a qualitative descriptive method with the Attitude and Behavior theory by Harry C. Triandis. The technique of collecting data in this research was through library research and interviews with 12 respondents, namely 2 health workers and 10 general public in Langsa City. The sampling method is using purposeful sampling. Interviews for this study were conducted by telephone and combined with documentary data. Based on the results of the study, people's cognitive attitudes are divided into 4 factors, namely belief, knowledge, experience, and perception factors. The affective attitude of the community is divided into 4 namely feelings of fear, doubt, disappointment, and anger.

KEYWORDS: *hoax, attitude, cognitive, affective*