

Analisis perilaku penolakan vaksinasi pada komunitas anti vaksin di media sosial facebook di Indonesia tahun 2016 = Vaccination refusal behavior analysis on anti vaccines communities on social media facebook in Indonesia 2016 / Dwi Meilani

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Abstrak

ABSTRAK

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Judul Tesis : Analisis Perilaku Penolakan Vaksinasi Pada Komunitas Anti Vaksin di Media Sosial Facebook di Indonesia Tahun 2016
xvi 132 halaman, 6 tabel, 10 gambar, 4 lampiran
Menurunnya cakupan vaksinasi di Indonesia diantaranya disebabkan oleh adanya kelompok yang menolak vaksinasi Kemkes, 2014 . Belum banyak penelitian tentang penolakan vaksin pada komunitas media sosial, karenanya penelitian ini dilakukan pada dua komunitas anti vaksin di facebook group. Dengan tujuan mengetahui faktor determinan perilaku penolakan vaksin untuk dapat dijadikan dasar merumuskan strategi program yang efektif. Penelitian menggunakan metode kualitatif dan teori Health Belief Model. Hasil penelitian menemukan determinan sosio demography yang membentuk persepsi informan terhadap vaksin dan risiko penyakit serta faktor penghambat dan faktor pencetus yang mendorong perilaku penolakan vaksin. Peneliti menyarankan kepada Kementerian Kesehatan untuk meningkatkan kampanye vaksinasi melalui media termasuk media sosial, melakukan riset berkelanjutan untuk pengembangan vaksin, bagitenaga kesehatan untuk meningkatkan pengetahuan dan keterampilan terkait vaksin dan teknik komunikasi efektif.
Kata Kunci : Perilaku, Penolakan Vaksin, Health Belief Model, Anti Vaksin, Media Sosial

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ABSTRACT

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Study Program Public Health Science
Title Vaccination Refusal Behavior Analysis On Anti Vaccines Communities on Social Media Facebook In Indonesia 2016
xvi 132 pages, 6 tables, 10 pictures, 4 attachments
One of the causes of declining vaccination coverage in Indonesia is the group that refused immunization MoH, 2014 . Not many studies on vaccine refusal on social media community that has been done, so this study was conducted on two anti vaccine communities on facebook group. With the aim of knowing the determinant factor rejection behavior of vaccines, that can be used as a basis to formulate an effective program strategies. Research using qualitative methods and theoretical Health Belief Model. The results of the study found, the determinants of socio demography that shape perceptions of informants to the vaccine and the risk of disease and inhibiting factors and precipitating factors that drive behavior vaccine refusal. Researchers suggested to the Ministry of Health to increase the vaccination campaign through the media, including social media, conduct ongoing research on vaccine development, for health personnel to improve their knowledge and skills related to vaccines and effective communication techniques.
Keywords Behavior, Vaccine Refusal, Health Belief Model, Anti vaccine. Social Media