

Efektivitas kampanye gerakan “suka & rela donor darah” menggunakan media sosial instagram unit transfusi darah pusat Palang Merah Indonesia @utdpusatpmi = Effectiveness campaign of the “suka & rela donor darah” movement using instagram social media the Indonesia Red Cross central blood transfusion unit @utdpusatpmi

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Abstrak

Darah sangatlah penting demi menunjang keberlangsungan hidup manusia. Di Indonesia masih terdapat kekurangan stok persediaan darah dari jumlah ideal sebanyak 972.522 kantong darah atau sebesar 18,8% belum terpenuhi. Ditambah dengan adanya kondisi pandemik Covid-19 seperti saat ini semakin membuat stok darah di sejumlah daerah berada di ambang batas kekhawatiran. Salah satu faktor permasalahan tersebut dikarenakan rendahnya kesadaran masyarakat dalam menjadi sukarelawan donor darah. Penelitian ini bertujuan untuk meningkatkan minat masyarakat menjadi sukarelawan donor darah dengan cara mensosialisasikan kampanye gerakan “Suka & Rela Donor Darah” yang peneliti kembangkan menggunakan bantuan media sosial instagram Unit Transfusi Darah Pusat Palang Merah Indonesia @utdpusatpmi. Jenis penelitian yang digunakan adalah penelitian kuantitatif dan dilakukan survei online untuk mengukur minat masyarakat. Hasil penelitian menunjukkan bahwa konten yang diunggah di instagram @utdpusatpmi berdasarkan indikator tingkat kognitif rata-rata skor yakni 4,31, diikuti indikator tingkat afektif 3,67, dan indikator tingkat berperilaku 3,43. Dari hasil penelitian ini dapat menciptakan respon kognitif positif, yakni responden mengetahui atas informasi kesehatan dan terjadi peningkatan pengetahuan mengenai donor darah. Namun demikian kampanye ini belum mencapai indikator afektif dan berperilaku sehingga belum terjadinya perubahan perilaku pada masyarakat.

.....Blood is very important to support human life. In Indonesia, there is still a shortage of blood supplies, from the ideal number of 972,522 blood bags or 18.8% that has not been fulfilled. Coupled with the current Covid-19 pandemic conditions, the blood stock in a number of areas is on the threshold of concern. One of the factors of this problem is the low level of public awareness in volunteering for blood donations. This study aims to increase public interest in volunteering for blood donations by socializing the campaign for the “Like & Willing Blood Donation” movement which the researchers developed using social media assistance from the Indonesian Red Cross Central Blood Transfusion Unit @utdpusatpmi. This type of research is quantitative research and online surveys are conducted to measure people's interest. The results showed that the content uploaded on Instagram @utdpusatpmi was based on the average cognitive level indicator score of 4.31, followed by the affective level indicator at 3.67, and the behavioral level indicator at 3.43. From the results of this study, it can create a positive cognitive response, in which the respondents are aware of health information and there is an increase in knowledge about blood donors. However, this campaign has not reached the indicators of affective and behavioral, so there has not been a change in behavior in society.