

# Persepsi dan motivasi masyarakat dewasa muda dalam mempraktikkan perilaku physical distancing saat beraktivitas di Kecamatan Cengkareng tahun 2021: studi kualitatif = Young adults' perception and motivation on practicing physical distancing in their activities at Cengkareng District year 2021: qualitative study

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## Abstrak

Skripsi ini membahas persepsi dan motivasi masyarakat dewasa muda serta perilaku physical distancing mereka saat beraktivitas. Penelitian ini bertujuan untuk mengetahui bagaimana persepsi kerentanan dan keparahan mereka terhadap COVID-19, bagaimana motivasi personal dan motivasi sosial mereka dalam melakukan physical distancing, serta bagaimana praktik perilaku physical distancing yang dilakukan mereka. Penelitian ini adalah penelitian kualitatif, menggunakan metode Rapid Assessment Procedure (RAP) dengan melakukan wawancara mendalam dan penelusuran melalui media sosial terhadap 9 informan yang merupakan masyarakat dewasa muda, serta wawancara mendalam terhadap orang terdekat seperti keluarga, sahabat, atau kekasih dari informan. Hasil penelitian mendapatkan masyarakat dewasa muda belum mempraktikkan perilaku physical distancing dengan baik terhadap orang terdekat karena mereka memiliki persepsi kerentanan terhadap COVID-19 yang lemah serta motivasi personal dan sosial yang rendah dalam melakukan physical distancing dengan orang terdekat. Namun, mereka melakukan physical distancing terhadap orang asing karena mereka memiliki persepsi keparahan terhadap COVID-19 yang kuat serta motivasi personal dan sosial yang tinggi dalam melakukan physical distancing dengan orang yang tidak dikenal. Oleh sebab itu, perlu dilakukan edukasi dan intervensi untuk meningkatkan perilaku physical distancing.

.....This thesis discusses young adults' perception, motivation and their physical distancing behavior in their activities. This study aims to find out how are their perception of vulnerability and severity to COVID-19, what are their personal motivation and social motivation in doing physical distancing, and how they practice physical distancing behavior. This research is a qualitative research with Rapid Assessment Procedure (RAP) method, using in-depth interviews and tracing through social media of 9 informants who are young adults, as well as in-depth interviews with the closest people to informants such as family, friends, or lover. The results of the study found that young adults have not practiced physical distancing behavior well with those closest to them because they have a weak perception of vulnerability to COVID-19 and low personal and social motivation in doing physical distancing with those closest to them. Even though, they do physical distancing to foreigners because they have a strong perception of the severity of COVID-19 and high personal and social motivation in doing physical distancing with strangers. Therefore, education and intervention are needed to increasing physical distancing behavior.