

# Opinion Leaders Melawan Disinformasi COVID-19: Studi Netnografi Ahli Kesehatan Di Masa PPKM Darurat I = Opinion Leaders Combating COVID-19 Disinformation: A Study of Health Experts during Social Restriction Period (PPKM Darurat) I

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## Abstrak

Penelitian ini bertujuan untuk mengetahui apa yang dianggap Opinion Leaders Ahli Kesehatan sebagai disinformasi dan apa yang dilakukan untuk melawan Disinformasi online COVID-19 di masa PPKM Darurat I. Konsep Opinion Leaders di media sosial dan konsep Melawan Disinformasi pada masa pandemi menjadi pisau analisis penelitian ini. Untuk mengamati komunikasi dan budaya online di media sosial, penelitian ini menggunakan metode Netnografi dan menjaring enam Opinion Leaders sebagai subyek penelitian melalui unggahan mereka di media sosial Twitter. Perlawanan terhadap disinformasi dilakukan Ahli Kesehatan dalam 6 tema besar, yakni: percaya COVID-19 bukan flu biasa, dokter tidak mengambil untung dari COVID-19, Jalankan Protokol Efektif, Gunakan obat rekomendasi medis, bijak memilih pengobatan dan segera vaksin. Narasi konsultasi dokter-pasien memperkuat posisi mereka dalam menyampaikan rekomendasi, termasuk mampu melengkapinya dengan data di lapangan, jurnal dan referensi ilmiah terkini. Sebagai ahli kesehatan mereka juga mampu mengawal dan mengkritisi kebijakan pemerintah agar sesuai dengan rekomendasi sains. Meski begitu metode pengobatan COVID-19 yang cepat berubah, menjebak mereka dalam debat terbuka sesama ahli kesehatan yang justru memperbesar infodemi dan berpotensi disinformasi baru. Teknologi digital memungkinkan informasi datang dari berbagai arah, merubah konsep komunikasi Opinion Leaders Ahli Kesehatan yang awalnya mengacu pada teori two way step menjadi multi steps.

.....This study aims to find out what Opinion Leaders consider as online disinformation and what they have been done to fight COVID-19 disinformation during the enforcement of Social Restrictions (PPKM Darurat) I. The concept of Opinion Leaders in social media and Combating Disinformation during a pandemic is the key analytical method of this research. To observe online communication and culture on social media, this research uses the Netnographic method to capture six Opinion Leaders as the subjects through their postings on Twitter. There are 6 major postings themes: COVID-19 exists, doctors do not gain profit from COVID-19, Effective Protocols Implementation, Medically recommended drugs usage, choosing of treatment wisely and get vaccinated immediately. The narrative angle of doctor-patient consultation has strengthen their position in relaying recommendation, including providing the latest supplementary field data, scientific journals, and academic reference. Their presence has also been able to observe and criticize government policies that are not suitable with scientific recommendations. Even so, the fast changing COVID-19 treatment methods has trapped them into a debate against each other which then amplified the infodemic and has the potential to generate new disinformation. Through digital technology, information could come from various directions, changing the communication concept of Opinion Leaders which initially referred to the two way step to multi steps theory.