

Komik Sehat Kementerian Kesehatan RI sebagai Strategi Penyampaian Informasi Pencegahan COVID-19 = Komik Sehat Indonesian Ministry of Health as a Strategy for Delivering Information on COVID-19 Prevention

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Abstrak

Kemunculan Covid-19 telah menimbulkan keresahan dunia terhadap kesehatan masyarakatnya, tidak terkecuali Indonesia. Di Indonesia, Kemenkes RI telah menjadi garda terdepan untuk pencegahan Covid-19. Strategi yang digunakan untuk pencegahan tersebut meliputi penerapan protokol kesehatan dan pola hidup sehat. Adapun, sosialisasi pencegahan Covid-19 tersebut, salah satunya dilakukan melalui media sosial dengan penyajian komik yang menampilkan tuturan-tuturan tokoh komik dan visualisasi komik. Penelitian ini dilakukan untuk mencapai tujuan dalam menjelaskan strategi penyampaian pesan atau informasi penting melalui tuturan di dalam komik serta penyampaian makna visual komik dan relevansinya dalam proses penyampaian pesan anjuran pencegahan Covid-19 melalui penerapan protokol kesehatan dan pola hidup sehat. Metode penelitian yang digunakan dalam penelitian ini adalah pendekatan campuran. Penelitian ini dilakukan menggunakan data dan sumber data berupa komik yang diunggah Kemenkes RI dalam akun Instagramnya yang berjudul Komik Sehat berjumlah 38 komik strip. Hasil penelitian menunjukkan bahwa strategi penyampaian pesan anjuran penerapan protokol kesehatan dan pola hidup sehat melalui tuturan di dalam Komik Sehat kurang efektif dilakukan oleh Kemenkes RI. Hal itu didasarkan dari 212 tindak tutur ilokusi yang ditemukan hanya 40.57% yang menyampaikan pesan anjuran penerapan protokol kesehatan dan hanya 6.6% yang menyampaikan pesan anjuran penerapan pola hidup sehat. Namun, apabila dilihat melalui relevansi tuturan dan makna visual komik, strategi penyampaian pesan pencegahan Covid-19 telah berhasil dilakukan oleh Kemenkes RI. Hal itu berdasarkan tuturan-tuturan komik yang memiliki relevansi yang kuat dengan makna visualnya. Selain itu, simbol-simbol visual komik telah merepresentasikan pencegahan Covid-19 melalui penerapan protokol kesehatan dan penerapan pola hidup sehat.

.....The emergence of Covid-19 has caused global unrest regarding the health of its people, Indonesia is no exception. In Indonesia, the Indonesian Ministry of Health has been at the forefront of preventing Covid-19. The strategies used for prevention include the application of health protocols and a healthy lifestyle. Meanwhile, the socialization of the prevention of Covid-19, one of which was carried out through social media by presenting comics featuring utterances of comic characters and visualizing comics. This research was carried out to achieve the goal of explaining the strategy for delivering important messages or information through speech in comics as well as conveying the visual meaning of comics and their relevance in the process of delivering messages on Covid-19 prevention recommendations through the application of health protocols and healthy lifestyles. The research method used in this study is a mixed approach. The data used in this study are 38 Comics strips uploaded by the Indonesian Ministry of Health in their Instagram account entitled Komik Sehat. The results of the study showed that the strategy of delivering messages that recommended the application of health protocols and healthy lifestyles through the speech in Healthy Comics was not effectively carried out by the Ministry of Health of the Republic of Indonesia. This is based on the finding 212 illocutionary speech acts, which is only 40.57 percent conveyed messages suggesting the

application of health protocols and only 6.6% conveyed messages recommending the application of a healthy lifestyle. However, when viewed through the relevance of speech and the visual meaning of comics, the Ministry of Health of the Republic of Indonesia has successfully carried out the strategy for delivering messages to prevent Covid-19. This is based on comic utterances that have a strong relevance to their visual meaning. In addition, comic visual symbols have represented the prevention of Covid-19 through the application of health protocols and the application of a healthy lifestyle.