

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 penellitiantentang penolakan vaksin pada komunitas media sosial, karenanya penelitian inidilakukan pada dua komunitas anti vaksin di facebook group. Dengan tujuanmengetahui faktor determinan perilaku penolakan vaksin untuk dapat dijadiKandasar merumuskan strategi program yang efektif. Penelitian menggunakanmetode kualitatif dan teori Health Belief Model. Hasil penelitian menemukandeterminan sosio demography yang membentuk persepsi informan terhadapvaksin dan risiko penyakit serta faktor penghambat dan faktor pencetus yangmendorong perilaku penolakan vaksin. Peneliti menyarankan kepada KementerianKesehatan untuk meningkatkan kampanye vaksinasi melalui media termasukmedia sosial, melakukan riset berkelanjutan untuk pengembangan vaksin, bagitenaga kesehatan untuk meningkatkan pengetahuan dan keterampilan terkaitvaksin 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 VaccinesCommunities 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 thatrefused immunization MoH, 2014 . Not many studies on vaccine refusal onsocial media community that has been done, so this study was conducted on twoanti vaccine communities on facebook group. With the aim of knowing thedeterminant factor rejection behavior of vaccines, that can be used as a basis toformulate an effective program strategies. Research using qualitative methodsand theoretical Health Belief Model. The results of the study found, thedeterminants of socio demography that shape perceptions of informants to thevaccine and the risk of disease and inhibiting factors and precipitating factors thatdrive behavior vaccine refusal. Researchers suggested to the Ministry of Health toincrease the vaccination campaign through the media, including social media,conduct ongoing research on vaccine development, for health personnel toimprove their knowledge and skills related to vaccines and effectivecommunication techniques.
Keywords Behavior, Vaccine Refusal, Health Belief Model, Anti vaccine.Social Media