

ABSTRACT

Forms - Persuasive Message Form Comic Education Covid-19 On Instagram Ministry of Health RI (Qualitative Content Analysis on Education Comics Themed Health Protocols)

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The lack of Covid-19 education is proven by the lack of knowledge and awareness in the community about Covid-19 and its prevention. A good strategy and education is needed, so that the community can work well together. This research is based on concern for public attitudes towards health protocols related to Covid 19. The government through the ministry of health has provided education related to this, one of which is through the form of educational comics. So it is important and interesting to know more about the presentation of forms of persuasion carried out through comic-themed health protocols. Therefore, picture stories are one of the most acceptable forms of persuasion for all circles, because they are visual. This research uses qualitative content analysis method to see persuasive messages of covid-19 educational comics. The results showed that there are only categories of persuasive messaging Motivation appeals, fear appeals, and humor appeals. for the introduction stage of something new, the chosen approach should be an approach that has the ultimate goal on cognitive enhancement. Therefore, using a motivational approach. a number of existing forms of persuasion, there are 2 forms of persuasion that are not present in this study. This is considered because the emotional approach is more appropriate to use a form of persuasion that aims to end affect affection. As for the reward approach, it is more suitable to be used for a form of persuasion whose ultimate purpose is to influence the conative (behavior).

Keyword : Covid-19 Education, Persuasive Message Form, Educational Comics.

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