

ABSTRACT

THE EFFECT OF COVID-19 EDUCATION MESSAGES ON INSTAGRAM FEEDS @KEMENKES_RI ON CHANGES IN ADOLESCENT'S ATTITUDES

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Teenagers are less likely to comply with Covid-19. Nearly 15 Million people are reprimanded in public facilities for not complying with recommended health protocols. Teenagers themselves are part of society which has an important role in preventing the spread of the Covid-19 virus. That way the government needs to carry out continuous socialization related to Covid-19. So that the government conveys every information through Instagram feeds @kemenkes_ri related to Covid-19. This study is intended to determine the magnitude of the influence between covid-19 educational messages and changes in adolescent attitudes. This study on variable X used a Covid-19 educational message in which there were dimensions of the message content and message structure. As for the variable Y, it uses a change in attitude and also uses the Theory of Elaboration Likelihood Model (ELM) which is a benchmark on variable Y. In variable Y in it there are cognitive, affective, conative dimensions. This research uses a quantitative approach with survey methods and data collection through questionnaires. The results showed that Covid-19 educational messages had an influence on changes in adolescent attitudes on Instagram feeds @kemenkes_ri were relatively strong at 0.605. In conclusion, the Covid-19 educational message had a positive and significant effect which was relatively strong on changes in adolescent attitudes on Instagram feeds @kemenkes_ri, with an influence of 36.6%

Keywords: Instagram, Covid-19 Education Messages, Changes in Adolescent Attitudes

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