

PERSEPSI KARYAWAN MENGENAI PENCEGAHAN COVID-19 MELALUI VAKSINASI DI YOGYAKARTA

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ABSTRAK

Pemerintah melakukan upaya untuk mencegah dan mengatasi Covid-19 salah satunya dengan pelaksanaan vaksinasi. Program vaksinasi yang dilaksanakan menimbulkan respon yang beragam. Pandangan dan persepsi yang dimiliki oleh setiap orang berbeda-beda dalam merespon pelaksanaan vaksinasi. Persepsi merupakan proses pengorganisasian stimulus yang diterima melalui panca indera. Penelitian ini bertujuan untuk mengetahui gambaran persepsi karyawan mengenai pencegahan Covid-19 melalui vaksinasi di Yogyakarta. Metode yang digunakan yaitu metode kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data dilakukan dengan wawancara, observasi dan dokumentasi. Subjek dalam penelitian ini terdiri dari tiga orang karyawan yang bekerja di Yogyakarta. Subjek penelitian diperoleh dengan menggunakan teknik purposive sampling. Hasil penelitian ini menunjukkan bahwa ketiga subjek memiliki persepsi secara kognisi, emosi, dan konasi mengenai pencegahan Covid-19 melalui vaksinasi berdasarkan teori yang dikemukakan oleh Walgito (2010). Vaksinasi dilihat sebagai upaya yang paling efektif dilakukan untuk mencegah penyebaran Covid-19, serta perlu diikuti dengan upaya pencegahan lainnya. Beberapa perbedaan persepsi subjek disebabkan oleh tingkat pengetahuan, pemahaman, perasaan, tingkah laku, dan interaksi subjek dengan lingkungannya.

Kata Kunci: Covid-19, Persepsi, Vaksinasi

EMPLOYEE PERCEPTIONS OF COVID-19 PREVENTION THROUGH VACCINATION IN YOGYAKARTA

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ABSTRACT

The government is trying to prevent and overcome Covid-19, including implementing vaccinations. Different reactions were observed as a result of the implementation of the vaccination program. Each person has different views and perceptions regarding the implementation of vaccination. Perception involves organizing stimuli that are received through the five senses. This study explores employee perceptions of COVID-19 prevention through vaccination in Yogyakarta. The method utilized is a qualitative approach with a case study methodology. The collection of data was conducted through interviews, observations, and documentation. This study included three employees who are working in Yogyakarta as the subjects. The participants for the study were selected using a purposive sampling technique. The study's findings suggest that the three individuals have perceptions related to cognition, emotion, and conation regarding the prevention of COVID-19 through vaccination, based on Walgito's (2010) theory. Vaccination is seen as the most effective effort to prevent the spread of Covid-19 and needs to be followed by other prevention efforts. Some differences in subject perceptions are caused by the level of knowledge, understanding, feelings, behavior, and subject interactions with their environment.

Keywords: Covid-19, Perception, Vaccination