

Implementation Of Health Belief Models In Efforts To Prevent Covid-19

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s Of Perceived Seriousness With Covid-19 Prevention Practice Among Urban Community In Kediri City

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ABSTRACT

background: Corona disease (COVID-19) is an infectious disease caused by the SARS-CoV-2 virus. Almost all over the world the number of COVID-19 cases continues to show an increase in the number of cases. Towards the end of 2021 in Indonesia, there are still additional cases of covid 19 which currently reaches 4,244,761. Meanwhile, the Covid-19 case that occurred in Kediri City is still adding new confirmations every day, although not as much as in the previous period. The addition was also accompanied by the addition of recovered patients. In this case, the application of health protocols is very necessary in preventing the spread of covid 19. So the purpose of this study is to analyze the perception of seriousness in preventing covid 19 disease in urban communities in Kediri City. Method : The research design used is analytic with a cross-sectional approach. The sample amounted to 144 spread over 3 sub-districts in the city of Kediri which was taken by simple random sampling. The data was processed using the Pearson Correlation test to see the relationship between perceived seriousness and covid 19 prevention practices. Result: Of the 144 respondents, some of them felt that COVID-19 was a serious disease and most of their behavior had implemented health protocols, although there were still people who did not implement health protocols in their daily activities. The significance value of the Pearson Correlation test: $0.000 < 0.05$ there is a relationship between perceived seriousness and covid 19 prevention practices. Pearson correlation value: 0.761 means that perceived seriousness is positively related to covid 19 prevention practices and has a strong degree of correlation.



I. Introduction

Corona disease (COVID-19) is an infectious disease caused by the SARS-CoV-2 virus. Most people who contract COVID-19 will experience mild to moderate symptoms, and will recover without special treatment. However, some people will experience severe pain and require medical assistance. On average, people who are infected with COVID-19 who experience severe symptoms are usually accompanied by comorbidities (comorbidities). A person can only get infected if they touch a surface that is contaminated with the virus. Droplets can stay in the air and surfaces for a certain amount of time and up to a certain distance but a simple disinfectant can kill them.

Covid 19 has become a worldwide concern. Besides starting to spread in the city of Wuhan in China, the corona virus has caused a pandemic that has occurred in many countries around the world. Since it was known as a mysterious epidemic that caused pneumonia, the number of patients infected with this virus continued to grow. Covid-19 cases in the world are still experiencing a graph of increasing every day, both from the number of confirmed positive and data who died. The number of deaths due to the Corona virus pandemic worldwide has more than 5 million people. The figure is based on data from the Johns Hopkins University (JHU) Coronavirus Resource Center.

In mid-2021, Indonesia's increasingly high positive numbers were exacerbated by the dwindling availability of rooms and beds in hospitals. Towards the end of 2021 in Indonesia, there are still additional cases of covid 19 which currently reaches 4,244,761. Meanwhile, the Covid-19 case that occurred in Kediri City is still adding new confirmations every day, although not as much as in the previous period. The addition was also accompanied by the addition of recovered patients.

Corona virus is still difficult to control. The number of positive cases of Covid-19 continues to increase because the spread of COVID-19 is moving so fast and massively. The rapid spread is also due to the high mobilization of everyone with a very strong global travel pattern. With a very fast pattern of spreading so that almost all aspects of life are forced to adapt to the situation, such as the Large-Scale Social Restrictions (PSBB) and Work From Home (WFH) policies aimed at reducing the risk of spreading the virus. Social restrictions and school closures have an impact on education, mental health, and access to basic health services.

To inhibit the transmission of the Covid-19 virus, humans in any part of the world must comply with health protocols. Such as diligently washing hands, wearing masks and keeping a distance. The best effort that can be done to prevent the transmission of Covid-19 is to encourage all citizens to be actively involved in preventing and handling Covid-19 through behavioral changes. Changes in behavior that are expected to be especially obedient to the Covid-19 prevention health protocol. In changing people's behavior, it is necessary to provide public education in increasing public knowledge in the hope that the community is obedient in implementing health protocols during the Covid-19 pandemic and also there needs to be awareness from the community themselves to comply with health protocols during the Covid-19 pandemic.

In implementing health protocols, people have different opinions based on their understanding. This is also recorded in the results of a preliminary study conducted by researchers where there are still people who do not comply with health protocols. Based on the above background, the researcher is interested in conducting this research with the aim of analyzing the perception of seriousness in preventing COVID-19 disease in urban communities in Kediri City.

II. Method

The research design used in this study is analytic with a cross-sectional approach which in this study uses two variables, namely the independent variable (perception of seriousness) and the dependent variable (covid 19 prevention behavior) which data are taken at the same time. The sample is 144 respondents spread over 3 sub-districts in Kediri City, namely Mojoroto District, City District, and Pesantren District. The sample was taken by simple random sampling, namely the sample was taken randomly and evenly with a representative number in each sub-district. The instrument used is in the form of a questionnaire to collect data in the form of respondent characteristics consisting of age, education, and occupation, the perception of seriousness of the respondent, and the behavior of preventing covid 19.

III. Results

Respondents who participated in this study amounted to 144 respondents with residential locations spread across all villages in three sub-districts in Kediri City, namely Mojoroto District, City District, and Pesantren District.

Table 1. Research result			
Variable	Category	n	%
age	teenager	42	29.2
	adult	93	64.6
	elderly	9	6.3
Education	no school	2	1.4
	SD	2	1.4
	junior high school	4	2.8
	high school seniors	53	36.8
	College	83	57.6
Profession	student	28	19.4
	private sector workers	43	29.9
	entrepreneur	22	15.3
	teacher/lecturer	12	8.3
	nurse/midwife	6	4.2
	does not work	19	13.2
	other	14	9.7
Perceived Seriousness	high	68	47.2
	low	76	52.8
covid 19 prevention practices	obey	82	56.9
	not obey	62	43.1

Based on table 1 shows that the characteristics of the most respondents are in the adult age group, amounting to 93 people (64.6%). Most of the respondents have the latest education, namely higher education totaling 83 people (57.6%) and for work most of the respondents are private sector workers totaling 43 people (29.9%). Respondents who have a high perception of seriousness towards covid 19 are 68 people (47.2%), while respondents who have a low perception of seriousness towards covid 19 are 76 people (52.8%). The results of the study show that respondents who are obedient in taking preventive measures against covid 19 are 82 people (56.9%), while those who are not compliant in taking preventive measures for covid 19 are 62 people (43.1%).

Table 2. Data Analysis			
Variable	Covid	19 prevention	Total

		practices		
		Not obey	Obey	
Perceived Seriousness	Low	55	21	Sig. 0.000
	high	7	61	
Total		62	82	144

Table 2 explains that most of the respondents who have a high perception of seriousness towards covid 19 and are obedient in taking preventive measures for covid 19 are 61 people. Respondents who have a low perception of seriousness towards covid 19 and are not obedient in taking preventive measures for covid 19 are 55 people. However, there are still those who are obedient in taking preventive measures against COVID-19, even though they have a low perception of the seriousness of COVID-19, which is as many as 21 people. The significance value of the Pearson Correlation test: $0.000 < 0.05$ there is a relationship between perceived seriousness and covid 19 prevention practices. Pearson correlation value: 0.761 means that perceived seriousness is positively related to covid 19 prevention practices and has a strong degree of correlation.

IV. Discussion

Perceptions of the Seriousness of Covid 19 in Urban Communities in the City of Kediri

Most of the respondents who had a low perception of the seriousness of COVID-19 were 76 people (52.8%). Meanwhile, respondents who have a high perception of seriousness towards COVID-19 are 68 people (47.2%). The characteristics of this group are that most of them are adults with a high school education level and work as private workers.

In contrast to the results of research conducted by Ghozali, G., & Ningsih, R. (2021) on university students, most students (65.8%) had a high perceived seriousness of COVID-19. Perceptions of seriousness broadly include beliefs about the disease itself as well as beliefs about its impact on work and social roles relevant to the individual.

According to Rusyani, et al (2021), the perception of seriousness is influenced by access to information about COVID-19 received by the public. Access to information through mainstream media or social media channels in DI Yogyakarta is quite good. The amount of information through mainstream channels or social media that reports a relatively high increase in COVID-19 cases and death rates, including deaths experienced by health workers (doctors and nurses) as well as limited health services provide input on perceptions of seriousness during the COVID-19 pandemic.

Respondents' perception of seriousness in this study was low because they already assumed that the COVID-19 disease was a disease that could be cured. Most of them also feel no longer afraid of the covid 19 disease. This is because many media have provided information about the development of the covid 19 disease and provide alternatives to reduce risks and activities in the treatment of covid 19.

Covid 19 prevention practices in urban communities in the city of Kediri

Respondents who are obedient in taking preventive measures against covid 19 are 82 people (56.9%), while those who are not obedient in taking preventive measures for covid 19 are 62 people (43.1%). The characteristics of this group are that most of them are adults with a high school education level and work as private workers.

Good behavior can be an effort to prevent the transmission of COVID-19 (Audria, 2019). According to research by Mujiburrahman et al (2020), it shows that most of the respondents' preventive behavior is in the fairly good category (43.2%). The forms of behavior shown include complying with several health protocols that have been suggested by the government. Someone who already knows about certain information, then he will be able to determine and make decisions on how he should deal with it. In other words, when a person has information about COVID-19, he will be able to determine how he should behave towards COVID-19.

In this study, most of the respondents were obedient in taking preventive measures against COVID-19, namely by following health protocols, including avoiding crowds, getting used to washing hands with soap, and always wearing masks when traveling or leaving the house.

The Relationship Between Perceptions of Seriousness of Covid 19 and Covid 19 prevention practices in urban communities in the city of Kediri

Most of the respondents who have a positive perception of the seriousness of covid 19 and are obedient in taking preventive measures for covid 19 are 61 people. Respondents who have a negative perception of the seriousness of Covid 19 and also do not comply in taking preventive measures against COVID 19 as many as 55 people. The significance value of the Pearson Correlation test: $0.000 < 0.05$ there is a relationship between perceived seriousness and covid 19 prevention practices. Pearson correlation value: 0.761 means that perceived seriousness is positively related to covid 19 prevention practices and has a strong degree of correlation.

According to the research conducted by Shahnazi et al (2020), which stated that the perception of seriousness indirectly influenced the recommended behavior through people's affective responses to the H1N1 influenza pandemic. The results of this study also strengthen the conclusions of Park & Oh's (2021) study, which states that perceived seriousness is one of the factors that has a significant effect on COVID19 prevention behavior in adolescents.

The public's perception of the high seriousness of covid 19, they will obey the health protocol which is one of the efforts in preventing the transmission of covid 19. They are afraid of contracting covid 19 so they will obey in implementing the health protocol.

V. Conclusion

This study concludes that the higher a person feels about the seriousness of covid 19, the higher the person is to prevent covid 19. Recommendations and suggestions that the author can give to related parties and the community in general are to provide a persuasive education about the seriousness of the dangers of COVID -19 can improve COVID-19 prevention behavior.

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