



THE EFFECT OF ATTITUDE TOWARD HEALTH PROTOCOL COMPLIANCE IN THE NEW NORMAL ERA

Tantri Puspita yazid¹, Ikhma Zurani², Salsabila³

¹Department of Communication, Riau University (tantri.yazid@lecturer.unri.ac.id)

²Department of Communication, Riau University (ikhma.zurani@lecturer.unri.ac.id)

³Department of Communication, Riau University (salsabila1335@student.unri.ac.id)

ABSTRACT: Facing Covid-19, the government responded with a new normal policy. The public must implement the 5M health protocol to break the chain of the spread of Covid-19, such as wearing masks, washing hands, maintaining distance, staying away from crowds, and limiting mobility. The dynamics and changes in habits create a situation where people are required to adapt to the pattern of life in the era of the Covid-19 pandemic. Students as agents of change and new individuals who can fully take responsibility as members of society become important agents in realizing a good society. Students can also be assessed as critical individuals in seeing changes or dynamics in government policies, in this case in terms of how students respond to health protocols that have been designed by the state government. The population in this study were all students studying at the top 5 universities in Riau Province using the Propionate Stratified Random Sampling technique. The with data collection techniques using questionnaires and observation, this study using construct validity (construct validity). Testing the validity of this research instrument was carried out with the help of the SPSS 25 application/software and using the Pearson bivariate technique. Cronbach Alpha Formula technique and the data were analyzed using the SPSS Spearman's Rank test. The results obtained by this study indicate a significant correlation between the Gender variable and the Health Protocol Compliance variable

KEYWORDS: *Attitude; compliance; new normal; stimulus-response*

1 INTRODUCTION

The COVID-19 pandemic has had a profound impact on people in all walks of life and sectors of life. The impact felt by the community is not only limited to the public health sector, but also includes other sectors such as the economy, education, social, and others. The pandemic that has been going on since the end of 2019 has made people have to fight hard to maintain their survival. The high number of Covid-19 cases in Indonesia is still caused by various problems. These problems are especially common among the community. One of them is the lack of public concern, awareness, and knowledge about the threat of the Covid-19 pandemic. This is shown by the lack of public awareness in maintaining cleanliness and protecting themselves from Covid-19. People who have not used masks when outside the home are still often found in various public environments. This is important to concern in order to reduce the number of transmission of positive cases of Covid-19.

The massive amount of news that spreads has made people realize how serious the virus problem is. So those various reactions were shown by Indonesian citizens, one of which was the concern of netizens through social media pages. Various reports in the media have made citizens urge Indonesia to also do a lockdown. The pressure is getting stronger voiced by residents, both through opinions in print media and on social media. The response is based on concerns about the spread of the virus that is increasingly widespread in Indonesia. The continuous viral news and discussion in the mass media, both print, electronic, and online as well as social media, indirectly affects citizens, creating panic and public concern (Triyaningsih, 2020). The rapid dissemination of information makes people have to be smart in their selection, lest later the trusted information turns out to be not real information, so the ability to literate any information that develops, especially in this case information about COVID-19.

In Indonesia, one of the efforts made by the government is to establish two task forces (tasks) to initiate efforts to handle the COVID-19 virus, namely the COVID-19 Handling Task Force and the National Economic Recovery Task Force (PEN) as an effort to recover the economy from the impact of COVID-19. In this effort, various ways have been realized to reduce the spread of the COVID-19 virus, one of which is by creating a system or health protocol to control community activities during this pandemic.

One form of the protocol is to maintain cleanliness and not to make direct contact with positive Coronavirus patients (Izzaty, 2020). Then, use a protective face mask when traveling or outside the home (Howard et al., 2020). Next, maintain cleanliness by washing hands or using hand sanitizer (Lee et al., 2020). The application of social distancing by keeping a distance of 1 meter and covering the mouth when coughing or sneezing using the arm (Hafeez et al., 2020). Some examples of these health protocols are certainly very necessary for the community to implement during the Coronavirus pandemic. Even social distancing protocols such as self-isolation have been announced by the government through circular letter Number H.K.02.01/MENKES/202/2020.

Various kinds of customary controls and protocol policies that must be put into practice for the community are certainly not fully effective until they reach the community. The dynamics and changes in habits that occur, create a situation where people are required to adapt to the pattern of life in the era of the Covid-19 pandemic. One of them is a new habit pattern regarding the discipline of the Covid-19 health protocol which aims to reduce the transmission of the Covid-19 virus outbreak. Number of policies were made by the government to suppress the spread of this virus, starting from making policies around health protocols, such as wearing masks when traveling outside the house, keeping a distance from other people and washing hands after making contact with other people or inanimate objects. These policies are then disseminated through print, electronic and social media. The rapid spread of available information makes people have to be smart in their selection, lest later the trusted information turns out to be not real information, so the ability to literate any information that develops, especially in this case information about COVID-19.

In responding to the news regarding the COVID-19 pandemic, it is necessary to be more sensitive to information spread in the media. Therefore this can be seen through information literacy. The term information literacy itself is more familiarly referred to as "information literacy" and "information literacy". Skills in information literacy include the ability to identify problems, seek and find information, synthesize information, organize, organize, create findings, know when information is needed, organize, sort, and communicate information findings to others, evaluate the results of answers, use / utilize information, and draw lessons from the information search process needed to complete, make decisions, and find solutions to a problem (Almah, 2019). After knowing the importance of information literacy, of course, this should be done by the whole community, starting from all walks of life, gender, education level, age, and so on.

The concept of gender roles in general always places an unequal position between women and men. The position of men who are identical with their broad roles and power (in the public sector) has led to the emergence of a discourse of power over women. In the discourse of power, women are placed in less strategic rights and roles because of the limitations of women in terms of their biology. This raises the occurrence of gender inequality or gender gap because the role of men in the public sphere is more dominant than women. In addition, the cause of the placement of women in roles and positions that are less dominant than men is the result of the implementation of social construction that causes women to have multiple roles. Women can enter the public sphere with a note that they must be able to share that role with domestic roles. Women who work in the morning until the evening must also arrange a schedule for cleaning the house, taking care of children, and cooking when they come home from work. This is also one of the causes of the gender gap (ARDIANTI, 2011).

In handling the COVID-19 pandemic, women have an extraordinary role and contribution that cannot be ignored. First, data shows that of the total health nurses handling COVID-19 in Indonesia, 71% are women and only 29% are men; This figure is not much different from that of Global Health Workers, which according to WHO, 70% are women and 30% are men (Monardo, 2020). Second, women have a strategic role as part of the community-based handling of the COVID-19 pandemic. Third, women are generally expected to contribute to family resilience during the COVID-19

pandemic. This clearly shows the real contribution of women in handling the COVID-19 pandemic in Indonesia.

Students as agents of change and new individuals who can fully take responsibility as members of society become important agents in realizing a good society. Students can also be assessed as critical individuals in seeing changes or dynamics in government policies, in this case in terms of how students respond to health protocols that have been designed by the state government. As for seeing how students responding to health protocols, we can examine more further there is a stimulus process that is received and produces a reaction as a response. This is explained in the stimulus-response theory which is a theory from psychological studies which can then be used as a reference in the study of communication. With the argumentation that has narrated above, this study intends to see how the influence of student attitudes on health protocol compliance.

In this study, the explanatory quantitative method was chosen as the method used in this study. Quantitative methods are research that describes or explains a problem whose results can be generalized and is considered appropriate in this study with aspects of measurement and data breadth so that the data or research results are considered to be representative of the entire population (Kriyantono, 2010:55). This analysis is an analysis in the form of data obtained from respondents who have been collected, then analyzed and processed using statistical theory as a problem-solving tool, so that this method will provide certainty in making decisions.

The explanation is intended to explain a generalization of the sample to the population or explain the relationship of differences, or the influence of one variable on another. Therefore, explanatory research has the credibility to measure the causal relationship of two or more variables using inferential statistical analysis (Silalahi, 2012: 63). The population in this study is all students studying at the top 5 universities in Riau Province released by 4ICU UniRank (world campus ranking agency) in 2021 with data on the number of students by the Higher Education Data Collection Database (PDDIKTI-KEMENDIKBUD), such as: Sultan Syarif Kasim State Islamic University (UIN) Riau with 10,112 male students and 13,135 female students, bringing a total of 23,247 students; University of Riau (UNRI) with 13,571 male students and 21,514 female students for a total of 35,085 students; Muhammadiyah University of Riau with 5,055 male students and 4,339 female students for a total of 9,394 students; Lancang Kuning University (Unilak) with 7,033 male students and 4,362 female students for a total of 11,395 students. 5. Riau Islamic University (UIR) with 17,384 male students and 13,044 female students for a total of 30,428 students. Therefore, from the description above we can conclude that the total population in this study was 109,549 students.

The sampling technique chosen by the researcher used the Slovin formula. Then it found the number of samples obtained for this study was 399 respondents. In order for the questionnaire to be spread evenly throughout the sample criteria, a Propionate Stratified Random Sampling technique is needed, which is a sampling technique in heterogeneous and stratified populations by taking samples from each sub-population whose number is adjusted to the number of members from each sub-population randomly. or haphazard. The data collection technique used by the researcher in this research is a questionnaire/questionnaire in data collection and documentation in collecting literature data relevant to the research. Test the validity with the SPSS version 25 application. Then test the reliability of the instrument using the Cronbach Alpha Formula technique.

The data analysis method used is Simple Linear Regression Analysis technique because it is a statistical method that serves to test the extent to which the relationship between the two variables involved, namely the dependent variable Y and one independent variable X. This analysis is used to analyze the linear relationship between one independent variable in This research is Attitude (X) with the dependent variable is Health Protocol Compliance (Y).

2 RESULT AND DISCUSSION

2.1.1 Respondent Characteristic

Researchers collecting kind of respondents after distributing questionnaires. The data on the characteristics of the respondents that the researchers got was divided into several classifications, such as active Students Studying in Top 5 Universities in Riau Province, Based on frequently used Social Media, and based by Age. From the collection and processing of research data obtained from

distributing questionnaires, researchers obtained various kinds of respondents who were active students studying at the top 5 universities in Riau Province. In this study, the researchers managed to get a total of 399 respondents based on the criteria that the researchers used as data in this study. For the category of respondents based on active students studying at the top 5 universities in Riau Province, the frequency is described in the following table:

Table 1 Respondents based on active students studying at the top 5 universities in Riau Province

No	University	F	P (100%)
1	Universitas Islam Negeri Sultan Syarif Kasim Riau	85	21,3%
2	Universitas Islam Riau	111	27,8%
3	Universitas Lancang Kuning	41	10,3%
4	Universitas Muhammadiyah Riau	34	8,5%
5	Universitas Riau	128	32,1%
Total		399	100%

Source: processed by researchers 2021

Data on the activeness of social media used and Respondents' ages were summarized from 399 respondents found in this study with the results of social media WhatsApp being the most widely used media and the age identity data of the respondents found at most 18 years old.

2.1.2 Respondent Responses To Gender Variable (X)

Then simple linear regression analysis was used to analyze the linear relationship between one independent variable, namely Attitude (X), and the dependent variable, namely Health Protocol Compliance (Y). By distributing questionnaires to students who are members of the top 5 universities in Riau Province, it was found that respondents in this study were found to be more female than male respondents. With a total frequency of 283 female respondents or a percentage of 70.9%, and the number of male respondents having a frequency of 116 people with a percentage of 29.1%. This shows that female respondents dominate more than male respondents.

2.1.3 Respondent Response To Health Protocol Compliance Variable (Y)

In this study, the researcher has distributed questionnaires to 399 respondents, where the researcher wants to see how the respondents give their responses to the statements that the researcher has given according to the variable indicators comply with the health protocol. The indicators are divided into 5, namely washing hands, maintaining distance, wearing masks, reducing mobility and avoiding crowds. The results of respondents' responses to these indicators are as follows:

Table 2 Respondents responses to variables Health Protocol Compliance (Y)

No.	Indicator	Statement Items	SS (F%)	S (F%)	TS (F%)	STS (F%)	Total (F%)
1.	Washing hands	I am obedient to wash my hands with soap or use hand sanitizer before and after handling objects inside and outside the house.	131 32,8%	249 62,4%	19 4,8%	0 0%	399 100%
		I obey to avoid touching my eyes, nose and mouth before washing my hands.	95 23,8%	264 66,2%	37 9,3%	3 0,8%	399 100%
2.	Keep distance	I obey to maintain a minimum distance of 1 meter from other people when outside the house .	80 20,1%	264 66,2%	51 12,8%	4 1,0%	399 100%
3.	Wearing Mask	I am obedient to wear a mask when I am outside the house.	204 51,1%	186 46,6%	8 2,0%	1 0,3%	399 100%
4.	Reduced Mobility	I obey to limit mobility and interaction with other people .	116 29,1%	238 59,6%	41 10,3%	4 1,0%	399 100%
5.	Avoid the crowd	I'm obedient to stay away from the crowd .	113 28,3%	254 63,7%	26 6,5%	6 1,5%	399 100%

There are 5 indicators on the variable comply with the health protocol (Y) with 6 statements. Where, the statement item with the highest choice is found on the indicators of washing hands and keeping a distance, namely the statement "I obey to avoid touching my eyes, nose, and mouth before washing my hands." And "I obey to maintain a minimum distance of 1 meter from other people when outside the house" with the same frequency of answers as 264 or 66.2% of respondents. And, the statement item with the lowest choice of results is found in the indicator of wearing a mask, namely the statement "I am obedient to wear a mask when I am outside the house" with a frequency of 204 answers or 51.1% of respondents.

2.1.4 Spearman Rank Correlation Test Analysis

Spearman rank correlation is a statistical test tool used to test allegations about the existence of a relationship between variables if the data is on an ordinal scale (ranking). Spearman rank correlation method is a method used for ordinal scale or ranking and distribution free (nonparametric). The correlation value of Spearman ranking is between -1 to 1. If the correlation value obtained is = 0 it means that the relationship between Y and X variables that are built does not have correlation. If r is positive, then the value of Y variable increases then the variable X will also increase in value. On the other hand, if r is negative, then if the value of Y variable increases, then the value of Y variable will decrease. The simple formula used to measure spearman rank is as follows:

Table 3 Spearman Rank Correlation Results

Correlations				
			Gender	T.Y
Spearman's rho	Gender	Correlation Coefficient	1.000	.135**
		Sig. (2-tailed)	.	.007
		N	399	399
	T.Y	Correlation Coefficient	.135**	1.000
		Sig. (2-tailed)	.007	.
		N	399	399
**. Correlation is significant at the 0.01 level (2-tailed).				

Based on the table above, the value of Sign. (2-tailed) is 0.007 and it means Sig. (2-tailed) < 0.05 then there is a significant relationship between the Gender variable and the Health Protocol Compliance variable. With a correlation coefficient value of 0.135, it is concluded that the level of relationship between the two variables Gender (X) and Behavior Complying with Health Protocols (Y) has a very weak relationship.

Respondents' answers Men and women who chose to strongly agree to comply with the health protocol are reflected in the 5 behavioral indicators of complying with the health protocol (Y) with 6 statements. Where, the statement items with the highest choice results are found on the indicators of washing hands and keeping a distance, namely the statements "I obey to avoid touching my eyes, nose, and mouth before washing my hands" and "I obey to keep a distance of at least 1 meter from other people when I am in bed. outside the home" with the same frequency of answers as 264 or 66.2% of respondents. And, the statement item with the lowest choice of results is found in the indicator of wearing a mask, namely the statement "I am obedient to wear a mask when I am outside the house" with a frequency of 204 answers or 51.1% of respondents.

According to White, gender is a description of the behavior patterns of men or women that are recognized in social life. Lippa said that men are aggressive, arrogant, competitive, rude, cruel, dominant, independent and unemotional while women are more affectionate, anxious, loving, dependent, emotional, gentle, sensitive and submissive. It is the personality possessed by women that seems to make women more concerned with health than men (Tambuwun et al., 2021).

In line with the explained attribution theory put forward by Robbins in (Darmawati, 2019) explaining a person's behavior caused by external or internal factors. So it can be concluded that Attribution Theory is a theory that explains efforts to understand the causes behind other people's behavior. Behavior caused by external factors is behavior that is influenced by outside parties such as equipment or other people's social influences, meaning that the individual or his personality is forced to behave like this because of the situation. While internal factors are behaviors that are believed to be under control or originating from within the individual such as personality traits, motivations or abilities. So that gender (male and female) with different personalities or characteristics has a relationship with behavior in complying with health protocols.

3 CONCLUSION

Based on the results of the research described in the previous chapter, the results of this study can be formulated in two conclusions. The female gender has a higher average score than the male gender. The male score is 116, while the female student score is 283. So it can be concluded that there are differences in the level of behavior in complying with health protocols between males and females. There is a significant relationship between the Gender variable and the Health Protocol Compliance variable. The correlation coefficient value is 0.135, it is concluded that the level of

relationship between the two variables Gender (X) and Behavior Complying with Health Protocols (Y) has a very weak relationship.

The suggestions that can be given by researchers based on the research that has been done are that male students are expected to further improve their behavior in complying with health protocols, this is also aimed at female students, so that later students can become good examples for the community in preventing the spread of the virus. and an increase in Covid-19 cases. Furthermore, for the community to continue to increase their concern for behavior complying with Health protocols, so that there will not be an increase in Covid-19 cases, especially in the city of Pekanbaru. Then, to develop various knowledge related to gender relations, further researchers are expected to be able to carry out further research with different dependent variables.

REFERENCES

- Akdon, dan R. (2013). *Rumus dan Data dalam Aplikasi Statistika*. Bandung: Alfabeta.
- Anggreni, D., & Safitri, C. A. (2020). Hubungan Pengetahuan Remaja tentang COVID-19 dengan Kepatuhan dalam Menerapkan Protokol Kesehatan di Masa New Normal. *Hospital Majapahit*, 12(2), 134–142.
- Albery, Ian P. & Marcus Munafo. (2011). Psikologi Kesehatan Panduan Lengkap dan Komprehensif Bagi Studi Psikologi Kesehatan. Cetakan I. Yogyakarta : Palmall.
- Baron, Robert A. & Byrne, Donn. (2004). Psikologi Sosial. Jakarta: Erlangga
- Bungin, B. (2011). *Metode Penelitian Kuantitatif*. Jakarta: Kencana Predana Media Group.
- CNN Indonesia. 2020. *BPS: 17 Persen Warga Percaya Tak Bakal Tertular Covid-19*. <https://www.cnnindonesia.com/nasional/20200928203046-20-551995/bps-17-persen-warga-percaya-tak-bakal-tertular-covid-19>
- Darmawati. (2019). Pengaruh Sikap, Norma Subjektif, Dan Persepsi Kontrol Perilaku Terhadap Perilaku Berwirausaha Dengan Niat Berwirausaha Sebagai Variabel Intervening Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Islam Uin Alauddin Makassar. *Journal of Chemical Information and Modeling*, 19–20.
- Dinas Kesehatan Provinsi Riau. 2021. *Riau Tanggap Covid-19*. <https://corona.riau.go.id/>
- Fishbein, M, & Ajzen, I. (1975). Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research, Reading, MA: Addison-Wesley.
- Ghufron, M. Nur dan Risnawita S, Rini. 2010. Teori- Teori Psikologi. Yogyakarta: Ar- Ruzz Media
- Hartati, C. (2020). PENGARUH KONTEN CHANNEL YOUTUBE JURNALRISA TERHADAP OPINI SUBSCRIBER TENTANG KONTEN MIST. *Jom Fisip, Universitas Riau*, 7(2), 1–11.
- Istiatin, dkk. 2020. Meningkatkan Perilaku Mawas Diri Pada Era New Normal Masyarakat Jurangjero, Karangmalang, Sragen (Kkn Tematik Uniba 2020). *Jurnal Budimas Vol. 03, No. 01, 2021*
- I'tikoh, A. N. (2018). Efektivitas Penggunaan Media Sosial Instagram dalam Meningkatkan Citra Pemerintah Kabupaten Kebumen (Analisis EPIC Model pada follower @humaskebumen). In *Program Studi Ilmu Komunikasi. Fakultas Ilmu Sosial dan Humaniora. Universitas Islam Negeri Sunan Kalijaga. Yogyakarta*. Islam Negeri Sunan Kalijaga.
- Kemntrian Kesehatan. <https://www.kemkes.go.id/>. Protokol Kesehatan 5 M
- Kriyantono, R. (2009). *Teknik Praktis Riset Komunikasi*. Jakarta : Kencana Prenada Media Grub.
- Kriyantono, R. (2014). *Teknik Praktis Riset Komunikasi*. Jakarta : Prenadamedia Group.
- Mustafa, Hasan. 2011. Manusia Dalam Perspektif Psikologi Sosial. *Jurnal Administrasi Bisnis*, Volume 7 Nomor 2. hal. 143–156. Bandung: Universitas Katolik Parahyangan
- Nurhayati, S. R dan Sugiyanto. (2005). Atribusi dalam Rumah Tangga, Kesadaran Terhadap Kesetaraan Gender, dan Strategi Menghadapi Masalah pada Perempuan Korban Kekerasan Dalam Rumah Tangga. *Jurnal Psikologi*, Volume 32 No 1. Hal. 34-46. Yogyakarta: Univesitas Gajah Mada.
- Novi Afrianti, & Cut Rahmiati. 2021. Faktor-Faktor Yang Mempengaruhi Kepatuhan Masyarakat Terhadap Protokol Kesehatan Covid-19. *Jurnal Ilmiah Permas: Jurnal Ilmiah STIKES Kendal Volume 11 No 1, Hal 113 - 124, Januari 2021 Sekolah Tinggi Ilmu Kesehatan Kendal*
- Rosady, R. (2004). *Metode Penelitian Public Relations dan Komunikasi*. Jakarta: Raja Grafindo

Persada.

- Santi, M., Farmasi, P. S., Matematika, F., Ilmu, D. A. N., Alam, P., Indonesia, U. I., & Judul, H. (2021). *Tentang Protokol Kesehatan Pencegahan Covid-19 Skripsi Tentang Protokol Kesehatan Pencegahan*.
- Sarwono, Sarlito W dan Meinarno, EA. (2009). Psikologi Sosial. Jakarta: Salemba Humanika.
- Sheli, Rosdiana. 2011. Faktor-faktor psikologi yang Mempengaruhi Intensi Merokok pada Remaja. Fakultas Psikologi: Universitas Islam Negeri Syarif Hidayatullah.
- Siregar, E. W. (2020). Efektivitas Komunikasi Aplikasi Online LinkedIn Sebagai Media Informasi Lowongan Kerja Bagi Alumni Universitas Riau. *Jom Fisip, Universitas Riau*, 7(2), 1–8.
- Sugiarto. (2003). *Teknik Sampling*. Jakarta: Gramedia Pustaka Utama.
- Sulistomo, A., & Prastiwi, A. (2012). Persepsi mahasiswa akuntansi terhadap pengungkapan kecurangan. Universitas Diponegoro, 1–28.
- Tambuwun, A. A., Kandou, G. D., Nelwan, J. E., Kesehatan, F., Universitas, M., & Ratulangi, S. (2021). Hubungan Karakteristik Individu Dengan Kepatuhan Berobat Pada Penderita Hipertensi Di Puskesmas Wori Kabupaten Minahasa Utara. *Kesehatan Masyarakat*, 10(4), 112–121.