

ABSTRAK

Iqbal Budiman, 2021 *Peran Media Sosial Instagram Dalam Pencegahan Covid-19 di Lingkungan Mahasiswa Ilmu Komunikasi FISIP Universitas Muhammadiyah Jember*, Skripsi, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah, Pembimbing Suyono, SH.,M.I.Kom.

Kata Kunci: Media sosial Instagram, fitur Platform, Pandemi Covid-19, mahasiswa Ilmu Komunikasi

Penelitian ini adalah bertujuan membahas tentang peran media sosial instagram dalam pencegahan Covid-19 di Lingkungan Mahasiswa Ilmu Komunikasi FISIP Universitas Muhammadiyah Jember. Selain itu, penelitian ini ingin mengetahui bagaimana tanggapan mahasiswa yang terlibat menggunakan akun instagram yang telah resmi melakukan kerja sama dengan WHO (*World Health Organizer*) dalam bentuk sebuah fitur berupa platform, sticker *Stay At Home*. Penelitian ini menggunakan metode deskriptif kualitatif, kemudian didukung dengan pendekatan *Use And Gratification* mencakup aktif untuk memilih dan memenuhi kebutuhan mengenai proses penerimaan pesan medianya. Proses pengambilan data dilakukan melalui observasi dan wawancara kuisisioner tertulis melalui media online *WhatsApp*. Hasil penelitian ini menunjukkan bahwa mahasiswa Ilmu Komunikasi mengetahui ragam hashtag platform di instagram dan mampu bertindak secara efektif apa yang mereka pelajari dari berbagai sumber informasi terkait penanganan penyebaran virus Covid-19, layanan fitur platform instagram juga menyediakan pengetahuan pendidikan masyarakat, mengajarkan masyarakat cara hidup lebih sehat, mengungkapkan sudut pandang yang berbeda dalam menghadapi Pandemi Covid-19.

ABSTRACT

Iqbal Budiman, 2021 *The Role Of Instagram Social Media In Prevention of Covid-19 In The Students Of Communication Sciences Faculty Of Social and Political Sciences Muhammadiyah University Of Jember*, Thesis, Communication Science Study Program, Faculty Of Social and Political Sciences, Muhammadiyah University, Supervisor Suyono, SH.,M.I.Kom.

Keywords : Social media Instagram, platform Features, Covid-19 Pandemic, Communication Science Students

This study aims to discuss the role of social media Instagram in preventing Covid-19 in the student Environment of the Faculty of Social and Political Science Muhammadiyah University of Jember. In addition, this study wants to find out how the responses of students involved using Instagram accounts that have officially collaborated with WHO (*World Health Organizer*) in the form of a platform, the *Stay At Homesticker*. This study uses a qualitative descriptive method. Then supported by *the Use and Gratification* approach includes active selection and fulfillment of needs regarding the process of receiving media messages. The data collection process was carried out through observation and written questionnaire interviews through WhatsApp online media. The results of this study indicate that Communication Science students know the varied platform hashtags on Instagram and are able to act effectively what they learn from various sources of information related to handling the Covid-19 virus, the Instagram platform feature service also provides public education knowledge, teaches people how to live healthier, expressing different points of view in dealing with the Covid-19 Pandemic.