

ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi masyarakat Lamongan tentang penyebaran dan antisipasi virus Covid19. Jumlah informan pada penelitian ini sebanyak 7 orang. Teknik pengumpulan data menggunakan observasi dan wawancara yang dilakukan melalui telfon dikarenakan saat itu sedang dalam masa pandemik Covid19.

Hasil penelitian menunjukkan persepsi masyarakat Lamongan terhadap penyebaran covid19 berdasarkan penyebaran Virus Covid19 berdasarkan pada tingkat pendidikan menunjukan bahwa tingkat pendidikan tertinggi yakni Sarjana S1 memiliki pengetahuan yang cukup baik terkait penyebaran covid19 di Lamongan. Sedangkan tingkat pendidikan terendah adalah Sekiolah Menengah Pertama atau SMP. Persepsi masyarakat Lamongan terhadap penyebaran Virus Covid19 berdasarkan pada tingkat kelas sosial tertinggi yakni kelas cenderung tidak terlalu terdampak secara ekonomi dengan adanya pandemic covid19, hal ini berbeda dengan kelas sosial menengah dan bawah yang sangat terdampak dengan adanya pandemic covid19 ini. Persepsi masyarakat Lamongan terhadap penyebaran virus Covid19 berdasarkan pada segi komunikasi menunjukan bahwa selama adanya covid19 ini ada banyak perubahan pola komunikasi, dan tidak jarang komunikasi menjadi sering ada kendala. Persepsi Masyarakat Lamongan Terhadap Penyebaran virus Covid19 berdasarkan sebelum dan sesudah penyebaran Covid19 menunjukan banyak perubahan. Baik dari segi komunikasi, ekonomi, sosial dan budaya.

Kata Kunci: Covid19, Komunikasi, Persepsi

ABSTRACT

This study aims to determine the perception of the Lamongan community about the spread and anticipation of the Covid-19 virus. The number of informants in this study were 7 people. The data collection technique used observation and interviews conducted by telephone because at that time it was during the Pndemic Covid19.

The results showed that the Lamongan community's perception of the spread of covid19 based on the spread of the Covid19 virus based on the level of education showed that the highest level of education, namely Bachelor's Degree, had quite good knowledge regarding the spread of covid19 in Lamongan. While the lowest level of education is Junior High School or Junior High School. The Lamongan community's perception of the spread of the Covid-19 Virus is based on the highest level of social class, namely the class that tends to be less economically affected by the covid19 pandemic, this is different from the middle and lower social classes who are heavily impacted by this covid19 pandemic. The Lamongan community's perception of the spread of the Covid-19 virus based on the aspect of communication shows that during this covid-19 there have been many changes in communication patterns, and it is not uncommon for communication to have problems. The perception of the Lamongan community on the spread of the Covid-19 virus based on before and after the spread of Covid-19 shows many changes. Both in terms of communication, economy, social and culture.

Keywords: Covid19, Communication, Perception