

Abstrak

Muhamad Anggi Hamdani 24071116101. Judul penelitian ini adalah “ Model Komunikasi dan Sosialisasi Satgas *Covid-19* (Studi Deskriptif Kualitatif Model Komunikasi dan Sosialisasi Satuan Gugus Tugas *Covid-19* di Kecamatan Leles) “.

Penelitian ini dilatar belakangi adanya pandemi virus *covid-19* yang melanda dunia termasuk indonesia sehingga pemerintah pun mengeluarkan aturan protocol kesehatan untuk mencegah penyebaran virus *covid-19* di indonesia. Dari ditetapkan nya aturan itu maka berdampak pada kegiatan satgas *covid-19* di Kecamatan Leles untuk mensosialisasikan kepada masyarakat di Kecamatan Leles agar paham akan pentingnya bahaya virus *covid-19* dan melakukan pencegahannya. Tujuan dari penelitian ini adalah untuk mengetahui, dan menjelaskan bagaimana tahap persiapan, tahap bertindak, dan tahap penerimaan kolektif yang dilakukan satgas *covid-19* di Kecamatan Leles.

Penelitian ini menggunakan konsep model komunikasi dan sosialisasi dengan pendekatan kualitatif deskriptif. Teknik pengumpulan data yang digunakan peneliti yaitu wawancara mendalam, dokumentasi, dan observasi partisipan. Kriteria informan pada penelitian ini adalah dengan memilih 5 informan dari pihak satgas *covid-19* Kecamatan Leles dan 1 narasumber Dinas Kesehatan Kabupaten Garut.

Hasil dari penelitian ini dikatakan bahwa tahap persiapan yang dilakukan satgas *covid-19* di Kecamatan Leles untuk bersosialisasi kepada masyarakat melakukan program protocol kesehatan dan melakukan program wajib vaksin kepada seluruh masyarakat Kecamatan Leles. Tahap bertindak yang dilakukan satgas *covid-19* di Kecamatan Leles untuk bersosialisasi dengan melakukan pendekatan kepada masyarakat dan melakukan tindak yustisi yaitu penindakan kepada masyarakat yang melanggar aturan atau program sosialisasi. Dan untuk tahap penerimaan kolektif yang dilakukan satgas *covid-19* di Kecamatan Leles untuk melakukan sosialisasi banyak masyarakat yang sadar atau menerima efek secara kolektif dan masih ada juga masyarakat belum paham apa itu pentingnya bahaya virus *covid-19*, dan masyarakat juga sudah mengalami adaptasi kebiasaan baru.

Kata kunci : Model Komunikasi, sosialisasi, satgas, *covid-19*

Abstract

Muhamad Anggi Hamdani 24071116101 *The title of this research is "Communication Model and Socialization of the Covid-19 Task Force (Qualitative Descriptive Study of the Communication and Socialization Model of the Covid-19 Task Force in Leles District)".*

This research was motivated by the Covid-19 virus pandemic that hit the world, including Indonesia, so the government issued health protocol rules to prevent the spread of the Covid-19 virus in Indonesia. From the stipulation of this rule, it has an impact on the activities of the Covid-19 task force in Leles District to disseminate information to the community in Leles District so that they understand the importance of the dangers of the Covid-19 virus and take steps to prevent it. The purpose of this research is to study, find out, and explain how the preparation stage, action stage, and collective acceptance stage are carried out by the Covid-19 task force in Leles District.

This study uses the concept of a model of communication and socialization with a descriptive qualitative approach and constructivism paradigm. Data collection techniques used by researchers are in-depth interviews, documentation, and non-participant observation. The criteria for informants in this study were to select 5 informants from the Covid-19 task force in Leles District and 1 resource person from the Garut District Health Office.

The results of this study said that the preparation stage carried out by the Covid-19 task force in Leles District to socialize with the community carried out a health protocol program and carried out a mandatory vaccine program for all people in Leles District. The action stage carried out by the Covid-19 task force in Leles District is to socialize by approaching the community and taking legal action, namely taking action against people who violate the rules or socialization programs. And for the collective acceptance stage carried out by the Covid-19 task force in Leles District to disseminate information, many people are aware of or accept the effects collectively and there are still people who do not understand the importance of the danger of the Covid-19 virus, and the community has also experienced the adaptation of new habits.

Keywords: *Communication Model, socialization, task force, covid-19*