

STAY @HOME: SOLUSI MENGHADAPI PANDEMI COVID-19? (STUDI PERILAKU MASYARAKAT DI YOGYAKARTA)

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ABSTRACT

This study aims to examine: the influence of public knowledge about the COVID-19 virus outbreak on new normal behavior, the effect of public awareness on preventing the spread of COVID-19 on new normal behavior, the influence of people's attitudes in facing the COVID-19 outbreak on new normal behavior and the influence of demographic factors (age, gender, education, occupation) in moderating the relationship of knowledge, awareness and attitudes towards new normal behavior.

This research was a survey research with a population of citizens (residents) who live in Yogyakarta Province who are over 15 years old. According to BPS, the population aged 15 years and over in Yogyakarta Province is 3,014,600 people. The sampling technique used in this study was based on probability sampling with a total sample of 400 respondents. The distribution of respondents per district/city will be determined proportionally based on the number of cases that have occurred in each district/city. Data analysis used multiple regression analysis and moderated regression analysis.

This research proves that knowledge about covid 19 (symptoms, spread / transmission, and prevention / treatment), attitudes towards the covid 19 pandemic, awareness of the Covid-19 pandemic have a positive effect on new normal behavior. This study also found that demographic variables (Age, Gender, Education, and Occupation) does not moderate the influence of knowledge, awareness, and attitudes on new normal behavior.

Kata Kunci: *knowledge, attitude, awareness, new normal behavior*