## Abstract

COVID-19 Pandemic in Indonesia keeps on growing, with 79,6% of the cases are within 18-45 years of age. Many ways are developed by health officials to flatten the curve, including prevention. HBM is a model commonly used to understand how individuals perceive a health behavior, for example preventive behaviors. This study conducted via online survey involving 231 subjects, using a new scale made to measure HBM, and adapted preventive behavior scale. This study shows that HBM and preventive health behavior significantly correlated. Perceived susceptibility, perceived severity, and perceived benefit show positive correlation with preventive health behavior, while perceived barriers show negative correlation with preventive health behavior. It is found that HBM is one of the models that could describe how preventive health behavior in pandemic condition, but there is also education, self-efficacy, and knowledge about the health condition. There are some limitations to the study, such as uneven age group distribution, and self-report questionnaire method which is susceptible to bias.

Keywords: HBM, COVID-19, Preventive Health Behavior

References, 18 (1965 2020)

**Abstrak**

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Pandemi COVID-19 di Indonesia terus berkembang, dengan 79,6% dari total kasus terdiri dari 18-45 tahun (per 20 Agustus 2020). Berbagai cara terus dikembangkan oleh ahli kesehatan untuk menekan angka penularan, salah satunya melalui pencegahan. HBM merupakan model yang kerap digunakan untuk memahami persepsi individu terkait perilaku kesehatan, termasuk prevensi. Penelitian dilakukan dengan metode survei online sebesar 231 responden, menggunakan alat ukur yang disusun dari awal untuk HBM serta alat ukur adaptasi untuk perilaku preventif. Studi menunjukkan hubungan signifikan HBM dengan perilaku preventif. Pada dimensi *perceived susceptibility, perceived severity* dan *perceived benefit* menunjukkan hubungan positif dengan perilaku preventif, sedangkan *perceived barriers* menunjukkan hubungan negatif dengan perilaku preventif. Ditemukan bahwa HBM adalah salah satu model yang dapat menggambarkan perilaku preventif saat pandemi, namun terdapat hal lain berupa tingkat pendidikan, *self-efficacy,* serta pengetahuan terhadap kondisi kesehatan tersebut. Penelitian ini memiliki berbagai kelemahan, yaitu sebaran kelompok usia yang tidak merata, serta kuesioner *self-report* yang rawan bias.

Kata kunci: HBM, COVID-19, Perilaku Preventif kesehatan

Daftar Pustaka, 18 (1965 2020)