

### ABSTRACT

Corona Virus Disease (COVID-19) is an infectious disease with a high transmission rate and spreads rapidly throughout the world until it becomes a pandemic. As of July 17, 2020, there were 90,203 confirmed cases of COVID-19 in Pamekasan. It is very important to provide education related to COVID-19 prevention to the public so that behavior changes occur so as to reduce the spread of COVID-19. COVID-19 volunteers were carried out at the Pamekasan District Health Office, especially in the Health Promotion and Community Empowerment Section to support efforts to prevent COVID-19 in Pamekasan Regency. Pandemic conditions encourage the dissemination of information including providing education related to COVID-19 must be quick and precise, along with the increasing use of social media in the community.

This volunteer activity was participatory observational where activities were held on June 12- July 17, 2020. The results of the activities in this report consist of COVID-19 prevention activities in accordance with the direction of the Health Promotion Section and also the making of video media for COVID-19 prevention using 5 stages in *P-Process* theory . The method used was a qualitative approach. The data collection techniques used were active participation observation and interviews.

The results showed that the video aid media for COVID-19 prevention using the *P-Process* theory was effective in being a stimulus to increase informants' knowledge up to 100% regarding the use of masks, and 90% increase in knowledge regarding hand washing steps. More in-depth research is needed regarding the effectiveness of the COVID-19 prevention media and also the factors that influence the knowledge, attitudes and behavior of the Pamekasan community in efforts to prevent COVID-19.

Keywords: volunteer, media, prevention, COVID-19, *P-Process* theory

### ABSTRAK

Corona Virus Disease (COVID-19) merupakan penyakit menular dengan tingkat penularan yang tinggi dan meluas secara cepat ke seluruh dunia hingga menjadi pandemi. Hingga tanggal 17 Juli 2020 kasus konfirmasi positif COVID-19 di Pamekasan sebanyak 90.203 orang. Pemberian edukasi terkait pencegahan COVID-19 kepada masyarakat sangat penting dilakukan agar terjadi perubahan perilaku sehingga menekan penyebaran COVID-19. Kegiatan relawan COVID-19 dilakukan di Dinas Kesehatan Kabupaten Pamekasan khususnya pada Seksi Promosi dan Pemberdayaan Masyarakat dan Pemberdayaan Masyarakat untuk mendukung upaya pencegahan COVID-19 di Kabupaten Pamekasan. Kondisi pandemi mendorong penyebaran informasi termasuk pemberian edukasi terkait COVID-19 harus cepat dan tepat, seiring dengan peningkatan penggunaan media sosial ditengah masyarakat.

Kegiatan relawan ini bersifat observasional partisipatif dimana akegiatan dilaksanakan pada tanggal 12 Juni – 17 Juli 2020. Hasil kegiatan dalam laporan ini terdiri atas kegiatan pencegahan COVID-19 sesuai arahan Seksi Promosi dan Pemberdayaan Masyarakat dan juga pengembangan media video pencegahan COVID-19 dengan menggunakan 5 tahapan pada Teori *P-Process*. Metode yang digunakan menggunakan pendekatan kualitatif. Teknik pengumpulan data yang digunakan adalah observasi partisipasi aktif dan wawancara.

Hasil penelitian menunjukkan media bantu video pencegahan COVID-19 menggunakan Teori *P-Process* efektif dalam menjadi stimulus untuk meningkatkan pengetahuan informan hingga 100% terkait penggunaan masker, dan peningkatan pengetahuan 90% terkait langkah cuci tangan. Perlu dilakukan penelitian lebih mendalam terkait faktor-faktor yang mempengaruhi pengetahuan, sikap, dan perilaku masyarakat Pamekasan dalam upaya pencegahan COVID-19.

Kata kunci : relawan, media, pencegahan, COVID-19, Teori *P-Process*