

ABSTRACT

Avian influenza continued rising and in 2007 East Java Province was established as an avian influenza epidemic. Main attempt to decrease number of the case was by preventing it spreading. Surabaya and Mojokerto were cities with positive avian influenza case. This research was conducted to recognize people behavior including people's knowledge, attitude and action in preventing avian influenza.

This was a descriptive study with case study design. Providing questionnaire and observation was performed in 55 families in Keputih sub-district and 30 families in Perning village. Respondents were collected from population by purposive sampling. Variables in this research were people's knowledge, attitude and action in preventing avian influenza.

The research results show that most of the community posses high level of knowledge about avian influenza prevention (69%) with 71% of whom were located in Keputih sub-district and 67% in Perning village. Most of the community as many as 58% supports avian influenza prevention, whether in Keputih sub-district was 58,2% and in Perning village was 57%. Most of the community had conducted good prevention efforts as many as 52% with 87% in Perning village had conducted good prevention efforts and 67% in Keputih sub-district had conducted inadequate prevention efforts.

It can be concluded that most of the community posses high level of knowledge, supportive attitude and good prevention efforts against avian influenza. The people in Keputih sub-district have a higher level of knowledge and supportive attitude compared to those in countryside Perning. The people in Perning village have conducted good prevention effort.

Keyword : public, avian influenza, behavior

ABSTRAK

Kejadian flu burung terus meningkat dan pada tahun 2007 Jawa Timur dinyatakan sebagai kejadian luar biasa flu burung. Upaya yang utama untuk mengurangi angka kejadian flu burung adalah dengan melakukan pencegahan terhadap flu burung. Surabaya dan Mojokerto merupakan kota dengan kasus positif flu burung. Penelitian ini dilakukan untuk mengetahui perilaku masyarakat yang meliputi pengetahuan, sikap dan tindakan masyarakat tentang pencegahan flu burung.

Penelitian ini merupakan jenis penelitian deskriptif yang dilaksanakan dengan rancangan studi kasus. Pemberian angket dan observasi dilaksanakan pada 55 keluarga di Kelurahan Keputih dan 30 keluarga di Desa Perning. Responden diambil dari populasi dengan cara *purposive sampling*. Variabel pada penelitian ini adalah pengetahuan, sikap dan tindakan masyarakat.

Dari hasil penelitian didapatkan sebagian besar masyarakat mempunyai pengetahuan yang tinggi tentang pencegahan flu burung sebanyak 69%, yaitu 71% di Kelurahan Keputih dan sebanyak 67% di Desa Perning. Sebagian besar masyarakat mendukung pencegahan flu burung sebesar 58%, baik di Kelurahan Keputih (58,2%) maupun di Desa Perning (57%). Sebagian besar masyarakat mempunyai tindakan yang baik sebesar 52%, yaitu 87% di Desa Perning mempunyai tindakan yang baik dan sebanyak 67% masyarakat di Kelurahan Keputih mempunyai tindakan yang kurang tentang pencegahan flu burung.

Kesimpulan yang dapat ditarik adalah sebagian besar masyarakat mempunyai pengetahuan yang tinggi, sikap yang mendukung dan tindakan yang baik tentang pencegahan flu burung. Pengetahuan yang tinggi dan sikap yang mendukung lebih banyak dimiliki oleh masyarakat di Kelurahan Keputih. Tindakan yang baik lebih banyak dimiliki oleh masyarakat di Desa Perning.

Kata kunci : masyarakat, flu burung, perilaku