

ABSTRACT

This research was conducted to determine the effectiveness of using the M-Cap car owned by the Communication and Informatics Office of Tanah Datar Regency in conducting socialization of Covid-19 at the Batusangkar Market, Tanah Datar Regency. The purpose of this study was to measure the effectiveness of the socialization of the Covid-19 health protocol at the Batusangkar Market which was carried out using the MCAP by the Diskominfo, Tanah Datar Regency. This research uses a descriptive method with a positivistic paradigm to explain and describe the research object based on data obtained from respondents through a questionnaire. Sampling was carried out by purposive sampling method with the number of respondents obtained as many as 100 people with the criteria of market traders and market visitors. Respondents consisted of 51 male respondents and 49 female respondents. Based on the validity test, there are 2 invalid questionnaire questions, so invalid questions can be eliminated. Based on the results of the reliability test, it shows that this variable has a Cronbach Alpha value > 0.60 , so it can be concluded that the questionnaire used is reliable. The results of the analysis showed that no respondents were included in the very low assessment criteria, 56 people (56%) were included in the low assessment criteria, 43 people (43%) were included in the sufficient assessment criteria, 1 person (1%) was included in the high assessment criteria, and no respondents included in the very high criteria. It can be concluded that the majority of respondents chose the low criteria, so it was concluded that the MCAP car was considered ineffective in conveying communication related to the Covid-19 Health protocol.

Keywords: Covid-19, health protocol, M-Cap car, effectiveness