

ABSTRACT

Coronavirus (COVID-19) became a pandemic that shocked the world at the end of 2019, this outbreak killed more than 6 million people worldwide. This resulted new conditions where people need adaptation to *New Normal* conditions, where people had to keep their distance, use personal protective equipment (PPE) and reduce offline activities that has created online activities increased. As time has gone by, a COVID-19 vaccine then invented. Unfortunately, people are still skeptical about the existence of a new vaccine. Thus, efforts to find information on the COVID-19 vaccine began to do by people in Indonesia, especially on social media. Generation Z, as the most internet users in Indonesia, has a big role in providing information regarding the COVID-19 vaccine. This study aims to find out the pattern of information search for generation Z COVID-19 vaccines on social media, from the initial stage (Starting) to the end (Ending) based on David Ellis theory. By using interpretive qualitative methods and in-depth interviews as data collection techniques, researchers know the characteristics and stages of generation Z in seeking information on the COVID-19 vaccine on social media.

Keywords: Information Seeking Behavior, Coronavirus (COVID-19), Generation Z, Social Media

ABSTRAK

Coronavirus (COVID-19) menjadi pandemi yang menggemparkan dunia pada akhir tahun 2019, wabah ini menewaskan lebih dari 6 juta jiwa manusia di seluruh dunia. Hal tersebut mengakibatkan kondisi baru dimana umat manusia harus beradaptasi dengan kondisi New Normal, dimana masyarakat harus menjaga jarak, menggunakan alat pelindung diri (APD) dan mengurangi aktifitas offline sehingga aktifitas online menjadi meningkat. Seriring berjalannya waktu vaksin COVID-19 pun tercipta, sayangnya masyarakat masih skeptis dengan adanya vaksin baru. Maka, upaya pencarian informasi vaksin COVID-19 pun mulai marak, khususnya di media social. Generasi Z sebagai pengguna internet terbanyak, memiliki peran besar dalam menginformasikan informasi terkait vaksin COVID-19 ini. Penelitian ini bertujuan untuk mencairtau bagaimana pola pencarian informasi vaksin COVID-19 pada generasi Z di media social, dari tahap awal (Starting) hingga akhir (Ending) berdasarkan teori David Ellis. Dengan menggunakan metode interpretative qualitative dan wawancara mendalam sebagai teknik pengumpulan data, peneliti mengetahui karakteristik dan tahapan generasi Z dalam mencari informasi vaksin COVID-19 di media sosial.

Kata Kunci: Pola Pencarian Informasi, Virus Corona (COVID-19), Generasi Z, Media Sosial