ABSTRACT

During the COVID-19 pandemic, the term herd immunity emerged and often became the main topic of discussion in the news media, however, the term natural immunity appeared which was no less a topic of conversation. The main problem is the lack of dissemination of information about natural immunity which is rarely known by the public so that the term natural immunity is poorly understood by the public. This study uses the independent variable, namely the source of information and the dependent variable, namely the level of knowledge of natural immunity in Telkom University Communication Science Students. This study aims to determine how much influence the relationship between information sources has on the level of knowledge of natural immunity in Telkom University Communication Science Students. This research uses quantitative methods using descriptive analysis techniques, normality tests, correlation tests, simple linear regression tests, coefficient of determination, and hypothesis testing. Data collection techniques in this study used a questionnaire to obtain primary data directly from the respondents. The samples obtained were 100 respondents who were Telkom University Communication Science Students. The results of this study indicate that there is a significant relationship between sources of information and the level of knowledge of natural immunity in Telkom University Communication Science Students with. This shows the results of the coefficient of determination of 12.8% percent while the remaining 87.2% is influenced by other factors not examined and the results of simple linear regression which show that the relationship between sources of information has a positive influence on the level of knowledge of natural immunity in students of Communication Studies Telkom University with a result of 0.216.

Keywords: Natural Immunity, Information Source, Telkom University Communication Science Students, Level Of Knowledge.