

ABSTRACT

The rise of Covid-19 health information circulating on social media, especially Whatsapp, has created new problems during the Covid-19 pandemic. If the concept of detecting the truth of information is not well understood by the community, especially housewives, it will become a new, more severe problem. Therefore, Alfred Schutz's phenomenological theory is used to describe the construction of meaning based on an individual's conscious experience of a phenomenon. This study uses a qualitative method with a phenomenological approach, aiming to find out the motives of housewives seeking Covid-19 health information using Whatsapp and the construction of the meaning of Covid-19 health information on Whatsapp for housewives. Data were collected using in-depth interviews with 10 housewives in Jepara who were determined purposively. The results of the study revealed two categories of motives, namely socio-functional motives and psychological motives. Functional social motives include the motive of supporting work as a cadre to prevent the spread of Covid-19 in the community and the motive of maintaining family health from Covid-19 infection. While psychological motives include motives to increase self-awareness to maintain personal health and motives to fulfill curiosity about the development of Covid-19 cases. There are three meaning constructions built by housewives, namely accurate information, complimentary daily health information on Covid-19, and dubious information.

Keywords: meaning construction, health information, Covid-19, Whatsapp