

ABSTRACT

Reports on social media about COVID-19 have moved people to vaccinate. Although there are still a small number of people who do not care about the news. The theory referred to in this study is the motivation theory of Robbins (2003:208). This study aims to determine the effect of exposure to the news of the COVID-19 pandemic on Instagram @kemenkes_ri on the motivation of the people of Bandung City to vaccinate.

This study uses quantitative methods and uses numerical analysis. The research population is the number of residents in Bandung and has carried out the first dose of vaccination, which is reported through the Indonesian Ministry of Health's Vaccination page, there are 1,953,860 people on December 17, 2021. The sampling technique used in this study is simple random sampling with the Lemeshow formula and resulted in 243,197 samples and rounded off the number of samples in this study to 250 samples. The data analysis technique used is descriptive analysis and simple linear regression analysis.

The results showed that media exposure had an effect on people's motivation to vaccinate. This is contained in the results of a simple linear regression where on Instagram of 0.328 it affects 1.1124 the motivation of the people of Bandung City to vaccinate. Then the value of R square = 0.483, which indicates that the dependent variable (Y) is influenced by 48.3% by the independent variable (X). Meanwhile, 51.7% (100%-48.3%) was influenced by other factors outside of this study.

Keywords: *COVID-19, vaccination, motivation, instagram, pandemic*