

ABSTRAK

Rabies merupakan salah satu penyakit zoonosis yang masih menjadi permasalahan kesehatan masyarakat dan kesehatan hewan. Rendahnya cakupan vaksinasi hewan di Kota Payakumbuh menunjukkan perlunya upaya komunikasi yang mampu meningkatkan pengetahuan dan kepedulian masyarakat terhadap pentingnya vaksinasi hewan peliharaan. Permasalahan tersebut tidak hanya berkaitan dengan aspek kesehatan hewan, tetapi juga dengan bagaimana informasi mengenai vaksinasi rabies dikomunikasikan kepada masyarakat secara menarik, mudah dipahami, dan sesuai dengan karakteristik khalayak. Tugas akhir ini bertujuan untuk merancang dan melaksanakan Kampanye “Peduli Vaksinasi Rabies” melalui media sosial Instagram sebagai upaya meningkatkan kesadaran masyarakat Kota Payakumbuh terhadap pentingnya vaksinasi hewan peliharaan. Perancangan kampanye menggunakan pendekatan kampanye sosial dengan proses Public Relations yang terdiri dari empat tahap, yaitu defining the problem, planning and programming, taking action and communicating, serta evaluating the program. Strategi pesan disusun secara bertahap melalui konten edukasi, mitos dan fakta, edukasi mengenai gigitan hewan, serta ajakan mengikuti Program Vaksinasi Rabies Gratis. Hasil pelaksanaan kampanye menunjukkan bahwa konten Instagram memperoleh 25.071 tayangan, menjangkau 14.601 akun, menghasilkan 243 interaksi, dan 269 kunjungan profil. Program Vaksinasi Rabies Gratis menyediakan 50 dosis dan terealisasi sebanyak 44 dosis untuk 44 ekor kucing. Namun, evaluasi pasca-kampanye menunjukkan tidak terdapat masyarakat yang kembali ke Dibli Pet Care untuk menanyakan vaksinasi setelah program berakhir. Dengan demikian, kampanye menunjukkan adanya exposure, engagement, dan tindakan vaksinasi selama periode pelaksanaan, tetapi belum terdapat bukti yang cukup untuk menyatakan adanya peningkatan kesadaran masyarakat secara berkelanjutan setelah kampanye berakhir. Evaluasi lanjutan dalam periode yang lebih panjang diperlukan untuk mengetahui keberlanjutan dampak kampanye terhadap pengetahuan, sikap, dan perilaku masyarakat.

Kata kunci: Kampanye Sosial, Strategi Komunikasi, Vaksinasi Rabies, Instagram, Kesadaran Masyarakat

ABSTRACT

Rabies is a zoonotic disease that remains a public health and animal health concern. The low coverage of animal vaccination in Payakumbuh indicates the need for communication efforts that can increase public knowledge and concern regarding the importance of vaccinating companion animals. This issue is not only related to animal health but also to how information about rabies vaccination is communicated to the public in an engaging, understandable manner and in accordance with the characteristics of the target audience. This final project aims to design and implement the “Peduli Vaksinasi Rabies” campaign through Instagram as an effort to increase public awareness of the importance of companion animal vaccination in Payakumbuh. The campaign was designed using a social campaign approach and a Public Relations process consisting of four stages: defining the problem, planning and programming, taking action and communicating, and evaluating the program. The message strategy was developed gradually through educational content, myth and fact content, animal-bite education, and a call to participate in a Free Rabies Vaccination Program. The campaign results showed that the Instagram content generated 25,071 impressions, reached 14,601 accounts, received 243 interactions, and generated 269 profile visits. The Free Rabies Vaccination Program provided 50 vaccine doses, of which 44 doses were administered to 44 cats. However, post-campaign evaluation showed that no members of the public returned to Diboli Pet Care to inquire about rabies vaccination after the program ended. Therefore, the campaign demonstrated exposure, engagement, and vaccination-related actions during the implementation period, but there was insufficient evidence to conclude that the campaign resulted in sustained improvements in public awareness after the campaign ended. Further evaluation over a longer period is needed to assess the sustainability of the campaign's impact on public knowledge, attitudes, and behavior.

Keywords: Social Campaign, Communication Strategy, Rabies Vaccination, Instagram, Public Awareness