



COVID-19 INFORMATION-SEEKING BEHAVIOR (STUDY ON POKJA KELURAHAN SEHAT KARANGBESUKI'S COMMITTEE)

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ABSTRACT

Introduction. The purpose of this study is to find out, explain, and analyze the information-seeking behavior of COVID-19 conducted by Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee. There are eight indicators used based on Ellis's Information-seeking Behavior Model such as; starting, chaining, browsing, differentiating, monitoring, extracting, verifying, and ending.

Research Methods. This study used a mixed approach (mixed method).

Results and Discussion. The results of this study indicate that the information-seeking behavior at the starting, chaining, and ending stages of the Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee is carrying out well. Furthermore, at the stage of browsing, differentiating, monitoring, extracting, and verifying, it is quite good. Middle-age is the age demographics majority of Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki contribute the results of information-seeking behavior.

Conclusion. This study shows how well Ellis's Information-seeking Behavior Model analyzes information-seeking behavior and guides people to get information as they need.

Keywords: Information-seeking Behavior, Ellis's Information-seeking Behavior Model, COVID-19

1. INTRODUCCION

Peter Drucker in 1959 said that knowledge society shows that someone will be considered as expertise through written knowledge, this knowledge known as information (Grover, 2010). Information is actually a process and at the same time the result of a process. Grover suggests that information is the result of knowledge with a structured understanding so that it can be accepted by many people and can be disseminated and generally accepted (Grover, 2010).

The form and dissemination of information depend on the information needs of the receiving community. Ganswein explains that the level of a person's information needs is always different according to what he needs, the higher the level of a person's information needs, the higher the level of information search for each user (Gänswein, 2011). A person searches for information aimed at obtaining relevant and accurate information according to the user's information needs (Reading, 2014). The information that is currently being discussed is the outbreak of a respiratory disease originating from the coronavirus called Corona Virus Disease 2019 (COVID-19). The evidence is the number of online searches through the Google search engine using the keyword COVID-19 which has reached 750 million times worldwide in March and April 2020.



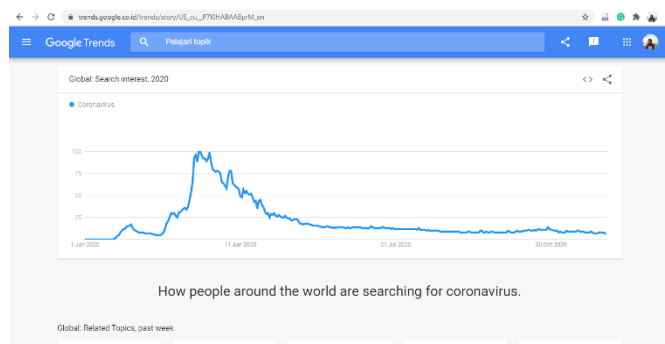


Figure 1. CoronaVirus Searches Inquiry in Google.com Around the World on 2020

Figure 1 explains that the search for COVID-19 inquiry is one of the Global Search Interests or the most sought-after searches by the world community. Figure 1 shows that the percentage of searches carried out on the Google.com search engine reached 100% from the end of March to April 2020. The fulfillment of different information needs then resulted in different ways of searching for information (Kundu, 2017). The way a person uses to searches for information is called information-seeking behavior. Ellis states that in the behavior of information users there is information-seeking behavior which is called an active search behavior model (Al-Suqri & Al-Aufi, 2015). Ongoing search is built on active search by occasionally seeking information to update or expand the basic framework of existing knowledge, ideas, beliefs, or values (Al-Suqri & Al-Aufi, 2015). Searching for information can also occur because there is not enough information that has been obtained previously so that it makes someone look for other relevant information and provide a comprehensive understanding of the information to be obtained.

One of the information subjects sought by the public is in the health sector (Hirvonen, 2015). The purpose of seeking health information is to improve and maintain one's health (Zare-Farashbandi & Lalazaryan, 2014). The study of information-seeking behavior in the health sector is known as Health Information-seeking Behavior (HISB). Based on the Jaafar research in 2017, HISB provides knowledge about health information to health service users which then influences individual health behavior (Jaafar et al., 2017). Someone who has knowledge related to health will motivate that person to get better health services in the future.

The search for health information, especially regarding COVID-19 by the Indonesian people has been carried out continuously to update information (Yuliana, 2020). Since Achmad Yurianto as the Government Spokesperson for COVID-19 Handling announced the first case of an Indonesian citizen who was positive for COVID-19, the Ministry of Health of the Republic of Indonesia (KEMENKES RI) through its online website, covid19.kemkes.go.id, created a special column for COVID-19.



Figure 2. Display of the online page of Ministry of Health of the Republic of Indonesia

The existence of a special section for COVID-19 shown in Figure 2 shows that the government provides facilities for fulfilling information about COVID-19 for the community.

The government through this website also provides appeals related to preventing the spread, symptoms, spread, recovery rate of COVID-19, etc.

The tendency of the Indonesian people to search for health information related to COVID-19 via the internet is very high, which can be seen through the Google search engine application. In Indonesia, searches for the latest information about COVID-19 are always in the top ten searches on the Indonesian area Google search engine application every day. This fact can indirectly show the behavior of the Indonesian people who always try to get information about COVID-19, one of which is through the internet. Figure 3 below shows the search rankings of Indonesian people through the Google search engine application regarding COVID-19 on April 5-7, 2020.

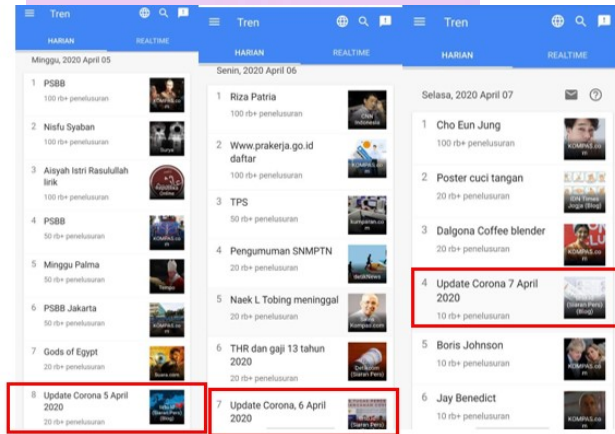


Figure 3. Top search list per day via Google in Indonesia

One of the community groups searching for information about COVID-19 is Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee. Based on the results of pre-research conducted by researchers through the WhatsApp application, it found that they sent some information about COVID-19. This shows that Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee has searched information about COVID-19.



Figure 4. Conversation content about COVID-19 on the WhatsApp Group of Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee

The search for information carried out by Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee does not always take from sources that are proven to be true. The possible hypotheses are due to the age demographics of Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee, the majority of whom are over 35 years of age. According to Grover, middle-aged people tend to receive information without identification (Grover, 2010). Middle age defines as someone age more than 35 years (Ministry of Health Indonesia, 2014). Receiving information without proper identification can lead to a wrong conception of information. Uniquely, although Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's

Committee are mostly middle-aged, this organization has received an award in the form of 2nd Place in Malang City Health Village in the 2019 administration category. Based on the background previously mentioned, researchers are interested in knowing how information-seeking behavior is regarding COVID-19 on Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee.

2. METHODS

This study uses a descriptive type of research with a mixed-method approach using a sequential explanatory strategy. This research uses primary sources (questionnaires, observations, and interviews with informants) and secondary sources. This research conducted at the Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee in Malang, Indonesia from March to November 2020. Data collection was carried out by distributing questionnaires, observation, in-depth interviews with seven informants selected purposively from 21 research subjects, and collecting related documents. The qualitative and quantitative data analysis techniques used in this study include 1) descriptive statistical analysis (editing, coding, and tabulation) 2) analysis of data portraits or frequencies and percentages; 3) Analysis of interview results; 4) Interpretation of the results of interviews and questionnaires; 5) Presenting descriptive analysis narrative; 6) Data analysis with inductive thinking patterns. The variable in this study is information-seeking behavior with eight indicators of Ellis's information-seeking behavior model. The measurement scale used is the Likert Scale. The construct validity test in this study used the product-moment correlation technique which tested 18 items, while the reliability test used the Cronbach Alpha reliability test formula. This validity test uses the Microsoft Excel 2013 computer program and the Statistical Package for the Social Sciences (SPSS) version 24 for Windows. All items are declared valid with an average validity test value of 0.559 and a reliability test value of 0.896. Testing the validity of the data through a data credibility test is done by extending observations, increasing persistence, triangulation, using other reference materials, and member checks. In addition, there are dependability and confirmability tests.

3. RESULTS AND DISCUSSION

The variable used in this research is information-seeking behavior. The variables consist of eight indicators; starting, chaining, browsing, differentiating, monitoring, extracting, verifying, and ending. Data obtained from the distribution of questionnaires conducted by researchers containing questions related to the information search process.

3.1 Result

1. Starting

Tabel 1 Frequency Distribution of Starting Indicator

Item	Respondent's Answer										Average
	Never		Rarely		Occasionally		Often		Constantly		
	F	%	F	%	F	%	F	%	F	%	
X1	0	0%	0	0%	7	33%	11	53%	3	14%	3.6875
X2	0	0%	0	0%	4	19%	11	52%	6	29%	4
X3	1	5%	8	38%	8	38%	3	14%	1	5%	2.6875

Item X1 is people's interest in COVID-19 health information, X2 determines the topic of information seeking, and X3 other subjects provide information-seeking assistance. Based on table 1, it can be seen that Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee often has an interest in searching for information in the health sector especially

regarding COVID-19, often determines the topic of finding information about COVID-19, and sometimes requires other people to search information about COVID-19.

2. Chaining

Tabel 2 Frequency Distribution of Chaining Indicator

Item	Respondent's Answer										Average
	Never		Rarely		Occasionally		Often		Constantly		
	F	%	F	%	F	%	F	%	F	%	
X4	0	0%	0	0%	7	33%	12	57%	2	10%	3.5625
X5	1	5%	1	5%	5	24%	14	66%	0	0%	3.4375

Item X4 is the use of official information sources and X5 is the use of unofficial sources of information. Based on table 2 it can be seen that Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee often use official information sources such as newspapers or accredited online media in searching for information about COVID-19 and often use unofficial sources of information such as chain messages from other people on the Whatsapp application in search for information about COVID-19.

3. Browsing

Tabel 3 Frequency Distribution of Browsing Indicator

Item	Respondent's Answer										Average
	Never		Rarely		Occasionally		Often		Constantly		
	F	%	F	%	F	%	F	%	F	%	
X6	1	5%	9	43%	6	28%	4	19%	1	5%	3.375
X7	3	14%	12	57%	4	19%	2	10%	0	0%	3.625
X8	0	0%	3	14%	11	53%	4	19%	3	14%	3.1875

Item X6 is a print media to search for information, X7 is the internet to find information, and X8 is a more specific search regarding COVID-19. Table 3 shows that Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee rarely uses print media such as newspapers, magazines, etc. in searching for information about COVID-19, rarely uses the internet to search for information about COVID-19, and rarely does more specific searches such as symptoms, number of sufferers, number of cures, etc. regarding COVID-19.

4. Differentiating

Tabel 4 Frequency Distribution of Differentiating Indicator

Item	Respondent's Answer										Average
	Never		Rarely		Occasionally		Often		Constantly		
	F	%	F	%	F	%	F	%	F	%	
X9	0	0%	1	5%	13	62%	5	24%	2	9%	3.1875
X10	1	5%	3	14%	9	43%	8	38%	0	0%	3.125

Item X9 is a selection of search results information and X10 is checking information from various sources. Table 4 shows that Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee occasionally selects the information on the search results that have been obtained and occasionally checks the information that has been obtained through various other sources of information.

5. Monitoring

Tabel 5 Frequency Distribution of Monitoring Indicator

Item	Respondent's Answer										Average
	Never		Rarely		Occasionally		Often		Constantly		
	F	%	F	%	F	%	F	%	F	%	
X11	0	0%	3	14%	9	43%	7	33%	2	10%	3.125
X12	0	0%	3	14%	12	57%	5	24%	1	5%	3

Item X11 is monitoring the latest information and X12 is checking again the information that has been obtained. Table 5 shows that Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee occasionally monitors the search results information that has been obtained and occasionally checks the information that has been obtained through various other sources of information.

6. Extracting

Tabel 6 Frequency Distribution of Extracting Indicator

Item	Respondent's Answer										Average
	Never		Rarely		Occasionally		Often		Constantly		
	F	%	F	%	F	%	F	%	F	%	
X13	0	0%	0	0%	14	67%	5	24%	2	9%	3.25
X14	0	0%	4	19%	13	62%	4	19%	0	0%	3.0625

Item X13 is the selection of information as needed and X14 is an examination of the information that has been selected. Based on table 6, Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee occasionally conducts information selection activities according to their COVID-19 information needs and occasionally checks information that has been previously selected.

7. Verifying

Tabel 7 Frequency Distribution of Verifying Indicator

Item	Respondent's Answer										Average
	Never		Rarely		Occasionally		Often		Constantly		
	F	%	F	%	F	%	F	%	F	%	
X15	0	0%	2	9%	13	62%	6	29%	0	0%	3.125
X16	1	5%	2	9%	11	52%	6	29%	1	5%	3.3125

Item X15 is a re-examination of the accuracy of information and X16 is a re-examination of the accuracy of information through official sources of information. Table 7 shows that Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee occasionally re-checks the accuracy of the COVID-19 information they have and occasionally re-checks the accuracy of information through official information sources.

8. Ending

Tabel 8 Indicator Frequency Distribution of Ending

Item	Respondent's Answer										Average
	Never		Rarely		Occasionally		Often		Constantly		
	F	%	F	%	F	%	F	%	F	%	
X17	0	0%	2	10%	9	43%	7	33%	3	14%	3.3125
X18	0	0%	2	9%	4	24%	10	48%	5	19%	3.1875

Item X17 is using the information obtained and X18 is Information according to needs. Based on table 8, Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee sometimes uses the information obtained by using the information and sources of information as a reference for further information seeking and often feels satisfied by the information about COVID-19.

3.2 Discussion

The use of information-seeking behavior models can explain the way a person searches and uses information (Randle et al., 2018). The information-seeking behavior model which appropriates to describe the information-seeking behavior of a community with a particular subject is the Ellis model (Baba, Sumaira Jabeen; Ganie, 2019). The explanation below is the discussion of indicators of information-seeking behavior variables:

1. Starting

The starting indicator is the initial process of searching for a person's relevant information needs. These activities include; interest in searching for information on certain subjects, determining information topics, and determining the existence of subjects that can assist in finding information (Kundu, 2017). The research shows that people often have an interest in finding information about COVID-19, this statement is in line with Jafar's opinion that health information is one of the subjects that is often sought after by the public (Jaafar et al., 2017). The main reason is the sense of responsibility from Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee as a group representing the community to have more knowledge in the health sector. On determining the topic activity, Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee is known to often determine the topic of seeking information about COVID-19. The results of this study are similar to the opinion of Solomon and Bronstein that the topic of searching for information is in line with the interests of the information needed, in the context of this study Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee have an interest in health information so it is easy for them to choose topics related to COVID-19 (Solomon & Bronstein, 2016). The third item is the occurrence of a subject that helps in searching for information. The results showed that sometimes Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee needed other people to search for information. The demographic condition of Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee who are more than 35 years old is one of the reasons for the need for information search assistance. This is in line with Grover's statement that people with middle age (over 35 years) tend to receive information from others directly rather than looking for themselves (Grover, 2010).

2. Chaining

The chaining indicator links backward and forwards with information that has been determined by topic (Kundu, 2017). Information is associated with information needs that underlie the search for information, then look for relationships with these needs. Important and pertinent information is recorded so that it can easily become the main subject of information retrieval. It is necessary to know the information is from an official source or not (Maryono & Wicaksono, 2018). There are two items in this study such as the use of official and unofficial information. The results showed that Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee often used official sources of information such as accredited newspapers, government online media, etc., and unofficial ones such as chain messages on the Whatsapp application. Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee used two sources due to the ease

of access of the two sources of information. This finding is in line with Reading's opinion that information can be obtained from various sources and does not cover one particular source (Reading, 2014).

3. Browsing

Browsing indicators such as; initial information, subjects, and other important information related to needs began to be sought through various media information sources (Kundu, 2017). Rohmiyati explained that information can be found through print and online media (Rohmiyati, 2018). Based on the research, Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee is known to rarely use print and internet media in searching for information. It is common for health service users to have difficulty using online media (internet) in finding information so they use print media. Ganswein explains that not everyone can subscribe to printed media so they use alternative types of other information sources (Gänswein, 2011). The interview results stated that Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee sometimes conducted more specific direct searches such as; symptoms, number of sufferers, number of cures, etc. The reason is the fear of seeing various search results. The internet is recognized to be faster for updating information but it is not important for them because there are considerations between the mental stability of the recipients of the information.

4. Differentiating

The differentiating indicator separates the information that has been sought. The activity in this stage is the selection of search result information and checking the information through various sources (Kundu, 2017). This study uses two items, the selection of search results information and comparing the information obtained with various other sources of information. Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee sometimes selects information from the search results in the previous process and compares the information that has been selected through other sources of information. This is because Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee feels that they need free time to re-examine the information.

5. Monitoring

Monitoring indicators are activities to ensure that the information obtained is up-to-date. There are two items in this indicator, monitoring the latest information and re-checking the information that has been obtained. The results of this study indicate that Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee sometimes monitors the latest information and rechecks the information that has been obtained. The reasons stated are the lack of time, opportunities, and accessible access. Given the demographic conditions of Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee, Dastani, et al revealed that the respondents in their research also had limitations in monitoring information (Dastani et al., 2019). Deng and Liu add that not all people can have access to adequate and up-to-date information on the online health information they research (Deng & Liu, 2017).

6. Extracting

Extracting is to re-verify whether the information is relevant through searching, either through the media used or the level of accreditation of the information source. The extraction indicator in this study uses two items such re-selection of information and re-checking the information that has been monitored. The results showed that Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee sometimes re-select information as needed and re-examined the information that had gone through the

monitoring process. This is because the information that has been obtained is deemed sufficient for his information needs.

7. Verifying

Verifying indicator is the activity that checking the accuracy of the information that has been obtained so that it can be ascertained that the source is credible, current, and relevant. In this study, two questions were used such; checking the accuracy and checking the accuracy of information with comparisons of official sources. The results showed that Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee sometimes checked the accuracy of information through official sources of information such as government-owned online media, credible mass media, etc. Some of the reasons found were the lack of time, opportunity, and desire to access other information to carry out the information verification process. The official sources used were announcements from the government and community health centers in Karangbesuki. It is also easier to spread information when using an official written announcement and then sharing it online via Whatsapp.

8. Ending

Ending is the activity which the information that has been obtained is closed and the contents are analyzed. The question asked is how the information used and the suitability of information with needs. The results showed that Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee sometimes used the information that had been obtained as a reference for further information retrieval. information needs regarding COVID-19 to be investigated. Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee felt that by searching and finding information, they knew so that they could apply the COVID-19 information they had. For example, respondents implemented the COVID-19 health protocol in the neighborhoods and traditional markets in the village. The results of this study are in line with Hirvonen's that the search for health information can provide an increase in general and specific knowledge about a disease (Hirvonen, 2015).

4. CONCLUSION

This research implied the relationship between the subject of information seeking and information-seeking behavior. Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee has responsibility in the public health sector among Karangbesuki to raise awareness of the search for good information related to health, especially COVID-19. The information-seeking behavior model by Ellis has too long stages in seeking information by Kelompok Kerja (POKJA) Kelurahan Sehat Karangbesuki's Committee so its stages are not always applied.

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