

THE ROLE OF SOCIAL MEDIA AS A SOURCE OF COVID-19 VACCINATION INFORMATION

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Abstract. This research is based on the implementation of a national vaccination campaign to prevent the transmission of Covid-19 in Indonesia, and the presence of social media can shorten the government's target in achieving the national target of 181.5 million people in Indonesia. This study uses qualitative research with a systematic literature review in uncovering research questions. The results of the study conclude that social media plays a very important role in campaigning for the government's national Covid-19 vaccination program and the form of delivery on social media using images of officials including the president plays a very important role in influencing the public to participate in the national vaccination program.

Keywords: social media; information; vaccination; Covid-19

I. INTRODUCTION

The Covid-19 pandemic has been a major issue since the beginning of 2020. The outbreak that became a pandemic was allegedly an outbreak that first appeared in Wuhan, the People's Republic of China. This pandemic belongs to the corona virus family that has existed before. However, Covid-19 or can also be called the SARS code COV2 is one of the new types of the corona virus that has not found a cure until now. Due to the availability of drugs that are not yet available, the handling of this pandemic must also use other methods. These other ways can be social distancing policies in the community, or even quarantine or lock down in a certain area that is being hit by this outbreak [1].

Indonesia itself cannot avoid this pandemic, the first case of covid-19 in Indonesia was announced by the President of the Republic of Indonesia, Ir. Joko Widodo in March 2020. The first case was successfully tracked by the government in Depok City, West Java. Since then, cases have continued to occur in Indonesia, starting from the Greater Jakarta area, to spreading to other provinces on the island of Java, such as Central Java and East Java. In fact, COVID-19 cases were also found outside Java, such as in Kalimantan, Sulawesi, and Sumatra [2].

Given the precarious situation, the Government of Indonesia continues to implement public restriction policies. Starting from Large-Scale Social Restrictions, Large-Scale Social Restrictions, Imposition of Restrictions on Micro Community Activities, to the Imposition of Restrictions on Emergency Community Activities which have been active since July 3, 2021. These various policies are of course the Government's efforts to block the spread of the virus in the community. Because until today, Indonesia has recorded 3,568,331 cases of COVID-19 from early March 2020. Of these cases, there were 102,375 deaths caused by Covid-19. This figure still has the potential to increase, considering that

currently, Indonesia is facing a second wave of the spread of the new Covid-19 variant, namely the delta variant which was first discovered in India..

With the situation being faced, the Government seems to be trying to take various steps and strategies to deal with this pandemic. In addition to the policy restrictions that the author has mentioned earlier. Indeed, one way to deal with this pandemic is to use vaccines. Vaccines themselves have long been used as an antidote to an outbreak, such as the influenza vaccine used to ward off the influenza virus or the Spanish flu. Until now, there have been several successful vaccines created to prevent the spread of this virus. These vaccines include Sinovac, Astrazeneca, Pfizer, Moderna, Sinopharm, and Johnson & Johnson.

With the availability of a vaccine for the corona virus, no doubt the Indonesian government has also chosen the option of vaccination in the community to inhibit the spread of this virus. Indonesia itself cooperates with several parties to provide vaccines for the community. Until now, vaccines such as Sinovac, Astrazeneca, and Moderna have been available in Indonesia, and following vaccines such as Pfizer will also be available in Indonesia.

Vaccination is required to immediately achieve herd immunity or Herd Immunity. If Herd Immunity can be achieved, it is hoped that later on most of the people who have been vaccinated will have immunity to this virus. Despite the fact that people who have been vaccinated can still be infected with this virus, the symptoms tend to be mild and not lethal. With mild symptoms, the exposed community no longer requires hospital treatment, so that the Bad Occupation Rate does not increase which makes health facilities and health workers less likely to have their workloads reduced.

In carrying out the vaccination program for the community, of course there are many challenges faced by

the Indonesian government. Starting from fake news about vaccines, to problems with distribution and availability of vaccines for the community. Indeed, the government's campaign about vaccination continues to be echoed. However, there are still many people who still lack information about vaccination. Many people think that information about vaccines is still lacking, so people are confused when they want to carry out vaccinations.

In fact, the government has set clear targets regarding vaccination in Indonesia. President Joko Widodo himself on several occasions said that the vaccination target in August 2021 must be at 2 million doses per day. Because in July 2021 the president has set a target of 1 million doses per day. This continues to be pursued because according to the president, vaccination is one way to deal with the pandemic for Indonesia's economic recovery [3].

Based on the data that the authors collect through the Ministry of the Republic of Indonesia. Indonesia is targeting 208,265,720 people to be vaccinated. However, the vaccination achieved is still far from the target set. It was recorded that until August 12, 2021, for vaccine dose 1 it was 52,373,483 doses or 25.15% of the target, and for vaccine dose 2 it was at 25,788,857 doses or 12.38% of the target [3].

In a situation of confusion, it turns out that the role of social media also plays a role in this, where social media is one of the places where vaccinators make announcements about vaccination activities that will be carried out. In addition, there are also many accounts outside the government's official account on social media that provide information about vaccination activities. So in this case, the community is a little helped when they want to find information about vaccinations.

This phenomenon is interesting for us to study, where indeed social media as one of the communication media that is very close to today's society, has a role as information on a large enough scale, namely information about vaccinations that are being implemented on a national scale. The question is, why do people rely on social media as a source of their vaccination information? Is social media really easy, or can social media be more trusted?

From the description above, this study will conduct a qualitative discussion about (1) What is the role of social media as a source of vaccination information for the community? (2) What is the form of the information?

Communication Media

In a communication process, we know there is a medium. The medium itself is a device or tool or media used by communicators to convey messages to the communicant. [3] Communication media is a means used in an effort to display or broadcast a message or information through a medium in electronic or printed form. Electronic media itself can be in the form of radio or television, while print media can be in the form of newspapers, magazines, and tabloids.

Communication media becomes a tool that helps in delivering information from sources to audiences [4]. One of the social media that is widely used in Indonesia is

Instagram where the media contains photos and videos that describe a situation [4].

New Media

New media is an electronic communication tool that works very differently from conventional communication media. This new electronic communication tool has the form of technological systems such as transmission technology (wired or wireless), online storage systems, search engines, image sharing platforms (video and photos), and artificial intelligence systems by computers [5].

There are several characteristics that distinguish the two, such as the message production process which is no longer centered on the sender of the message, but all those involved in the new media can create messages. Then the use of sophisticated technology in new communication media. Communication using new media is also two-way, where the sender and recipient of the message can directly respond to the communication that is established. In addition, in new media the message content tends to be very flexible. Messages can be in the form of text, images, or videos [5] [6].

The use of Instagram as a new media that can provide information and education is a new phenomenon that exists in social media and even social media continues to grow very rapidly among young people [4][7]. The popularity of Instagram is currently being used by the government in providing information to the public about the obligation to participate in the national Covid-19 vaccine program [8].

Social Media

Social media is one form of new media that utilizes global network technology or the internet. Social media is a new medium that is very interactive for its users. Social media is a new internet-based media, where users who communicate using social media can exchange information directly in a relatively short time. Every social media user can easily produce and distribute messages through features on social media such as text as well as photos and videos [9].

Due to its highly interactive nature, social media has its own power in shaping public perception. In addition, social media with its various facilities can also become an information center for its users, therefore it is understandable that social media users are increasing [9]. The increase in social media users makes the ecosystem on social media a separate ecosystem for its users. Where users can freely display something different from themselves in real life. This makes the term life appear in the virtual world, cyberspace in this case is a world or ecosystem formed from the existence of social media in the midst of society.

Uses an Gratification Theory

This theory is one of the theories that is quite well known in media discussions in the discipline of communication, especially in the discussion of mass media. This theory, coined by Elihu Katz in 1959 [10]. This theory assumes that in the current era, the media is not something that changes the behavior and actions of the audience. Rather, it is the audience who decides whether their actions and behavior will change or be affected by what is in the media. Because in this theory, the audience is active in deciding to

consume media. The audience is free to choose which media they want to consume or not.

The main factor that determines the audience in carrying out media consumption activities is none other than the needs of the audience themselves. Where the audience will choose to consume a media when he feels his needs can be fulfilled by consuming the media. The audience's own needs in consuming their own media can be in the form of a need for information, or just a need for recreation or entertainment. This theory believes that if the satisfaction of an audience's needs can be met, then the audience will always be affected and consume the media concerned.

II. RESEARCH METHODS

The method in this research is a literature study by exploring journals, books and news articles including data related to the theories used related to the role of social media in campaigning for the Covid-19 vaccine in Indonesia. Research was also conducted to study the forms conveyed by social media in campaigning for the Covid-19 vaccine. The approach in this study is qualitative, by grouping the selected journals or literature [11].

First, the researchers tried to look at several articles about social media campaigning for the Covid-19 vaccine and the forms of delivery on social media about the Covid-19 vaccine. Because the vaccination program has just been implemented in January 2021, there is not much literature discussing the Covid-19 vaccination program on social media. For enrichment, the researchers tried to explore journals and articles discussing the Covid-19 vaccine campaign on social media based on the role and form of delivery.

III. RESULTS AND DISCUSSION

The Role of Social Media in the Covid-19 Vaccine Campaign

Based on the results of reviews through journals and several online articles, it was found that social media played a very important role in campaigning for the Covid-19 vaccine to the public. Like a review on an online article which states [12] Head of the Gorontalo Health Office, dr. Yana Yanti Suleman hopes that the mass media will help to make vaccination activities successful. This was revealed in a discussion on evaluating the performance of the Information and Communication Team of the Gorontalo Provincial Health Office. He said "currently the role of the mass media is very important to convey information, especially government programs in preventing the spread of Covid-19 cases, especially the implementation of health protocols and vaccination activities".

In an online article [12] it is said that in Indonesia it takes 15 months to implement national vaccination, because Indonesia has a population of 181.5 million people, therefore the role of social media is very helpful in informing the importance of implementing the Covid-19 vaccination, so that It is hoped that social media can help shorten the 15 month period.

The Ministry of Health [12] in collaboration with UNICEF and Facebook will start an immunization campaign through social media. The campaign through Facebook is a form of response to public requests, which will begin in the first phase in 3 provinces, namely Aceh, East Nusa Tenggara, and South Sulawesi. There will be a next stage, namely at the national level. Yuri said he would continue to optimize the campaign through Facebook social media, not only for routine immunizations but also for COVID-19 immunizations when they are found. "The more we can learn from the campaign process on social media, we continuously optimize it, the greater the benefits for the immunization program, not just routine programs, but later even for COVID-19 immunization when a vaccine is found," Yuri said.

Based on some of the information obtained earlier, it was concluded that social media plays a very important role in providing information to the public as an effort to campaign for the Covid-19 vaccine obligation from the government to the community..

Form of Submission on Social Media

Several forms of delivery on social media about the COVID-19 vaccination are delivered through narrative forms and also images with the intent and purpose of informing the importance of the Covid-19 vaccination as a prevention of transmission and the recovery program for Indonesia free from the Covid-19 pandemic. 19 is Instagram, the Instagram account @indonesiavoic_ is one of the options that provides educational information regarding the Covid-19 vaccination in Indonesia. Here are some submissions about the Covid-19 vaccine that were conveyed on the @indonesiavoic_ Instagram account:



Source : Instagram @indonesiavoic_

Figure 1. Screenshot of CNN's online news about the Minister of Health's information regarding the President being vaccinated

The post in picture 1 above contains a screenshot of CNN's online news reloaded by the @indonesiavoic_ account containing an image of the Indonesian Minister of Health Budi Gunadi Sadikin with the news title: Minister of Health: Jokowi Injected with Covid Vaccine January 13. The caption for this post reads "Minister of Health Budi Gunadi Sadikin stated that the first COVID-19 vaccination will start on Wednesday (13/1). President Joko Widodo is the first person to be injected with the vaccine. In addition to Jokowi,

the vaccine will be injected into the ministers of the Advanced Indonesia Cabinet. "The first injection will be carried out next Wednesday (13/1), in Jakarta, by the President," said Budi at the Coordination Meeting on Covid-19 Vaccination Readiness and Readiness for Enforcement of Health Protocols for 2021 at the Ministry of Home Affairs Office, Jakarta, Tuesday (5/1).) as quoted from a press statement from the Ministry of Home Affairs. #vaccines for the country #jokowi @jokowi. The image in this post is reinforced by a caption that informs that as Head of State, President Joko Widodo will be the first person to be vaccinated. This post also marks the official account of President Joko Widodo. It is hoped that through this post, the public's distrust regarding the availability, halal and similar and foster hope to be able to get through this pandemic crisis in the community.

passed the Lot Release certification test from BPOM" with the hashtag: #indonesiamaju#jokowi#vaksincovid19#vaccinfornegeri.



Source : Instagram @indonesiavoic_

Figure 3. Information on the number of CoronaVac vaccines that passed the Lot Release Certification Test

This post got 1,038 likes and 13 comments. This post shares positive information that is expected to further increase the spirit and spirit of the nation to quickly get through this pandemic crisis. This post also provides educative information for people who are still hesitant to receive vaccines due to vaccine safety reasons.



Source : Instagram @indonesiavoic_

Figure 2. Screenshot of detikhealth Online News about the Covid-19 vaccine permit by BPOM

A screenshot of the detikHealt online news re-uploaded by the @indonesiavoic_ account contains a picture of the Head of BPOM Penny K Lukito with the news title: Legal! BPOM Gives Permit for Sinovac COVID-19 Vaccine, 65.3 Percent Efficacy. The caption used in this post is "The Food and Drug Administration (BPOM) officially issued an emergency use authorization for the Sinovac covid-19 vaccine. The EUA was given exactly two days before the simultaneous COVID-19 vaccination was carried out in Indonesia, namely January 13 2021 coming. The post above is an informative post that is emphasized by a caption that explains that the Sinovac vaccine which will be used as a Covid-19 vaccine in Indonesia has obtained BPOM permission. Hopefully this post can reduce public doubts due to the news circulating in the community regarding this vaccine permit. This post got 1,625 likes and 38 comments.

The third picture contains an infographic post and a photo of the spokesperson for the Indonesian Covid-19 Task Force, Lucia Rizka Andalusia, where the infographic contains information about BPOM having issued a Lot Release certificate for 1.2 million vaccines from the first arrival on December 6, 2020. This information is also supported by the caption "1.2 million Coronavac Vaccine



Source : Instagram @indonesiavoic_

Figure 4. Information related to Jokowi's live streaming plan to be injected with Covid-19 Vakin

The post in picture 4 is a photo of President Joko Widodo accompanied by the words: Tomorrow, Jokowi will be injected with the Covid-19 vaccine. It will be broadcast live stream. The caption for this post reads "Hopefully all Mr. President Joko Widodo will be the first to be injected with the COVID-19 vaccine tomorrow. The Presidential Secretariat from the Palace is coordinating with the Ministry of Health for the arrangement of COVID-19 vaccinations. "The plan tomorrow morning is to inject the first vaccine for the President. We (Presidential Secretariat) are preparing and coordinating with the Ministry of Health to regulate vaccination procedures," said Deputy for Protocol, Press and Media of the Presidential Secretariat Bey Machmudin via text message, Tuesday (12/12/2020).

1/2021)". The caption of this post reinforces the image shown in this post. Figure 3, which only contains a few words related to the planned posting, is explained in the caption by quoting the statement from the Deputy for Protocol, Press and Media, the Presidential Secretary explaining the president's plan to be vaccinated against Covid-19. This post got 6,097 likes and 203 comments. It is hoped that this post will strengthen public confidence in the government's efforts to carry out the Covid-19 vaccination in Indonesia.



Source : Instagram @indonesiavoice_

Figure 5. Live broadcast of the President undergoing the First Covid-19 Vaccination

The post as shown in Figure 5 is a screenshot from a live broadcast of Kompas TV about President Jokowi undergoing the first Covid-19 vaccine which was uploaded by the @indonesiavoice_ account on January 13, 2021. The caption for this post reads "Alhamdulillah #vaksinasi dimulai #jokowidivaksin@jokowi. Why do countries require vaccines? The President will violate the constitution if he does not require vaccination because the mandate of the Constitution is to protect all Indonesian bloodshed. Normatively, the President must take a position of obligation and impose sanctions on those who refuse to vaccinate. That then there are those who still refuse and are anti-vaccine, that's another matter. If we as ordinary people, the position is that vaccination is for those who want it. Those who think vaccines are useless for them and not useful for controlling the pandemic, let it be. It's also good if there is natural selection in the midst of this pandemic." The caption of this post provides information on why the President is obliged to carry out the Covid 19 vaccination because it is a constitutional mandate to protect the people of Indonesia. This Instagram TV broadcast was viewed 89,865 times and responded to 1,517 comments. All elements in the post provide information and education about why Covid-19 vaccination needs to be carried out throughout Indonesia and President Jokowi gives a direct example by being the first person in Indonesia to be vaccinated against Covid-19. This post is expected to be able to educate and persuade the Indonesian people to voluntarily carry out the Covid-19 vaccine so that this pandemic crisis can be overcome together.

Berdasarkan hasil pengamatan pada setiap bentuk penyampaian mengenai kampanye kewajiban vaksin Covid-

19 oleh pemerintah kepada masyarakat lebih efektif menggunakan influencer dari tokoh-tokoh terkenal seperti presiden dan menteri, sehingga gambar tersebut jika dianalisa penggunaan tokoh-tokoh masyarakat tersebut akan menjadi panutan bagi audiens yang melihatnya dan mengikuti apa yang dilakukan influencer tersebut sesuai dengan maksud dan tujuan penyampaian gambar tersebut. Seperti penelitian yang dilakukan oleh [13] bahwa influencer berperan penting dalam mempengaruhi audiens sasaran, sedangkan pada penelitian yang dilakukan oleh [14] menyatakan bahwa dalam melakukan komunikasi melalui media sosial atas sebuah informasi kebijakan publik, pejabat-pejabat di dalam pemerintahan seperti presiden dan mentrinya akan lebih tepat digunakan dalam mempengaruhi audiens.

(1) Social media is one of the important media for the dissemination of information related to Covid-19 including Instagram. This is in line with research [13] which concluded that social media plays an important role in spreading and campaigning for government policies on the Covid-19 vaccine program. The ease of using Instagram is one of the reasons for choosing Instagram as a popular social media during this pandemic [15], through social media the effectiveness of delivering information will be more effective in today's modern times [16]. As a source of information and news regarding public policy, the role of social media is more appropriate because it does not saturate the readers and can easily be influenced by information recipients by the content in social media [17]. In contrast to the past, where more information was disseminated through monotonous print and electronic media, in today's modern era information will be more effectively disseminated through social media, in addition to lower costs, the trend of using social media is more loved today by the public. in Indonesia [17]. The selection of hashtags plays an important role in communicating the campaign on the Covid-19 vaccine so that choosing a good hashtag will make the delivery of information more quickly to the public [14]. Based on these presentations, currently the role of social media is very important and more effective in campaigning for public policies regarding to invite the public to participate in carrying out Covid-19 vaccination obligations..

(2) The results of the study show that the use of influencers taken from public officials is more effective in conveying invitations to participate in the success of the Covid-19 vaccine program. In addition, the use of public officials is more effective as a reference for the community to be safe in the implementation of the Covid-19 vaccination. In communicating the Covid-19 vaccine program, social media displays pictures or photos of officials including the president inviting and being pioneers in implementing the Covid-19 national vaccination program to attract public interest in participating in the national vaccination program. these officials serve as an example and ask or be a guarantor that the vaccine given to the public is safe and eliminates negative perceptions about the purpose of the vaccination. This became a moment of social delivery that the importance of Covid-19 vaccination was to prevent the spread of Covid-19, and a moral message by using influencers from officials

could be captured that the government not only required the vaccination, but the government also guaranteed the safety of the vaccines provided by the government in Indonesia.

IV. CONCLUSION

The results of the study show that the government's expectation of social media can help shorten the target of achieving the national Covid-19 vaccination, because currently the use of social media is very crowded with Indonesian people, so that with the help of campaigns on social media, it can help shorten the national vaccination target. The categories of images uploaded by the Instagram social media account @indonesiavoices are mostly pictures of people such as the President, Public Officials/State Officials with many followers which also include educative, informative and persuasive captions. The number of likes and comments given by Instagram users shows that the image is simple with the element of people. The long and educative captions were also responded with positive comments showing that the followers liked the information and education provided and were also perceived positively.

From the findings obtained, the researchers hope to bring new studies to the science of Communication, especially research related to the use of social media content as a medium for public education represented by Instagram users. It is hoped that further studies such as experimentation of image elements and their effects on public education are needed as a follow-up step of research

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