
**PUBLIC COMMUNICATION STRATEGIES ON SOCIALIZATION
COVID-19 VACCINE IN INDONESIA PERSPECTIVE SOCIOLOGY
OF MASS COMMUNICATION**

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ABSTRACT

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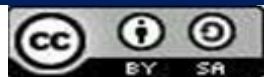
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To hold a Covid-19 event, of course, it requires first socialization to the community. So that people can believe that it has been confirmed to be safe and has gone through the III clinical trial by PT. Bio Farma (Persero). This study aims to determine the public communication strategy for the socialization of the COVID-19 vaccine carried out by the government which is studied in the perspective of the Sociology of Mass Communication. This study uses a library research method that refers to resources available both online and offline such as: scientific journals, books and news sourced from trusted sources. The results of this study conclude that handling and overcoming COVID-19 is still a top priority in Indonesia and still requires serious attention. Especially in the process of socializing the COVID-19 vaccine and the process of educating the public still needs to be done, considering that there are still groups of people who refuse vaccination for unscientific reasons.

KEYWORDS

Vaccines, Covid-19, Socialization, Society, Sociology of Communication



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INTRODUCTION

On January 30, 2021, WHO has declared the outbreak in China as a Public Health Emergency of International Concern (PHEIC) indicating that COVID-19 is a global threat to the world (Makmun & Hazhiyah, 2020). The emergency committee has stated that the spread of COVID-19 can be stopped if protection, early detection, isolation, and rapid treatment are carried out to create a strong system implementation to stop the spread of COVID-19. Given this, as an effort to protect against COVID-19, various countries from all over the world have committed together by involving the government, biotechnology companies, scientists, and academics to be able to create a COVID-19 vaccine.

Various efforts and policies have been made by the government to stop the spread of the COVID-19 virus in Indonesia. Information that a vaccine for COVID-19 has been found is hope for all countries, including Indonesia. In the past, vaccines were developed in stages that could take years. Currently, due to the urgent need for a COVID-19 vaccine, funding and an unprecedented form of scientific cooperation are causing changes in vaccine development. This change means that several steps in the research and development process are carried out in parallel while maintaining strict standards and security. For example, while experts in the field of clinical trials evaluate several vaccines simultaneously. However, this does not make the research less precise.

Regarding President Joko Widodo's instructions that one of the main tasks of the Minister of Health Budi Gunadi Sadikin is to accelerate the implementation of COVID-19 vaccination, as an effort to stop the spread of COVID-19 in Indonesia. Minister of Health Budi Gunadi moved quickly by coordinating with several vaccine providers including Sinovac, Novavax, AstraZeneca, and COVAX/GAVI. It is known that Sinovac is a vaccine from China, Novavax and Pfizer from the United States, AstraZeneca from the UK, and COVAX/GAVI which was initiated by the Gavi vaccine alliance and supported by the World Health Organization (WHO) and the Coalition for Epidemic Preparedness Innovation (CEPI).

To stop the transmission of COVID-19, the Indonesian government will vaccinate the Indonesian people. The Indonesian government is known to have made a distribution map for the COVID-19 vaccination in Indonesia. Minister of Health Budi Gunadi Sadikin, said that the vaccination plan in Indonesia will be carried out in two periods. This has been consulted with the Indonesian Technical Advisory Group on Immunization (ITAGI), which is tasked with providing advice to the Minister of Health.

In the first stage, the target who will get the vaccination is health workers with 1.3 million people, 17.4 million public officers, namely officers who find it difficult to keep their distance effectively, and the population over the age of 60 years amounting to 21.5 million. In the second stage, in April 2021 – March 2022, the number of vaccine recipients is 63.90 million people with a high risk of transmission, categorized according to the category of residence or economic and social class. Then, followed by 77.4 million general public with a cluster approach according to the availability of vaccines.

Other studies related to COVID-19 also include the handling of COVID-19 for elderly patients (Elston, 2020) and the use of digital technology in dealing with a global pandemic (Razai, Doerholt, Ladhani, & Oakeshott, 2020) and how to minimize the impact from all sides, especially state security in a pandemic situation (Gallego, Nishiura, Sah, & Rodriguez-Morales, 2020). The study of COVID-19 seems to be the epicenter of scientific

civilization because of the emergency. Therefore, it is not surprising that studies related to COVID-19 are mostly from a medical and health perspective, while studies that specifically discuss the socio-cultural consequences of this outbreak have not been widely carried out (Fakhrurrazi, 2018).

As we know, the government's plan to vaccinate people throughout Indonesia has faced obstacles, including the emergence of community groups who are pro and contra towards the COVID-19 vaccine which will be circulated in Indonesia. Therefore, this article was written to know the public communication strategy for the socialization of the COVID-19 vaccine carried out by the government which was studied from the perspective of the Sociology of Mass Communication. Public communication related to the development of COVID-19 in Indonesia is one of the references for the process of handling COVID-19.

In other words, if the public can understand well the public communication process carried out by the government including various considerations of actions taken, then the community will carry out the things that should be recommended by the government. The quality of public communication is one of the supporting factors in strengthening trust in the government.

RESEARCH METHODS

This study uses a library research method that refers to resources available both online and offline such as: scientific journals, books and news sourced from trusted sources. These sources are collected based on discussion and given one by one and linked between one information with other information. All activities in the context of data collection and analysis are carried out online considering the limitations of open movement in public spaces. In addition, this article also presents a Public Communication Strategy for the socialization of the COVID-19 vaccine in Indonesia through the perspective of the Sociology of Mass Communication. This data is obtained through triangulation techniques with theories, in this case the theories of the sociology of communication.

RESULTS AND DISCUSSION

Specifically, the approach used in this article is the Sociology of Communication approach, but it is also important to mention some technical consequences as a result of the spread of the epidemic throughout the world, especially in Indonesia. One of the technical consequences of the government's decision to carry out physical and social distancing is accompanied by the emergence of recommendations for a work from the home campaign, namely doing office work from home and only leaving the house if it is very urgent and even then having to apply the health protocols recommended by WHO, including still wearing masks, and wash hands regularly. In addition to working, the community is also encouraged to worship and perform other public activities at home (Fakhruroji, Tresnawaty, Sumadiria, & Risdayah, 2020).

Situations like this then "force" everyone to stay in touch or socialize with colleagues, students, clients, and other parties so that the work being done can still be accomplished and completed. Compulsion like this makes internet-based interaction patterns the most rational choice. In this case, digital communication becomes the mainstream in the context of communication.

Theoretically, digital communication is defined by Lee & Messerschmitt as "transport of bit streams from one geographical location to another over various physical

media, such as wire pairs, coaxial cable, optical fiber, and radio waves". digital as communication that is multiplexing, multiple access and synchronic and practiced by so many users (Lee & Messerschmitt, 2012). This opportunity was chosen because of the nature of the internet which has reduced the "cost" of communication and distance but has also embraced all types of media itself (Reed, 2018). In this discussion, culture is understood as the way we do things (Mifsud, 2005) or "a habitual way or made of acting" as in (Dictionary, 1989) New technologies can evaluate past practices which have direct implications for communication practices in certain contexts (Green & Haddon, 2009). This is partly due to digital media changing the pattern of user engagement (Fakhruroji, 2019). From this statement, it can be concluded that COVID-19 has forced the public to be able to participate in a digital media culture. Because schools and campuses are closed, learning activities are organized based on technology and the internet.

1. Types of Vaccines used in Indonesia

Several types of vaccines will be used in Indonesia in the vaccination process. Quoting from several sources, here are the different types of COVID-19 vaccines that will be used in Indonesia:

a. Oxford-AstraZeneca COVID-19 Vaccine

This vaccine is a recombinant adenoviral vector vaccine that uses a small portion of the genetic material of a pathogen, such as SARS-CoV2, to trigger an immune response. There are certain components of the virus that this vaccine targets. This vaccine is generally safe to use, including those with chronic health problems or people with health problems. The disadvantage of the recombinant adenoviral vector vaccine is that these injections will be repeated at regular intervals.

b. China Pharmaceutical Group Corporation (Sinopharm) COVID-19 Vaccine

This type of sinopharm vaccine utilizes the Coronavirus that has been turned off or is often referred to as an inactive vaccine (Ministry of SOEs). This vaccine is recommended as the first in the world to show excellent immunogenicity and safety. The Sinopharm-type COVID-19 vaccine works by guiding the immune system to make antibodies against the coronavirus. Antibodies attach to viral proteins, as so-called auxiliary proteins attach to their surface. After being vaccinated with the Sinopharm COVID-19 vaccine, the body's system can respond to the Coronavirus infection directly. One type of immune cell, namely B cells, produces antibodies that attach to invaders. Antibodies that produce additional proteins can prevent the virus from entering cells.

c. Moderna COVID-19 Vaccine

Moderna's type of COVID-19 vaccine uses messenger RNA (mRNA). The COVID-19 virus has a spike-like structure on its surface called an S protein. The COVID-19 mRNA vaccine gives cells instructions on how to make the harmless part of the S protein. After vaccination, cells begin to make protein fragments and display them on the cell surface. The immune system will recognize that the protein is not there and begin to build an immune response and make antibodies. This type of COVID-19 vaccine is intended for people aged 18 years and over. The vaccine requires two injections given 28 days apart. The United States Centers for Disease Control (Centers for Disease Control) provides several criteria for people who do not can receive the Moderna vaccine. The following are not recommended criteria for obtaining the Moderna COVID-19 vaccine:

- People who have had a severe allergic reaction (anaphylaxis) or an immediate allergic reaction even if the allergic reaction is not severe to any of the ingredients in the COVID-19 mRNA vaccine.
- Or people who have had a severe allergic reaction (anaphylaxis) or an immediate or even less severe allergic reaction after getting the first dose of the vaccine.
- Immediate allergic reaction means a reaction within 4 hours of being vaccinated, including symptoms such as hives, swelling, or wheezing (breathing problems)
- Reaction to polythene glycol (PEG) and polysorbate. Polysorbate is not an ingredient in the COVID-19 mRNA vaccine but is closely related to the PEG in the vaccine. People who are allergic to PEG or polysorbate should not get the COVID-19 mRNA vaccine.

d. Pfizer-BioNTech COVID-19 Vaccine

Pfizer-BioNTech's COVID-19 vaccine is called BNT162b2 and is based on messenger RNA (mRNA) technology. This vaccine uses a synthetic gene that is easier to create, so it can be produced faster than conventional technology. This dormant virus does not cause illness but teaches the immune system to respond to resistance. With mRNA, the body is not injected with dead or weakened viruses, but the genetic code of the virus is injected. As a result, the body will produce proteins that stimulate an immune response.

Pfizer-BioNTech's type of COVID-19 vaccine is recommended for people 16 years of age and older. Just like the Moderna COVID-19 vaccine, the CDC also provides several criteria for people who are not advised to receive the same Pfizer vaccine as the Moderna vaccine.

e. Sinovac COVID-19 Vaccine

Sinovac's type of COVID-19 vaccine works to strengthen the immune system so that antibodies can fight the Coronavirus. This vaccine is made using an inactivated virus platform or method. In this way, the body can learn to recognize the virus that causes COVID-19, SARS-CoV-2, without having to face the risk of serious infection. The vaccine is given in two doses or requires two injections.

f. Novavax COVID-19 Vaccine

Novavax is a biotechnology company based in Maryland, United States that is taking a traditional approach to developing a vaccine against COVID-19. The Novavax vaccine uses a specially made spike protein that mimics the natural spike protein in the Coronavirus. The vaccine works by inserting a protein that triggers an antibody response, which blocks the ability of future coronaviruses to bind to cells and prevent infection. The protein is combined with the Matrix-M Novavax adjuvant, which is important in enhancing the immune response evoked by the protein antigen.

g. COVID-19 vaccine produced by PT Bio Farma

The type of COVID-19 vaccine produced by PT. Bio Farma is one type of Coronavirus vaccine that will be used in Indonesia. In its development, PT. Bio Farma has received a certificate stating that its production facilities are suitable for producing COVID-19 vaccines. This Certificate of Good Manufacturing Practice (CPOB) or Good Manufacturing Practice (GMP) was officially given by the Food and Drug Supervisory Agency (Badan POM) to Bio Farma.

2. Vaccine Socialization to the Community

The COVID-19 Handling Task Force emphasized that socialization related to the COVID-19 vaccination program had been conveyed widely. The spokesperson for the COVID-19 Handling Task Force, Prof. Wiki Adisasmito emphasized that the socialization had been delivered massively through the government's official information channel, as well as being assisted in its dissemination through the mass media.

Various campaigns have been carried out by the government through various media such as television, radio, seminars, and social media (Tasnim, 2021). Of the several types of vaccines being tested in Indonesia, there has been anxiety in the hearts of the Indonesian people. These concerns include the suitability of the type of vaccine, whether the vaccine used later can function properly for the people of Indonesia. Such questions arise because considering that the COVID-19 virus mutates very quickly. Thus, it is very important to provide the right information to the public regarding the COVID-19 vaccine. For ordinary people, the information obtained through hearing and sight will certainly affect people's behavior towards vaccines. This behavior will later lead to community groups who are pro and contra against the COVID-19 vaccine. Where human perception will affect later attitudes towards the vaccine itself. In the sense that when someone has a bad perception of vaccination from a vaccine that has been tested later, it is clear that there will be a rejection of vaccination for protection and control against COVID-19.

Vaccination is given through vaccination activities, either through how to be injected or dropped into the mouth, aims to carry out the formation of antibodies in the body or the immunization process that will play an effective role in preventing certain diseases to protect themselves against the risk of fatality and disease transmission. There are many myths and hoaxes about vaccines and the public needs precise and accurate information to have a correct understanding and encourage people's attitudes to not be afraid of vaccines.

Doctor Reisa Broto Asmoro, Spokesperson for the COVID-19 Task Force, stated that if people vaccinate, it not only protects people who are immunized but also for the environment, especially because it helps reduce the spread of disease. The more people who are vaccinated, the less the spread of the disease.

In conducting education about vaccines, two challenges are often faced, namely myths and hoaxes about vaccines, which are often trusted and cover up the facts about the vaccine itself. These myths and hoaxes often appear and become conversations in digital spaces such as social media and certain application chat groups. Hoaxes affect the image of society's reality and raise unfounded concerns. Therefore, the concept of asking the experts needs to be put forward to obtain the facts of a problem.

3. The Sociological Perspective of Mass Communication

After all, efforts have been made by the government and of course assisted by parties who support the implementation of vaccination later. It is undeniable that there are still groups of people who have doubts about the vaccination or the type of vaccine to be used. In this case, of course, the role of mass communication is still very much needed to continue to provide accurate information to people who are still constrained and educate the public to be able to distinguish which news is trustworthy and which news cannot be trusted (hoax), one of which can be seen from sources. who issued or published the news whether from an official source or not. This confusion of information should have been realized from the start by the government while immediately countering it by conveying detailed information to the public.

In the perspective of the sociology of mass communication, the socialization of the COVID-19 vaccine to the public through various media is not well-targeted and uneven.

Moreover, news circulated that someone who had injected the COVID-19 vaccine in stage one tested positive for COVID-19. This of course makes the Indonesian people more panicked and increasingly distrustful that the vaccine is working effectively. This gave rise to many groups of people who were against vaccination. The government or related parties should provide confirmation and scientific explanations to the public regarding the news. Coupled with the existence of a new type of virus variant that makes people even more afraid. Of course, issues like this can trigger new tensions so that public communication should be carried out properly while being followed up with policies that favor the public.

The effect of the media on one individual and another, by itself, is different. This condition is influenced by many factors, including intellectual level, level of media exposure, socioeconomic status, and geographical dimensions. More and more community groups are against and there is a refusal to vaccinate, this shows that public knowledge about this disease is still very low and this indicates that the government's socialization through public communication is not going well.

Thus, for the smooth running of this vaccination, it is very necessary to continue educating the public about the COVID-19 vaccine. That the vaccine does not fully protect against exposure to the coronavirus but is based on the immunity of each individual, meaning that even after being vaccinated, one must still follow health protocols such as wearing masks, washing hands frequently, keeping a distance, eating nutritious and healthy food, and fulfilling vitamin DC in the body. This vaccine is a form of the government's efforts and efforts in stopping the spread of the COVID-19 virus, since the arrival of the COVID-19 vaccine in Indonesia, there have been many issues circulating in the community, one of which is that people think that the vaccine that will be used in the vaccination process is only for clinical trials. . In fact, this vaccine is not for clinical trials and has obtained a permit for use from BPOM.

Sinovac vaccine packaging named Corovac for clinical trials uses a pre-filled syringe or injection package, where the vaccine and syringe are in one package. Meanwhile, the vaccines to be distributed by the government are packaged in single-dose vials (glass bottles), without the "only for clinical trial" marking.

From the perspective of the sociology of communication mass, COVID-19 has become a tragedy for the world community. The policies taken by the government before the discovery of the vaccine were of course to suppress and minimize the number of viruses spread. There are groups of people who are pro and contra in every policy, of course, this is a common thing to happen. In the Indonesian context, it can be said that the imperfections of public communication carried out by the government are caused by several things, especially the proliferation of information from various versions spread on social media, including information that is not confirmed (hoax).

In addition, the mismatch of perceptions and visions regarding this virus has even occurred to some government officials. Member of Commission IX DPR from PDIP Ribka Tjiptaning refused to participate in the COVID-19 vaccination program. He indicated that he still doubted the safety of the Sinovac vaccine.

This polarized difference of views and visions at the government level certainly results in the views and attitudes of the community being divided and divided as well. In a review of the Sociology of Mass Communication, the media that was supposed to give birth to a functional effect turned out to have a dysfunctional effect (Baran, 2015).

The public does not have the same views and attitudes, so they then act independently and this is because the public communication strategy carried out by the government seems to be without direction. It is not surprising that people believe more in

what they get through the information they receive on social media.

This directionless and unmeasured public communication policy on the part of the government has created a wave of social frustration among the middle and lower layers of society. Bandura 1997 in (Atkinson, n.d.). Theoretically, various old theories about the enormity of the effects of mass communication and now communication through social media, seem to resurface by surprise.

This phenomenon must be ended immediately, both structurally and horizontally. Structurally, starting from the state apparatus from the highest level to the lowest level. Horizontally, the public needs to receive integrated socialization, education, communication, and coordination so that all parties are in one attitude, one goal, and one language in preventing and overcoming the coronavirus in Indonesia.

CONCLUSION

Handling and overcoming COVID-19 is still a top priority in Indonesia and still requires serious attention. Especially in the process of socializing the COVID-19 vaccine and the process of educating the public still needs to be done, considering that there are still groups of people who refuse vaccination for unscientific reasons. In several countries, it has been proven that this vaccination works effectively so that the spread rate of the coronavirus is 0%. The success of these countries in getting out of the global crisis is one of them supported by the success of public communication in disclosing and providing accurate information as well as sufficient socialization to the community. The discrepancy between the government and officials in issuing statements regarding vaccines has further increased public anxiety and concern. An unsystematic public communication strategy among government officials only results in public disobedience on a wider scale. For this reason, we should jointly unite the views and visions of both the government, officials, and the community. So that vaccinations can be given as a whole to the community, then this pandemic can end and the people of Indonesia can return to their normal activities.

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