



The Effect of Media on the Covid-19 Vaccination Program for the Community

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ABSTRACT

This study aims to determine the evaluation of the influence of the media on the covid 19 vaccination program by using mass communication agenda setting theory, this theory is one of the theories that persists in the effects of mass communication. This theoretical media makes the issue an important thing, one of which is the issue or news of this Covid-19 Vaccination. In addition to this research theory, it also uses a qualitative research method with a descriptive method, from the results of research data conducted almost 100% stating that the media has a very large influence in influencing public perception or audiences in determining issues regarding COVID-19 vaccination. But there are also pros and cons to this vaccination, and it is triggered by the influence of the media that can change a person's mindset

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1. INTRODUCTION

In response to the COVID-19 pandemic, not a few people, especially in Indonesia, have received a spike in cases that continues to increase. This Covid-19 began to come to Indonesia in March 2020, with the information that there was a positive Indonesian citizen during a health check. Over time, many Indonesian citizens have been exposed to COVID-19. The latest data regarding the spread of COVID-19 is 1,392,945. cases with the latest addition of 6,389 cases as of March 9, 2021 (Mashabi, 2021; Rahman, 2021). In 2020, it was reported that all countries would receive a vaccine to stop the spread of COVID-19. But unfortunately, at that time the vaccine could not be produced in the same month or year, and it is possible that the vaccine will be received in 2021. time has passed,

In 2021, the circulation of vaccines will begin, but unfortunately, when the government is carrying out its duties in helping the community deal with this case, there are a lot of hoax cases regarding this Covid-19 vaccine. Not a few of the people of Indonesia who eat the false news, this has resulted in the trust of other people to government policies, so that the vaccination process does not run smoothly. Since the Covid-19 vaccine arrived in Indonesia, not a few people have not agreed with the government's recommendation to undergo the Covid-19 vaccination. In fact, the provision of this vaccine is very important, not only to protect the public from COVID-19, but also to restore the social and economic conditions of the countries affected by the pandemic.

Although not 100% able to protect a person from corona virus infection, this vaccine can reduce the possibility of severe symptoms and complications due to COVID-19. In addition, the Covid-19 vaccination also aims to encourage the formation of herd immunity or group immunity. Make a person's immune system or immune system able to recognize and quickly fight bacteria or viruses that cause infection. The goal to be achieved by giving the Covid-19 vaccine is to reduce morbidity and mortality due to this virus.

Mass communication is simply defined as messages communicated through mass media to a large number of people (Rakhmat, 2013; Raditya & Esfandari 2015). It should be noted that several experts in the field of mass communication have also formulated several models of mass communication for better understanding. One of the well-known mass communication models is the communication model coined by Harold Lasswell in 1948 which describes the process of mass communication and the functions it carries out in society.

One theory of the effect of mass communication that persists is the Agenda Setting theory. This theory was put forward by Maxwell McCombs and Donald Shaw in 1972, in this theory explains that the media has a large and strong role in an issue or information packaged by the media. The media make the issue important for the community even though the community does not consider the issue or information important.

Vaccination is a term as an effort to give vaccines to specimens that can stimulate the formation of an immune system in the body. Vaccines are linguistically taken or absorbed from English, namely vaccine which means suspension derived from live, attenuated germs (Hafidzi, 2020). Meanwhile, according to the term, a vaccine is a biological product made from germs, components of germs, which have been weakened or killed which are useful for stimulating the emergence of active specific immunity against certain diseases (Kristini, 2008; Rahman, 2021).

The government, in carrying out its duties, definitely wants the vaccination process to run smoothly, so that the COVID-19 pandemic can end quickly. However, behind all that, there are still people who easily eat false news about the covid-19 vaccination, this becomes an obstacle for the vaccination process. If you look at the legal point of view, the government in responding to the attitude of the people who reject the vaccination process can get sanctions in the form of administrative sanctions to criminal sanctions for everyone who has been designated as the recipient of the Covid-19 vaccine. This vaccination process turns out to have many pros and cons. because for people who understand or understand their rights and obligations will refer to themselves in Law No. 36 of 2009 which refers to article 5 that "Everyone has the right to be independent and determine their own health services for themselves", which can indirectly provide an explanation if this vaccination can be an option for someone in doing treatment (Rahman 2021). In essence, they feel that whether or not they are vaccinated is their right, but on the other hand, the government is very obliging in this vaccination process because it is

important to avoid the addition of Covid-19 cases which are increasing day by day. With the rise of covid-19 cases, we as researchers try to do research on what are the causes of rejection of the vaccination process among the public,

2. RESEARCH METHOD

This study uses qualitative research methods with descriptive methods. This research was conducted in the residence of each researcher. The subjects of this study consisted of several students of the Faculty of Communication Sciences, Universitas Islam Nusantara Bandung (UNINUS). Data collection techniques used in this study were interviews with several students as well as library research, namely research carried out by studying and collecting data through relevant literature and reading sources to support research. In this case, literature research is carried out by reading or searching for books, journals, the internet and so on related to the problems discussed in the research. The main instrument in this research is the researchers. Then, The supporting instrument for this research is in the form of an interview. Descriptive data analysis is an analytical technique used in analyzing data by making a description of the collected data. The data presented will be written in the form of paragraphs. Data analysis in this study was carried out continuously since the researcher collected data until the writing of the report

3. RESULTS AND DISCUSSIONS

From the results of the research that has been carried out, there are 16 sources who are willing to be interviewed about the influence of the media on the Covid-19 vaccination for the community. Of the 16 sources obtained, almost 100% of the 16 sources stated that the media has a very large influence in influencing public perception or the public in determining issues regarding COVID-19 vaccination. In this study, interviewees were interviewed online through social media, they were able to express their opinions regarding the influence of the media on this covid-19 vaccination.

They assume that between television and social media, television has issues or information that is more accurate and more valid than social media. It's different with the news they get, they get information faster through social media than from television. We know that technological developments are unavoidable, this causes the dissemination of information to be faster, but there is one weakness that social media has, namely the spread of fake news/hoaxes. It's no wonder that many people are affected by this covid-19 vaccination, because a lot of information spreads lies. The lie that spreads so widely and quickly has resulted in the pros and cons of COVID-19 vaccination for the public. In response to this, the government took action to convince the public that the vaccine used to form antibodies in the community was not dangerous. The government's way to ensure this is by educating the public and showing a study to the public that the vaccine used has been researched. So people don't have to hesitate to get vaccinated.

Of the 16 resource persons who were willing to be interviewed, there were also those who were not convinced that the vaccination held by the government could be effective against the viciousness of COVID-19. For those who disagree with the program, they give reasons that it is not effective, the government is too naive in carrying out this vaccination, etc. The sign, there

are pros and cons about this vaccination, and it is triggered by the influence of the media that can change a person's mindset.

4. CONCLUSION

Holding free and paid vaccinations is one of the government's efforts to reduce the growth rate of COVID-19 in Indonesia. Of the many media that provide information, television is a valid medium in conveying information. It is different with social media such as youtube, instagram, twitter, line, etc. Indeed, the advantage of social media is that it can convey information faster than television. However, the veracity of the information obtained needs to be questioned. While television, in broadcasting information may not be as fast as social media, but the reason for the slowness of the information obtained is to ensure the truth. By conducting this research, it can be seen that the media has a major influence in influencing public perceptions of the covid-19 vaccination.

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