



The Use of Communication Media in the Success of the Covid-19 Vaccination Program by Polda Sulteng

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Abstract

This study aims to determine the contribution of the Central Sulawesi Provincial Police in the success of the Covid-19 Vaccination Program. The qualitative method was used in this study through in-depth data collection involving four (4) main sources in the Public Relations Division who had been selected based on purposive sampling technique, through data collection in the form of observations and interviews. The results show that the Central Sulawesi Regional Police, have carried out various activities since the Covid-19 pandemic occurred. Starting to spread appeals about health protocols, providing social assistance in the form of food packages to affected community groups. In addition, spraying disinfectants in several locations such as schools, houses of worship, and other public places. The distribution of hand sanitizers and masks continues to be carried out regularly. Socialization of PPKM (Enforcement of Restrictions on Community Activities) is also carried out so that the community understands better. They strive that all activities carried out related to the Covid-19 response continue to be published to help achieve the central government's targets, including the Covid-19 vaccination program through the use of both conventional communication media consisting of radio, TVRI, and print media (newspapers), as well as online media in the form of the Tribunews Website. In addition, social media also plays an important role such as Instagram @bidhumaspoldasulteng, Facebook @Bidhumas Polda Sulteng, Twitter @humaspoldasulteng, as well as field socialization through Bhabinkamtibmas (Bhayangkara Supervisor of Security and Public Order) and dialogical patrols by the Samapta Bhayangkara Unit (Sat Sabhara).

Keywords: *Police; Publications; Vaccinations; Covid-19*

Introduction

Almost two years have passed since January 7, 2020, it was found that 2019-nCoV was later corrected to become Corona Virus 2019 (Covid19). Not long ago, on March 2, 2020, the Indonesian government officially announced that two Indonesian citizens were positively exposed to the corona virus, and became the first cases reported in Indonesia. (Indonesia.go.id).

Various efforts have been made by the central government to the regions through the Covid19 Task Force. Prevention is carried out by socializing 3M (Wearing Masks, Washing Hands and Keeping Distance), which later became mandatory during the pandemic. Then it is equipped with 3T (testing, tracing, treatment) to prevent a wider spread. (covid19.go.id).

The response of the community and the business world to actively participate in efforts to prevent the spread of the virus by implementing health protocols has not been adequate. Even though Indonesia is already in a state of emergency, activities that result in large gatherings of people such as family celebrations, this clear social gathering that can be an effective cause for the spread of the corona virus on a larger scale are still being carried out. Of course this is contrary to 5M's appeal (the development of 3M with two additions) namely avoiding/avoiding crowds and reducing mobility which resulted in a spike in the second wave, namely in May to July 2021 due to the mobility of the Lebaran holiday and the spread of the new variant of Covid19 (Delta). (www.antaranews.com).

This causes the risk of spread is still a big task for the state to overcome (Ombudsman RI, 2020). As of December 6, cases with 143,867 cases died. As for Central Sulawesi, 1601 died as of November 24, 2021. (<http://corona.sultengprov.go.id/>).

Efforts to combat and reduce the number of positive cases are starting to bear fruit, when several vaccine developers have successfully carried out clinical trials with satisfactory results. One of the vaccine developers is Sinovac Biotech Ltd, which has carried out clinical trials in Indonesia until the second stage and is currently in the third stage of clinical trials. The results of the second phase of clinical trials conducted in collaboration with Biofarma showed good results, so the government decided to order the vaccine. (Kompas.com).

The Covid-19 vaccination aims to reduce transmission/contagion, reduce morbidity and mortality, achieve group immunity in the community (herd immunity) and protect the community from Covid-19 in order to remain socially and economically productive. Herd immunity can only be formed if vaccination coverage is high and evenly distributed throughout region. Prevention efforts through the provision of vaccination programs if assessed from an economic point of view, will be much more cost-effective when compared to treatment efforts. The policy for the Covid-19 vaccination program has been stated in Presidential Regulation (Perpres) Number 99 of 2020 concerning the procurement of vaccines and the implementation of vaccinations in the context of dealing with the Covid-19 pandemic, (Kemenkes RI 7:2021).

The national vaccination that will be carried out by the government is met with resistance by several communities for various reasons based on the results of a survey by the Ministry of Health together with the Indonesian Technical Advisory Group on Immunization (ITAGI) supported by the World Health Organization (WHO). The most common people rejecting the Corona virus vaccine are 30% vaccine safety, 22% doubt about its effectiveness, 13% mistrust, 12% reasons for side effects, and 8% halal reasons. ([Tribun Timur.com](http://TribunTimur.com)). This is the result of research conducted by the Center for Digital Society (CfDS) of Fisipol UGM by Pandu Kusumtyas, Iradat Wirid and several senior CfDS researchers who looked at community activity on social media, there are still calls from groups that reject the Covid-19 vaccine. In fact, there were 49.9 percent of the total 601 respondents who refused to be the first recipients of the Covid-19 vaccine. (www.ugm.ac.id).

The community refused because the government lacked information obtained from unverified sources, in addition to the campaign carried out by those who were considered not optimal. The spread of misinformation through various means can have a major impact on the acceptance of the COVID -19 vaccine (Lushington, 2020).

Clear and consistent communication by government officials is critical to building public trust in vaccine programs, including explaining how vaccines work, and how to develop them, from regulatory approval to safety and efficacy. An effective campaign should also aim to carefully describe the level of effectiveness of the vaccine, the time required for protection (with various doses, if needed) and the coverage of the entire population to reach community immunity. This includes preparing public and organizational, religious and fraternal leaders in various sectors of society and local communities, as well as private, for mass vaccination programs with credible spokespersons, local involvement, accurate

information and technology support (Macartney et al. 2020). The police as an institution that protects the community also plays a role in helping the success of the Covid 19 vaccination program.

Research Methods

In accordance with the formulation of the problem and the objectives to be achieved, this research is a qualitative research. The method and approach used in this research is a case study. The main problem posed in this study concerns the use of communication media in the success of the Covid 19 Vaccine program.

The case study research in this study is a qualitative approach that examines real life, cases or various cases through detailed and in-depth data collection involving various sources of information or sources. compound information such as observations, interviews, audiovisual materials and documents from various reports and then report case descriptions and case themes (Creswell, 2015). The location in this study is in Central Sulawesi, specifically in Palu City, precisely on Jalan Soekarno Hatta, Tondo Village with the consideration that this area is a police center based in Central Sulawesi.

Results and Discussion

Media comes from the Latin word medium (media, plural; medium, singular), which means literally an intermediary, conveyer, or distributor. Communication media plays an important role in all aspects that occur when humans interact with each other. One of them is shown in the socialization activities aimed at the process of Dissemination of Covid-19 Vaccination Information. In this case, the communication media as a means or effort used to show the existence of messages or information provided by communicators, with intermediaries through media print, electronic and outdoor media. In disseminating information to the public, the Central Sulawesi Regional Police utilizes communication media such as the opinion of Sugeng Lestari who said:

“The communication media that we use we also have a website called Tribatanews. We also partner with external media in Palu and Central Sulawesi. Then when we go offline, we use more of our Bhabinkamtibmas friends for socialization.”



Through the Bhabinkamtibmas apparatus, all forms of information were conveyed to almost all areas in Central Sulawesi. They work in every village and sub-district so that messages that become policies from the National Police Headquarters in stages can be conveyed to the public. He also reiterated that:

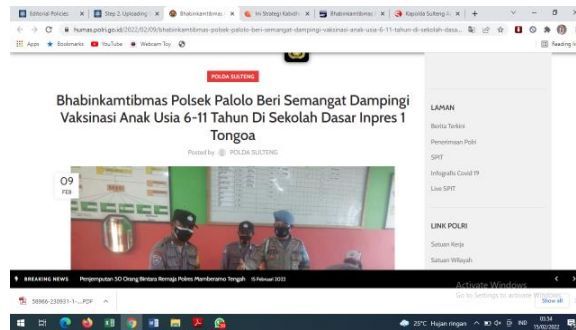
"Submission of information submitted. if it's offline since bhabinkamtibmas it means something, this bhabinkamtibmas has existed for a long time, not only during the pandemic, even all kinds of

problems that are the duty of the police, it is the duty of bhabinkamtibmas to convey to the public."

Regarding the delivery of information online, the Central Sulawesi Regional Police utilize social media which is considered effective in reaching all levels of society. Sugeng Lestari also reiterated that:

"Submission of information submitted. If the offline ones have meaning since bhabinkamtibmas, this bhabinkamtibmas has existed for a long time, not only during a pandemic, even all kinds of problems that are the task of the police, it is the duty of bhabinkamtibmas to convey to the public."

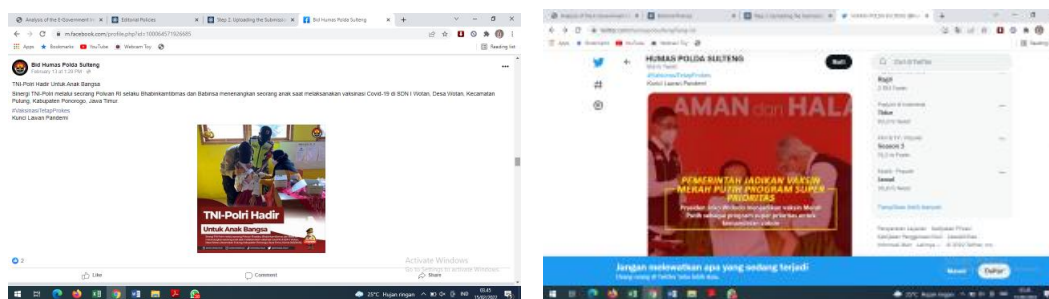
Figure 2. Bhabinkamtibmas's Activity



Regarding the delivery of information online, the Central Sulawesi Regional Police utilize social media which is considered effective in reaching all levels of society. The Central Sulawesi Police utilize communication media using social media. As Abdi Sudrajat (Basubid PID Bidhumas Polda Sulteng) said, that:

"Yes, all social media, Facebook, YouTube, Instagram, Twitter. Our use of social media follows the times, the media that we use also follows the times or trends in society when people use Facebook media."

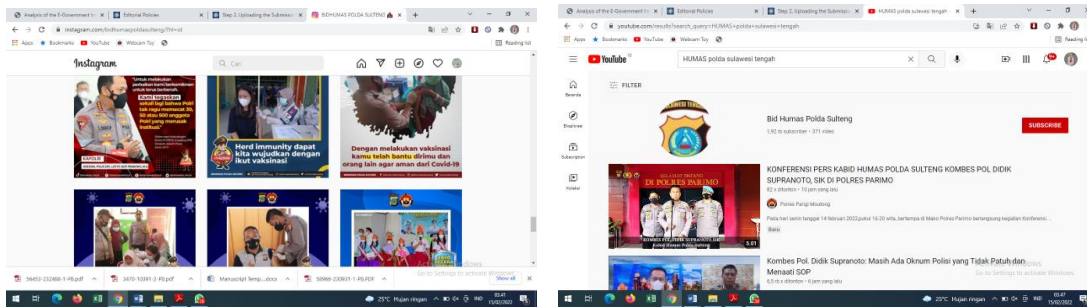
Figure 3-4. Facebook (left) and Twitter (right) of Polda Sulteng



In line with Abdi Sudrajat's opinion, Sugeng Lestari also said:

"Social media started with the internet, social media. We have also started to adjust the development of the technology."

"In today's era, social media is the most effective way of conveying information and outreach to the public. Even our submission is in the form of a short video competition. We use Instagram as a means of conveying information to the public"

Figure 5-6. Instagram (left) and Youtube Chanel (right) Polda Sulteng

The use of social media follows the times or trends in society.

“We also have Twitter, but we know ourselves that there are few Twitter users in Central Sulawesi, the most Facebook and Instagram but if I look at Instagram, we have the most access; But we still share on 4 social platforms, namely Instagram, Facebook and Twitter, sometimes too.”

Disseminating the Covid 19 Vaccination program, Sugeng Lestari said that no special communication media was used. According to him:

"There's nothing special, just like social media and conventional media, we use all of them. social and if offline banners”

"Of course, in conducting outreach to the community, we rely heavily on existing social media, both social media and online media. Yes, we use all media, mainly social media because the power of social media is very large. From Polda to Polres to Polsek, everything has reached remote communities.”

Added Sugeng Lestari, who became the basis for Public Relations of the Regional Police to use communication media as a means of socialization because:

"I think the police are using all the power of the media in Central Sulawesi to help with publications related to vaccines. Even yesterday, during the vaccination attack, we empowered all existing media, TVRI radio, social media, newspapers, we asked for help. This means that all our media are asking for help. because this is a government program and in an effort to protect the community so that all of our media are empowered. We use various methods, maybe because people are busy they don't have time to open their cellphones, so we need information that can be heard immediately and is easily understood by the public."

Determination of the selected media in publishing, of course, sees the segmentation of society as the target of communication. According to Sugeng Lestari that:

"Yes, I think that is a consideration too, because there are audiences who are happy with social media, which means that what we serve is content that is served through social media. Then there are audiences who like to read, so we empower local newspapers, essentially empowering all existing media, both social media, print media, electronic media, then through TV and radio.”

Sugeng Lestari said determining and seeing the community as the target of communication must consider the media as the communication needs of the community. As active users of social media, of course, they are served with content that is easily accessible through social media. Then people who have an interest in reading are also prepared with news that has been published in print media such as newspapers.

Choosing a communication media, of course, sees the consideration of all existing aspects, especially collaborating with conventional media channels on a national scale. To increase reputation, it is necessary to open cooperation with national television media to be able to be seen by everyone in Indonesia. This is certainly an obstacle faced by Public Relations Polda in conducting socialization. As Sugeng Lestari said that:

"If the desire of our leadership is actually yes, using the national media can play a role, but the national media is played by the leadership of the National Police at the center, but at least the national media can publish activities in the regions so that it can be known at the national level. In this case, the problem with using the national media is of course the budget issue. If the budget is there, we can contract a national TV contract in Central Sulawesi to publish it."

Conclusion

Based on the results of the research, it can be seen that the use of communication media used to help make the Covid-19 vaccination program a success by the Central Sulawesi Police, namely social media (youtube, twitter, facebook and instagram), conventional media in the form of collaboration with radio, TVRI and print media, and equipped with field activities (go directly to meet the community) through Bhabinkamtibmas and Sat Sabhara.

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