



Public Relations Strategy of Health Service in Socializing Covid-19 Vaccination Program

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ABSTRACT

This study aims to explain the planning, implementation and evaluation of programs carried out by the Public Relations Department of Health in disseminating the Covid-19 vaccination program in Garut Regency. This study uses a descriptive method with a qualitative approach. Data collection techniques were carried out by interview, observation and literature study. The results showed that the program planning carried out by the Public Relations Office of the Garut Regency Health Office by analyzing the situation by interviewing all elements of society. The results of the evaluation of the program that have been carried out have caused a quick reaction, especially in enthusiasm, understanding and awareness of the importance of vaccines. The media make a very big contribution in providing understanding, especially on misinformation, but with intense socialization it can change people's thoughts and actions..

Keywords: Covid-19; public relations; socialization; vaccination.

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan perencanaan, pelaksanaan dan evaluasi program yang dilakukan humas Dinas Kesehatan dalam mensosialisasikan program vaksinasi Covid-19 di Kabupaten Garut. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data dilakukan dengan wawancara, observasi dan studi pustaka. Hasil penelitian menunjukkan bahwa, perencanaan program yang dilakukan humas Dinas Kesehatan Kabupaten Garut dengan cara menganalisis situasi dengan wawancara terhadap seluruh elemen masyarakat. Hasil evaluasi program yang telah dilaksanakan, menimbulkan reaksi cepat terutama pada antusias, pemahaman dan kesadaran akan pentingnya vaksin. Media memberikan kontribusi yang sangat besar dalam memberikan pemahaman terutama terhadap informasi-informasi yang salah, akan tetapi dengan adanya sosialisasi yang intens dapat mengubah pikiran dan tindakan masyarakat.

Kata kunci : Covid-19; hubungan masyarakat; sosialisasi; vaksinasi.

INTRODUCTION

The spread of information about Covid-19 has become an information crisis, especially in the health sector. It is something that health services must control in making efforts to overcome Covid-19. Some previous studies explained that the impact of circulating misinformation in society resulted in unrest and uncertainty (Klemm, Das, & Hartmann, 2016). In addition, some people do not believe in the truth of Covid-19 (Shahsavari, Holur, Wang, Tangherlini, & Roychowdhury, 2020); (Sallam, 2020). For this reason, the role of communication is essential in minimizing the spread of the virus. Touch makes information more accessible to the public and helps increase knowledge, awareness and insight into people's thinking about Covid-19 (Mohamad, et al., 2020).

The existence of the Covid-19 pandemic poses a significant challenge for the Indonesian health system, which can be observed from the performance decline in several health programs; this is because health programs have become a priority in overcoming the Covid-19 pandemic. In several areas, including the Garut region, the Covid-19 pandemic situation impacted the Implementation of Public Activity Restrictions starting from July 3 and was extended until August 7, 2021. In early January 2021, steps were taken by the government to combat the spread of Covid-19, for example, by providing free vaccines to the public as mandated by the Minister of Health regarding the implementation of vaccinations to prevent the spread of Covid-19 virus (Kemenkes, 2020). Vaccination is using vaccines with a specific purpose to challenge or actively train a human immune system against diseases (Salpitri, Sari, & Susanti, 2021).

Meanwhile, the vulnerability level of the community is increasing due to the low level of community compliance with the 5M health protocol. Without health intervention, it is predicted that there will be around 5 million Covid-19 cases that require hospital treatment. Therefore, it is necessary to immediately do health intervention in terms of implementing health protocols and other effective interventions to break the chain of disease transmission by implementing vaccination efforts. If viewed from an economic perspective, prevention through vaccination programs will be much more cost-effective than some treatments (Kemenkes, 2020). The Covid-19 vaccination aims at reducing Covid-19 transmission, decreasing morbidity and mortality due to Covid-19, achieving immunity inside society, and protecting people from Covid-19 to endure socially and economically productive. Community group immunity can only be formed if vaccination coverage is high and consistently distributed throughout the region.

In conducting vaccination, Indonesia targets 426.8 million doses to be vaccinated to reach immunity (Kemenkeu, 2021). The vaccination program is conducted in various areas with a reasonably high priority for the spread of Covid-19 and is divided steadily into several rounds of vaccination (Muhammad, Yulitania, Pricillia, & Shihab, 2021). This vaccination program is conducted in

Garut Regency, where Garut is a region with a high rate of Covid-19 cases. Meanwhile, up to September 1, the total number of Covid-19 cases in Garut Regency reached 23,351 people, by the number 21,254 could be cured, and 1,112 people passed away, which means that Garut Regency has become the region with the highest death rate in West Java Province (Satgas, 2021).

In Garut Regency, the vaccination of Covid-19 has been implemented since August 2021. The target recipients of the vaccine in the first round were divided into four groups; the first one must be the leading group of vaccine recipients. They are health workers with their assistants, staff members who work in health facilities, and soldiers/ police. The second group is the worker category. They are peddlers in the market, waiters in shops/salesman and people who work in the industry sector. At the same time, a third target is a group of government administrators, they are government employees who give public services, and the fourth group is the elderly. As of October 2, 2021, Garut Regency had 1.977.713 as the total vaccination targets; from the number, only 538,094 people received the 1st dose. At the same time, the people who followed the second vaccination dose were only 763.573 people. This communication strategy is integrated part of Garut Health Office's literacy effort so that the public can receive accurate information related to Covid-19 vaccination and can eliminate public anxiety at the time they are given a vaccine, so public participation in taking part in this vaccination program is by the targets set by the government. This vaccination is expected to reach 80% target of the Garut Regency population by the end of December 2021 (Pemkab, 2021).

Because of the government-sponsored vaccination program, many Indonesian people are still sceptical of the Covid-19 vaccine, and so are Garut people. Therefore the vaccination issue still becomes a controversial issue in the public sector. This occurred because there was a lot of false information spread in the community, especially on social media issuing the vaccine content, prohibition of vaccines, and the effectiveness and safety of vaccines which seriously affected public perception (Arumsari, Desty, & Kusumo, 2021). Due to the many confusing news about vaccination has raised general hesitation about the Covid-19 vaccine perception. Therefore, at this time, the government requires appropriate action and a practical approach to the people. This is very strategic in gaining trust and changing the mindset of people still unsure about the Covid-19 vaccine so that this vaccination practice can be implemented to accelerate the pandemic response and achieve the success of vaccination for all Indonesian citizens (Talib, Kawengian, & Pasoreh, 2021).

Meanwhile, the government needs to socialize such accurate and practical information about the Covid-19 vaccination program to the public so that this program can run efficiently. This is useful for creating transparency and accurate

information for the people. In delivering information, here, public relations act as a media in joining the various program activities socialization (Nasir, Joyosemito, Boerman, & Ismaniah, 2021). Here, the role of Garut Regency Government Public Relations is to educate, socialize and invite the public to contribute to the government in implementing a vaccination program to prevent the spread of the Covid-19 virus, which is in line with several previous research findings.

The research problem here is how Garut Regency Health Office makes the Covid-19 vaccination program accessible for all people, especially Garut Regency residents. This is intended to get the public clear information and education about the Covid-19 vaccination program and participate in government-driven programs in response to the current pandemic. The research is similar to the study by Euis Atika, Maulana Rifai, and Ana Fitriana Poerana, entitled *The Role of Public Relations in Disseminating the Covid-19 Vaccine Program in Bekasi region*. The previous study discussed the importance of Public Relations' role in handling the Covid-19 pandemic. This requires good communication and education between the government and the public so that the public receives no confusing information. The previous study aimed to explain the role of Public Relations in disseminating the vaccination program. The results of prior research indicate that the Public Relations of Bekasi City Government acts as a Public Relations based on the Cutlip and Broom role theory.

In this case, Public Relations must continuously inform the public that vaccines are safe and *halal* both by spreading through the media and by directly persuasive convincing (Atika, Rifai, & Poerana, 2021). Concerning public information about the Covid-19 vaccination program, there are still misdeeds. There was a previous study examining student information behaviour and social networking hoaxes by Febri Nurrahmi and Hamdani M. Syam. Previous research has discussed the increase in the prevalence of scams on social media, which bring students into active social media users; of course, it potentially turns them into disseminators of false information or hoaxes. This study aimed to see students' informational behaviour in dealing with cons on social media. This study adapts the information behaviour model of Wilson (1996). Using a qualitative approach, data were collected through a focus group discussion of one student at Syiah Kuala University. The results showed that students have judgmental behaviour and find it difficult to believe the information they receive from social networks. However, most students do not have the desire and capability to verify the information. The low self-study efficiency makes students scared and challenges them to find provable details. Unverified acts of disinformation are also always observed. The results also proved that passive attention and seeking behaviour are the most important among students. Wilson's information behaviour research model is suitable and is needed for student development in social media literacy models to prevent hoaxes (Nurrahmi & Syam, 2020). Violation or misinformation is a

current phenomenon that has hit social media, impacting the ongoing extensiveness of technology access (Fadli, 2018); (Mustika, 2018). For handling Covid-19 through vaccine intervention, Garut Health Office continues to conduct communication, information and education efforts to the community by implementing appropriate communication strategies for spreading Covid-19 vaccines.

Based on the explanations of several previous studies, the researcher explains that the novelty of the research conducted is that the public relations strategy of the health services in socializing covid-19 vaccination program has challenges for communicators, in this case conveying information in giving messages related to the importance of Covid-19 vaccination socialization. This can be seen from the diversity of people's thinking pattern that is increasingly intelligent and critical of information about the importance of vaccines. On the one hand, in general, the government wants to make the Indonesian people free from Covid-19. However, on the other hand, there are still some people who are troubling society, especially the content that is widely spread through social media. Social diversity is essential in proving the authenticity of information disseminated on social networks by verifying and comparing that information in several media. This is also done by comparing data by looking for information on other social media and verification from mainstream media such as newspapers and television.

As a public agency, the communication strategy in the pandemic era implemented by Garut Regency Health Office is conducted by leading public opinion through repeating messages and providing information that is conveyed to educate the public about accurate and correct Covid-19 vaccination information so that people understand the benefits of the vaccination. This communication strategy is implemented as an effort to prevent the spread of disinformation and fake news related to the Covid-19 vaccine and to avoid the unfortunate thing happening such as low contribution, considering the survey results from the World Health Organization (WHO) conducted in October 2020 showed that only 57% of Indonesians who were able to get the vaccine, while the other 43% did not want to be vaccinated (Central Information Commission of the Republic of Indonesia, 2021).

Practically, the public relations strategy of the Garut Regency Health Office in disseminating the program is done by carrying out a plan to reach the objectives of targeted communication to specific audiences by spreading information in the mass media that has been determined. The main objective of this socialization tends to be more focused on establishing understanding, maintaining acceptance and encouraging expected behaviour (Cangara, 2013). Every strategy almost always starts from what can happen and does not start from what happened

(Ardianto, 2010). In carrying out these activities, public relations must have a strategy. Strategy is planning and management to reach a goal that can only be achieved through operational tactics (Effendy, 2019).

In executing the activity, the Public Relations of Garut Regency Health Office carried out dissemination of the Covid-19 vaccination in various ways, either directly going to the field, conducting counselling at the district, village and even neighbourhood levels with the support of different parties, for example, installing billboards, banners and using multiple social media such as Instagram, Facebook. This is to research revealed by Muhamad Parhan, Jenuri and Mohammad Rindu Fajar Islamy, who explained that various media and applications (software) for communication are increasingly diverse and easily accessible to the public (Parhan, Jenuri, & Islamy, 2021). People are now given choices that tend to be comfortable and easy to connect; people can exchange information and transfer various things through social media, which previously were only limited to email, blogs and web access (Istriyani & Widiana, 2016); (Moenawar, Mandjusri, & Septayuda, 2019). Social networking has become a life necessity and is in great demand by society. Behind its benefits, technology can certainly cause various problems in our life, such as pornography, racial intolerance, spreading hatred, defamation, insults, cyberbullying and hoaxes (Dewi, 2019).

The purpose of socializing Covid-19 vaccination held by the Public Relations Officer of Garut Regency Health Office is to educate public awareness about the safety and effectiveness of the vaccine and persuade the public to be interested in receiving vaccines to restore general health and end the pandemic. Based on the explanation that has been explained, the theory applied in this research is the theory of public relations strategy according to Cutlip and Center, which demonstrates that there are three processes of interrelated public relations strategy. The three processes include program planning, communication implementation, and evaluation (Cutlip, 2016). Therefore, the study aims to explain the public relations planning, communication implementation and evaluation conducted by Garut District Health Office in disseminating the Covid-19 vaccination program.

The conducted research has a lot of contributions, both theoretically and practically. Theoretical benefits of the research can add insight, especially in the study of public relations about the communication strategies used by the Public Relations of Garut Regency Health Office, mostly in conducting quality socialization and can provide knowledge and insight as well as learning materials in the study of communication science, especially in the field of public relations. Meanwhile, the practical benefits for the Garut District Health Office can be applied as input and assessment as well as adaptation of strategies used to disseminate Covid-19 vaccination in the future. Meanwhile, the community is

expected to get additional information about the importance of vaccination by being equipped with knowledge of the messages the central and local governments convey.

The research uses a qualitative descriptive method. At the same time, the informants in this study were people who provided information related to the importance of socialization of vaccines importance. The informant selection technique is purposive sampling, considering that the selected informants know and have the basic information needed in research or know in depth the problems being studied about vaccine socialization in Garut Regency. Informants in this study were dr. Hj. Janna M. Yajariawati, MKM as Head of Public Health Division; Dr H. Asep Surachman, MKM as Head of Health Promotion Section. Agus Dinar, MKM as Field Officer. The criteria for the informants are for two consecutive years to be the manager of public relations both in planning, implementing and evaluating the implementation of vaccinations in Garut Regency. Meanwhile, the resource persons in this study were Yeni Yunita, the Head of Information and Public Communication Division of Diskominfo (The Communication and Information Service).

RESULTS AND DISCUSSION

The Socialization Planning of Covid-19 Vaccination Program by Public Relations of Health Service

In this section, the researcher will describe the research results gained from interviews with informants. The discussion will be strengthened by several previous research results relevant to the research conducted. The initial step in the public relations strategy carried out by Garut Regency Health Service is planning, which is the process of determining what you want to achieve and identifying the steps needed to reach it. The plan serves as a guide for what to do when socializing the COVID-19 vaccination. The purpose of planning carried out by the public relations of Garut Regency is to create the process of activities that becomes successful and by the objectives that have been designed previously. About the communication planning, the following are the results of interviews presented by informant one as the Head of the Public Health Division.

The COVID-19 pandemic has become a global problem in Indonesia and globally. It paralyzes various sectors and causes notable deaths, which is essential in overcoming it. The primary purpose of vaccination is to break the chain of the spread of COVID-19 and increase herd immunity for the entire community (Yajariawati, 2021).

It is essential to conduct socialization of the covid-19 vaccination to the community because, at this time, the handling of the covid-19 pandemic is not

only executed by complying with health protocols, but vaccination is mandatory to stop the spread of covid -19, so socialization is necessary. As stated by informant 2:

Handling this pandemic is not only done by complying with health protocols, for example, by using masks, keeping a distance from other people and implementing hand washing behaviour. There must be other efforts with vaccination. Meanwhile, this socialization aims to disseminate communication, information and education to the public through appropriate communication strategies in communicating the Covid-19 vaccination (Dinar, 2021).

Communication planning carried out by the theory used, in this case, includes situation analysis, setting goals, determining audiences, determining media, and determining budgets. In conducting a program or activity, PR works on case studies by collecting and interpreting data related to the conditions used to define the problem so that the state of the community becomes the program's goal. The Public Relations of the Health Service uses the method to collect opinions or stances from the community as respondents, which are examples that can represent the target audience. Then, the views expressed are grouped according to specific categories. Based on the situation analysis conducted by the Public Relations Officer of the Health Agency explains that:

Before the socialization of the covid-19 vaccination, we conducted several analyses of the people's condition in Garut Regency by interviewing a sample of the community based on education and age regarding their knowledge about the covid-19 vaccination. We use the results of interviews with this community sample as a benchmark of public knowledge about the COVID-19 vaccine and COVID-19 vaccination in society (Dinar, 2021).

The second part is setting a goal. It is used as a reference for program implementation and as a guide for the results to be achieved. The general plan must be reduced to a deeper goal to achieve program effectiveness. Then, the goals must be understandable, clear, tangible and have the same proportion of budget, time and effort. This determination will affect the type of information that will be conveyed to the public.

The purpose of the Public Relations held by Garut Regency Health Service to socialize the covid-19 vaccination is to provide comprehensive knowledge to the public about the covid-19 virus and how to overcome it as the way to break the chain of distribution, provide the public with the correct understanding of the covid-19 vaccine and covid-19 vaccination, explain to the public about the use of vaccines for herd immunity and protecting the community from Covid-19 to remain socially and

economically productive, educating the public about the safety and effectiveness of vaccines and persuading the public to be willing to receive vaccines, increasing the coverage of people receiving vaccinations (Yajariawati, 2021).

Determining audience segmentation in the socialization of covid-19 vaccination primarily looks at the rules and initial targets. The target group of this research is the entire community in Garut Regency without exception, the elderly, the youth and various circles, as stated by informant 1, who explained:

The target of socializing the covid-19 vaccination is all people in Garut Regency, teenagers, youth, elderly, students, and workers, primarily those who have not been vaccinated or have not received information about covid-19 vaccination (Yajariawati, 2021).

Informant 3 also stated the same information as follows:

The expected target is the whole community without exception because all ages can conduct this covid-19 vaccination except for children under the age of 12 years. So, it is true that all people in Garut Regency are expected to get vaccinated. This is very important to increase their immunity and fight against the Covid-19 virus, which is constantly mutating (Surachman, 2021).

Based on the communication planning conducted related to situation analysis, determining goals and selecting audiences are in line with the communication strategy theory, which explains that this communication plan can be implemented in the form of redundancy and canalizing methods. The redundancy method attempts to influence the audience by repeating the message. The repetition of messages conveyed to the audience can attract attention and will stick in the audience's minds. The canalizing method is when the communicator first knows who the target audience is, including how the communicator determines the audience, resolves goals and analyzes the situation. The introduction of this target audience then allows communicators to convey their ideas according to the audience's personalities, attitudes and motives (Choirul Fajri, 2018).

Media is a tool that can be used as a channel for messages to achieve the goal. Media is an essential means of transmitting information in the success of the communication process. The use of media types for communication depends on the community that has been identified from the target audience identification process. Currently, various media are available to execute socialization both manually and online through social media. Different considerations can be taken

considering the socialization of the covid-19 vaccination is a very crucial activity to educate the public. The use of information media to convey this socialization, as stated by informant 1:

Various media choices can be used to disseminate information about the covid-19 vaccination, we went directly to the field to give information to the neighbourhood level with the assistance of various parties. In addition, we collaborate with the local public health centre (*Puskesmas*) in each sub-district through the health promotion section in each local public health centre, using conventional media such as pamphlets, billboards, banners or social media. Social media can be used considering that its use is currently widespread in the community and easier to access (Yajariawati, 2021).

Based on the research findings, using conventional media to socialize information about vaccination's importance is very effective. But there are obstacles for people with the knowledge from social media such as Facebook, news on Instagram and even news in various printed media that can disturb people's minds, especially confusing information. This finding is in line with the study of the social media literacy model for students, which found that people must have a critical attitude towards social media, especially the negative impacts that can harm existing attitudes and opinions, one of which is a hoax. It gives information that the public is aware that not all information spreading on social media can be trusted and genuine (Sulthan & Istiyanto, 2019).

Budgeting is necessary to determine how much funds will be needed to finance dissemination activities, whether conducted in the media or direct socialization performance in the field. The stipulation of this socialization budget is determined quantitatively and measured based on the specific period. Budgeting needs to determine the necessary funds' distribution so there is no inefficiency. Preparing this budget is a common thread in the work guidelines so that there are no additional costs.

Because this pandemic is an excellent condition, we get budget support from the local government to hold massive socialization. This budget requirement is calculated not only for direct socialization in the field but also for using various other media (Yajariawati, 2021).

In planning the budget, calculations of the need for funds for media use and operations and other costs related to socialization activities are also included. The following is the statement from informant 2:

Because vaccination is urgent work, we hold massive and intensive socialization. Of course, we need an adequate budget. We submitted the budget to the local government budget (*APBD*) with various logical calculations starting from planning, implementing, and evaluating ongoing activities (Dinar, 2021).

Executing Socialization of Covid-19 Vaccination Program by Public Relations of Health Service

Planning the public relations program of Garut Regency Health Service in the COVID-19 vaccination program is done through several stages: determining communicators, messages, communicants and communication media. Communicators are people who have a number of information that will be delivered to the communicant—communicators as one of the elements in communication. Communicators can be tangible in various forms of people, institutions, books, and documents. Communicators are people who are selected to share information with audiences or communicants. From the results of observation, it is known that the Health Service determines public relations; it is the Public Health Officer as a communicator in charge of conducting outreach activities in the field-assisted by the Health Promotion Section in each Local Public Health Center (Puskesmas), where in Garut Regency there are 67 Local Public Health Centers (Puskesmas) and health centre. In doing the activities, public relations informs and explains various information regarding the covid-19 tragedy, knowledge regarding how to control the covid-19 virus and the intervention of covid-19 vaccination as an effort to break the chain of the spread of the covid-19 virus.

In disseminating the covid-19 vaccination, a Public Health official appointed by the Health Service as public relations, the agent acts as a communicator who discusses various knowledge about the covid-19 virus, its spread and how to break the chain of transmission and it is also informed about the covid-19 vaccination in terms of its safety and benefits (Surachman, 2021).

This communicator has two parts. Firstly at the Health official level, including its Public Health Sector, which oversees the Health Promotion section of the Service, while at the Local Public Health Center level (*Puskesmas, Pustu*) is the Health Promotion Section in each health centre. At the Health Official level, the availability of human resources who go directly to the field to deliver socialization is minimal. Therefore, in conducting direct socialization with the community, the Health Official cooperates with each *Puskesmas* in each sub-district and community leaders. Based on the information obtained by the researchers when conducting interviews with dr. Hj. Janna M. Yajariawati, MKM Head of Public Health Division, stated that there is a shortage of resources in various aspects, mainly the Lack of staff-owned by the Public Relations Department of Health Official to go to the field directly.

We have limited human resources for human resources who go directly to the field to conduct socialization, especially at the service level. Thus, we are

collaborating with *puskesmas* and *pustu*, which comprise 67 PKM in all sub-districts in the Garut district (Yajariawati, 2021).

The Lack of staff was one of the obstacles to implementing direct socialization, given the size of the sub-districts in Garut Regency, which consisted of 42 sub-districts. To overcome human resources limitations, Garut Regency Health Service cooperates with all health centres in the Garut region to conduct socialization together, including collaboration with the community and religious and youth leaders. As stated by informant 2:

We cannot handle this socialization only from the official or agency level, so coordination with *Puskesmas* and community leaders, religious leaders and youth leaders is necessary for the successful socialization of COVID-19 vaccination (Dinar, 2021).

In the implementation of communication, the main thing in giving a message is the communicator's credibility. The communicators in the socialization of vaccine importance are the Head of Public Health Division, Head of Health Promotion Section and Field Officer. In this case, the three communicators should have a good personality and work performance, be well-experienced in socialization, and master vaccine material so that the information conveyed is expected to have a good effect on the community. As a communicator, he can provide attraction in socialization, such as having effective, neat, and friendly gestures. This attraction offers a positive value so that the socialization conducted can be achieved, and the community will be more enthusiastic. This socialization was assisted by community leaders and religious leaders because they are closer to the community and can be trusted to mobilize the masses to participate in a vaccination program aimed at preventing the transmission of Covid-19.

This is really in line with the results of a study on the government's strategy in disseminating the Covid-19 vaccine program, which explains that for communication to have a positive impact, it is necessary to have a mutual interest between communicators and the audience, especially in message content, delivery methods, and communication media used. This can be achieved if the communicator can know and understand the perspective (reference frame) and various things experienced (field of experience) of the audience accurately and carefully. First, communicators need to understand the audience condition in terms of personality and performance, which include: 1) Insight of the audience on the main issue, 2) Insight of the audience in absorbing messages from the media used, and 3) Insight of the audience related to the vocabulary used. Second, the influence of the group and society as well as the values and norms of the group. Third, communicators need to know the group situation (Suri, Hidayat, & Halim, 2021).

The message is what the communicator communicates to the

communicant in the form of ideas, information, or specific things to make communicant knows and understands it. In communication, the message is as meaningful as what the sender intended for the receiver. The essence of the message is oriented towards influencing the attitude and behaviour of the recipient.

In this case, the message conveyed by the Health Service related to the socialization of the covid-19 vaccination was introduced to the public so that the people would know that vaccination is one way to break the chain of the covid-19 virus transmission as well as to increase the body's resistance to the virus. The primary purpose of socialization is to inform the public about the correct information about the Covid-19 vaccine, counter the hoax spread in society and inform the community about the safety and effectiveness of the covid-19 vaccine. Because many people do not understand the importance of vaccination, many people are hesitant about it and even refuse it, so it is necessary to modify the message by using a simple language style so that all people can easily understand it both in urban and rural areas. As stated by informant three below:

The information content in disseminating the covid-19 vaccination is packaged in such a way by using simple language, equipped with images that are easily understood by all levels of society. This is done because the target audience is the whole community from various backgrounds (Surachman, 2021).

The results of the interview of informant three are strengthened by the statement of informant 2, which explains:

By collecting information about vaccination in terms of benefits, safety, staging and location of vaccination, the data is made into content, and its content is adapted to the media used. It is hoped that it will be able to provide information that strengthens the community (Dinar, 2021).

As stated by Informant 1:

The Public Relations of Garut Regency Health Service, represented by the Public Health Sector, went directly to outreach to the field and constructing news to be displayed on conventional media such as baligo, pamphlets and social media, Instagram and Facebook (Yajariawati, 2021).

In conveying public relations messages, communication symbols in the form of written language and pictures represent covid-19 vaccination, starting from benefits, procedures and conditions that must be met in getting vaccinations. In addition to outreach to the field, counselling is also carried out. Here a public relations officer must have the ability to create communicative content. This is as stated by informant 2:

Regarding socialization material on social media, we usually use the same material, both the material used by the Health Office and by each Local Public Center (*Puskesmas*), so there is uniformity (Dinar, 2021).

Based on the results of interviews with informants, it can be explained that communication strategies related to messages must be designed, especially by (1) compiling persuasive content to increase adherence to the application of health protocols; (2) preparation of informative and educative content regarding the safety and effectiveness of vaccines, the need to administer vaccines to priority groups and their uses for the public classified as vaccine recipients; (3) the preparation of various informative, educative and persuasive content that focuses on public participation related to compliance with health protocols and the ability of the public to receive vaccines is necessary to stop the pandemic. This is in line with the study on the communication strategy of the Sukaraya Village Head in disseminating the Covid-19 vaccination to the community, which explained that the strategic choice model looked at how communicators selected several message strategies to achieve goals. In contrast, the message design model focused on how communicators created messages to achieve goals. This method is the stage for establishing a communication strategy through preparing statements (Kamila, Rahmawati, Braja, & Safaruddin, 2022).

The communicant is the party who receives information from the communicator. The communicant is responsible for responding to what is communicated by the communicator so that the party who is the target of the communicator can understand correctly. The Communicants here are people or communities who get messages from public relations. The communicant of the COVID-19 vaccination socialization is all members of the various ages' community and all members of the community from multiple backgrounds. This was stated by informant 3:

The target of the covid-19 vaccination socialization is relatively straightforward. It targets the whole community, all age groups and backgrounds (Surachman, 2021).

The same thing was also stated by an informant, as follows:

There are several types of people who become communicants. They are people belonging to groups who understand vaccination, groups who refuse to be vaccinated and groups who are hesitant about vaccination (Dinar, 2021).

Media is a channel that supports the communication process so that messages from the sender can be received by the communicant or recipient of the news. As stated by informant 2, this is related to the reasons for choosing the media.

The Health Agency uses various media to disseminate COVID-19 vaccination by going directly to the field to provide counselling, using conventional media such as baligo, pamphlets, banners, and social media such as Facebook, Instagram, and YouTube (Dinar, 2021).

Informant 1 also stated:

The communication channel is used by going directly to the field, consolidating with neighbourhood leaders, community leaders, and religious leaders, and socialising by Local Health Centers (*Puskemas, Pustu*). This socialization is also mediated by social media, which are alternatives to providing information to the public (Yajariawati, 2021).

Referring to the opinion of R. Wayne Pace, Brent D. Paterson, and M. Dallas Burnett, who stated that there are three main objectives of the communication strategy, is to secure understanding, establish acceptance and motivate action, communication strategies designed by the government in terms of Garut District Health Office aims to create an account, provide guidance and to encourage the community. Based on these three objectives, government information conveyed using poster media is distributed through social media and the Health Service website and videos are spread through social media, all parts of the media and communication channels. The communication strategy conducted by the Garut Regency government, in this case, the Health Agency, was carried out by adjusting the information technology development and changes in people's behaviour in using the media as a result of the pandemic. This is also relevant to the results of the conducted study considering the condition of the Indonesian people who are currently in a transition stage where there is a change in people's habits in accessing and distributing information, which will affect lifestyle changes. This arises due to using communication tools based on information technology or ICT (Kencana & Meisyanti, 2020).

Evaluating Socialization of the Covid-19 Vaccination Program Done by Public Relations of the Health Service

The evaluation conducted by the Public Relations of Garut Regency Health Service on vaccination information aimed at the community with two indicators they are (1) an assessment of activities conducted every month, by assessing how often socialization is carried out by the Health Office and Local Public Health Centers throughout the region of Garut. The monthly assessment is done by observing the community's socialisation data. The evaluation starts from program design and implementation of communication to be evaluated afterwards; (2) the response from the community over the socialization of the covid-19 vaccination.

This response can be seen clearly from the increasing public awareness of the vaccination service centre to inject vaccines. As of October 2 2021, from the total vaccination targets in Garut Regency, as many as 1.977.713 people, only 538.094 people received the 1st dose of vaccination. At the same time, those who followed the second dose of vaccination were only 763.573 people. From this data, it can be observed that there is an increase in the number of people who come to the vaccination centre.

This study applies the triangulation method to verify the authenticity of the data obtained as a research result by comparing the data obtained from different sources. The researcher interviewed Ms Yeni Yunita, a Public Information and Communications Officer at the Information and Communications Agency of Garut Regency (Diskominfo). This resource has a wealth of experience in public relations. She has held a senior position for three years and is responsible for coordinating, organizing, and leading public relations management policies. General information and communication. Some areas that become the coordinators of this field are managing public opinion and aspirations for local governments, collecting data to support central and local government policies, managing media and improving access to information, general information services, and media relations services. The results of the researchers' findings show that there are still criticisms from the public, which indicate that the country has not produced the right policies in dealing with Covid-19. The handling of Covid-19 is not only seen from the evaluation conducted by the local government, but it is necessary to have a strong political will from the government and policies that support open governance and the fulfilment of public health rights (Zahrotunnimah, 2020).

Based on the results of an interview with Yeni Yunita, she explained that based on the theory, public relations uses three strategies to convey dynamic general information so that each element is interrelated. The strategies are program planning, communication implementation, and program evaluation. According to the person in charge of resources at the program planning stage, public relations must carry out several activities, including presenting the targeted condition, setting goals, identifying objects, selecting information to be submitted and determining the required financing. Then plan to continue the implementation of these elements through communication in the field by choosing the party who becomes the information source, the message delivering method, the party who receives information, and the media selection. If the implementing communication stage has been completed, to see the suitability of the results with the program plan objectives, it is necessary to carry out a program evaluation stage, whether its performance is by previously determined purpose, right on target or not.

Referring to the question asked by the researcher in the interview about the public relations strategy of Garut Regency Health Agency in disseminating the covid-19 vaccination, the resource person explained that it was effective because it aimed at educating the public about the substance of herd immunity as a breaker for the spread of covid-19 so that it will quickly restore public health and restore the economy. While the question regarding the use of media as a means of socialization, the informant said that at this time, the use of media is essential, especially the use of communication media that can reach the wider community.

Several aspects raised from the result of previous studies explain that the evaluation must be conducted by policymakers in socializing the vaccination program to minimize Covid-19 is about how to create perception integrity between public and government, gain support and trust from the public towards government programs, and mobilizing the public in ensuring their survival through vaccines (Wibhisono, 2020). It is also in line with the research on the government's communication strategy in anticipating the Covid-19 pandemic. The evaluation was carried out that there needs to be clear and transparent communication to the public regarding government policy. The policy transmission that is not strategic will impact public communication. Poor public communication planning will lead to panic and public distrust. Public communication is created from the right communication strategy. Since the emergence of the Covid-19 Pandemic, the government needs to develop a proper communication strategy, so this policy can be planned and information can be transferred to the public well. Communication strategy determines the draft message that is made to provide clarity towards government policies in dealing with the Covid-19 pandemic. Media is a tool for transferring messages from the government to the public. The media can construct the government's communication strategy to overcome the COVID-19 pandemic through news distribution (Fadjarini & Nina, 2021). To produce a strong synergy as a bridge between government and public, including situation, preparation, program, and preventive actions from the government, in this case, the Health Service of Garut Regency, in terms of vaccine socialization, should evaluate every single action taken in developing an integrated and reliable communication strategy during the Covid-19 pandemic.

CONCLUSION

Referring to the presentation and data analysis, this research concludes that communication planning has become a comprehensive communication system. It means that communicators, audiences, media and messages are indicators of success in disseminating the importance of vaccines to the public. In this case, the

communication planning was found to prioritize the values of both regulatory information and integrative information so that there is effective communication that the public can understand in understanding knowledge of the importance of the Covid-19 vaccination.

Implementing good and structured communication can provide a good level of trust and understanding, so it does not ignore the importance of vaccination. This involves important figures such as community, religious, RW and neighbourhood leaders. These crucial figures become influential communicators in strengthening vaccination's reputation for the whole people. The evaluation obtained that the level of knowledge, environment and education assist in providing the awareness level is carried out through two indicators they are (1) evaluating the monthly activities by assessing how often socialization is executed by the Health Agency as well as Local Public Center (*Puskesmas*) throughout Garut and (2) look at the public response toward socialization of the covid-19 vaccination. The evaluation emphasizes how to use media literacy as a means of communication in conveying messages to be more efficient and effective.

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