



Public Relations Campaign Strategy for the Covid 19 Vaccine by the Government of West

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ABSTRACT

The government carries out a covid19 campaign by communicating continuously to the public. Communication is carried out within a certain period, so the community is motivated to participate in the program. This research aims to understand the West Java provincial government's public relations campaign strategy in the Covid-19 Vaccination Campaign, which consists of planning, implementation, and evaluation. The research method uses a qualitative case study approach. Based on research results, the public relations campaign strategy carried out by the West Java government was carried out through several things, namely planning, implementation and evaluation. Planning consists of message planning, media planning, and time planning. The implementation consists of outreach, use of state media, and involvement of the Jabar Saber Hoax. At the same time, and the evaluation is done by looking at the campaign's success. Its significance lies in the use of public relations campaign strategies. Meanwhile, the limitations are that the Public Relations campaign strategy is relatively common, so it has little uniqueness. Combining conventional and digital approaches in public relations campaigns must be more comprehensive.

Keywords: Strategy; Campaign; Government Public Relations; covid19, vaccine

INTRODUCTION

The Covid-19 Pandemic situation encourages every element to be alert and remind each other by providing useful information to everyone. This is based on the extraordinary impact of this pandemic outbreak. Based on CNN's 2021 report, a total of 4,017,816 people died out of 185,853,841 cases worldwide, due to the malignancy of the Coronavirus (CNN Indonesia 21 July 2021). Indonesia is one of the many countries exposed to this deadly virus, with a relatively even distribution in each region. Based on information compiled by the Ministry of Health, as of July 21, 2021, the death toll from the Corona Virus in Indonesia was in the 17th position in the world. The death toll reached 62,908 people (CNN Indonesia, 21/07/21).

The Covid-19 pandemic does not only threaten the safety of human souls. It also destroys the elements of human life; health, economy, education, society, politics, and religion are also affected. In fact, the three essential elements (indicators) of life in the Human Development Index (IPM), namely health, education, and the economy, are the elements directly affected by the Covid-19 Pandemic.

In 2022, the pandemic is still not over. Efforts to save humans from death continue to be made. The synergy of all components of the world's nations is one of the solutions to hasten the end of the Pandemic. Especially forming an understanding to eradicate the coronavirus. Maintaining the health protocol until now has been implemented as a form of this agreement. In addition, keeping the condition of the human body so that it is always healthy must be pursued by all parties. To maintain health and have immunity against viruses, the government is administering the Covid19 vaccine. Vaccination is injecting serum into the human body so that humans have immunity against the virus.

Problems arise because people's understanding of vaccines is different, so it is necessary to raise awareness. There are still many people who are reluctant to vaccinate against Covid-19 for various reasons—from a lack of understanding of the importance of vaccines, the high post-vaccine mortality rate, and the many unusual cases after vaccines, such as paralysis and blindness. Apart from these facts, there have also been various hoaxes related to the dangers of vaccines, thus increasing people's reluctance to get vaccines.

West Java Province, with a total population of around 48 million people, is prone to the spread of Covid-19. This can be observed from the number of dead victims and exposed victims who are independently or isolated by the government. In dealing with this case, the West Java Provincial Government moved quickly through a joint task force consisting of the TNI, Police, Pol PP, and Health Workers to carry out strict inspections of its citizens so that they comply with the implementation of the WHO Prokes and continue to try to

convince the people of West Java to be willing to be injected with the Corona Vaccine.

Vaccination campaigns continue to be carried out, both through social media (Sosmed) and through mainstream media (TV, radio, newspapers, magazines, tabloids, leaflets), to the point where large banners and billboards are used as props for the Covid-19 Vaccine "Campaign". Evenly distributed throughout the West Java Province, invitations, appeals, pressures, and even threats were made by the West Java Provincial Government so that its citizens are willing to be injected with vaccines.

During the last two years (2020-2021), the news on the West Java provincial website has been dominated by informational content about Covid-19. This is a form of the West Java Provincial Government's seriousness in dealing with and dealing with the danger of spreading the Corona Virus. In this case, the West Java Provincial Government is quite alert and responsive to the Covid-19 Pandemic. Likewise, the Instagram Public Relations of the West Java Provincial Government is also doing the same thing.

About public relations campaign research, similar research was conducted by Rossi Agung [Putra and Anne Maryani \(2018\)](#) regarding PT Biofarma's public relations campaign. This research aims to provide insight and knowledge to the public about the importance of immunization. Using a qualitative approach and case study method, the results show that PT. Bio Farma is active in immunization campaign activities through the planning, implementation, and evaluation stages. ([Putra & Maryani, 2018](#)). Another research was conducted by [Devy Putri Kussanti and Intan Leliana \(2018\)](#) regarding the Palmerah District Public Health Center Public Relations Campaign program to prevent measles and rubella hazards in the community. It aims to raise public awareness of the importance of Measles and Rubella Vaccination, using a qualitative approach with case studies. The study results show that Government Public Relations maximizes the MR vaccine campaign program through various publication media, both print media, electronic media, and social media. ([Kussanti & Leliana, 2018](#)).

[Perdana et al. \(2014\)](#) researched the campaign strategy of the Prosperous Justice Party in the 2014 Legislative Election in Boyolali Regency. The aim is to provide an overview of the 2014 Prosperous Justice Party legislative election strategy in Boyolali using the Qualitative Descriptive method. The study results show that the PKS legislative election strategy applies a segmentation approach by selecting a particular group of people most likely to be influenced by the PKS campaign strategy program. The PKS campaign strategy is carried out using the media and direct selling. Meanwhile, [Lia Riski, Wiryo Setiana, and Dyah Rahmi Astuti \(2018\)](#) researched Campaign Management for the Dangers of Smoking through Television Public Service Advertisements. The aim is to describe the

management of campaigns on the dangers of smoking through television public service advertisements which are managed based on problem identification, campaign design, campaign implementation, and campaign evaluation conducted by the Indonesian Ministry of Health. Using the case study method with a qualitative approach, the results show that in campaign management on the dangers of smoking, there are four management stages, namely problem identification, campaign design, campaign implementation, and campaign evaluation (Riski et al., 2018)

Another research was conducted by Salima, Syamsuddin, and Darsono (2018), researching Public Relations Campaigns in Socializing Halal Food to the Community. The aim is to find out the stages of implementing the Healthy and Safe Internet program campaign. Using the constructivism paradigm and a qualitative approach with the case study research method, the results show that the process of defining the problem is carried out using informal and formal methods. The process of planning and programming is carried out to set goals and develop strategic plans. The process of taking action and communicating using interactive methods and utilization of media. As well as the process of evaluating activities is carried out by spreading (Salima et al., 2018).

Meanwhile, similar research on the issue of the Covid19 campaign was carried out by Fariastuti and Pasaribu (2020) which highlighted #MediaAgainstCovid19. The purpose of the research conducted was to explore the mass media public relations campaign in Indonesia in the case of Covid 19. The public relations campaign uses 10 steps for campaign planning, types of campaigns. The research paradigm is constructivist. While the research approach is qualitative research. The method used is a case study. Data collection techniques in this study were in-depth interviews. The results of her research show that the public relations campaign carried out by a combination of 50 mass media in Indonesia was dissected based on the concept of the Anne Gregory campaign, namely: analysis, objectives, public, message, strategy, tactics, time scale, resources, evaluation and review. In addition, the campaign activities carried out by the mass media are a form of social responsibility of media agencies in the current condition of the Indonesian nation in the face of Covid 19.

Previous research, although discussing the same activity, namely a public relations campaign, was different in terms of object. Apart from differences in terms of objects, the research domain in this study places more emphasis on more specific digital activities. Another difference is related to the theoretical approach, this study, although there are similarities using a case study approach, uses a digital public relations theory approach. So the difference is quite far from previous studies.

Based on this background, the focus of this research study seeks to explore the digital public relations strategy for the province of West Java through the West

Java Communication and Information Service, in carrying out the Covid-19 vaccine campaign. Based on the focus of this research, several questions were identified as follows: (1) How to plan the Digital Public Relations campaign for the Covid-19 vaccine carried out by the Public Relations of the West Java Provincial Government, (2) What is the strategy for implementing the Digital Public Relations campaign for the Covid-19 vaccine, (3) How is the evaluation carried out on the implementation of the digital PR campaign. Therefore, this study aims to obtain an overview of the planning, implementation of Digital Public Relations strategies, and evaluation of the AntiCovid19 Vaccine Public Relations campaign.

This research is expected to provide academic and practical benefits, academically it can contribute to the development of public relations science. Practically, it is hoped that it can contribute ideas about the Public Relations Campaign strategy and how an institution carries out the communication process to be able to influence public opinion, so that they want to follow what has been campaigned for. The research is expected to provide provisions for PR activists and practitioners in planning, implementing and evaluating PR campaign activities. This study uses a qualitative approach with a case study method and a public relations concept or theory approach. Qualitative research studies phenomena that are in their natural environment, trying to understand or interpret phenomena based on the meanings given by researchers.

RESULTS AND DISCUSSION

The West Java Provincial Government through the West Java Province Communication and Information Service, abbreviated as DISKOMINFO, is conducting a Covid19 vaccination campaign. DISKOMINFO has the main task of carrying out Regional government affairs in the field of communication and informatics, including E-Government, Informatics Applications, Information and Public communication, coding and information security and statistics based on the principle of autonomy, which becomes the authority of the Province, carrying out deconcentration tasks until the Governor's Secretariat is formed as Representatives of the Central Government and carry out co-administration tasks according to their field of duty. The Covid19 vaccine campaign is part of the Public Information and Communication task (Diskominfo Jabar Doc, 2021b).

The strategy for the Covid19 vaccination campaign carried out by the Government of West Java based on research results was carried out through three tactics, the first is planning. Planning consists of message planning, media planning, and time planning. Second, Implementation. Implementation is carried out in several ways, namely socializing the Covid19 vaccine, using internal media, involving the Jabar Saber Hoax, working with the mass media, and using

government social media. Third Evaluation. The evaluation is carried out by measuring the success rate of the involvement of the people of West Java in carrying out the Covid19 vaccine.

Covid 19 Vaccine Campaign Planning

The West Java Provincial Government's public relations campaign in the anti-Covid-19 vaccination program is carried out through planning. This can be seen from the various plans in determining the vaccination targets. The planning consists of planning to determine the message, planning to determine the media, and planning related to the implementation of the Covid19 vaccine.

First, planning determines the message. In the context of implementing the COVID-19 vaccination, comprehensive planning is needed so that the quality of service and coverage of COVID-19 vaccination increases and is evenly distributed, this refers to the Decree of the Ministry of Health (KMK) No.07 of 2021 (Page 9-11). The process of preparing plans for the need for COVID-19 vaccination is carried out in each government administration and health service facility. With good planning, it is hoped that vaccination service activities can run well.

Planning to determine messages based on the need for COVID-19 vaccination is prepared by taking into account basic data (number of targets, health service facilities/vaccination service posts, staff, vaccine needs, supporting equipment and logistics), both for program vaccinations and mutual cooperation vaccinations. This is in line with what was stated by Cutlip, Center, & Broom as quoted by [Mulia and Fauzi \(2021\)](#) that this planning step answers based on the situation that has been studied by the Covid19 Task Force team in West Java, and answers the question what should be changed, done, as well as said. The steps of this planning are making decisions about programs, action objectives, as well as strategies, tactics and objectives. The second two answers the question as mentioned in the previous sentence.

In order for program vaccination activities and mutual cooperation vaccination to run well and with good quality, it is necessary to carry out advocacy and outreach. To carry out advocacy and socialization, the provincial health office, district/city health office and Puskesmas need to prepare an advocacy and outreach plan and coordinate with all parties, both cross-program and cross-sector concerned, as well as other stakeholders.

Every campaign program and every public relations program is important for planning, this is to anticipate and minimize campaign failures, achieve campaign goals and avoid crises. As released by Alexander (2016) cited by [Chafilaudina & Soegiarto \(2021\)](#), his research found product campaign failures experienced by several brands, such as Sprite. The #BrutallyRefreshing campaign carried out by Sprite led to controversy and finally withdrew the ad. Meanwhile,

in general the purpose of this planning refers to the objective of the campaign itself, which is to increase public awareness (Kesaulya & Soewarso, 2019) in this case related to the importance of vaccines.

Message planning is carried out so that the information conveyed to the public is in accordance with the goals and targets for creating the message. The goal is related to the internalization of information about the importance of vaccines. As written by Putri and Mormes (2017) that message planning and selecting strategies in making messages are carried out so that the information conveyed can be achieved in accordance with its objectives. In expressive logic, there is a communication process for disclosing messages that are open and reactive. Goals need to be set before planning. Because the goal will determine what kind of planning will be made to carry out the campaign. Goals are a very important thing that must be formulated properly by public relations practitioners or implementing a public relations campaign before the activity is carried out (Galia, Syaefulloh, Paryati: 2021). Galia quotes Greogery (2004) stating that setting goals realistically is one of the keys to success in planning and public relations campaign activities.

Second, planning determines the media. Several factors must be considered in implementing a public relations campaign when a vaccine becomes available later. First, you must have the vaccine first. The two storage devices, so they don't break down quickly and don't pose a risk to those who receive the vaccine. The third is determining the location of the immunization, usually using a certain location so that people can easily access it. No less important is the person who will be immunized. The four volunteers are helping traffic at the site.

Counseling and planned outreach are prepared in advance. In addition, the implementers of the immunization campaign program are also professionals in their fields so that they are able to carry out their duties properly. In every campaign there are always new problems, so it is important for future immunizations, don't let people who don't understand at all in terms of this immunization campaign be given tasks and responsibilities (Raditya, 2021). Second, the Vaccine, Logistics and Infrastructure Division is in charge of calculating and compiling proposals for requests for logistics needs; prepare a distribution plan and monitor the COVID-19 vaccine distribution process and logistics; conduct an inventory of facilities and equipment for the vaccine chain (cold chain); coordinate in identifying medical waste management capacities and addressing problems when they occur; and provide assistance and coordination with the Implementation Team for Vaccines, Logistics and Infrastructure at the administrative level below them. Third, the Implementation Sector is tasked with carrying out COVID-19 Vaccination training for vaccination staff; coordinating preparations for the implementation of the COVID-19 vaccination; carrying out

outreach activities and coordinating the implementation of COVID-19 vaccination with relevant cross-programs and cross-sectors; and provide assistance and coordination with the Implementation Team for Implementation at the administrative level below it.

Fourth, the Communication, Advocacy and Community Empowerment Division is tasked with compiling and reviewing IEC material for the implementation of the COVID-19 vaccination; coordinating and collaborating with the media in the context of publicizing the implementation of COVID-19 vaccination activities; disseminate information about the implementation of the COVID-19 vaccination; carry out coverage and documenting activities; carry out risk communication efforts to overcome the rejection or dissemination of negative messages; and provide assistance and coordination with the Implementation Team for Communication, Advocacy and Community Empowerment at the administrative level below. Fifth, the Monitoring and Evaluation Division is tasked with monitoring the preparation and implementation of the COVID-19 vaccination; monitor COVID-19 Post Vaccination Adverse Events and their management; compiling reports on the results of monitoring and evaluating COVID-19 vaccinations; and provide assistance and coordination with the Implementation Team for Monitoring and Evaluation at the administrative level below them. In order to accelerate the implementation of COVID-19 vaccination through vaccination service posts, collaboration with related parties such as educational institutions, hospitals, professional organizations and related cross-sectors can be carried out.

Third, time allocation planning. The Governor of West Java Ridwan Kamil stressed the importance of educating the public to explain the priority scale of vaccine recipients in Phase I and beyond as well as regarding the goals towards herd immunity. In addition, he also suggested that the vaccination schedule in Indonesia, including West Java, be shortened. This is done by reducing the duration of vaccine administration to each individual vaccine recipient.

This can anticipate crowding or crowding of people if the condition of the puskesmas is cramped. In addition, the West Java Provincial Government will seek additional locations for vaccine administration by utilizing state facilities. As of January 4, 2021, the Case Recovery Rate or recovery rate in West Java was 84.77 percent and was above the national average of 82.60 percent. The death rate in West Java (as of January 4, 2021) is 1.33 percent. While nationally it is 3 percent. In the last 14 days, the CFR (Case Fatality Rate) rate in West Java has tended to decrease.

Planning carried out by the West Java Provincial government in the context of communication is part of the stages of Public Relations work. As stated by Cutlip, Center, and Brown (2009) as quoted by [Khoerunnisa, Abidin, and Maarif \(2018\)](#) that all of these plans are part of the public relations stages. According to

his research, the planning of public relations campaign activities needs to be accompanied by a management process to suit the objectives. Planning itself is part of the second stage of public relations activity. The other stages are: defining the problem; take action and communicate; and program evaluation. For Khoerunnisa, Abidin, and Maarif, this process can be used as a reference so that public relations campaigns run more effectively until the goals are achieved.

Implementation of a Public Relations Campaign on the Covid19 Vaccine

The implementation of the Covid19 vaccine campaign was carried out in several ways, firstly socializing the vaccine, secondly using the internal media of West Java province, thirdly involving the West Java Saber Hoax, and fourthly working with the mass media.

First, socialization of the Covid19 vaccine. The second stage in the series of campaigns for the Covid-19 vaccine program is the process of taking action and communicating. This stage is the main one because it is the implementation of the problem analysis and planning that has been prepared. In the context of campaign strategy, it is a derivative of communication policy and communication planning. As written by [Kurniadi Hizasalasi \(2017\)](#) quoting from (Cangara, 2014), that the concept of communication strategy is placed as part of communication planning in achieving the desired communication goals, while strategic planning is nothing but communication policy in a macro order for long-term programs. The choice of strategy is a crucial step that requires careful handling in communication planning, because if it is wrong, the result will be a loss.

. The term taking action and communication is carried out by the West Java Diskominfo KIP Field as an implementation stage. The vaccination program in the context of tackling the COVID-19 pandemic continues to be rolled out. This program needs community support for its success. Community support will be formed when an understanding of vaccines and the vaccination program itself has been formed. So the active role of various parties is needed to actively participate in educating the public regarding the vaccination program. In this regard, Diskominfo, the Ministry of Health and the Committee for Handling COVID-19 and National Economic Recovery (KPC-PEN) are collaborating to provide information sources, educational materials and socialization materials through various means.

Information Dissemination and Vaccination Outreach Need to be Strengthened Socialization of Covid-19 vaccination has not been well understood by the public, so it is necessary to strengthen socialization and information dissemination. Information about the Covid-19 vaccination has not been well captured by the public. The impact is that some residents are afraid, even reluctant to be vaccinated. Therefore, it is necessary to strengthen socialization and information dissemination regarding the Covid-19 vaccination ([Yoshio, 2021](#)).

There are four problems related to information on vaccination implementation, complaints about the vaccination process (lack of screening), priority issues, and fear or reluctance to get vaccinated. Problems related to outreach and dissemination of information revolved around the topics of who has been vaccinated, when to be vaccinated and what the procedure is, not knowing where to get vaccinated, and fear of vaccines. The complaints that arose a lot about the situation at the time of vaccination were long queues, ambiguity during health interviews, and careless storage of packaging.

Regarding priority, quite a lot of people complain about non-priority groups who actually get the vaccine before the elderly. In addition to strengthening the dissemination of information and dissemination of Covid-19 vaccinations, the government is also deemed to need to prioritize budget availability to ensure vaccine needs are met. Vaccination also needs to be carried out in a transparent manner and must be continuously monitored and evaluated. The local government also needs to develop a communication strategy that takes into account the diversity of information needs for the community and is proactive in collecting data and registering vaccines (Yoshio, 2021).

Assessment data was collected from 6-26 April 2021 by utilizing chatbots on the Whatsapp and Telegram applications with 185 respondents. Based on demography, 66.5 percent of respondents live in urban areas and the remaining 33.5 percent are from rural areas. The ages of the respondents varied, but the majority (74.5 percent) were in the range of 25-29 years.

In general, there were 45 percent of respondents in rural areas and 20 percent in urban areas who gave poor ratings. As for the accumulation, 28.1 percent of respondents considered it bad and 56.8 percent considered that the implementation of vaccination was going well. Another finding states that reporters from urban areas know better basic information about vaccination plans than respondents from rural areas. This basic knowledge is related to when to get vaccinated, who are the groups that get priority, how the registration process is, and the certainty of free vaccination (Yoshio, 2021).

The West Java Provincial Government is targeting communal immunity (herd immunity) in December 2021. For this reason, the West Java Provincial Government is holding a COVID-19 Vaccination Festival which is planned for August 28, 2021. To achieve communal immunity, successful vaccination is required for at least 37.9 million West Java residents. To achieve this target, 500 thousands of West Java residents must vaccinate per day.

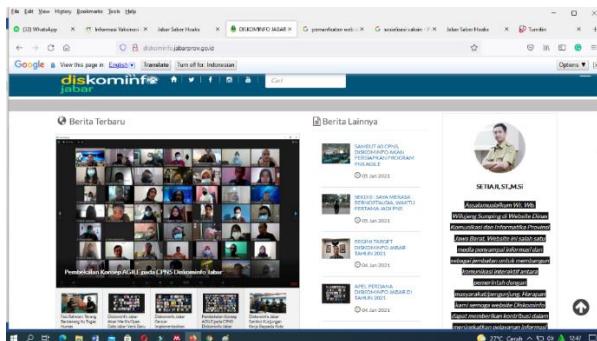
To make the vaccination festival successful, collaboration with stakeholders is needed, starting from the TNI, Polri, universities, the private sector, the community, and the community. Religious and community leaders need to participate in socializing and educating the public so they want to be vaccinated, because until now there are still quite a lot of people who refuse to be vaccinated

for various reasons (Atalia, 2021).

Dissemination of the importance of the Covid-19 Vaccine was carried out through Diskominfo in various districts and cities in West Java. Socialization is important because there are still many people in West Java who are still afraid of the effects of vaccines. They get various Hoax information which actually creates doubts and fear.

Second, Utilization of Internal Media in Conducting a Covid-19 Vaccine PR Campaign. The West Java Diskominfo sees that enthusiasm for vaccination is not yet strong in the community, so it requires socialization in various media. The West Java Diskominfo website is one of the mouthpieces which is expected to help provide information and give people confidence in the importance of this Covid-19 vaccine. In addition to the West Java Diskominfo website, West Java Diskominfo Public Relations also uses the West Java Provincial COVID-19 Information & Coordination Center website, and the Jabar Saber Hoax Web. This website is more focused on delivering information about Covid-19, especially about the Covid-19 Vaccine.

The West Java Provincial Communication and Informatics Service website is a medium for conveying information and as a bridge to build interactive communication between the government and the public/visitors, with the hope that the Diskominfo website can contribute to improving information services to the public.



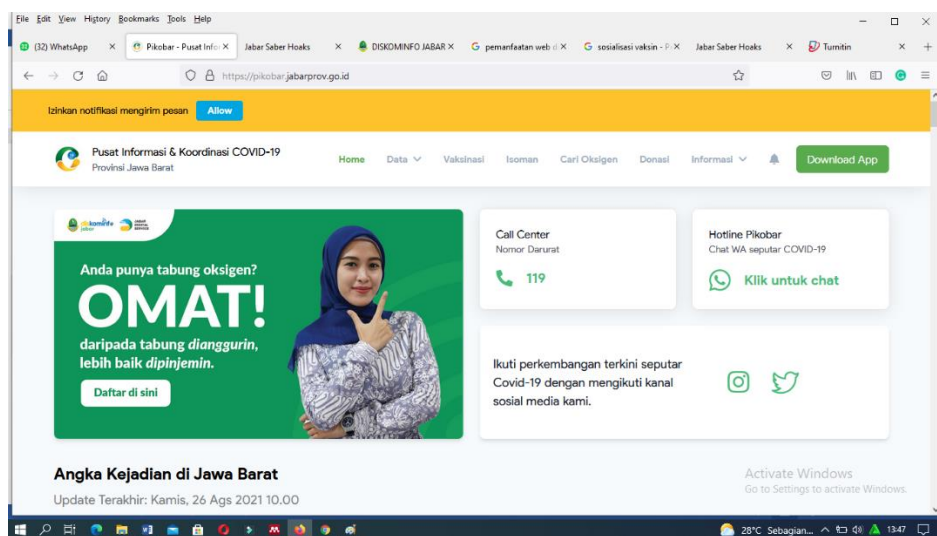
Source: West Java Dikominfo website, 2021.

Figure 1: Display of the West Java Diskominfo Website

This website contains information on various events around West Java, this website reports on government activities starting with officials from the Provincial Government to the Regency/City level, and even the village government. Even though this website provides general information, due to the current hot issue regarding the Covid-19 pandemic, news about the Covid-19 vaccine often becomes the main theme in the news. So this website is also quite helpful for the

Covid-19 Vaccine PR campaign program.

Apart from the West Java Diskominfo website and the provincial government website, the government also provides a special website for the Covid-19 information center, namely the West Java Province COVID-19 Information & Coordination Center website, also known as Pikobar. This website is a media for delivering information managed by West Java Diskominfo with the aim of conveying information related to Covid-19. This website contains information related to Covid-19, this website also conveys information related to the importance of implementing the Covid-19 vaccine, such as Vaccination, Isoman, information about oxygen search, so that this website is also a venue for socializing the Covid-19 vaccine. .help from donations, and all information related to Covid-19.



Source: Pikobar 2021 web page

Figure 2 Display of the Pikobar Website

The JABAR SABER HOAKS website is a work unit under the Regional Government of West Java Province which is handled by the West Java Diskominfo, formed on December 7 2018 through the Decree of the Governor of West Java Number 700.05/Kep.1261-Diskominfo/2018 concerning the Jabar Saber Hoaks Team, Java Province West.

Jabar Saber Hoaks has the duty and function to verify information or rumors whose facts are unclear circulating in the community. Information verification is carried out through a process of confirmation and compilation as well as processing of data from actual and credible sources or references.

This website is expected to be a mouthpiece that is able to provide explanations as well as calmness for the people of West Java, that not all

information received is true, so that any information obtained must be criticized, not taken for granted, but the source must be clear, so you don't get caught up in news. Hoax.



Source: Jabar Webpage Saber Hoaks, 2021.

Figure 3 Display of the Jabar Saber Hoax Website

The third is conducting partnerships, collaboration, and the use of mass media in the Covid-19 vaccine public relations campaign. The implementation of the Vaccine PR campaign was carried out in West Java, in collaboration with Islamic scholars, community leaders and mass organizations in West Java. The Governor of West Java has also repeatedly invited all figures and elements of society to help socialize the Covid-19 vaccine, so that the target can be completed in 2021.

Ridwan Kamil stated that the COVID-19 vaccination is good news to open 2021. Learning from the history of pandemics that have occurred in the world, vaccines are one of two solutions to stop a pandemic apart from drugs or therapy. Almost a year of struggling to find a solution. Good news in 2021, the vaccine is here. However, the presence of the vaccine (COVID-19) has been responded to in two ways. Those who are rational, the vaccine responds positively. But there are still many among the congregation, the people, the people, who respond with fear because of three things, (namely) they don't ask the experts, they are exposed to provocations, and they are exposed to hoaxes (Sarasa, 2021)

Ridwan Kamil invited leaders and elements of the community to convey good information as well as educate on COVID-19 vaccinations, so that there would be no more rejection or doubts from the public. The strength of community leaders and CSOs in West Java is an important element that needs to be collaborated with in carrying out this Covid-19 Vaccine PR campaign. So it will be difficult if community leaders also reject vaccines.

Apart from community leaders, collaboration with the media is also needed to support the Covid-19 Vaccine PR campaign. The West Java Provincial Government, in this case the West Java Diskominfo, is trying to collaborate with various media, especially those in West Java. Among the media that support this Vaccine PR campaign include the newspaper and online media in the People's Mind, Galamedia, Tribun Jabar, Radar, Television and radio broadcasting in Bandung..

Fourth, the use of social media in the Covid-19 Vaccine Public Relations Campaign. The West Java Communication and Information Service invites social media activists or communities to work together to disseminate government information to the public. In accordance with the law, Diskominfo is mandated to convey various information on government programs to the public. Social media or social media is one of the channels for conveying this information which is currently considered effective.

Based on data from the Internet Service Entrepreneurs Association, internet users in Indonesia have now reached more than 212 million, and most of them are used for social media. Its growth exceeds population growth, so social media users have the potential to determine the dissemination of information, and it is hoped that there will be awareness to share information and remind each other of Hoax news, which has been increasingly being spread on social media.

Social media is a new media that has a very wide impact. Moreover, when compared to other media, social media is the media most accessed by Indonesian people. Out of 212 million users, 80 percent or around 160 thousand Indonesians are social media users. On the other hand, as part of new media, as Levinson wrote (in Syaifulloh and Lazuardi, 2021) users can become producers as well as consumers. Social media is also not paid for as well as print media. With access to and cheapness of the internet and devices, social media is the most widely accessed compared to other media.

Head of the West Java Diskominfo, Setiaji invites social media activists to work together with the government to combat hoaxes, and to support the vaccine campaign which has been continuously carried out so far. Setiaji hopes that the Silih Tindakan Social Media community can work together with the government in addition to conveying information on government programs, it can also ward off hoaxes (Setiaji, 2020).

The Ministry of Communication and Informatics also disseminates information regarding mass vaccinations carried out by the government on a massive scale. These activities are carried out through various channels, from social media (social media) to outreach using conventional mass media.

For urban areas, it would be more effective to use social media as a medium in spreading messages inviting vaccination. Thus, various layers of society can be affected by the massive amount of information being disseminated (Gunawan,

2021).

Meanwhile, in areas where internet telecommunication networks are difficult, his party chooses to use conventional mass media such as radio and television. This will be more effective in influencing the community because residents in the area access the communication channel more often.

If the community has limited access to social media, then we use a communication medium that is accessed more frequently, while the content delivered will be adjusted to the local language used. Thus, messages related to vaccination can be easily understood by various communities in the regions. After the public knows about information related to vaccination, it will make people run the vaccine with high awareness.

Another factor that must be considered is the use of community leaders who serve as role models for the community in an area. So that the delivery of messages related to vaccination can effectively influence the community around the area (Gunawan, 2021).

Vaccine PR campaigns using Social Media are considered to be more effective, because now almost everyone has social media (mobile). It only remains to design the information content that will be disseminated to the public. So the more interesting the message conveyed, the more effective the communication delivered in the PR campaign will be.

The use of media is done to reach and disseminate information. In addition, the massive nature of the media, as researched by Harvianti and Kurniadi (2021), is to motivate the target audience for the campaign. For these communication researchers, the most important thing in choosing the media is the communicator who conveys and disseminates the message because of all ages, the message conveyed will be different so that it remains to the same goal. Especially if the media can be accessed equally by the public both in terms of age, social, economy or education.

Evaluation of the Covid-19 Vaccine Public Relations Campaign

Evaluation needs to be done to find out the extent of success in the program. As the results of research by Setiawan and Fithrah (2018) that in every activity carried out by an organization or company, evaluation is needed to measure the achievement of goals and find errors so that subsequent activities can take place better. This stage is also the countermeasures if there is a problem. This stage is also called the post-campaign stage. Evaluation is directed at the effectiveness of the campaign in eliminating or reducing problems as defined at the pre-campaign stage (Saputra, Mukarom, & Tresnawaty, 2020). In this case, the evaluation of the campaign for the Covid19 vaccine program by the West Java government is carried out through two things, firstly measuring public interest in carrying out vaccines and secondly, community participation in administering vaccines.

First, the government measures the public's interest in vaccines. The West Java Provincial Government (Pemprov) continues to maximize Covid-19 vaccination, one of which is by forming a Special Division for the Acceleration of Vaccination in West Java which is chaired by Dedi Supandi. Dedi Supandi said the policy was a breakthrough to ensure the same vaccination targets in 27 districts/cities. So that it can run optimally, both in terms of coverage and percentage. Therefore, it is also necessary to have an agreement on vaccination policies between the Provincial Government and the Regency/City Government.

The large population is an obstacle so that the rate of vaccination in West Java is still relatively low. Where the 1st dose occupies the 30th position (12.88 percent) and the 2nd dose is in the 21st position (5.95 percent). Moreover, in theory that community immunity or herd immunity can be achieved if it can target 70 percent of the population. Therefore, the Vaccination Acceleration Division under him will try to realize this in accordance with the mandate from the central government. If the population of West Java is around 45 million, then 70 percent is targeted, namely around 31.5 million who have achieved herd immunity, it only remains to be mapped per city district. Effective policy communication to the lower level or health care facilities must be maximized.

Including Strengthening the use of the vaccine stock data platform (SMILE) to reduce miscommunication and increase the effectiveness of cross-institutional coordination, be it provincial governments, district/city governments, health care facilities. This is done by increasing the compliance rate of reporting using the SMILE application, encouraging the recording of vaccine consumption reports by the TNI and Polri.

A number of programs have been mapped to accelerate the rate of vaccination in West Java. One of them is through the Carrying Vaccine Concept. Later, each child or student will bring their parents and grandparents to get the vaccine. The second is the concept that will be applied, namely making vaccines a requirement for activities in various aspects of life, including when you want to travel or travel.

Charta Politika has released survey results related to public acceptance of the vaccination program. The results show that 72.4% of respondents said they were willing to receive the COVID-19 vaccine. And more than half of the respondents (51.4%) also thought that the government's handling of the pandemic was good. Based on this survey, the Minister of Communication and Informatics, Johnny G. Plate, assessed that there was an increasing trend of receiving vaccines, compared to last January 2021.

In addition to the relatively large percentage of vaccine recipients, data from the Charta Politika survey also shows that the trend of public acceptance of vaccines continues to increase. Compared to the results of a survey last January, public acceptance of vaccines has increased quite a lot. So that this number

continues to climb and public confidence in the COVID-19 vaccine is getting stronger, so that in the end more and more people are fully vaccinated, in a written statement, Saturday (14/8/2021)

It is known that this survey was conducted on 12-20 July 2021, with 1,200 respondents from all provinces in Indonesia. The results of this survey also show an increase in public acceptance of the vaccination program from the government, namely 51% (January 2021), 58.3% (February 2021), 65.7% (March 2021), and continued to increase until last July there were 72.4%. According to him, the increase in public acceptance is very meaningful to increase the motivation of each party who has been working hard to carry out socialization, education, and acceleration of the COVID-19 vaccine program. All parties continue to make efforts to spread correct information about vaccines, this is for the benefit of all of us.

Meanwhile, 53.1% of respondents said they believed the data released by the government regarding COVID-19. According to him, this is a positive sign because there are still more people who believe in government data than those who do not. The government has been greatly assisted by the findings from this Charta Politika survey. More than half of the respondents stated that the government's performance in handling the pandemic had been good. The government will continue to make maximum efforts in tackling the ongoing pandemic. If we find a deficiency, of course we will immediately fix it. Efforts to improve data accuracy are also ongoing and will continue to be improved.

Meanwhile, in relation to the implementation of Community Activity Restrictions (PPKM), almost all respondents said they knew about the PPKM implementation to reduce the number of COVID-19 cases, namely as much as 92.3%. The majority (52.7%) also believed that the PPKM extension in their area would go well. However, there are still many people (54.3%) who say they often see violations of health protocols by residents around their neighborhood in the past month. For this reason, Johnny again invited the public to be more disciplined in implementing health protocols. This is an effort to protect yourself and those around you against the spread of the Corona virus.

Through these measurements, such as surveys, it can be seen whether there has been an increase in interest and involvement or not, so that it becomes material for the government's evaluation. Because from these measurements it can be seen the phenomenon that is happening, whether many people refuse or are involved. Thus, as researched by [Putri, Rosyidi, and Cholidah \(2020\)](#) the purpose of the evaluation is to understand the phenomenon in depth and to be able to describe and interpret directly the object being researched by researchers regarding the Public Relations Campaign, in this case related to the Covid19 vaccine campaign.

Second, community participation in administering the vaccine. The number of people who have been vaccinated with the second dose is 28,037,059 people or 13.46 percent of the total target vaccination target. Meanwhile, the number of people who had been injected with the first dose of the Covid-19 vaccine was 53,573,831 people or 25.72 percent. The government has set a vaccination target to achieve herd immunity, namely 208,265,720 people. The vaccination targets consist of health workers, elderly people, public officials, vulnerable communities, and the general public including children aged 12-17 years (Maharani (2021)).

The West Java Provincial Government is targeting daily vaccinations of up to 500 thousand residents. One of the efforts being made is to hold a Vaccine Festival which will be held simultaneously in 27 regencies/cities on the 28th of August. Vaccination capacity in West Java has begun to creep up compared to last July. From 68 thousand citizens per day, it increased to 164 thousand to 180 thousand citizens who received vaccination services in August 2021 (Maulana, 2021).

Head of West Java COVID-19 Vaccination Acceleration Division Dedi Sopandi said massive efforts were needed so that herd immunity could be achieved in West Java in December. As is known, to achieve communal immunity at least 37.9 million people must be vaccinated.

The Daily Chairperson of the West Java COVID-19 Task Force Dewi Sartika said the types of vaccines to be used later came from various types or manufacturers. Until now, West Java has received 16.3 million vaccines, of which 83 percent have been used. We hope that the supply of vaccines from the central government will be increased for West Java.

Ideally, according to West Java, get a vaccine supply of 15 million doses per month or 3.5 million per week. However, until now, we only get a supply of 1 million doses per week. Deputy Chairperson of the Vaccination Division Atalia Praratya Ridwan Kamil, to achieve communal immunity required successful vaccination of at least 37.9 million West Java residents.

To achieve this target, 500 thousands of West Java residents must vaccinate per day. To make the vaccination festival successful, collaboration with stakeholders from the TNI, Polri, universities, the private sector, the community, to religious and community leaders is needed. Coordinator of the Sub Division of the Health Facility Vaccine Post, Dewi Ambarwati, said that during the Vaccination Festival, her party had prepared all types of Covid-19 vaccines in West Java, from Astrazeneca to Moderna.

West Java, which received a stock of around 10 million doses from the central government. Of that amount, as much as 72 percent have been used as the first dose. And only 26 percent remained for the second vaccine dose, which was then diverted for the first dose (Javier, 2021). Many (residents) have asked for (vaccinated), they don't have the goods yet, the central government said that it

would only be available in early August. West Java Governor Ridwan Kamil in a virtual interview with Tempo. As a result, the West Java Provincial Government is also more careful in using the available vaccine stocks. If the target is 70 percent of 50 million, the West Java Provincial Government must indeed climb the ladder according to the arrival of the vaccine.

Community participation can be observed from the use of distributed vaccines. This is also an evaluation material, it turns out that the involvement and participation of the community is quite high so that it becomes a positive response for the government. If this refers to the evaluation stage, then it enters the reach of the target stage, the message from the campaign is well received and there is a change in attitude from the target of the campaign. As the results of research from [Subekhi and Oktavia \(2021\)](#)

CONCLUSION

The West Java provincial government through Diskominfo is conducting a public relations campaign for the Covid-19 vaccine through a campaign strategy so that targeted messages to the public are carried out effectively. The strategies used are planning, implementation, and evaluation.

The planning stage consists of message planning, media planning, and time planning. The West Java Provincial Government formulates messages and presents them in the form of interactive activities to attract public enthusiasm. besides that, it also utilizes other media such as electronic media, mass media, internet media and social media, as a complement so that messages and information can be conveyed evenly. The time allocation for the vaccine PR campaign carried out by the West Java Diskominfo is not limited, it runs continuously according to needs, while this vaccination program has not been completed.

Second, Implementation. Implementation is carried out in several ways, namely socializing the Covid19 vaccine, using internal media, involving the Jabar Saber Hoax, working with the mass media, and using government social media. The Vaccination Public Relations Campaign was strengthened by socializing the Covid-19 vaccination, because the public did not understand well the importance of vaccination, as a result some residents became afraid, even reluctant to be vaccinated. Website Utilization Strategy in Conducting a Covid-19 Vaccine PR Campaign. West Java Diskominfo sees that enthusiasm for vaccination is not yet strong in society, so it requires outreach in various media. The West Java Diskominfo website is one of the mouthpieces which is expected to help provide information and give people confidence in the importance of this Covid-19 vaccine. In addition to the West Java Diskominfo website, West Java Diskominfo Public Relations also uses the West Java Provincial COVID-19 Information &

Coordination Center website, and the Jabar Saber Hoax Web. This website is more focused on delivering information about Covid-19, especially about the Covid-19 Vaccine. Collaboration and Use of Mass Media in the Covid-19 Vaccine Public Relations Campaign. The implementation of the Vaccine PR campaign was carried out in West Java, in collaboration with Islamic scholars, community leaders and mass organizations in West Java. The Governor of West Java has also repeatedly invited all figures and elements of society to help socialize the Covid-19 vaccine, so that the target can be completed in 2021. Use of Social Media in the Covid-19 Vaccine Public Relations Campaign.

Third Evaluation. The evaluation is carried out by measuring the success rate of the involvement of the people of West Java in carrying out the Covid19 vaccine. Evaluation of the Covid19 vaccine public relations campaign to find out and measure people who are motivated and no longer refuse vaccinations as well as those who are involved and participate in the vaccine.

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