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The Effectiveness of Social Media Dissemination to Increase Children's Participation in Covid Vaccines

Arifah Salastiani Intan¹, Nurul Lutfia Maryadi², Raniah Tamarisha³

Universitas Islam Negeri Syarif Hidayatullah Jakarta, Indonesia

arifah.intan21@mhs.uinjkt.ac.id¹, nurul.lutfia21@mhs.uinjkt.ac.id², raniah.tmrsh21@mhs.uinjkt.ac.id³

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Abstract

This research is entitled the effectiveness of social media dissemination to increase children's participation in the covid vaccine. This study aims to determine the effectiveness of social media as dissemination increasing the number of children's participation in the Covid-19 vaccine. Respondents started from the age of 15-17 years. The object of this research is children who use social media. This study uses a quantitative approach. The sampling technique in this study used random sampling. The number of participants involved was 100 respondents in the form of data used as a questionnaire with a Likert scale to analyze the data. The results of this study found that: 1.) Disseminating information on COVID-19 vaccines to children on social media was very effective, with 88% results. 2.) Sharing information on the covid-19 vaccine makes children confident to do the vaccine with 92% results. 3.) Respondents agree that information on the Covid-19 vaccination policy in Indonesia through social media is easy to find with the result, which is 100%.

Abstrak

Penelitian ini berjudul the effectiveness of social media dissemination to increas children's participation in covid vaccines. Penelitian ini bertujuan untuk mengetahui efektivitas media sosial sebagai penyebaran informasi dalam meningkatkan jumlah partisipasi anak untuk vaksin Covid-19. Responden dimulai dari usia 15-17 tahun. Objek penelitian ini adalah anak yang menggunakan media sosial. Penelitian ini menggunakan pendekatan kuantitatif. Teknik penarikan sampel pada penelitian ini menggunakan random sampling , jumlah partisipan yang terlibat adalah 100 responden dalam bentuk data yang digunakan adalah hasil kuesioner dengan skala likert untuk menganalisis datanya. Hasil penelitian ini menemukan bahwa: 1.) Topik penyebaran informasi vaksin covid-19 pada anak di media sosial sangat efektif dengan hasil 88%. 2.) Topik kebijakan penyebaran informasi vaksin covid-19 membuat anak menjadi yakin untuk melakukan vaksin dengan hasil 92%. 3.) Responden setuju bahwa informasi kebijakan vaksinasi Covid-19 di Indonesia melalui media sosial mudah ditemukan dengan hasil, yaitu 100%.

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Introduction

The motivation for writing this article was to hear from participants about the effectiveness of social media as a platform to increase children's participation in the Covid-19 vaccine-social media as a place to promote and disseminate information about vaccines. Social media is media in the form of websites and applications that use internet-based technology. Social media is digital media for internet-based applications that are presented online in the form of social networks, wikis, blogs, virtual worlds and others which contain information content that allows and is used by users as a means of communication, interaction and sharing of information through virtual or social communities (Utomo & Prayogi, 2021). This media encourages users to connect with everyone, from closest to previously unknown strangers (Musiin, 2020:12). Today's social media seems to have belonged to everyone. In media reports, Chief Executive Officer Joko Widodo appealed to all Indonesians to remain calm.

However, they do not have access to information provided by the government to address the public health crisis. The announcement by the Indonesian government at the beginning of the Covid-19 pandemic was considered detrimental by at least two non-governmental organizations (NGOs), namely the Institute for Economic and Financial Development (INDEF) and the Institute for Economic and Social Studies. Education and Information (LP3ES). During this time, more and more people are using social media. The existence of social media is the impact of the development of web-based information and communication technology

(internet) which then directs communication into interactive dialogue through social networks (social media) (Zubaedi et al, 2021). As the number of users grows, social media can drive the adoption of pediatric vaccines. Social media can also be used as a promotional tool because it reacts directly to users. Social Media is an online media that is used as a means of social interaction online on the internet (Zubaedi et al, 2021). The ease of finding information on social media is also one of the reasons why many people choose social media as a place to find information, including information about the COVID-19 vaccine for children.

The COVID-19 pandemic is expected to continue to pose an enormous burden of morbidity and mortality while severely disrupting societies and economies worldwide. To suppress the increasing number of cases, the COVID-19 vaccine has been administered. The government also recommends that everyone get it. Since the COVID-19 vaccine arrived in Indonesia, many people have not agreed to the government's recommendation to undergo the COVID-19 vaccination. The provision of this vaccine is critical to protect the community from COVID-19 and restore the social and economic conditions of countries affected by the pandemic. Vaccination or immunization aims to make a person's immune system recognize and quickly fight bacteria or viruses that cause infection. Governments must be prepared to ensure large-scale and equitable access and distribution of COVID-19 vaccines if and when a safe and effective vaccine is available (Makmun and Hazhiyah 2020). Adequate health system capacity is needed and strategies to increase trust and accep-

tance of vaccines and for those who will carry out vaccinations.

Vaccines, as referred to in the Regulation of the Minister of Health Number 42 of 2013, are antigens in the form of dead, live, but attenuated microorganisms, which are wholly or partly in a state of microbial toxins that are being processed. Processed into toxoids, proteins, and recombinants, it induces special immunity, effective against certain infectious diseases when administered to humans. (Permenkes number 42 of 2013) Coordinating Minister for the Economy Airlangga Hartarto said the government would continue to encourage vulnerable groups and children to be vaccinated against COVID-19 to limit the spread of the Omicron variant. "In this case, children will also be affected, and we must encourage them to be vaccinated," Airlangga said in an official statement after a limited meeting with President Jokowi in Jakarta, Monday. The use of vaccines is intended to reduce the adverse effects of viral infections. This can happen because your body system already knows the virus in advance.

Because of this, the body reacts more quickly to viral infections. The fundamental difference between antibody formation and vaccination and natural viral infection is closely monitored and controlled during vaccination. Vaccination is carried out by intramuscular injection or by injecting 0.5 milligrams into the muscle of the upper arm. Vaccinations will be given at least twice every 28 days. Before vaccination, vaccination personnel should be tested according to a standardized format. Given the current situation, many children are infected with the COVID-19 virus and must also be

vaccinated. Four thousand four hundred and forty-four children and adolescents are also vulnerable to Covid 19. To prevent child deaths from COVID-19, children must be vaccinated as a preventive measure. Immunization of children under the President's instructions for immediate vaccination of children aged 6 to 11 years. In addition, the Indonesian Immunization Technology Advisory Group (ITAGI) has issued recommendations for COVID-19 vaccination for children aged 6 to 11 years.

In most cases, there were 712 years, or 101,049, followed by 1,618 with 87,385, followed by 1,315 with 68,370. Meanwhile, there were 50,449 cases of COVID-19 in kindergarten children aged 36 and 44,083 points for PAUD children aged 02. DKI Jakarta, West Java, East Java, Central Java, DI Yogyakarta, Riau, South Sulawesi, Banten, and East Kalimantan are among the top 10 states with 19 confirmed cases of COVID in childhood.

Implementing the COVID-19 vaccine injection is a policy taken by the government to prevent coronavirus spread in Indonesia. This policy applies to all communities without exception. However, because of the strong effect of the media reporting that the COVID-19 vaccine is harmful to the human body, many people in Indonesia, with all their perceptions, oppose the policy of injecting the vaccine. So that in the process of implementing the existing rules, there are obstacles. But some agree with the government's policy because they already know the benefits of the corona vaccine. (Siahan & Adrian, 2021)

Method

This study was used quantitative approach and integrates social media as government dissemination to increase children's confidence in the Covid-19 vaccine. The system determines research proposals, processes, hypotheses, goes to the field, data analysis, and conclusions to write measurements, calculations, formulas, and certainty of numerical data.

Research with library/desk research methods refers to articles, journals, and other sources that other online sources can access. The collected references are then reviewed to suit the topic of discussion. From the information obtained, then challenge each other. All data collection activities are conducted online from 13-15 October 2021.

The sampling method used in this research is simple random sampling. Simple random sampling is a method of taking samples from a population or universe in a certain way. Every member of society or the universe has an equal opportunity to vote in or take. We use data collection technology through questionnaires that we distribute to people who use social media and are at the right age to administer the vaccine.

In analyzing the data of this study, we used a Likert scale. The Likert scale measures the data obtained quantitatively to produce accurate and proven data. You will often find these scales in various surveys or chargers. In this study, we will examine the effectiveness of social media as vaccine dissemination.

Result

The implementation of vaccination research in children focuses on the critical

points of this study. This study focuses on (1) do children also need to be vaccinated? (2) How accurate is the child vaccine information found on social media? (3) How reliable are the sources of information about childhood vaccines on social media? (4) Do you think social media is an effective place to promote childhood vaccines? (5) Does a mother send her child to be vaccinated because of information obtained from social media?

And based on interviews and observations that have been made, the authors can describe the effectiveness of social media as a place to get vaccine information in children.

In this study, the authors obtained results that experts say, vaccinating children and adolescents is an integral part of protecting the broader community from Covid-19. Although serious illness in children is rare, they also need protection. A CDC study details the latest worrying data on Covid-19 hospitalizations among teens and urges continued preventive measures. Data released on June 4, 2021, stated that, after initially declining in early 2021, the number of juvenile hospitalizations for Covid-19 increased from March to April. According to the researchers, the increase may be related to the more contagious variant of the coronavirus, many children returning to school and other indoor activities, and changes in preventive behavior.

A wealth of accurate and untrue information, including conspiracy theories regarding COVID-19, is spreading rapidly and massively on social media. Thanks to internet technology, for the first time, false information (misinformation) regarding disease

is spreading from local to global levels and vice versa with incredible speed.

Cellular communication networks, mobile phones, the internet, and various applications are vehicles and bridges that facilitate the dissemination of information, both accurate and hoaxes, from one person to another and groups of people.

Director-General of the World Health Organization (WHO) Ghebreyesus said, "This health hoax phenomenon is an infodemic that must be fought. Misinformation on this infectious disease has become a global problem because it can affect people's actions during drug conditions, and vaccines against the coronavirus." Due to the dangerous infodemic, WHO launched a risk communication website containing accurate information and easy-to-understand advice (EPI-WIN).

In Indonesia, many WhatsApp application users are a vehicle for the dissemination of various messages and information through many WhatsApp groups. Social media plays an important and exemplary role in good things like fundraising.

"I am a mother of four and seven-year-old children, and I only know how terrible this disease is medically, and there are some that are mentally disturbing because the child will be socially ostracized," said Nurul. "I also want my child to get the vaccine, as long as it proves to be safe in their age group. I think it will give them safety in these conditions." But on the other hand, there are different views regarding this vaccine.

A student of the Faculty of Da'wah and Communication Studies (FDIKOM), Department of Islamic Communication and Broadcasting (KPI), Strata two, Dea Kusuma, who is a mother of one child, said that currently

there is a lot of information confusion. about the pros and cons of vaccines, thus making ordinary people confused and distrustful of vaccines,"

"There is a lot of unclear information popping up in the community, so this can be one of the reasons people doubt whether vaccines can ward off the virus, especially since many ordinary people don't know about the world of health. Some don't believe that Covid-19 exists, so they don't need to. Vaccines," he continued.

FDIKOM student, Department of Islamic Community Development (PMI), Muhammad Raihan said, there are still many people who do not know how vital the vaccination program is. There are still many skeptical people due to information circulating outside, primarily through social media.

"The government must embrace the media in helping to disseminate information about vaccines. I think the public still lacks information about this, plus the information circulating so that it seems to scare the public not to have to vaccinate. Clear disclosure, detail, and valid information is an important key in increasing public awareness about the vaccination program," he said.

Social media, especially Instagram, has various advantages in promotional activities, such as conveying information to consumers without cost and effort, even the time it takes to share information with many people in a short time. Through Instagram, the information we want to spread does not have to be in writing; photos and even videos can be easily shared with consumers. (Puspitarini & Nuraeni, 2019)

In the research and interviews above, the authors found that many parents want their children to get vaccines as long as it is

safe for their children. However, the government must also embrace the people who spread vaccines to children. Experts say that although children and teens have a better immunity age, they can also catch the virus.

Discussion

Indonesian people are wide internet users. Of the 274.9 million people, 202.6 million people or about 73.7% of Indonesia's population use the internet. In a high wave of active internet users, there are times when negative news slips through social media.

The spread of disinformation news starts from social media, increasing in the use of social media. For example, in receiving the Covid-19 vaccine in Indonesia, most Indonesians know about 54% of information from social media. And indeed, social media sometimes becomes an infodemic in the form of spreading fake news about the Corona outbreak.

However, hoax news about the covid-19 vaccine spread on social media, but there was also a lot of positive news about the covid-19 vaccine on social media. Our research shows that social media is the most effective place to find information about COVID-19 vaccination policies, with a data yield of 96.6%. Many people don't know about the COVID-19 vaccine, but they also know it through social media. The public can find out about the presence of the COVID-19 vaccine around their residence through social media. In addition, the public can also find out the impact they feel after carrying out the Covid-19 vaccine. And there is still a lot of information about the spread of the COVID-19 vaccine on social media.

The spread of news about the covid-19 vaccine can make people believe in doing the covid-19 vaccine. In the research results that we have done, 91.5% of the respondents are sure to take the COVID-19 vaccine because of the spread of information on social media. Meanwhile, 8.5% of respondents disagreed that they had a Covid-19 vaccine because of the news they found on social media.

From the results of the research that has been done, 100% of respondents agree that social media is the right place to find information about the COVID-19 vaccine. Because in this day and age, people always use social media. And the use of social media is considered very effective because it can find information easily and spread quickly. Thus, various walks of life can be affected by the information disseminated.

From the results obtained, 78% of respondents agree that information about the COVID-19 vaccine for children on social media can be trusted. Even though there are hoaxes spread on social media, we can still see which information is correct by looking at the evidence in the data. We can also collect a lot of information on social media, and then we can compare and conclude whether the information we get is accurate or not. The spread of hoax information on social media will now receive severe sanctions for the perpetrators so that people will think twice about spreading hoax information on social media. However, hoax information may still be circulating on social media.

With the help of social media in the introduction and promotion of the Covid-19 vaccination policy in children, which finally made respondents believed in entrusting

their children to be vaccinated against COVID-19 with a dominating result of 98.3%. Social media is the most appropriate place to introduce the COVID-19 vaccine to children because currently, almost no one has social media. Moreover, information on social media about the COVID-19 vaccine for children is also very complete and spread everywhere, making it very easy for users to find more information. The role of social media has an impact on self-confidence in children, the role of self-confidence is an individual's belief in his ability to be able to do a task or job that is shown in a positive attitude, namely being brave to act and be responsible (Utomo & Sholihah, 2021). In its usefulness, information about the requirements, safety, side effects of the covid 19 vaccine on children, and much more information that can be obtained are all already available on social media and can convince parents to get vaccinated.

Conclusion

In this case, social media is used to spread the vaccination program in Indonesia. This article is about social media to increase public participation in the covid vaccine. According to the author, social media must increase public participation, especially children, to carry out the covid vaccine in this era of globalization. Social media is essential in this day and age because everyone is looking for news through social media. Although the spread of hoax news on social media is unavoidable, some may believe it. If there is a spread of hoax news, then important institutions must play a role so that people don't think that way with the hoax news. And as a society, we

must check again if we find negative information about the covid vaccine.

The author realizes that the article above still contains many errors and is far from perfect. The author hopes that further research can make better and more papers because the more respondents who participate, the more objective the research results.

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