

Implementation of a Health Communication Strategy in the Success of the COVID-19 Vaccine Program in West Jakarta

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ABSTRACT

The research will focus on the West Jakarta Health Service's Communication Strategy for Disseminating the COVID-19 Vaccine. This research is inspired by the concern that the Jakarta COVID-19 vaccination achievement remains below target, particularly for the elderly, at 64.85 percent for the first dose and 58.44 percent for the second dose in October 2021. There are many obstacles such as hoax news and low public knowledge about vaccines. This research focuses on how to examine the Jakarta Health Office's communication strategy in inviting people to implement COVID-19 immunization. This research will expand on health communication concepts and theories by employing Push, Pull, and Pass communication tactics. A variety of doctors, and health professionals were interviewed for this study. The study results show that the push approach is implemented by opening direct vaccine centres, pulling through persuasively, door prizes, basic food packages, cooperation cross-sectors, and passes with public figure testimonials. The job of Dasawisma cadres is critical because they are the ones who directly persuade the people in simple languages like Javanese and Sundanese. The community also trusts the Dasawisma cadres because they are previously acquainted. The City of West Jakarta achieved 98% of the first dosage of the vaccination, and 65% dosage 2nd in December 2022.

Keywords: *Health communication, vaccine, communication strategies, COVID-19, Dasawisma.*

INTRODUCTION

The number of COVID-19 cases in Indonesia reached its highest point in June 2021 and continued to be high in July 2021. The government's efforts to control COVID-19, specifically through vaccination, were accompanied by the release of Minister of Health Regulation (Permenkes) Number 19 of 2021. This regulation pertains to the "Second Amendment to Permenkes Number 10 of 2021 regarding the Implementation of Vaccination Response to the COVID-19 Pandemic."

The communication approach in the socialization of the COVID-19 immunization campaign is crucial due to the various backgrounds of individuals in Indonesia. The socialization of the COVID-19 immunization program aims to enhance comprehension and acceptance of the program's effectiveness in reducing the transmission of the COVID-19 virus. The efficacy of the COVID-19 immunization program depends not only on the responsibility of the Health Service but also on the active involvement of the community (Nuswantoro, 2020) The study findings indicate that the COVID-19 immunization has garnered widespread acceptance in Indonesia. Carried out in partnership with the Ministry of Health, ITAGI, UNICEF, and WHO. In November 2020, a maximum of 65 percent of participants said that they were ready. Among the individuals who were administered the vaccination, 27 percent showed hesitancy about receiving it, while 8 percent outright declined to accept it.

A comprehensive communication strategy is necessary to address the diverse information needs of the community regarding COVID-19 vaccination. This strategy should cover the period before, during, and after the vaccine's introduction. It should particularly focus on providing relevant information about the *halalness*, safety, effectiveness, and equitable distribution of the vaccine, in line with societal values. This will help individuals comprehend the vaccine and encourage their participation.

President Republic of Indonesia, Joko Widodo recognizes the insufficiency of vaccination awareness and education among the general population (Natalia, 2021). Moreover, there have been some worries over the integration of compulsory COVID-19 vaccination in DKI Jakarta's conventional markets, leading to the proliferation of false information about COVID-19 immunization (Winshine & Haryono, 2021). Initially, there was concern about the lack of information on the phase-out of the Sinovac Vaccine and its replacement with AstraZeneca. Insufficient community socialization contributed to this anxiety. Even if the vaccination aim is achieved, it is important to build herd immunity. Increasing the allocation of resources by the Sub-department of Health towards field socialization might lead to a rise in community-based vaccination within the environment (Arjawanangun, 2021).

Based on statistics from the vaccine website provided by the Indonesian government (Kemenkes), as of June 10, 2021, the DKI Jakarta COVID-19 vaccination program has not yet reached its intended goal, notably for the older population. The vaccination coverage for the first dose stands at 64.85 percent, while for the second dose, it is 58.44 percent. The West Jakarta city 34.98% of targets were not met. When compared to South and East Jakarta, this achievement figure is regarded as low. On November 15, the immunization goal was increased to 8,395,427 individuals, encompassing health workers, the elderly, public officials, vulnerable populations, and community members aged 12-17. As of November 15, 2021, the target immunization rates for the elderly have been increased to 95.09 percent for the initial dose and 84.73 percent for the third dose. Between the ages of 12 and 17, 89.80 percent of individuals received the first dose of the vaccination, while 77.30 percent received the second dose, according to the Ministry of Health in 2021 (Dinas Kesehatan Pemprov DKI Jakarta, 2021).

At the start of the COVID-19 immunization campaign, there was a persistently low rate of vaccine coverage, primarily attributable to both vaccine rejection and a deficiency of effective socialization communication strategies. Failure to get the COVID-19 vaccine, as mandated by Government Regulation (PP) No. 14 of 2021, will result in both administrative and criminal consequences. Within the community, the regulation is causing significant concern. Conversely, the limited social interaction has led to a widespread dissemination of COVID-19 hoaxes on social media platforms. Between January 23 and October 18, 2020, there were 2,020 instances of false COVID-19 information on social media specifically related to COVID-19 immunization (Lesmana, 2021).

Upon the onset of the COVID-19 pandemic in Indonesia, the West Jakarta Health Service implemented socialization efforts in densely populated areas, including stations, plazas, retail centres, traditional markets, and public housing. In contrast, the COVID-19 case in West Jakarta continues to rank as the second most significant within DKI Jakarta. The West Jakarta City Government made an effort in February 2021 to address concerns regarding vaccines by engaging in dialogue with traditional merchants. To achieve this, the government cited presidential regulations, governors, and the campaign of the Indonesian Ministry of

Health (Ramadhan, 2021). The interdependence between indoctrination in the region and the West Jakarta Health Office's responsibility as the COVID-19 vaccination campaign implementer is impossible to separate.

A well-devised communication plan is necessary to address the complex problems associated with the implementation of the COVID-19 vaccination. The health director of WomenLift Health, Lizz Ntonjira, acknowledged the health service program's heart health communication strategy (Ntonjira, 2023)

The progress and creativity in the realm of health communication have been truly impressive, consistently demonstrating that a carefully constructed message, conveyed at the appropriate moment and through suitable channels, to the pertinent target audience, can not only preserve lives but also contribute to the development of healthier communities.

Regrettably, the majority of organizations continue to view communications as a secondary consideration. However, based on my experience, communication plays a crucial role in promoting health programs and has emerged as a potent instrument for spreading information, influencing behaviours, and determining the effectiveness of public health initiatives.

Many people are unaware that several advantages are linked to providing communities with health information. The majority of health initiatives are unsuccessful due to insufficient investments and a lack of well-defined thinking processes for communication and advocacy.

Health communication functions as a channel for delivering timely and precise information, providing communities with the chance to assess the impact of the message and ultimately make improved decisions regarding their lives. Amidst the COVID-19 epidemic, a crucial element in curbing the transmission of the virus was disseminating accurate and relevant information to empower individuals in safeguarding their well-being and that of their close ones.

Effective communication is a vital element in every action aimed at attaining favourable health results. Efficient healthcare communication campaigns enhance knowledge and comprehension of a health concern and motivate the intended audience to adopt new behaviours or take action. An efficient healthcare campaign should also adjust and take into account the circumstances of the target audience, ensuring that important messages are incorporated into a comprehensive variety of material. By implementing compelling health communication initiatives, we may expedite our endeavours to achieve universal health coverage and enhance global health (Carrasco, 2020). The objective of this research is to elaborate and examine the West Jakarta Health Office's communication strategy in the socialization of the COVID-19 immunization campaign

LITERATURE REVIEW

Research on COVID-19 vaccination communication strategies has become a hot topic among researchers since 2020. Research that analyse this topic can look into studies by Warren and Lofstedt (2021), Winshine and Haryono (2021), Rzymiski et al. (2021), Bloomfield et al. (2021), Ihlen (2020), Gesualdo et al. (2022), and Norasyikin et al. (2022)

George W. Warren's research on COVID-19 Vaccination Communication in Europe in 2021 reveals that different communication tactics are necessary because of differences in vaccination uncertainty and previous vaccine experience. However, it is worth noting that certain nations demonstrate greater efficacy in adhering to scientific research when it comes

to communicating the risks associated with COVID-19 immunization. Warren employed a qualitative methodology in many European nations, such as England, France, Germany, Sweden, and Switzerland, in addition to doing a literature review and analysis. The research is comprised of two main sections: (1) the implementation of vaccine distribution and the management of public expectations, and (2) the communication strategies used to inform the public about which populations are given priority for vaccination (Warren & Lofstedt, 2021).

Winshine and Haryono conducted research specifically on public communication tactics for the dissemination of the COVID-19 immunization. The study concluded that the socialization process for the COVID-19 Vaccine was essential due to the presence of certain individuals who opposed vaccination for non-scientific reasons. The success of other nations in recovering from the global crisis is attributed to the effective dissemination of accurate information through public communication channels, as well as the proper integration of the public into society. Several government officials have voiced worry over the discrepancy between their perspectives and understanding of the virus. Ribka Tjiptaning, a PDIP member of the House of Representatives Commission IX, declined to partake in the COVID-19 immunization program. He harbors doubts over the safety of the Sinovac vaccine (Winshine & Haryono, 2021)

Rzymzki (2021) investigated The Strategies to Support the COVID-19 Vaccination with Evidence-Based Communication and Tackling Misinformation in Poland through a literature review. The study's findings indicate that a communication expert discussion regarding the COVID-19 vaccine could be an effective means of implementing the strategy to increase public awareness of the vaccine. With regards to epidemiology, vaccine types, functioning mechanisms, testing, approval procedures, logistical concerns, and vaccine risks and benefits, the objective is to publish a manual of information on COVID-19. The handbook promotes vaccination motivation and awareness among individuals by providing scientific information regarding the COVID-19 vaccine (Rzymzki et al., 2021)

Bloomfield et al. (2021) conducted a study on the topic of Public Health Communication. The study centres on the dissemination of public health information during the COVID-19 pandemic and its consequences on the implementation of vaccination programs. The data indicate that phrases like "Stay Home" have become a crucial element of the UK Government's strategy for spreading Public Health information around COVID-19. Notable individuals are more prone to being deceived than the general populace. Influencers and celebrities are significant due to the impact of their social media content on public opinion. If influencers and celebrities express favourable opinions, it will also produce a positive public perception (Bloomfield et al., 2021)

Ihlen's study (2020) focuses on the use of language and strategic communication about vaccinations, specifically addressing the issues of health authority, vaccination hesitancy, trust, and credibility in 2020. The findings of a literature review on rhetorical and strategic communication, as presented in the book "Oxford Handbook of the Science of Science Communication," provide evidence that this kind of communication can convey information and establish credibility. Both strategic communication and rhetoric play a role in the formation of ethos and credibility. Although instances of vaccination hesitancy and health authorities are cited, all groups need to persuade others of their message. The repertoire of strategic and rhetorical communication encompasses a diverse range of knowledge and methods that might be advantageous in the field of scientific communication (Ihlen, 2020).

Gesualdo et al. (2022) conducted qualitative research on the use of digital technologies to communicate vaccine safety throughout the COVID-19 era, with a focus on multidisciplinary approaches and innovation. The findings suggest that vaccination communication may be improved by using expertise from several fields such as data science, internet research, and artificial intelligence-based digital technologies. The promotion of the COVID-19 vaccine can be replicated to enhance the acceptability of different vaccines, including those that already exist and those that will be developed in the future (Gesualdo et al., 2022).

In their study, Norasyikin et al. (2022) analysed the coverage of the COVID-19 vaccine in English-language newspapers in Malaysia, employing framing and corpus methodologies. According to Malik's research, the news predominantly employs a Solution-Oriented Frame, which emphasizes the active measures undertaken by the Malaysian government in combating the pandemic. The newspaper was observed to employ a mathematical framework in an attempt to persuade the general public regarding updates and statistical data about individuals who have received vaccines. Nevertheless, the findings also unveiled the utilization of sensational expressions that create a negative perception of COVID-19 vaccination. The results mentioned above have the potential to provide valuable insights for newspaper practitioners regarding the appropriate framing of issues in their writing, as well as the potential impact on public perception (Norasyikin et al., 2022).

Earlier research has not discussed the socialization of the COVID-19 vaccine amidst public doubts about its effectiveness and the proliferation of false information about the Sinovac and AstraZeneca vaccines. In addition, previous research is still limited to discussing the role of social media in the socialization of the COVID-19 vaccine. Based on previous studies, the author intends to do distinct research. The author will conduct research on Communication Strategies at the West Jakarta Health Office in the Socialization of the COVID-19 Vaccination Program using the Push, Pull, and Pass concept. The research will employ case study methods to allow for a thorough and detailed examination of the communication strategy of COVID-19 vaccination socialization. The research will follow the stages of Situation analysis, objectives, audience analysis, key message, and media strategy.

The author of this paper will introduce three novel heuristics. Initially, because of the little attention given to this subject, this paper will provide a case study on the communication strategy employed for the socialization of COVID-19 Vaccination. Furthermore, the research is being carried out in the West Jakarta Health Office, which is responsible for implementing and distributing the vaccination program in West Jakarta City. Therefore, the success of the vaccination program is closely linked to the socialization efforts made by the West Jakarta Health Office. Furthermore, this study utilizes the Push, Pull, and Push communication strategy idea in combination with a qualitative approach and case study.

Communication Strategy for Health

A strategy is a systematic approach used to accomplish a specific objective. It involves a comprehensive network of thoughts, ideas, experiences, skills, memories, perceptions, and expectations that serve as a guide for developing a broad framework of understanding. This framework enables us to make informed decisions and take specific actions to achieve our goals. Achieving a goal is closely connected to the existence of a strategy (Ganiem, 2018; Ganiem et al., 2022). Another viewpoint is that strategy is a systematic procedure that establishes the path a company must follow to achieve its goals. It is also a motivating factor

that helps the business make decisions regarding its future offerings, services, and markets. Strategy, as defined by Mintzberg (1987), is a sequence of actions that arise from a company's strategic decisions. An organization's strategy serves as a structured framework for managing communication with stakeholders and addressing challenges (Mintzberg, 1987).

A health communication strategy is a well-designed plan that delineates how an organization or individual will proficiently communicate with their intended audience (Gupta et al., 2021). The analysis of the fundamental elements of this strategy is stated below:

1. Objectives and Goals: A communication strategy starts by establishing unambiguous objectives. These aims may encompass enhancing brand recognition, fostering client engagement, boosting revenue, or effectively handling a crisis. Goals are precise and defined results that the strategy is designed to accomplish.
2. Target audience identification is a critical aspect of any effort. Take into account the demographic characteristics, interests, activities, and communication preferences of the individuals in question.
3. Customize your communications to align with the preferences and interests of this particular demographic.
4. Key Messages, create core statements that are unambiguous, succinct, and unforgettable. These messages are the fundamental substance that you wish to communicate to your audience.
5. Specific channel: Identify the specific communication channels that you will employ to effectively reach your intended audience. These can encompass several mediums such as social media, email marketing, website content, print materials, and others. Every channel possesses unique advantages and constraints; hence it is crucial to make a judicious selection
6. Content Strategy: Develop a comprehensive content strategy that delineates the specific categories of material that will be generated for each channel. Take into account the structure, attitude, and manner of your material.
7. Create a timetable to outline the execution of your communication plan. Establish significant checkpoints and time limits to ensure that your action remains focused and on schedule.
8. Assess and modify the plan regularly to determine its efficacy. Take into account the input received from your audience and evaluate the influence of your communication activity on your aims.

This study integrates communication tactics with the push, pull, and pass principles proposed by Harris and Whalen (2006). Push, pull, and pass techniques in public relations refer to various approaches to influencing the opinions, perceptions, and behaviour of specific audiences or stakeholders (Harris & Whalen, 2006).

A push strategy is an endeavour to actively communicate a message or information to a specific audience or stakeholder. This technique frequently makes use of traditional media, such as advertisements, press releases, press conferences, and direct marketing. The primary purpose is to raise awareness, capture attention, and direct the audience to receive the message or product being presented.

Pull techniques, on the other hand, involve generating content or activities that pique the audience's interest and attention, causing them to engage and participate voluntarily in the engagement. This could include creating educational or interesting content like as blog

posts, viral videos, social media contests, or influencer events. The idea is to strengthen the bond between a brand or organization and its audience, encouraging them to seek more information or interact more.

A pass strategy is one in which an organization or brand decides not to actively engage in messaging. Instead, they prioritize establishing a strong image and reputation through actual acts, consistency, and organizational success. They rely on stakeholders and users to disseminate their word by providing beneficial recommendations and testimonials. This technique is based on naturally established trust and genuine public support.

Three strategies can be used separately or together, depending on the goals, target audience, and resources available in the specific context of communication and public relations of an organization.

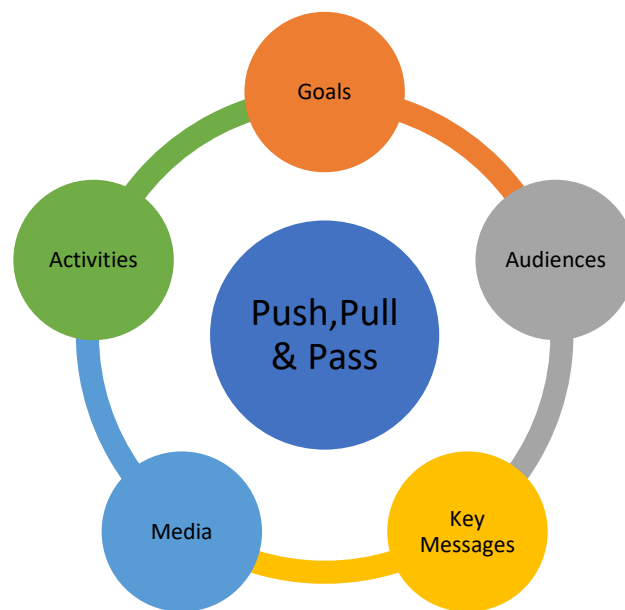


Figure 1: A health communication model for implementing vaccination in West Jakarta

METHODOLOGY

This study employs a qualitative research design and a case study methodology. Qualitative research is the process of gathering and interpreting non-numerical data (such as text, video, or audio) to better comprehend concepts, views, or experiences. It can be utilized to get detailed insights into a topic or to develop fresh research ideas (Tomaszewski et al., 2020). A case study is a research approach characterized by a comprehensive examination of a particular instance, event, organization, or individual. Case studies assist researchers in comprehending, describing, and analysing complex issues. Case studies, as opposed to other research methodologies, utilize multiple data sources to provide a holistic perspective (Yin, 2014). Researchers employ case studies as they offer valuable possibilities to thoroughly investigate the socialization process of the COVID-19 vaccination. Researchers may develop a comprehensive understanding of the context, dynamics, and complexities of the COVID-19 vaccine by prioritizing communication strategies. This approach allows for a detailed exploration of the data, particularly in light of uncertainties around the vaccine's effectiveness. Case studies enable researchers to utilize a wide variety of data sources, including interviews, observations, documents, and other artefacts. This methodology

enhances the researcher's comprehension of the specific instance being examined and offers a more all-encompassing viewpoint.

Researchers obtained data by conducting interviews with key persons who were actively engaged in formulating the communication strategy for promoting the COVID-19 vaccination in West Jakarta. The sources included:

1. Dr. Arum Ambarsari, M.Epid (DAA) Head of the Disease Prevention and Control Section
2. Euis Sri Rejeki, responsible for Immunization and Vaccination Programs
3. Hasmianti, health promotion manager
4. Febriana Sekar Wijayanti, Health Promotion Program Officer

RESULT AND DISCUSSION

Situation and Analysis

Pandemic fatigue and infodemic are two terms used to describe the state of society. The idea that individuals are weary and gradually losing interest in implementing the three critical behaviours to avoid contracting COVID-19 is known as pandemic fatigue. Everyone, whether directly or indirectly impacted by the virus, is understandably weary of the epidemic because it has been a long-running public health emergency. As of now, the epidemic shows no indications of abating. Consequently, this makes the tiredness state worse.

The volume of information that is circulated through different forms of media in society, whether online or offline, is known as an infodemic or an information flood. Because of this, individuals have a hard time telling genuine sources of information apart from those who spread false information. An additional component of the infodemic is the deliberate dissemination of false information to undermine the public health response through the use of propaganda and alternative agendas for the advantage of certain organizations or people. Community disillusionment with the government's immunization effort and a lack of self-control in spreading important information are the results of this infodemic (Sastramidjaja, 2023)

Vaccine reluctance or outright rejection occurred during the first half of the pandemic as a consequence of this infodemic, which slowed down the national vaccination campaign and contributed to non-compliance with public health measures. It also contributed to the general public's mistrust of authority figures and establishments (Crouse & Dupuis, 2022).

A strange hybrid narrative emerged on Indonesian social media as a result of this infodemic; it blended international conspiracy theories with regional moral economics and religious feelings. Particularly powerful in disseminating the story that COVID-19 vaccinations were harmful and haram and that the government's COVID-19 policies were untrustworthy were religious micro-influencers. The practices of social media sites were to remove such messages to dispel COVID-19 frauds, while the government's stance on the matter was to prosecute those responsible. On the other hand, popular mistrust of the government and the prevalence of anti-vaccine myths were both unaffected. Among the conclusions reached by several infodemic investigations concerning the COVID-19 vaccine in Indonesia are the following (Putri & Rafly, 2021):

1. The adoption rate of COVID-19 preventative behaviour has exhibited inconsistency and has not fully aligned with societal standards, with a rate of less than 35% for all three behaviours. This is attributed to the limited public awareness of the symptoms, transmission, and effectiveness.

2. Limited access to information from reliable healthcare professionals and authoritative sources. Hence, it is imperative to enhance the dissemination of counter-hoax information by healthcare professionals and other reputable sources, via internet platforms or community empowerment or engagement providers at the local level.
3. Community groups that are regarded to be at a high risk of being exposed to COVID-19 and own health insurance, including both BPJS and private plans, are more likely to obtain the vaccination. This scenario necessitates the broadcast of diverse information about the mode of transmission of COVID-19, specifically addressing the identification of high-risk populations susceptible to infection. The significance of adhering to essential behaviours, particularly in the presence of vaccination, concerning COVID-19, the dissemination of information concerning the safety and efficacy of vaccines, and the dissemination of counter-hoax materials within the community.

Based on the findings of Bambang Irawan's research, it can be inferred that there are numerous public perspectives about the COVID-19 vaccine that deserve consideration. These perspectives include (Irawan et al., 2022):

1. Assessment of risk and apprehension over security, validity, and effectiveness of vaccines.
2. Vaccine knowledge level
3. Weary of enduring an extended epidemic
4. Reduced compliance with the three essential preventive measures for COVID-19
5. Trust, attitude, and worry about vaccines (anti-vaccine)
6. The dissemination of rumours and pseudonyms
7. Factors of a social (religious) and cultural nature that impact the acceptance of vaccination

The primary goals of vaccination communication are to enhance public confidence in the vaccine program, promote acceptance of the vaccination program, and bolster overall compliance in adopting the three essential behaviours (wearing masks, maintaining physical distance, and regularly washing hands with soap).

The approach employed to accomplish these objectives includes public relations, mass communication, community empowerment, enhancing immunization capabilities, and fostering collaboration across organizations and sectors. Nevertheless, the study will elucidate the primary recommendations and ideas for executing these tactics.

This communication approach prioritizes community empowerment (CE) initiatives aimed at enhancing social norms and promoting individual-level vaccination acceptance. Continuing education (CE) activities can be implemented to guarantee that individuals who communicate with others follow the social distancing principle and avoid gathering closely together, as they would in a scenario that is not affected by a pandemic.

The primary message communicated during the previous campaign period emphasized the importance of wearing a mask, maintaining physical distance, and practicing proper hand hygiene by washing hands with soap. However, as the crisis has progressed, vaccinations have now become an essential component of the main message.

The message is segmented into two components: immunizations and adherence to the three essential behaviors, namely CTPS (covering coughs and sneezes, frequent handwashing, and sanitizing), wearing a mask, and maintaining physical distance. At the

operational level, program management consistently communicates dual messages to ensure the public understands that vaccination does not replace the three essential behaviors.

Communication channels utilize a range of methods including traditional media (TV, radio, newspapers), social and digital media, and technology-driven applications. In addition to the media, information can also be disseminated through other channels such as health professionals (including vaccinators), health facilities, Family Planning Field officers (PLKB), DASAWISMA cadres, health volunteers, and religious and community leaders.

Target Audiences

Following the Indonesian government regulation, there are 3 categories of the target audience for COVID 19 vaccination:

1. Primary Group: Indonesian population over 60 years old, and logistics workers distributing the COVID-19 vaccine, Indonesian population among 18-59 years old
2. Secondary: a secondary group is a group that will be a role model and a motivator for educating and outreach about COVID-19 vaccination at various levels of workers distributing the COVID-19 vaccine. Secondary target groups act as role models, contribute to disseminating vaccination messages, and create a conducive atmosphere to accelerate vaccine acceptance and critical behaviours in primary targets. They consist of National Spokespersons, figures of religion, community leaders (including informal leaders), vaccinators, health workers in health facilities, influential figures in the media (online and offline), and health volunteers' communities such as family planning field officers (PLKB), Dasawisma cadres, and volunteers, Such as:
 - National Spokesperson
 - Religious figures and figures community/informal leaders
 - Vaccinations and personnel health at health facilities
 - Influential figures in the media (Celebrities and influencers)
 - Health workers and volunteer public
3. Tertiary: The next category is the tertiary group, namely the parties who make and supervise policies and facilitate or provide resources and funds in achieving communication purposes. This category includes partner organizations, ministries/agencies across sectors, local government, and the media. This tertiary group also plays an essential role in vaccination communication as supervisors and observers of the distribution of the COVID-19 vaccine as a whole

The most difficult obstacle encountered in relation to the target recipients of the COVID-19 vaccine is individuals over the age of 60. It is commonly believed that the elderly are unable to be vaccinated due to their comorbidities. These perspectives are further exacerbated by the dissemination of false information that implicates the COVID-19 vaccine in an international conspiracy to reduce the population. To address such issues, the West Jakarta Health Office engages in close collaboration with medical personnel and Dasawisma cadres to persuade the community. The Dasawisma cadres personally persuade the elderly parents who are the target population.

"Typically, elderly parents like this need to be shown examples. If they have others their age who have immunizations and are safe, Dasawisma cadres should inform them. They need a testimony" Hasmiati stated.

Key Messages

The COVID-19 vaccination program consists of three stages of communication messages, which are based on vaccine phases: pre-vaccination phases, vaccination months, and post-vaccination. The format of each phase of the message is contingent upon the intended objective of the communication. During the first phase, pre-vaccination communication seeks to enhance public receptiveness towards vaccines. This involves conveying information regarding the safety, halal status, and efficacy of vaccines, the necessity of administering two doses, the protective benefits of vaccines, details about various vaccine types and programs, information about vaccine priority groups, details about vaccination month programs, an invitation to adhere to the 3M guidelines, which are hand hygiene with soap, mask-wearing, and social distancing (*mencuci tangan dengan sabun, memakai masker dan menjaga jarak*), and the need to dispel any false or misleading information about vaccines.

In the second phase of the vaccination month, the purpose of communication is to increase vaccine access to priority target groups, so that the message conveyed includes information about safe, halal, and effective vaccines, must be given two doses, vaccination area info, priority group stages, vaccination registration info, screening requirements info, vaccination locations, and an invitation to remain disciplined. 3M, Furthermore, the third post-vaccination stage aims to manage comments The message is delivered in the form of information on symptoms of side effects or post-immunity follow-up events (KIPI) and how to overcome them and remaining disciplined in carrying out the 3M protocol after getting the vaccination so that the body requires time to get ideal antibodies.

The West Jakarta Health Service employs the utilization of hashtag (#) messages as a messaging strategy. The objective of this hashtag message is to generate a popular subject matter. In addition, hashtags can be employed to execute multi-platform campaigns on multiple platforms. Put simply, hashtags that are written on Instagram can be readily located on both Facebook and Twitter. Hashtags on social media are widely seen as advantageous, particularly for campaigns, as they influence perceptions and accelerate web searches.

Table 1: The key messages

Goals	Key Messages
Increase public confidence in vaccination	<ul style="list-style-type: none"> - <i>Lindungi Diri & Keluarga dengan Vaksin COVID-19</i> (Protect Yourself & Family with COVID-19 Vaccine) - <i>Ayo Vaksin</i> (Let Get Vaccine) #yakinvaksin (confident to vaccine) #vaccineaman (safe vaccine)
Encouraging vaccination acceptance for target groups	<ul style="list-style-type: none"> - <i>Vaksin COVID-19, Aman, Halal dan Berkualitas</i> (COVID-19 Vaccine, Safe, Halal and Quality) #vaksinmelindungimu (<i>vaccine protects you</i>) #BangkitlawanCOVID (rise up against COVID)
Improve compliance with key COVID-19 messages	<ul style="list-style-type: none"> - <i>Vaksin COVID-19 Melindungiku</i> (COVID-19 Vaccine Protects Me) - <i>Nikahkan Vaksin COVID dengan Masker</i> (Combine COVID-19 vaccine and mask)

Public Communication

The West Jakarta health service authority prioritizes public communication as the initial strategy for socializing the COVID-19 vaccination, especially target audience number 1. Public communication is vital in health campaigns because it raises awareness, educates, mobilizes support, reduces stigma, empowers communities, and influences policies. Health campaigns can improve societal health and well-being by using successful public communication tactics.

The goal of public communication is to protect the health sector's image while also increasing public faith in the immunization campaign. Efforts to communicate resulted in the development of connections with a wide range of stakeholders, increased public awareness of vaccinations, and a positive media discourse about the vaccination program. This includes coping with bad viral news, the likelihood of post-immunization follow-up events (AEFI), and hoaxes that undermine the image of vaccines and the health industry.

Behaviour modification communication relies on a series of planned attempts to modify the target group's behaviour so that they are open to vaccination and adhere to the three core behaviours. The communication activities also aim to remove any barriers that prevent changes in norms and social and good behaviour at the individual, family/peer, community, and community levels. This level necessitates a lengthy procedure that must be carried out constantly. To be consistent and long-lasting, the COVID-19 Vaccination Communication Strategies program must boost vaccination service capacity and, as a result, policy enforcement, while adhering closely to health procedures.

Community empowerment, also known as community engagement, refers to the deliberate actions taken to enhance the capabilities of a community and actively include its members in the pursuit of communication objectives. By empowering the community, individuals are not seen as passive participants but rather take an active role in addressing societal issues and mitigating the effects of COVID-19 and/or vaccinations. Community empowerment enhances the efficacy of adopting important messages by promoting collective reaction and eventually reducing transmission at the community level. By engaging the community in the COVID-19 vaccination program, the health sector may effectively deliver immunization services that are tailored to the specific needs and problems of the target population. Hence, community empowerment, as indicated by the findings of the situational analysis study, is of utmost importance in the COVID-19 immunization campaign and requires substantial attention from several stakeholders.

According to Euis Sri Rejeki, direct community outreach initiatives are necessary to ensure that people understand the purpose of the COVID-19 vaccine. So that healthcare personnel know each other's immunization schedules, the health department prepared a spreadsheet of vaccine centre locations, disseminated in infographics via posters, pamphlets, and social media information distribution such as Instagram, and WhatsApp Group.

“Most individuals desire to receive an injection after seeing another person have one; this gives them confidence that it's safe and makes them want to do it themselves. Healthcare workers are engaged because they are provided with goals to aim for” said Dr. Arum.

Media Strategy

With the rapid advancement of technology, communication media has undergone significant transformations in both form and characteristics. There are two different types of media commonly utilized in health communications: conventional media and new media. Just Traditional media encompasses various forms of media that can convey messages independently of the internet. Message formats encompass a wide range of mediums, including electronic platforms like TV and radio, as well as printed materials like newspapers, magazines, posters, leaflets, banners, billboards, and more. Nevertheless, every type of traditional media has its own set of advantages and disadvantages. Typically, these messages are one-way and are seen as more reliable when they come from a credible individual or institution in the health sector.

Program managers have the option to utilize different forms of new media, such as websites and vlogs, to effectively communicate about vaccinations. Twitter, Instagram, Facebook, and YouTube are all effective platforms for delivering vaccination communications. Additionally, a website can serve as a landing page for users seeking more information.

The media campaign for the primary group utilizes a blend of information technology-based media and traditional media. The objective is to ensure that the message is efficiently and rapidly disseminated to a wide audience. Various formats are utilized, such as TV/Radio public service advertisements, infographics, short videos, audio, and educational print media. These formats are strategically placed in locations like health facilities. Spokesperson Both national and local governments have a crucial responsibility to provide accurate information regarding vaccines, and their distribution and address any false rumours or hoaxes circulating within the community.

Message dissemination for secondary and tertiary groups involves engaging influential figures in both conventional and technology-based media (new media). The involvement of figures, celebrities, and influencers through social media channels is a significant consideration when implementing vaccination communication strategies. Utilizing influencers on social media aims to enhance the prevalence of constructive discussions regarding vaccines in the online sphere.

Push, Pull & Pass Strategy

The process of socializing COVID-19 vaccine aims to disseminate advancements in the healthcare industry as a means to combat the COVID-19 virus. Socialization plays a pivotal role as a strategic approach in shaping favourable public opinion. Thomas L. Harris argues that strategy should be tackled using the Three Ways method, which includes Push, Pull, and Pass. This approach is crucial in determining the innovation-decision process. Despite the absence of cost for COVID-19 immunization, the attainment of communication objectives for certain target populations may be challenging in the absence of an appropriate strategy. The approach employed by The West Jakarta Health Office is as follows.

Push is a strategy aimed at promoting the dissemination of COVID-19 immunization among the community. The West Jakarta Health Office has implemented a push approach by establishing a readily accessible free immunization facility, which may be accessed by the general public with the presentation of an identification card. The objective of this initiative is to engage in socialization efforts through the Community Movement (*Gerakan Masyarakat*) in partnership with the Ministry of Health (Kementerian Kesehatan Republik Indonesia) at

Rusun Bumi Cengkareng Indah, intending to persuade the general public about the safety of COVID-19 vaccine.

The Instagram account of the West Jakarta Health Office, namely @sudinkesjakbar, actively engages in reposting Instagram posts about the utilization of COVID-19 immunization. The push takes the shape of a vaccine safari activity, whereby the *Ustadz* (Muslim cleric) is featured as a speaker in a sequence of socializing activities. Subsequently, the Ustadz goes directly to the residences of older individuals who have not had vaccinations, employing a regional language approach. The push strategy involves providing complimentary keepsakes to patients as an incentive for them to engage in desired actions. Collaborative efforts can be employed to organize events centered around the issue of COVID-19 vaccination, attracting potential targets who can subsequently comprehend the intended message.

Pull is a strategy for attracting target interest that has an impact on raising COVID-19 immunization rates. This strategy is what drives the target to the product. The West Jakarta Health Office aims to use social media platforms such as Instagram, as well as depositor support and collaboration with television stations. WhatsApp also allows for directed word-of-mouth. The promotion team distributed information via WhatsApp groups and worked with the campus (Mercu Buana University) to construct a COVID-19 immunization site.

To create demand for COVID-19 vaccination, utilizing Instagram, Twitter, YouTube, door prizes and necessities from cross-sector assistance," said Euis Sri Rejeki. Persuasive (persuasion) on Instagram in the form of "Can Register Online", "Let's Join the COVID-19 Vaccination", and "Let's Vaccinate!!

Collaborating with cross-sectors (TNI-Polri) and television stations (TV-One) during the Ramadan Festival to provide booster immunization services for residents returning home in the Cengkareng and Kalideres sub-districts, with a quota of 700 persons. Door prizes and basic food packages were used to organize COVID-19 vaccinations.

A pass is a strategy for influencing, persuading, and generating favorable public opinion. The West Jakarta Health Office's application of the pass approach requires health providers to create testimonials of public personalities who had COVID-19 vaccination at their services, such as @puskesmas.cengkareng. According to the monitoring results, performers who provided testimonies included Tiwi (singer of the band T2) and Peppy (comedian). These two celebrities received vaccinations at Cengkareng District's Community Health Centre (Puskemas). In addition to these two artists, Yahya Zaini, a member of parliament from the Golkar Party, has also carried out the COVID-19 vaccine in Cengkareng.

"This is usually when the public figure arrival service is asked for testimonials such as video footage after being vaccinated and inviting the public to come to vaccinate. In addition, it takes the form of word-of-mouth stories from neighbors" mention Hasmianti.

DISCUSSION

The planned and integrated communication strategy carried out by the West Jakarta Health Office is in line with the communication strategy guidelines issued by the World Health Organisation (WHO). The Framework is organized according to six principles to ensure WHO communications are (WHO, 2017):

- accessible
- actionable
- credible and trusted
- relevant
- timely
- understandable

According to WHO, three key avenues of communication ensure that health messages reach their intended audience. There are three primary channels: mass media, group or community communication, and interpersonal communication. Mass media is an extremely successful medium for mass communication because it can influence the attitudes, opinions, and behaviour of its communicants. The benefit of communication through mass media is that it promotes coherence, which means that a message can be received by a large number of communicants.

The West Jakarta Health Office has used mass media such as TV and radio to socialize and invite people to take vaccines, such as collaborating with TV One to create a recitation program (Islamic religious lectures) through the program "Damai Indonesiaku" and Talkshow radio on Radio Republik Indonesia (RRI) with Dr. Reisa (national spokesperson for COVID-19).

Group communication is the process of communicating with three or more people in a group to achieve a common purpose. The process of reciprocally processing messages and efforts to sustain them greatly influences the development of group communication to maintain relationships and keep communication successful. The goal of this group communication is to establish social bonds among group members through shared activities such as vacations, leisure activities, and social gatherings. Furthermore, they can share information or knowledge. Group communication allows participants to exchange information and knowledge. The West Jakarta Health Office also makes use of this group's communication by designating Dasawisma cadres as primary communicators. Dasawisma translates to Dasa (ten) Wisma (household). Every ten houses have one Dasawisma cadre whose responsibility is to record and invite people to provide immunizations.

Interpersonal communication is communication that occurs in interpersonal relationships, using messages to achieve common meaning between two or more people in a situation that allows both to have equal opportunities to act as speaker and listener at the same time. The West Jakarta Health Office uses religious leaders, opinion leaders, and elementary and middle school teachers to encourage residents to get vaccinated.

DKI Jakarta Province has achieved 100% of the second dose of the vaccine target in February 2022. This success led DKI Jakarta to win an award as the best COVID-19 vaccine-implementing region throughout Indonesia from the Indonesian Ministry of Health. On June 21, 2023, President of the Republic of Indonesia Joko Widodo issued Presidential Decree No. 17 of 2023, which determined the end of the status of the 2019 Corona Virus Disease (COVID-19) Pandemic in Indonesia. The President also withdrew the designation of the COVID-19 public health emergency, and the designation of the non-natural disaster caused by COVID-19 spread as a national disaster through this Presidential Decree.

The Ministry of Health of the Republic of Indonesia ensured the strengthening of the 10 pillars of response for managing COVID-19 as a form of preparedness for the transition. Coordination, planning-financing, risk communication, and community empowerment comprise the pillars. Then, the pillar of surveillance, the pillar of strengthening international

entry points, the pillar of laboratory and diagnosis, and the pillar of infection control and prevention.

CONCLUSION

The communication strategy by combining the Push, Pull, and Pass methods carried out by the West Jakarta Health Office has succeeded in increasing the achievement target of COVID-19 vaccine recipients. During the five months it took to implement this strategy, the City of West Jakarta achieved 98% of the first dosage of the vaccination. West Jakarta attained 116% dosages 1 and 2 in December 2022.

The key message communicated to the audience consists of succinct, informative sentences. The meaning of this message model is unambiguous, ensuring that the public understands it precisely. In general, the purpose of instructive sentences is to extend invitations that request something for the greater benefit.

The COVID-19 vaccination program is part of the Indonesian government's post-COVID-19 pandemic control initiative to establish herd immunity. To promote the COVID-19 vaccination program, a social media campaign using the hashtag message (#) was implemented. This innovative approach has proven effective in shifting people's attitudes from ignorance to knowledge, leading to increased willingness to participate.

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