

ABSTRACT

COVID-19 is one of the significant outbreaks that cause a reasonably high infection rate and is one of the causes of a pandemic on a global scale. One of the efforts to reduce the level of the pandemic and the spread of Covid-19 is to provide vaccines for the entire community, domestically and abroad. Vaccine implementation aims to reduce the spread of the COVID-19 pandemic and strives to maintain public health and the national economy. Vaccination carried out by the government raises pros and cons among the public. Groups that refuse vaccination are generally due to health problems and doubts about using a vaccine that was developed very quickly. This happens because people have different backgrounds on the mortality rate due to the vaccines carried out. This study aims to measure and answer the question of whether word of mouth affects the desire to vaccinate against Covid-19. The population of this study was residents of Griya Panorama Indah Karawang at the age of 15-16 years, with the number of data found at 100. The data analysis technique used in this study was a simple linear regression method. The results showed a close influence between the word of mouth and the desire to vaccinate.

Keywords: Covid-19, Vaccination, Word of Mouth