

CHAPTER I

PRELIMINARY

1.1 Background

Corona Virus Disease 2019 or commonly called the Covid-19 virus was first detected in China at the end of 2019, and has spread throughout the world. The Covid-19 virus has changed the lifestyles of many people and become a pandemic. The Covid-19 pandemic has not subsided and has taken many victims. Including in Indonesia, on March 2, 2020, for the first time President Joko Widodo announced a case of Indonesian citizens infected with Covid-19. From these cases, the Covid-19 virus is increasing and spreading widely in Indonesia (Retaduari, 2022).

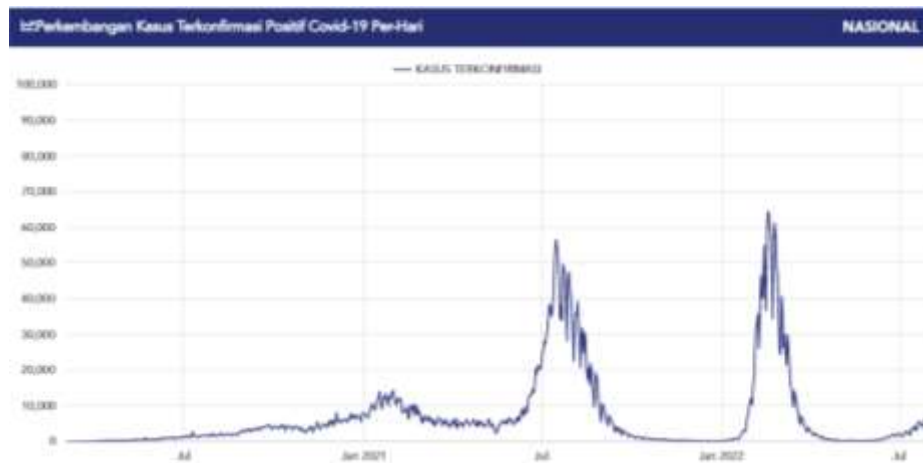


Figure 1.1 Daily Progress Map of Positive Confirmed Cases of Covid-19

(Source : COVID-19, 2021)

This increasingly emergency situation forces the government to act quickly, decisively, and responsively in response efforts. The government is doing its best to prevent the spread of the Covid-19 virus. The government moved quickly by making several regulations for all regions of Indonesia, including conducting campaigns to wear masks, contact tracing, self-quarantine, and implementing 3M (wearing masks, washing hands, and maintaining distance), and Large-Scale Social Restrictions (PSBB).

East Java is one of the provinces with the most confirmed positive Covid-19 cases (Asmara, 2021). Including Probolinggo Regency which is one of the areas with Covid-19 cases (Azmi, 2022). At the beginning of the spread of Covid-19, the Regent

of Probolinggo, Hj. Puput Tantriana Sari, SE said that efforts had been made to suppress the spread of Covid-19 in Probolinggo Regency. The government has formed a Covid-19 Task Force for the Probolinggo Regency area, by conducting 3T (Testing, Tracing and Treatment) and implementing various policies to deal with Covid-19. The Probolinggo Regency Government also made instructions related to regulations during the Covid-19 pandemic which were shown to all people of Probolinggo Regency (Diskominfo, 2021).



Figure 1.2 Instructions for the entire Probolinggo Regency Community

(Source : Diskominfo, 2021)

In an effort to break the chain of transmission of the Covid-19 outbreak and provide protection to the entire community, vaccinations were held throughout Indonesia. The Probolinggo Regency Government is also running intensively for the implementation of vaccinations. Since January 29, 2021, Probolinggo Regency has intensified the implementation of Covid-19 vaccination. The types of vaccines used include Sinovac, Sinopharm, AstraZeneca, Moderna, and Pfizer. For the implementation of vaccination, it was first given to the Acting Regent of Probolinggo, officials, public figures, then health workers (nakes). Furthermore, vaccinations are given to public service officers, including state civil servants (ASN), TNI-Polri,

Satpol-PP, community leaders, traders, and others. The government provides vaccination sites in 33 health centers throughout Probolinggo Regency, Waluyo Jati Kraksaan Hospital, Tongas Hospital, and 4 private hospitals in Probolinggo Regency. Furthermore, vaccination targets are given to the general public, senior citizens (elderly), pregnant and lactating women, people with disabilities, to adolescents aged 12-18 years (Armanto, 2021).



Figure 1.3 Plt Regent of Probolinggo Drs. HA. Timbul Prihanjoko took part in the Covid-19 vaccination at Waluyo Jati Hospital, Kraksaan

(Source : Armanto, 2021)



Figure 1.4 Elderly people had their blood pressure checked during a vaccination activity held by the Kraksaan Health Center

(Source : Armanto, 2021)

The implementation of vaccination is carried out in all areas in Probolinggo Regency from cities, sub-districts, villages, to small areas. Head of the Probolinggo District Health Office (Dinkes) dr. Shodiq Tjahjono through the Head of Disease Prevention and Control (P2P) Mujoko (Armanto, 2021) said that the implementation of vaccinations to villages will be through Puskesmas. Puskesmas provides facilities

for vaccination by opening vaccine outlets in villages every day. In addition, Puskesmas also conducts vaccinations from hamlet to hamlet, every RT to door to door. In fact, vaccination activities are carried out until the afternoon and evening. According to Mujoko, residents are a responsibility. Thus, vaccination efforts must be made so that residents can be healthy and avoid the Covid-19 virus. Including at the Besuk Health Center located in Besuk Agung Village which opened a vaccination service at the Puskesmas also opened a door-to-door vaccination service by coming to residents' homes.



Figure 1.5 Health Center in Probolinggo Holds Door to Door Vaccination

(Source : Armanto, 2021)



Figure 1.6 Vaccination Services at Besuk Health Center

Source : (Researcher Data Process, 2023)

Initially, no one in Besuk Agung Village wanted to vaccinate. People are afraid of the dangers of the Covid-19 vaccination itself. The reason people do not want to be vaccinated is because people think that vaccination can be deadly and also get other

hoax information such as if vaccinated they will get sick and still be exposed to the Covid-19 virus. Therefore, people assume that they can take care of themselves without having to be vaccinated against Covid-19.

The refusal to vaccinate has reached Plakpak Hamlet. People in Plakpak Hamlet also refused to be vaccinated because they were exposed to hoax information. According to Alimin in his journal, which found that the number of public distrust of Covid-19 vaccination is higher than people who are willing to be vaccinated (Alimin et al., 2021). This happens because people believe in the many fake news (hoaxes) widely circulated in the community. This mistrust is caused by a lack of information, knowledge and understanding related to Covid-19 vaccination. The public considers that this vaccination is only used for profit and no one believes in its existence.

It needs an important role in inviting people in Plakpak Hamlet to want to take part in the covid-19 vaccination. This role cannot be separated from the Chairman of Rukun Neighbor who is the leader in organizing and making his way to direct the community to follow the recommendations given by the Head of Rukun Tetangga. The Head of Rukun Tetangga must be able to educate the community so as not to avoid hoax information and provide education to be able to take care of themselves in order to prevent the transmission of the COVID-19 virus in Plakpak Hamlet. As stated by the Indonesian Ministry of Health (2020) quoted by (Mayatopani, 2020) who said that the existence of RT in an area is to maintain a safe, orderly environment and record residents in the area. In the current conditions, the role of RT is needed for community empowerment in preventing Covid-19.

In deciding the spread of the covid-19 virus in Plakpak Hamlet. A communication strategy is needed that can be used to convey a message or information to the community in Plakpak Hamlet. Liliweri (2011) cited by (Ahda & Rozi, 2022) explain that the purpose of a communication strategy is to inform information, motivate them to do, educate them to assess good and bad, disseminate information and support decision making. By using a communication strategy, it is hoped that the Head of Rukun Tetangga from Plakpak Hamlet can help in disseminating information on covid-19 vaccination in Plakpak Hamlet.

Researchers chose Plakpak Hamlet as the research location to see the Covid-19 information dissemination activities carried out by the Besuk Health Center. The

justification for the selection of the people of Plakpak Hamlet is because the local community does not have a deep understanding of Covid-19 vaccination and also their distrust of the Covid-19 virus. This is because the majority of the indigenous people of Plakpak Hamlet are elderly and most people do not understand technology and the use of social media. Therefore, to obtain and disseminate information or news, the people of Plakpak Hamlet still use traditional media, namely loudspeakers or toa of the An-Nadiyah mosque and in tahlilan activities.

The urgency of the study is that researchers want to know communication strategies in disseminating information about Covid-19 in Plakpak Hamlet. Given the current use of social media and technology has been widely used to disseminate and get information. In addition, whether the communication strategy carried out by the Head of Rukun Tetangga to the people of Plakpak Hamlet can be fulfilled properly if it still relies on traditional information dissemination media.

Researchers conduct state of art research to avoid uniformity with previous research through literature review. State of art research was conducted within the last 5 years (2017-2022). Literature review is carried out to avoid plagiarism and get research updates. The first study discusses communication strategies to shape public participation during the Covid-19 pandemic (Paramasari & Nugroho, 2021)

The second study discusses public communication strategies on handling Covid-19 taken from a sociological perspective (Fakhruroji et al., 2020). Further research on differences in Covid-19 vaccination participation in urban and rural areas (Sun & Monnat, 2022). The fourth study discusses the differences in efforts to handle Covid-19 in urban and rural areas (Callaghan et al., 2021). And the next study discusses the relationship between the level of health education and handling Covid-19 (Najman et al., 2020).

Based on five previous studies, researchers found differences with this study. Previous research has compared quite a lot of differences in handling Covid-19 in villages and cities. Furthermore, previous research discussed public participation in handling Covid-19. Meanwhile, the focus of research here is communication strategies in handling and disseminating Covid-19 vaccination information in Plakpak Hamlet.

Researchers use descriptive qualitative methods to define circumstances or phenomena naturally and as they are. Researchers will also conduct interviews, observations, documentaries and literature studies in collecting data. The key informant in this study was the Head of Rukun Tetangga Dusun Plakpak. Researchers also presented supporting informants who were Covid-19 Vaccination Officers from the Besuk Health Center.

Based on the details and descriptions in this study. Researchers intend to examine the dissemination of information carried out in Plakpak Hamlet, Besuk Village. It is hoped that it can invite the public to want to take part in the Covid-19 vaccination program. Thus, it can raise a research topic that will discuss Information Dissemination Strategies through the title "Communication Strategy in Disseminating Covid-19 Vaccination Information in Plakpak Hamlet".

1.2 Formulation of The Problem

Based on the background explanation above, the formulation of the problem in this study is how to communicate information on Covid-19 vaccination in Plakpak Hamlet?

1.3 Research Purposes

The purpose to be achieved from this study is to find out the communication strategy in disseminating Covid-19 vaccination information in Plakpak Hamlet.

1.4 Benefit of Reseach

The benefits of this study are as follows :

1.4.1 Theoretical Aspect

This research is expected to enrich the study of communication science theory in the field of health communication related to communication strategies in disseminating information, especially during the current Covid-19 pandemic.

1.4.2 Practical Aspect

- a. It is expected to provide in-depth knowledge about communication strategies in disseminating Covid-19 vaccination information, especially in the Plakpak Hamlet area.

- b. It can be an evaluation material to strive for communication strategies in disseminating Covid-19 vaccination information in the Plakpak Hamlet area for the better.

1.5 Research Time

This research was conducted in Plakpak Hamlet, Besuk Agung Village, Probolinggo Regency. This research takes time in compiling, searching for data, processing data and completing it which is shown in the following table :

Table 1.1 Research Time

No.	Stages	Time/Month									
		Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023
1.	Preliminary preparation, search for the title and topic of research										
2.	Selection of research themes and sub-themes										
3.	Collection of research supporting journals										
4.	Compiling CHAPTERS 1-3										
5.	Collection of CHAPTER 1-3 as a Desk Evaluation proposal										
6.	Revision of Desk Evaluation										
7.	Submission of Desk Evaluation proposal revisions										

8.	Conduct data collection by interviewing informants											
9.	Processing data and data analysis											
10.	Preparation of CHAPTERS 4 and 5											
11.	Submission of Thesis Trial Substitute											
12.	Implementation of Thesis Session											

Source : (Researcher Data Process, 2023)