

ABSTRACT

Communication strategy is a combination of tactics, communication planning and communication management to achieve a predetermined goal. In achieving these objectives, a communication strategy must be able to demonstrate how it needs to be implemented operationally and tactically, in the sense that procedures may change over time depending on the situation and conditions. Health Workers in Ternate City in inviting the public to take part in the COVID-19 vaccination use communication strategies to the community, namely getting to know the audience, compiling messages, setting methods, and choosing media. This research uses a qualitative approach with a descriptive method. Data collection techniques are carried out through observation, documentation, and in-depth interviews with health workers who become COVID-19 vaccines. This study used triangulation as a data validation technique. The strategy for compiling messages carried out by health workers is to always provide information related to the importance of following the COVID-19 vaccine, complying with health protocols, and informing the number of people who take the COVID-19 vaccine every day. Choose communication media by inviting the public to visit Dr. H. Chasan Boesoirie Ternate Hospital or predetermined vaccine locations through banners unfurled in several strategic locations, using social media, and through health workers on duty. In addition, establishing methods in delivering communication messages, namely providing information and advice to the public or closest people related to COVID-19 and vaccination programs, which information is correct and which information is incorrect, that after doing the vaccine there are no side effects that can cause people to die and the COVID-19 vaccine has been confirmed to be halal, as well as the importance of the people of Ternate City to take the vaccine in addition to boosting immunity but also to decide chain of spread of COVID-19. Communication strategies applied by health workers by carrying out several communication strategy techniques, namely knowing khalaya, compiling messages, setting methods, and choosing communication media in inviting the public to take part in the COVID-19 vaccination in Ternate City. Because without a strategy, the lack of public awareness and understanding of the importance of COVID-19 vaccination during this pandemic will make it difficult to implement the vaccination program.

Keywords : *Health worker, Communication Strategy, COVID-19 Vaccination*