

CHAPTER I

INTRODUCTION

1.1 Research Background

The spread of COVID-19 in Indonesia is increasing. This increase began from the beginning of the emergence of COVID-19 until November 24, 2021, the Government of the Republic of Indonesia reported that there were 4,254,443 people confirmed positive for COVID-19 and there were 143,766 deaths (CFR: 3.4%) related to COVID-19 reported and 4,102,700 patients had recovered from the disease (Annisa, 2021). Symptoms that indicate exposure to this virus such as cough, fever, flu, shortness of breath, sore throat, and fatigue, even coronavirus infection in humans can cause complications such as pneumonia, severe acute respiratory syndrome, or even death (V'kovski et al. 2021).

The COVID-19 pandemic is expected to become endemic if the COVID-19 pandemic cases can be controlled properly. The Spokesperson of the COVID-19 Task Force (Hastuti, 2021b) stated that endemic is a condition where infectious disease cases can be more controlled, a factor that makes the pandemic turn endemic, namely community increased herd immunity. This outbreak can be controlled properly if the distribution of vaccine programs is evenly distributed and the public is willing to comply with the recommended health protocols (Hastuti, 2021a).

The vaccine program in Indonesia is one of the policies in preventing the spread of the corona virus. The first vaccine program in Indonesia began in early 2021. Before the vaccine program began, socialization about the COVID-19 vaccination had been carried out by health officials, the Indonesian government, and related agencies. The Indonesian people are very enthusiastic about the vaccination program held in the hope that this outbreak will pass quickly. However, when the vaccine program began to emerge news or information related to the COVID-19 vaccine which then made the public feel doubtful and distrustful of the safety and effectiveness of the vaccine (Dewi, 2021). The Ternate City Government together with the Ternate City Health Office and the North Maluku COVID-19 Handling Task Force are currently trying to achieve the vaccination target given by the government with the aim that this vaccination

program can be evenly distributed. However, the North Maluku COVID-19 Handling Task Force stated that until November 2021 the vaccination program had not been evenly distributed or arguably the achievement of vaccines in the region was still low because it had only reached 38.53% or only 367,605 vaccine participants (Pratiwi, 2021). It is estimated that the lack of a percentage of COVID-19 vaccines is caused by the influence of the public on information related to the safety, effectiveness, and halalness of the COVID-19 vaccine card, causing doubts in the minds of the public.

Based on the results of pre-observations that have been carried out by researchers, one example of a case is comorbidities (comorbidities) and hoax information which is an obstacle to vaccination achievements in Ternate. Head of the Ternate City Health Office, Nurbaity Maradjabessy said that have a reason not achieved the vaccination target in Ternate, North Maluku due to various factors, one of which is that many people have diseases inclusion or comorbidity, in addition to other factors such as hoax information (Ibrahim, 2021). The hoax information circulating makes some people in Ternate City believe that the COVID-19 vaccine can save lives, this makes the COVID-19 vaccination program constrained in addition to comorbid factors. The influence of hoax information can be caused by the low level of public literacy so that it can affect public confidence about a hoax information. North Maluku is the 29th province out of 34 provinces in Indonesia, North Maluku is included in the category of regions with a low level of reading interest (Kilwouw, 2022). This also has an impact on public awareness in Ternate City regarding the dangers of COVID-19 is still quite low, which is shown from the behavior of the community, some of which do not comply with the protocol. health. This is based on the researcher's initial pre-observations where researchers found that there are still people in Ternate City who still ignore health protocols and behave indifferently. indifferent to the news of COVID-19 which is increasingly widespread, such as not wearing a mask when leaving the house, to several tourist attractions or a full coffee shop.

This virus outbreak is a threat to humans around the world, including Indonesia and also in North Maluku, especially Ternate City. This outbreak has an impact on all aspects of people's lives, therefore people need health workers

in handling coronavirus cases. Health officials are the frontline and last line for coronavirus patients and the rest of the community. Therefore, health workers are expected to be able to help and handle patients and the community during this pandemic. In handling and helping the community, health workers must have good, effective, and targeted communication skills in addition to the academic ability of nursing or health sciences owned (Hartiana et al., 2021).

Health workers are the frontline in dealing with patients, therefore the ability to communicate is very necessary in serving patients, because communication is a form of social and interpersonal interaction in everyday life. In addition also according to Janis & Kelly says that "Communication is a process through which a person (communicator) delivers a stimulus (usually in the form of words) with the aim of changing or shaping the behavior of others (audience)".

Communication skills are very important for health workers because with communication health workers can obtain data, identify, review, process and make conclusions, as well as provide health education that has an impact on the health and recovery of patients. Therefore, the communication process between health workers (communicators) and patients (communicants) that is built must be effective. This is intended so that health workers are able to convey the content of the message precisely so that it is easy to understand and can change the patient's attitude after receiving the message (information, ideas, or ideas) that has been conveyed (Hartiana et al., 2021).

In fact, the communication process between the officer and the patient is the effort of the Health officer in serving, and helping to treat the patient's healing process using the principles of communication. Through correct and effective communication, health workers (communicators) can influence patient behavior (communicants), but here the change in behavior in question is the formation of expected behavior is health behavior. Therefore, in invites the public to take part in the COVID-19 vaccination, health workers first provide socialization, counseling, and increase health literacy to the people of Ternate city and be correct and effective so that they can foster health behaviors in the community.

so that the people of Ternate city want to participate in the COVID-19 vaccination program.

The communication strategy of health workers in the implementation of COVID-19 vaccination has previously been studied (Siahaan & Amalliah, 2022) entitled "Communication Strategy of Health Workers in Overcoming the Slow Rate of COVID-19 Booster Vaccination at Puskesmas Kelurahan Utan Kayu Selatan 1 Matraman, East Jakarta". This study discusses how the communication strategy of health workers in Utan Kayu Village in overcoming the slow pace of booster vaccines. The problem in this study examines the communication strategies used to compensate for the slow public awareness of booster vaccination. So, it was found that the results of this study, The communication strategy carried out by the Utan Kayu Selatan village puskesmas officer applies several strategic techniques, namely understanding the audience, compiling messages, establishing methods in delivering messages and choosing media. Vaccination will be difficult to do due to lack and misinformation in the community.

Based on the presentation above, it can be seen that the role of communication built by health workers in inviting the public to participate in the vaccination program is not only limited to fulfillment efforts in the implementation of tasks, but the formation of a good relationship between health workers and patients. The application of communication skills from health workers has become one part of the requirements for professional competence of health workers, because the ability to communicate with health workers is considered to have a significant influence on the progress of the implementation of the duties of health workers, therefore communication strategies for health workers are better in patient or community services.

Therefore, in this study, researchers are interested in taking a study entitled "Communication Strategies of Health Workers in Inviting The Public Participating in The COVID-19 Vaccination In Ternate City"

1.2 Research Objectives

From the formulation of the problem above, it is concluded that the purpose of this study is to find out the Communication Strategy of Health Workers in Inviting the Public to Participate in the COVID-19 Vaccination in Ternate City.

1.3 Research Questions

Based on the research problem and research objectives, the question in this research is, what is the health workers communication strategy in inviting the public to vaccinate against COVID-19 in Ternate City?

1.4 Research Benefits

1.4.1 Theoretical Benefits

The theoretical benefits in writing this research are expected to improve the study of communication science in the health sector, especially those related to the problem of COVID-19 vaccination as a reference for subsequent similar studies.

1.4.2 Practical Benefits

The practical benefits of this study are expected to encourage individual behavior to have a healthy life, and raise awareness about the importance of COVID-19 vaccination in preventing the spread of the coronavirus.

1.5 Research Time and Location

1.5.1 Research Location

The implementation of the COVID-19 vaccination program was carried out en masse which was carried out at different times and locations, researchers made observations by participating in the COVID-19 vaccination program. The COVID-19 vaccination program is still being implemented in the Ternate City Area.

1.5.2 Research Time

Table 1.1 Research Time

No.	Information	Months (2022-2023)																
		3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
1.	Determination of Research Topics																	
2.	Proposal Drafting																	
3.	Proposal Submission																	

4.	Research Release																		
5.	Final Project Preparation																		
6.	Final Project Submission																		
7.	Final Project Evaluation																		