

TABLE OF CONTENTS

CONSENT PAGE	ii
ORIGINALITY STATEMENT PAGE	iii
FOREWORD	iv
ABSTRAK	vi
<i>ABSTRACT</i>	vii
TABLE OF CONTENTS	viii
LIST OF TABLE	x
LIST OF FIGURE	xi
LIST OF APENDIX	xii
CHAPTER I INTRODUCTION	12
1.1 Research Background	12
1.2 Research Objectives	15
1.3 Research Questions	16
1.4 Research Benefits	16
1.4.1 Theoretical Benefits	16
1.4.2 Practical Benefits	16
1.5 Research Time and Location.....	16
1.5.1 Research Location	16
1.5.2 Research Time.....	16
CHAPTER II LITERATURE REVIEW.....	18
2.1 Communication Strategy	18
2.1.1 Definition of Communication Strategy	18
2.1.2 Stages of Communication Strategy	19
2.1.3 Communication Strategy Objectives.....	20
2.2 Health Communication	20
2.2.1 Definition of Health Communication	20
2.2.2 Health Communication Components	21
2.2.3 Health Communication Objectives	22
2.2.4 Benefits of Health Communication	23
2.3 Health Workers.....	24
2.3.1 Definition of Health Workers	24
2.3.2 The Role of Health Workers	24
2.4 COVID-19 Vaccination	25
2.4.1 Vaccine Definition.....	25
2.4.2 Benefits of Vaccines	26
2.5 Comparison of Previous Research	26
2.2.1 Previous National Journals	26

2.2.2	Previous International Journals	32
2.3	Framework.....	36
CHAPTER III RESEARCH METHOD.....		38
3.1	Research Paradigm	38
3.2	Research Method	38
3.3	Subject and Object of Research	39
3.3.1	Subject of Research	39
3.3.2	Research Objects	39
3.4	Research Location	39
3.5	Unit of Analysis	40
3.6	Informant	40
3.7	Data Collection Techniques.....	41
3.7.1	Observation	41
3.7.2	Interview.....	42
3.7.3	Documentation	42
3.8	Research Instruments	43
3.8.1	Observation Sheet.....	43
3.8.2	Interview Guidelines.....	43
3.8.3	Field Notes.....	44
3.9	Data Analysis Techniques	44
3.10	Data Validity	45
CHAPTER IV RESULT AND DISCUSSION		47
4.1	Research Result.....	47
4.2	Discussion.....	53
CHAPTER V CLOSING		55
5.1	Conclusion.....	55
5.2	Suggestion	55
5.2.1	Academic Advice.....	55
5.2.2	Practical Advice	55
BIBLIOGRAPHY.....		56
APENDIX		60