



Activities and Communication Patterns of the Communication and Informatics Office of the Special Region of Yogyakarta in the Covid-19 Vaccination Program

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Abstract. The mass vaccination program during the COVID-19 period is an effort by the government to “Public Goods” in mandatory affairs (Obligatory Public Health Functions) to create “Herd Immunity”. This research uses a descriptive qualitative method using Nvivo 12 plus as an analysis tool using theory from Erliana which includes communicators, messages, interactions, communication media, communicants, feedback and beliefs. This research shows that facebook and twitter accounts @Kominfo DIY conduct intense vaccination communication, information on vaccine implementation and vaccine education as well as the eradication of fake news continues to be informed transparently, but on the other hand, Diskominfo DIY’s response in responding to comments from social media users is less active in providing a response so that the public is less participatory in diskominfo accounts. The tendency of Diskominfo accounts to provide good news also does not get attention by the public, as seen in the response map carried out by the community because people are more likely to be bad news because it is widely discussed on social media channels such as Facebook and Twitter. The lack of community participation in the Diskominfo account should be a benchmark in communication to the public, prioritizing two-way communication, not only prioritizing communication integrally.

Keywords: Communication · Diskominfo · Vaccination

1 Background

The mass vaccination program is something that must be fulfilled by all people of the Yogyakarta Special Region, the government said that the covid-19 vaccination is an obligation for all citizens to realize and create public health (Gandryani and Hadi 2021). In addition, the purpose of vaccination carried out by the Yogyakarta Special Region Government is to be able to reduce the social and economic impacts that have been caused as a result of the Covid-19 pandemic (Rahman 2021). When the social impact is caused, the community becomes more healthy when interacting with others both on a small and large scale and the economic impact caused, the pace of economic growth

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improves so that it can maximize the income of people who have experienced problems due to the pandemic (Antaranews 2021).

Communication of the vaccination program carried out by the government of the Special Region of Yogyakarta through social media, because social media has the ability to enter the personal realm of its users and also social media does not know the space because the public gets information easily. The dissemination of vaccination information through social media echoed by the Yogyakarta Special Region government as an effort to bring people's confidence closer to being willing to be vaccinated, this is the government's strategy to work on social media in conveying valid information about vaccines to provide certainty that vaccinations carried out by the government are very safe to use (Anugerah 2021). Social media facebook and twitter as a means of conveying vaccine information because the growth of the use of social media can open up opportunities to analyze several aspects and communication patterns because the data obtained through facebook and twitter can be analyzed to get insights about vaccines. The Communication and Informatics Service of the Special Region of Yogyakarta as the management of information and public communication is authorized to convey vaccination information through social media as an equal distribution of covid-19 information. Through facebook and twitter accounts information can be obtained by the public in an accountable and transparent manner.

A similar study discusses vaccine communication according to that one of the success factors related to vaccination is public communication that is prepared accurately, thoroughly, mature strategies, and the existence of continuous evaluation monitoring. This was also said by (Agusta and Letuna 2021), that people are more likely to like information that is infographic, self-images and covid-19 vaccination activities on social media. However, there are some shortcomings in conveying vaccine information on social media according to (Wright et al. 2022), that communication on social media has not implemented an integral communication pattern, the interaction pattern should have two-way information between three factors, namely the government, the public and interested parties. The vaccination program required by the government until now there are people Who do not believe it was revealed in the research of (Riediger et al. 2022), that people in the South Hamlet District Some people still do not believe the Sinovac vaccine because it will endanger their lives. From this statement, it can be seen that the importance of effective communication that must be conveyed by the government to convince the public, especially from social media.

Effective communication can be said to be successful if the community can carry out policies or programs issued by the government. The study uses a theoretical model from Erliana in effective Government communication, namely:

a) The existence of a communicator, b) The existence of a packaged message or the essence of communication (content), c) There is direct or indirect interaction (interaction), d) The use of correct and appropriate communication media (the use of media), e) a shared understanding of the essence and purpose of communicating (mutual understanding) or the existence of communicants (communicants), f) feedback, g) Growing trust (Fig. 1).

The purpose of this study is to find out the communication carried out by the Communication and Informatics Service of the Special Region of Yogyakarta on social media

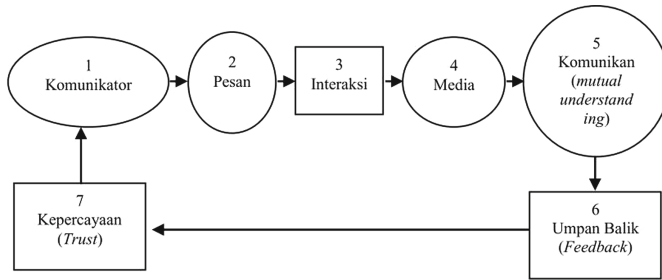


Fig. 1. Conceptual Framework of Government Communication. Source: Erliana (2014)

twitter and facebook as a means of information on the covid-19 vaccination program so that the public becomes educated and gets up to date information and becomes a benchmark for the government to optimize communication in the success of the covid-19 vaccination.

2 Method

The method used in this study is descriptive qualitative (Nababan 2020). Qualitative research intends to understand how the phenomenon occurs (Bataha and Fauziah 2020). The model for implementing this study emphasizes the use of secondary data such as government websites, social media, and related journal articles and mass media news (Darmawan and Atmojo 2020) by reviewing existing data using Nvivo 12 plus. The use of Nvivo 12 plus as an analysis tool has stages, starting with (1) capturing data, (2) importing data, (3) coding data, (4) data classification, and (5) displaying data, analyzing data and drawing conclusions, and the data results are compiled.

3 Result

The Communication and Informatics Office of the Special Region of Yogyakarta in conveying various information on collaboration in various aspects to carry out the vaccination process in the Special Region of Yogyakarta. As an information raider in Yogyakarta. This is in accordance with the Regulation of the Governor of the Yogyakarta Special Region Number 65 of 2018 that one of the functions of the DIY Diskominfo is regarding public information and communication services (Putri 2019). Seeing that the current condition is a pandemic and requires information from the special authorities of the government, this information is very necessary so that the public can receive correct and effective information so that the message can be conveyed (Fig. 2).

If you look at the picture below, it shows that the communication activities carried out by diskominfo DIY are dominated by information related to the number of actives per-district as well as information on vaccines that will be implemented in each district (Fig. 3).

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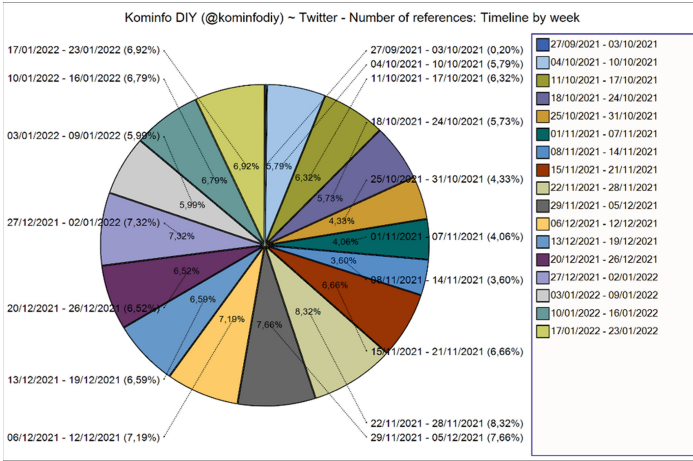


Fig. 2. Activity of Kominfo DIY Twitter Social Media Account. Source: Twitter @kominfodiy



Fig. 3. Facebook Social Media Activity Kominfo DIY. Source: Processed researchers from the Kominfo DIY’s Facebook Account Using Nvivo 12 Plus

help government accounts in each district in the Yogyakarta Special Region to socialize the vaccination program implemented by the government or the private sector. From the second picture of activity both facebook and twitter that the intensity of activities in carrying out information related to covid-19 and the covid-19 vaccine has gone up and down (Fig. 4).

In the picture, the account of the Communication and Information Service has a total of 247 in delivering vaccination messages (Fig. 5).

The message of the vaccination program through hastags on facebook social media accounts carried out by Kominfo DIY emphasizes the invitation to the public to vaccinate (Fig. 6).

The campaign carried out by the Ministry of Communication and Information on twitter social media accounts retweeted each other’s actions on social media as well as on facebook accounts. The campaign was delivered through posters created by the Diskominfo account with the same content. The campaign through posters is carried out

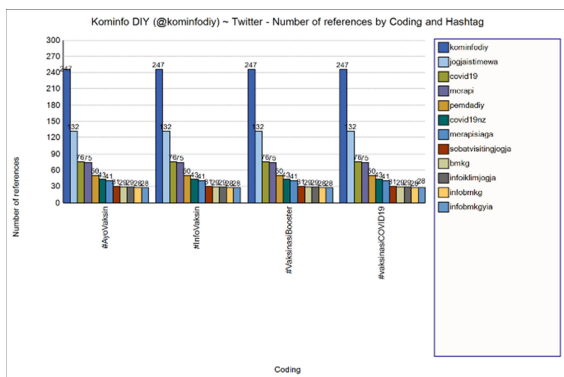


Fig. 4. Kominfo DIY’s Account in Vaccination Message Delivery. Source: processed researchers based on keywords using Nvivo 12 Plus



Fig. 5. World Visualization of Author Keyword Vaccination. Source: Processed keyword with VOSviewer research tools



Fig. 6. Combined Facebook and Twitter Coding Campaign on Kominfo DIY’s Account. Source: Processed keyword with VOSviewer research tools

so that people can read it easier. The content on the poster is in the form of information on the schedule and implementation of vaccines, so when coded through Nvivo 12 Plus, the word that appears more is “vaccine”. The word vaccine is very dominant and in the



Fig. 7. Joint Education Coding Facebook and Twitter Kominfo DIY’s Account. Source: Processed keyword with VOSviewer research tools

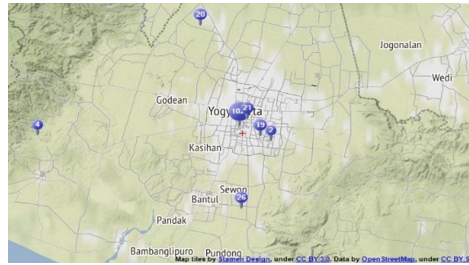


Fig. 8. Map of Public Response on Social Media Kominfo DIY’s Account. Source: Processed Keyword with VOSviewer research tools

coding is closer to the word “dose”, because in his poster when delivering a campaign mentions the number of doses determined because it is so that the community understands and understands (Fig. 7).

From the picture, it shows that the education carried out by the Communication and Information Service of the Yogyakarta Special Region emphasizes more on hoaxes or disinformation regarding vaccines, this is due to the many circulating news that is not clear about the truth and is not accountable. The agency tried to educate the public not to believe in the issues circulating, the coding was carried out by the two agencies using posters with a narrative clarifying the news or existing issues regarding vaccination (Fig. 8).

Twitter users at the Yogyakarta Special Region government and stakeholders in the range of 2020 to 2021 have a lot of information about the COVID-19 pandemic. This is because in that year there was an onslaught of an increase in active cases of covid in Yogyakarta in particular, in addition to providing information related to covid-19, the Diskominfo account informed about vaccinations, of course, from the communication patterns carried out by the account received a response from the public who used social media twitter in particular (Fig. 9).

Through the twitter account of the Communication and Informatics Service, it has communicated through social media with the government and several institutions to the

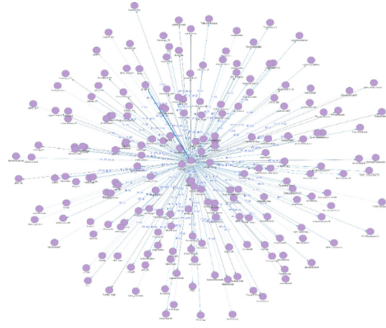


Fig. 9. The Connection of Kominfo DIY Twitter Account with Several Institutions in the Vaccination Program in the Special Region of Yogyakarta. Source: Processed Keyword with VOSviewer research tools



Fig. 10. Trust Combined Coding News, Facebook and Twitter. Source: Processed with VOSviewer research tools

public. This shows that communication related to vaccination carried out by the government and the institution has the same purpose in conveying information. Information conveyed through narrative descriptions and posters on social media twitter gives open space to the public free access in conveying information (Fig. 10).

The level of public knowledge in Yogyakarta towards vaccines shows confidence in vaskin, people consider that vaskin is a mandatory thing to do as a fulfillment of immunity or Hard Immunity and reduce the impact of covid-19 if exposed.

4 Discussion

4.1 Communicator

If you look at the communication carried out by the Communication and Informatics Service through social media twitter shows that every day the intensity of communication has increased and decreased in providing information, both in information about covid-19, vaccinations and other information. As an information forum representing the

Yogyakarta Special Region Government, the Communication and Informatics Service is responsible for public communication, this is that the Yogyakarta Special Region Communication and Informatics Service is the manager of the covid-19 data source and accommodates vaccination data and vaccine information in the Yogyakarta Special Region. From the second picture of activities both facebook and twitter that the intensity of activities in conducting information related to covid-19 and the covid-19 vaccine has gone up and down. The factor is influenced by the information that must be conveyed in addition to the news of Covid-19 and vaccination considering that the Communication and Informatics Service is one of the facilitators owned by the Yogyakarta Special Region Government so that there is a tendency to decrease activity on vaccine information. Another factor is that the vaccination activities carried out by the Yogyakarta Special Region Government are not every day because considering that the availability of vaccines is limited through the Central Government in supplying vaccine stocks.

In response to the decrease in activity carried out by communicators, it should be as a connector of information to the public to continue to provide information on the availability of vaccines, of course, as an effort to fulfill information to the public so that the social media public understands and understands that what is conveyed by the local government is a continuing tool of the central government. As a communicator, of course, the Communication and Information Service is responsible for the programs owned by local governments. The urgency of vaccine information is something that is highly awaited by the public because the content is a tool for community consideration in making a decision to vaccinate.

4.2 Content

At this time, the use of social media by the community has experienced a very significant increase, information technology that makes it easier for people to access information both in the surrounding environment and the wider environment. Social media is a very appropriate forum for the government to see the public's response to the information submitted by the government, of course, especially for the government of the Yogyakarta Special Region (Kurniawandani and Sutan 2021). The introduction of the covid-19 vaccine to the public by providing information that the vaccine is safe, effective and also very affordable for the community is a political, economic and public health priority of Yogyakarta for the Yogyakarta Special Region government to protect itself from the consequences of covid-19.

Message activities conveyed by the Account of the Communication and Information Service in the communication of the Yogyakarta Special Region Government on social media as a means that can be used for covid 19 vaccination. The message conveyed on social media using hastags is #AyoVaksin, #InfoVaksin, #VaksinasiBooster, #Vaksinasi COVID19. The management of information related to covid-19 is disseminated through the account of the Communication and Information Service and is responsible for displaying data ranging from vaccination achievements and also information about vaccines. The message conveyed by the Diskominfo account is certainly an information foundation as an effort to fulfill the public in the vaccination program so that the message conveyed can be distributed to the public through its Twitter media account using hastags. With hastags, it means that the account is consistent with the information

conveyed so that it can dominate twitter social media channels when getting response or re-tweets by the public.

As for research conducted by The Washington Post that Facebook users had been led to opinions not to vaccinate, reflecting on this, Facebook has banned false advertisements related to vaccination by providing a message to invite the entire community to make the vaskinasi program carried out by the government a success (Petersen et al. 2022). In the message conveyed by these accounts on social media, it is hoped that the public can make a decision to vaccinate because indirectly the content of the message from the hastag is an invitation echoed by the Communication and Informatics Service of the Special Region of Yogyakarta to vaccinate as has become a recommendation from the central government and also to protect themselves from exposure to the COVID-19 virus that is currently sweeping Indonesia, especially the Yogyakarta Special Region, because from there will be a perception that an internal process will be built that allows the community to choose, organize themselves and interpret the message that can be obtained through social media (Green et al. 2021).

4.3 Interaction

The process of campaigning and education on vaccinations carried out by the Ministry of Communication and Information on social media on Facebook and Twitter is very important to do because campaigns and education are mandatory in government communication so that the public can understand what is being conveyed by the government. The existence of information circulating on social media about vaccines can provide a pro and con response to the public, the presentation of accountable information on social media is able to provide understanding in taking a stand in acting to vaccinate (Risnawati et al. 2021). According to Silalahi (2004), that the process of government communication is for managing people as well as external communication of organizations to provide information. Campaigns and education are carried out so that the public can get provisions that the information submitted by the Communication and Information Service.

In addition, the campaign is also carried out through posters so that people can read it more easily. The content on the poster is in the form of information on the schedule and implementation of vaccines, so when coded through Nvivo 12 Plus, the word that appears more is “vaccine”. The word vaccine is very dominant and in the coding is closer to the word “dose”, because in his poster when delivering a campaign mentions the number of doses determined because it is so that the community understands and understands. The campaign posters presented by the Communication and Informatics Service aim to remind the community and provide brief instructions so as to carry out certain actions with what the communicator wants. Vaccination campaigns through social media facebook and twitter on the account of the Communication and Informatics Service inform the schedule and implementation every day, of course, social media users always get the latest updates on vaccine campaigns spread throughout the Special Region of Yogyakarta.

In addition to social media facebook and twitter are used as vaccination campaigns by the Communication and Information Service As for being used as vaccination education, the importance of education through social media so that the public cannot be influenced

by fake news or hoaxes so as to make them feel worried in vaccinating, as well as news that is not yet known the source of truth that states the effect of the vaccine can people die (Jiang et al. 2021). However, there are many in the social media sphere who spread hoax news that explains the composition of the vaccine content, the effect of the vaccine, and a number of people who are opposed to the covid 19 vaccination (Larasati and Sulistianingsih 2021). When hoax news spreads, it is a very large inhibiting factor that makes people's distrust of vaccines (Wartajogja 2021).

There are several factors when the hoax is created and spread by taking advantage of certain circumstances such as the pandemic, it is not uncommon because there is a certain intention and take advantage by banging an issue that is not true. Hoaxes can have a greater scope in five to six tweets and the tendency can be potentially greater if viewed exponentially, except for conventional media that can stop the hoax. The situation is further exacerbated that the false information is part of the conflict so that one of the people who conveys the information claims that what his group conveys is true information (Ray et al. 2021). The posters are used as an educational medium to the public to provide information about vaccination, the poster education is carried out so that the public can easily understand what the message conveyed is.

The circulation of hoax news that is widespread on various social media makes the Dinas Komunikasi dan Informatika DIY The posters are used as educational media to the public to provide information about vaccinations, the poster education is carried out so that the public can easily understand what the message is conveyed. The circulation of hoax news that is widespread on various social media from Kominfo DIY. However, if you analyze it more deeply that information that is good news has little sympathy by the public, because when good news is displayed on social media, it only displays clarifications, but when bad news information tends to have a debate between the social media community and other communities. Even when the bad news is very sensitive related to the issue that is being circulated, of course, the intensity of interaction on social media will increase. Therefore, people tend to respond more to bad news than good news.

4.4 Use of Media

In communicating with various agencies and the community, there needs to be very active communication by proving how often government accounts interact with each other on social media. Effective government communication is to be able to establish communication with various other relevant stakeholders. From the information that is built, of course, there are programs that want to be harmonized by each Government agency. Especially with the covid-19 vaccination program which is a national mandatory program. All local governments work together to make the national vaccinations successful regularly so that it will become an output for the central government. In addition, the DIY Communication and Informatics Service account also establishes communication with several other agencies by providing responses or responses on social media. There is a lack of DIY Public Relations accounts that do not interact with other agencies on social media, it should be that the DIY Public Relations account class is more active in building communication to other agencies, not just building communication with Diy

Diy Discominfo. Communication in the government sector is emphasized on public service information as a fulfillment of people's rights on social media, plus the Covid-19 pandemic period which is often a sure reason to actively interact with the community. The delivery of vaccinations by the government must be in favor of public trust, reassurance, and change attitudes.

4.5 Communicant

In communicating on social media when the communicator conveys information, of course, it gets a response from the public as a communicant. Various responses from the public cannot be limited on social media, because people are free of expression on social media because social media provides unlimited space. In this case, the Yogyakarta special region government with its program, namely the covid-19 vaccination. To create good communication in order to achieve a government goal, in this case the government must create an integrative communication pattern with the community as an entity that must be served as a fulfillment of rights and obligations. Because as a communicator, he will be responsible for what has been conveyed and accept the effects of what will be caused (Aminulloh et al. 2014).

Twitter users at the Yogyakarta Special Region government and stakeholders in the range of 2020 to 2021 have a lot of information about the COVID-19 pandemic. This is because in that year there was an onslaught of active cases of covid in Yogyakarta in particular, in addition to providing information related to covid-19, the Diskominfo account informs about vaccinations, of course, from the communication patterns carried out by the account, it has received a response from the twitter social media user community in particular. Moving on from the communication carried out means that it can be said that the communication carried out by the Yogyakarta Special Region government has an impact on the community starting from participating on social media, taking a decision to vaccinate and also getting campaigns and education carried out by the Yogyakarta Special Region government.

4.6 Feedback

The connection in establishing a Government communication on social media is very important, this will have an impact on how intense the Government media accounts are in building communication patterns by each stakeholder so as to produce effective communication so that the information message to be conveyed by the government can be conveyed to the public properly and on target. Through the twitter account of the Communication and Informatics Service, it has communicated through social media with the government and several institutions to the public. This shows that communication related to vaccination carried out by the government and the institution has the same purpose in conveying information. Information conveyed through narrative descriptions and posters on social media twitter gives open space to the public free access in conveying information. The community response is very important, meaning that the message conveyed has an impact and community reaction. if it is explained in detail that the Communication and Informatics Service account informs more about the development

of covid-19 cases and provides data on the number of active cases of covid, the Communication and Informatics Service should better balance vaccination information and the development of covid cases so that the Government communication carried out is effective and in harmony (Sanjeev et al. 2021).

In addition, the Communication and Informatics Service is responsible as the Regional Apparatus Organization that controls covid-19 information and also as the manager of the www.coronojogjaprov.go.id website. As well as coordination with several government agencies also need to be improved so that communication between governments can run effectively and efficiently in informing vaccinations. By giving mentions to several Government Institutions in the regions to campaign and information on vaccination, it is the most effective way to mean that there is one-way communication by each government agency about vaccination, because in crisis conditions such as the Covid-19 pandemic, information is very easy to use by some people who take advantage of the situation, the goal is to create public commotion on social media and divide unity so that the communication carried out by the government is not on target and ineffective for the community, especially looking at the aspects of public services on social media with the use of more transparent technology to satisfy the public to the information services carried out remain productive. The Communication and Informatics Office of the Special Region of Yogyakarta, which is also in charge of the public relations sub-field, is responsible for providing information to increase awareness, knowledge, and persuasion (persuasive).

4.7 Trust

At the beginning of the emergence of vaccines in Indonesia, responded by all Indonesian people, there were pros and cons, some supported vaccines but there were also those who did not support and doubted the effectiveness of vaccines. This is natural because the public does not know the effects or impacts caused if they vaccinate. Through the Indonesian PoM Agency, several vaskins entering Indonesia such as Sinovac, Pfizer, astrazeneca, and moderna received approval for use in emergency conditions (EUA) for the covid 19 vaccine and received halal labels from the Indonesian Ulema Council (MUI) (Tan et al. 2022). The Yogyakarta Special Region Government through the Regional Apparatus Organization (OPD), namely the Communication and Informatics Service, helped provide public knowledge about the effectiveness of vaccines through social media, the result was that the community became educated and participated in the vaccination program. Government communication is a fulfillment of the rights received by the community through the government as a form of success in the vaccination program (Hange et al. 2022). Public knowledge is a key level of awareness to make decisions to get vaccinated, although there is a lot of news circulating that after being vaccinated, it causes unnatural side effects such as death and paralysis and so on.

However, the community has not been so affected by this until now the number of people's participation in the vaccine has been very high because the community has begun to be smart in responding to the issues circulating about vaccines. The government communication, which was massively carried out by the Yogyakarta Special Region Government by the Communication and Informatics Service along with other stakeholders,

assured the public that vaskin was safe because it was in accordance with the recommendations of the Food and Drug Control Agency (BPOM) and was also supported by the Indonesian Ulema Council (MUI) for vaccine halalness. Vaccine knowledge whose output is community participation is a demand for every community because the 2021n government has required that every community must be vaccinated in addition to meeting immunity as well as a requirement for travel administration and also other administrations related to public services. Vaccines are one of the solutions that are expected to be able to be preventive efforts as a mitigation, stopping and slowing the spread of the COVID-19 virus. The Communication and Informatics Service and other stakeholders are also currently aggressively delivering booster vaccinations as well as the transmission of the new omicron virus mutation which encourages the public to carry out booster vaccinations.

By providing knowledge about booster vaccinations and their impact, it is hoped that the community can participate again because considering that the pandemic has not ended until now. In communication carried out by the Communication and Informatics Service of the Special Region of Yogyakarta, it has the ability to offer this interactivity, allowing users of new media to have information what they consume, as well as control the output of information that has been generated and make various choices they want, because the ability to offer an interactivity is a concept of new media. Information conveyed by prioritizing general understanding so that it is easy to understand becomes an advantage in conveying messages. If analyzed, the communication patterns conveyed by the DIY Communication and Informatics Service are primary communication patterns, where it uses more symbols, namely in the form of information posters to convey a vaccination message. Vaccine information messages in the form of implementing vaccines and providing education to the public assembled vaccine fake news. The pattern of communication carried out on these accounts tends to be a pattern of non-verbal slowing communication because the delivery is through social media not directly through face-to-face.

5 Conclusion

The communication carried out by the Yogyakarta Special Region Government uses social media to inform the mass vaccination program. Social media facebook and twitter as a means can be said to be very effective this considering that the covid-19 pandemic requires people to limit activities offline and switch to online media services. Indirectly, the delivery of the Facebook and Twitter vaccination programs can establish communication with the public so that the information conveyed by the Government can be right on target. However, two-way interactions on social media accounts on Facebook and Twitter Kominfo DIY still lack participation in providing comments. The public just sees a little bit of information that gives a reaction or response. The Communication and Informatics Service cannot represent two-way communication on social media, of course, to the public's response, of course this is one of the shortcomings that needs to be corrected in the government's communication system to the public, especially on social media related to information so that the information conveyed becomes an effective communication when the information can be received and responded to by the public.

On the other hand, the public tends to respond more to bad news than good news because if it is seen that the information submitted by Diskominfo prioritizes good news from this. This tendency is a benchmark that people are a little disinterested in the content created by government accounts, it can be said that government accounts such as Diskominfo. As for the participation of the community to vaccinate not fully. The action is the influence of the Diskominfo account, just informing in the delivery of vaccines and providing enlightenment to provide an education on vaccines, of course, this is a message that these accounts do not have much impact on the decisions made by the community.

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