The Role Of Social Media In Indonesia's Successful Implementation Of The Covid-19 Vaccine Program In West Sumatera Province

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ARTICLE INFO	ABSTRACT
	This study examines the COVID-19 vaccine campaign in Indonesia using a social media communication strategy. The social media communication strategy is evaluated based on the implementation of communication, resources, disposition, and bureaucratic organization. The research approach with the assistance of NVivo 12 Plus and data sources from the Twitter account of the Ministry of Health and West Sumatra Provincial Health Office as well as numerous literatures. Generate important data and be able to analyze data. This study concludes that social media communication has been effective, with diverse information regarding the use of vaccines, the impact of their usage, good data openness, collaboration with government and corporate entities, and the implementation of various community support policies. Due to the cooperation between Youth and Sports, which is responsible with providing facilities and fostering religious peace, resources are effectively coordinated. The disposition indicator is a positive attitude and action that is consistently provided by medical staff to instill a sense of security and comfort. The success of vaccinations in Indonesia is determined by social media communication. Various socializations and education are offered efficiently and contribute to the implementation of the program. This study focuses solely on the role of social media contacts in the success of the COVID-19 vaccination program in Indonesia. Studi ini mengkaji kampanye vaksin COVID-19 di Indonesia menggunakan strategi komunikasi media sosial. Strategi komunikasi media sosial dievaluasi berdasarkan implementasi komunikasi, sumber daya, disposisi, dan organisasi birokrasi. Pendekatan penelitian dengan bantuan NVivo 12 Plus dan sumber data dari akun Twitter Kementerian Kesehatan dan Dinas Kesehatan Provinsi Sumatera Barat serta berbagai literatur. Menghasilkan data penting dan mampu menganalisis data. Penelitian ini menyimpulkan bahwa komunikasi media sosial telah efektif, dengan beragam informasi mengenai penggunaan vaksin, dampak penggunaannya, keterbukaan data yang baik, kolaborasi dengan entitas pemerintah dan perusahaan, dan implementasi berbagai kebijakan dukungan masyarakat. Karena kerja sama antara Pemuda dan Olahraga, yang bertanggung jawab dengan menyediakan fasilitas dan membina perdamaian agama, sumber daya dikoordinasikan secara efektif. Indikator disposisi adalah sikap dan tindakan positif yang secara konsisten diberikan oleh staf medis untuk menanamkan rasa aman dan nyaman. Keberhasilan vaksinasi di Indonesia ditentukan oleh komunikasi media sosial. Berbagai sosialisasi dan edukasi ditawarkan secara efisien dan berkontribusi pada pelaksanaan program. Penelitian ini hanya berfokus pada peran kontak media sosial dalam mensukseskan program vaksinasi COVID-19 di Indonesia.

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INTRODUCTION

In the global era, information technology can be used quickly and accurately in collecting data, receiving information, and utilizing technology to meet shared needs (Guillamón et al., 2016). Information media is needed to develop personalities in a social environment and meet various information requirements (Azmi, Fathani, et al., 2021). Communication created in the media can provide information that can involve the community (Azmi, Weriframayeni, et al., 2021). The information needed can be accessed through social media, which is used quickly without limits (Kurniawan et al., 2022). Communicate and can provide influence on thoughts people. Using social media is an effort to seek and find information and create a sense of comfort.

The development of social media influences aspects of human life and, with sophistication, can find out the contents of the world (Muhyiddin, 2020). The sophistication of technology provides the development of science and includes convenience from various sectors and can change a person's mindset. The use of internet-based media is currently experiencing a considerable increase (Demircioglu & Chen, 2019). Social media can be used by individuals or groups in social life (Laksana, 2020). Various benefits are felt from using the internet to interact with people without obstacles. Information is a complex component in providing public services and information in an open manner (Alencar, 2018).

The openness of information media is a form of positive relationship patterns. It impacts the success of a condition, and the various information available can affect the social and political aspects of society (Azmi, Fathani, et al., 2021). Indonesian culture in the middle to upper class cannot be separated from information technology. The ease of use of technology is an indicator that requires people to use information technology. The positive impact of social media is the disclosure of critical data, especially in the COVID-19 pandemic in providing information and control. Social media cannot be separated from people's lives and influences political and social aspects (Islam et al., 2020). All circles of society use social media and are the primary needs in finding information (Arribas-Bel et al., 2015). Ease of use of social media and immediate impacts social media.

The development of social media with technological sophistication can influence society in providing or receiving information positively or negatively. Providing information services easily and quickly is advantageous for social media as a medium with very effective data delivery technology (Lachlan et al., 2016). Communication media is needed by society by contributing to various sectors, namely: Economic, social, cultural, and political (Wang & Yang, 2020). Social media is a super-intelligent media that brings together people from various groups worldwide without boundaries and distances.

The world has rapidly progressed through cultural changes and shifts which can have a harmful impact and, on the other hand, also have a good result (Akhther & Sopory, 2022; Patma et al., 2021). The information Various services provided by social media are information about disease outbreaks that have been provided by social media is information about a disease outbreak that has given fear around the world, namely the COVID-19 outbreak that emerged and was reported from the city of Wuhan, China, at the end of December 2019 and spread rapidly throughout countries in the world (Merchant, 2021). The COVID-19 outbreak has experienced a significant increase with negative impacts in all sectors (Makmun & Hazhiyah, 2020).

The disease epidemic that continues to spread requires proper control and is the government action in response and common security goals; in this case, the Indonesian Government forms a policy on vaccination for all Indonesians by the end of 2020 (Marliaz & Azih, 2021). Vaccination activities are policies made by the Government of Indonesia with the stipulation of regulations on vaccine procurement and vaccinations in controlling the COVID-19 disease in the Presidential Regulation of the Republic of Indonesia Number 99 of 2020 (Muhyiddin, 2020). Vaccine administration must be considered in detail and well. It is necessary to pay attention to various responses or responses from the community through mixed media, namely through social media (Satispi et al., 2021).

Countries in Southeast Asia related to the implementation of vaccines, the government and society responded quickly and gave good responses regarding their success. According to Annur (2022) Indonesia's COVID-19 vaccination ratio is still very low, namely 17.8% per 100 population. When compared with other countries, it occupies the position of 7 out of 10 Southeast Asian countries. Unlike Vietnam, Malaysia and Thailand, their vaccination ratios are much higher, namely 65.9 per 100 population, 55.7 per 100 population and 49.8 per 100 population. This low ratio requires a strategic plan to encourage successful vaccination and increase public trust. It is necessary to pay attention to the quality, feasibility, short and long risks, procedures and others to be conveyed to the public related to the successful implementation of the COVID-19 vaccination in Indonesia. All of these aspects must be considered in detail so that vaccination activities can run well and avoid things that will actually be detrimental. The vaccination activity plan must also consider various inputs, one of which is by looking at how the public's response and opinion is towards the vaccination. The community provides responses and opinions on various social media, one of which is Twitter.

The vaccine program is a program created by the Government of Indonesia by taking four variables, namely Communication, Resources, Disposition, and Bureaucratic Structure (EDWARD III, 1980). The media most widely used by all Indonesians is Twitter. Social media is at a high percentage, reaching 52% of users and providing various essential and valuable information (Stephanie & Nistanto, 2021). This research focuses on "Social Media Communication in the Successful Implementation of the COVID-19 Vaccine Program in Indonesia". The correlation and close relationship between vaccines and Twitter social media can be combined into one unit that increases the success of the implementation of COVID-19, simultaneous vaccine campaigns through social media, attractive invitations and prizes to increase community participation.

This research is different from previous research. This research focuses directly on social media through communication in the successful implementation of the COVID-19 vaccine Program in Indonesia using NVivo 12 Plus software. It can produce data openly and the presence of new scientific knowledge. This study has a novelty in managing and analyzing data. Subsequent research is disseminated to study the effectiveness of vaccination in preventing and controlling COVID-19 in Indonesia.

METHOD

This research uses descriptive qualitative research by describing and analyzing the findings in more detail (Creswell, 2018). Social Media Communication in the Success of the Implementation of the COVID-19 Vaccine Program in Indonesia is measured by communication, resources, disposition, and bureaucratic structures. Data analysis in this study with the help of NVivo 12 plus software, data retrieval through the Twitter account of the Ministry of Health of the Republic of Indonesia @kemenkes RI and West Sumatra Provincial Health Office with Web Chrome. Data management with the crosstab features automatically by testing the results of statistical data and can comparisons that result in indirect variable analysis results (Zamawe, 2015). Using the Crosstab Query feature by entering codes (manual, generated, etc.) and can cause automatic calculations of social media communications in the successful COVID-19 Vaccine program in Indonesia. The Word Cloud feature can retrieve and find the most popular words in a discussion most frequently in a discussion. Data were collected and collected from January 2021 to June 2021. Collecting data on Social Media Communication in the Success of the Implementation of the COVID-19 Vaccine Program in Indonesia is supported by various literature from previous studies. This study only displays Social Media Communication in the Success of the Implementation of the COVID-19 Vaccine Program in Indonesia.
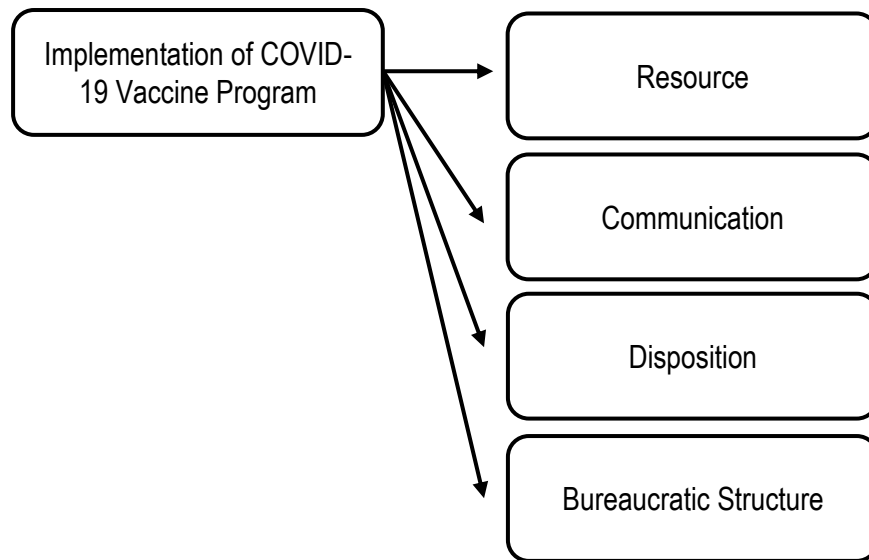
Figure 1. Framework of the COVID-19 Vaccine Programe in Indonesia

FINDING AND DISCUSSION

The success of the policy can be seen from the implementation of the program and the stipulated rules (Makmun & Hazhiyah, 2020). The program is a process in sustainable development that can improve the quality of society in the future (Rahmatulloh & MSN, 2017). The world organization is WHO provides guarantees for the world community to obtain good quality and health services, hoping that countries in the world can provide better health services (Liu et al., 2020).

The COVID-19 outbreak is a global disaster, so efforts are needed to minimize it by carrying out vaccinations to reduce the impact. Vaccination is an effort to reduce the effect of exposure to COVID-19. The study of a policy is a crucial aspect that can see the success of program objectives in policy processes, communication can support and influence all sectors of community life (Toni, 2017). Social media with various communications provided can support the success of the COVID-19 Vaccine program with various connected communications, resources, dispositions, and bureaucratic structures. The results of the data analysis can be seen in Figure 2.
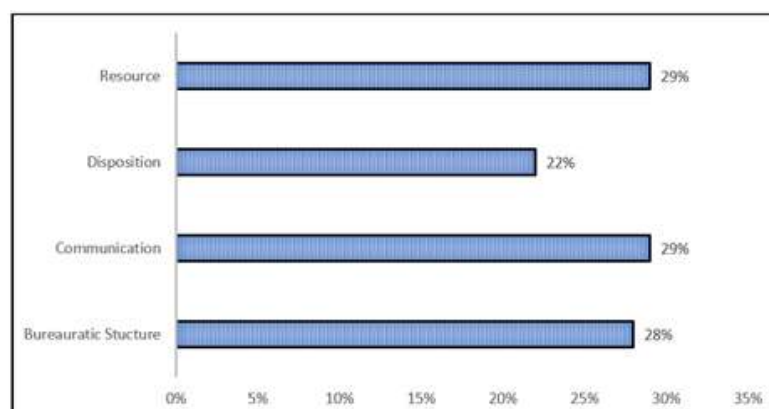

Figure 2. Crosstab Query Based on Analysis through NVIVO12+

Communication

The various policies made involve multiple groups and influence the success of the established programs (Darmawan et al., 2019). The success of a program or procedure that has been determined is controlled by the existence of policy objectives, strong communication, adequate resources, and firm characteristics in the social, economic, cultural, and political fields (Porumbescu, 2016). The program's execution would be effective if the program's scale and policy priorities are identified by people who are accountable for meeting the targets. As a product and operation, information and communication technology has evolved in this manner (Prasetyono et al., 2022). As a result, it has a wide range of applications that shape our whole lives. Modern policies should be reviewed in support of community development or policy implementation (Suroso, 2016). Communication technology through social media can support various government activities by complementing various public communications, socializing activities, providing services, and as a forum for education to the public about the policies that have been set (Feeney & Welch, 2016).

Information is a source of awakening in the development of knowledge and carrying out the community's social life. Implementing the vaccination program in Indonesia has highlighted the importance of access to knowledge in understanding the Indonesian people's current situation. Figure 2 shows the correspondence given in implementing the vaccine program in Indonesia from data management results through NVivo 12 Plus. The findings can be explained that this program has been endorsed and started on January 13, 2021. The opening of this program by the President of the Republic of Indonesia, Joko Widodo, with the Sinovac Vaccine.

Results The standard efficacy measured in Bandung shows that the Chinese-made vaccine has an effectiveness of 65.3 percent, which is considered appropriate according to the standards of the World Health Organization (WH0), and vaccination is required of at least 50 percent of the pollution. Implementation of the Sinovac-coated vaccine reduced the spread by as much as 65 percent. During the implementation of the vaccine, the communication explained that vaccination is an action that can increase growth resistance, is safe without side effects, is legal, and is lawful. The information provided to the public will generate a sense of trust and participate in implementing the vaccine. Data on February 24, 2021, explains that to protect young people in a safe learning process, educators and educators prioritize receiving the COVID-19 vaccine.

Vaccination goes well; the information provided will provide knowledge and understanding for the community. The explanation is that a person can be infected with COVID-19 after receiving a vaccination because it is in the incubation phase while undergoing vaccination. The COVID-19 vaccine with a multiple-dose injection must be followed. The second injection of the vaccine is a suture that can strengthen the body's immunity, and it takes at least 28 days after being vaccinated to create a stable immune system. Twitter data shows that the Ministry of Health is active in various communications about vaccinations that can increase the body immunity and prevent COVID-19 transmission.

According to WHO, March 2020 is the number with the highest transmission. Providing vaccines to the public equipped with reliable health facilities will provide good health insurance and reduce the spread of COVID-19. The vaccines produced by Sinovac and PT Bio Farma have been tested safe, and there is an official halal guarantee for Muslims. A statement from the COVID-19 Coordinator and Spokesperson for COVID-19 that the handling of COVID-19 was carried out with safety procedures and that the vaccine test process had been approved, and it was confirmed that each individual received vaccination services. The report results show that the strong participation of social media through the Twitter account of the Ministry of Health supports the success of the vaccine program supported by information services to the Indonesian public widely and openly. Figure 3 is supported with various hashtags produced in implementing programs and support.
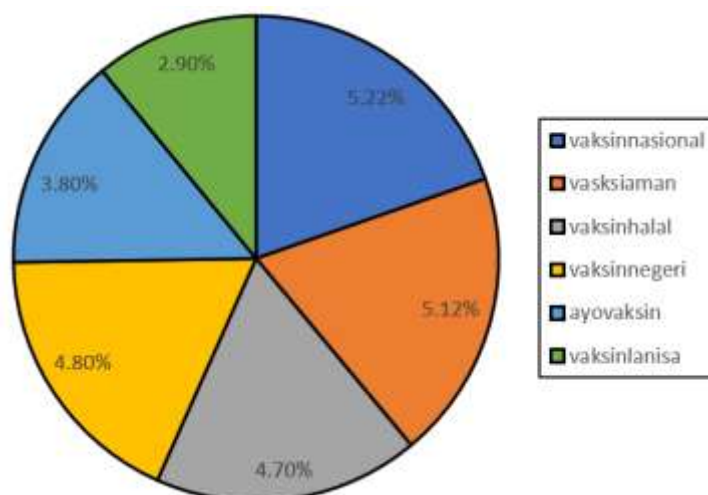
Figure 3. Social Media Activities by Government

Twitter account technology offers different aspects of transparency for knowledge development and can analyze data with NVivo 12 Plus with various visible activities. The results of the analysis of the Twitter account through the Indonesian Ministry of Health's report, by looking at the action of hashtags regarding the implementation of vaccines in preventing the spread of the COVID-19 virus, namely: national vaccines, vaccines, legal vaccines, national vaccines, ayovaksin, and vaccinansia which are support for ongoing programs aimed at each group.

Hashtag's activity guarantees coordination and support for the Government's program to reduce the spread of COVID-19 in Indonesia by coordinating with related parties and making the program a success. The findings show that vaccine implementation is under surveillance, and on January 21, 2021, it shows that as many as 2.2 million have received vaccination services. Collaboration between the Government in dealing with this pandemic is a collaboration in fighting COVID-19. In this case, the program's implementation has collaborated between the Ministry of Health and PT. Media Dokter Investama or known as Halodoc, which has contributed significantly to the success of the COVID-19 vaccine program in Indonesia.

The vaccine program in Indonesia with the regulations stipulated in the law, namely the Minister of Health Regulation Number 10 of 2021 concerning Implementation of Vaccinations in the Context of the Corona Virus Disease Pandemic (COVID-19). The program's success is supported by the existence of cooperation between government agencies from Provinces to Cities and Cooperation with the private sector and supported by all Indonesian people. Through collaboration, the government and private parties can support the implementation of the program maximally, and it is targeted that as many as 181.5 million people have been vaccinated within one year. Good communication is open communication and can provide understanding for all parties involved.

Resource

An essential component in the program's success is talented resources, including expert medical staff and supported by relevant information in implementing government programs supported by good suggestions and supported by sufficient funds. The success of policies through political communication will provide support from the community. Government policies for the community can improve sustainability for a better life in the long term. We are improving the quality of public health services to achieve more excellent services and provide satisfaction to the community. Good service is a service that has good coordination with various institutions that can support the program's implementation.

The implementation of the Health program is a process in realizing sustainable development and fulfilling the health rights of every community, as well as the realization of welfare for the wider

community. The program is a series of activities that involve human resources with various strategies that can achieve program objectives. The results of the NVivo 12 Plus analysis showed a percentage of 29%. These results indicate that the implementation of the vaccine program is supported by adequate and reliable resources, supported by good cooperation between the Ministry of Youth and Sports in collaboration and the Ministry of Health to provide vaccinations for employees. Vaccination can prevent the positive number of COVID-19 from increasing and build a sense of care between fellow human beings.

The COVID-19 vaccine program has medical personnel who are reliable and friendly to all communities in vaccination services and are supported by collaboration with various institutions to succeed in the established programs. On January 18, 2021, based on a source from the Ministry of Health, there was action in breaking the chain of transmission of COVID-19 by implementing 3T, namely Massive Testing, Tracing, and Treatments. The implementation is carried out in 98 districts/cities in Indonesia. The findings of the information from the analysis show that on April 2, 2021, Joko Widodo, as the President of the Republic of Indonesia with Budi Gunadi Sadikin as Minister of Health, carried out direct supervision of the verification process and provided an assessment of medical personnel who were considered orderly in program implementation, regular, and deemed reliable with high competence (Rachman & Pramana, 2020).

Vaccination to the entire community by implementing health protocols, reliable media personnel who understand the program, and providing program socialization to the community can give trust to the community and ensure that the vaccine program can protect others and, most importantly, protect themselves. Through Indonesian government regulations, vaccination preparation in Indonesia is equipped with complete and reliable health facilities, the availability of shared logical medical needs. Resources include midwives, nurses, specialist doctors, and general practitioners with the implementation of good health protocols. The success of the vaccine program is supported by reliable resources and has created the program's objectives in reducing the spread of COVID-19.

Disposition

Implementation is actions taken by groups or individuals to carry out the policy process (Sudaryanto et al., 2019). The government's role in policy is the key to success that has been determined. Policies are influenced by compliance with established policies. Regulations made to meet the target program achievements. Government collaboration in dealing with COVID-19 creates the proper steps (Subowo et al., 2019).

The implementation of a program is influenced by an attitude or disposition, which response to an ongoing program's performance in the form of action towards implementation in acceptance or rejection (Saunders & Saunders, 1994). Various information from the Twitter account of the Ministry of Health of the Republic of Indonesia from the results of the NVivo 12 Plus data analysis on the implementation of the COVID-19 vaccine program with a percentage of 22%. The results of the data analysis show that there is genuine openness and support in the COVID-19 number reduction program from the account of the Ministry of Welfare of the Republic of Indonesia. The response given from medical personnel indicates a responsive reaction to community services. The public and the public are enthusiastic about the government program regarding vaccines in participating in the program as a commitment to fight COVID-19.

The response from the government is cooperation that supports the success of programs and information on social media disclosure in the proper steps in obtaining the best results that can provide views of the community. The support provided is based on the latest data on April 6, 2021; Budi Gunaidi Sadikin offers moral support, the Minister of Health of the Republic of Indonesia, in providing support and supervision in the vaccination process in Padang City for tourism actors, elderly groups, and various public service officers (Bestari, 2021; Nindy, 2021). The Indonesian government has succeeded in creating a sense of confidence in carrying out vaccinations, as evidenced by the implementation of the first vaccine by the President of the Republic of Indonesia, Joko Widodo, who provided assurance

that the vaccine has been tested reliably and safely. Disposition is an essential indicator in the success of a program and is a form of support and concrete action in a program.

Bureaucratic Structure

The bureaucratic structure is a norm that must be completed in the implementation of programs related to the official executive body in carrying out the policies that have been set (Saunders & Saunders, 1994). Strategy in policy development by understanding the laws and regulations and socialization to understand standard policies. The program's implementation is carried out correctly and according to procedures without any differences in community groups. The activities carried out are the objectives of an implementation program that has been made (Shofiana, 2020). The various stages that are considered in the policies implemented can determine the government's success, which is implemented according to planning (Sasmito & Nawangsari, 2019).

The vaccine program in Indonesia is the government's responsiveness in dealing with emergencies due to COVID-19 with the hope of preventing and reducing the spread. The results of data analysis with NVivo 12 plus showed a percentage of 28%. The bureaucratic structure is an aspect of security assurance in a program reference. With the implementation of the vaccine program, the Indonesian government aims to fight the COVID-19 pandemic by establishing and implementing a vaccine program. The rules set out in this program are those in the Government Regulation of the Republic of Indonesia Number 10 of 2021 concerning the Implementation of Vaccinations in the Context of the 2019 Corona Virus Disease Pandemic (COVID-19). Sharing government agencies are involved and have an essential role, and success is judged by the support and cooperation in achieving program objectives (Suwignyo & Yuliantri, 2018).

The implementation of government programs is a form of concern for all Indonesian people. The encouragement and support from others is an indicator of an ongoing program that will develop various sectors of human life. The analysis results show that there are activities regarding communication-related to a clear and official bureaucratic structure made by the Government of the Republic of Indonesia that can get the best results for all Indonesian people in fighting COVID-19. Figure 4 shows the openness of data and information provided by the Ministry of Health of the Republic of Indonesia in the era of the COVID-19 pandemic, which implies open knowledge.

Figure 4. Word Cloud Result

The Indonesian government has clear and firm rules in preventing the spread of COVID-19 by stipulating the prevention of the COVID-19 pandemic in the Minister of Health Regulation Number 10 of 2021 concerning Implementation of Vaccinations in the Context of the 2019 Corona Virus Disease Pandemic (COVID-19). The stipulation of these rules is to prevent significant problems currently being faced around the world that damage sectors of economic, social, political, and social life. The Ministry of

Health of the Republic of Indonesia, through Twitter account activity and from the results of the NVivo 12 Plus analysis, produces a communication style that supports the program's success. Available information from the Twitter account of the Ministry of Health of the Republic of Indonesia can be seen in Figure 4, which is the application of widespread and open data access.

Tabel 1.

Word Frequency of Analysis

Word	Length	Count	Weighted Percentage (%)
Vaccination	6	202	006
COVID-19	6	130	005
@kemenkesri	12	76	004
Vaccine	8	48	004
Health	10	33	004
2021	9	38	004
Together	8	33	004
Older	7	23	004
Implementation	13	25	004
Medical	7	23	004

The activities or activities of the Twitter account of the Ministry of Health of the Republic of Indonesia from the results of analysts through NVivo 12 Plus the Word Frequency feature can display words or discussions that are popular in the COVID-19 vaccine program as an effort to prevent and fight the increase in the positive number of COVID-19. Vaccination is a popular word in this discussion that supports vaccination as a safe and lawful vaccination and supported by reliable medical personnel. The argument presented is a strategy and form of joint support in implementing programs and solidarity against COVID-19.

CONCLUSION

The COVID-19 Vaccine Program is a policy set by the Government of Indonesia to prevent the increase in the number of COVID-19 in Indonesia, which is a good strategy in the current conditions, and support in data transparency will support the success of the program. Social media is a medium that is open to various information. The implementation of the COVID-19 vaccine program through social media support can be seen from the existence of four indicators, namely Communication, Resources, Disposition, and Bureaucratic Structure. The study results show that social media through communication in the implementation of the COVID-19 vaccine program has been running with open information that discusses the importance of vaccination, its possible impacts, and support from various institutions involving the Government, private sector, and all communities that support success. Program. It promotes capacity through resources with the Cooperation of the Ministry of Youth and Sports and the Ministry of Health regarding providing vaccine activity facilities and creating community harmony.

Disposition is an attitude that contributes to the success of a program with the philosophy of medical personnel who provide a sense of security to the entire community and provide education that builds the success of the program. A solid and clear bureaucratic structure is a reference in the program, which is stipulated and regulated by the Government of Indonesia in the Minister of Health Regulation Number 10 of 2021 concerning Implementation of Vaccinations in the Context of Combating the Coronavirus Disease Pandemic Regulations are clear and are an indicator of success. Through

social media in the vaccine program in Indonesia, available information is to support and make government policies successful and open to the public. This research is limited to social media communication supporting the implementation of the COVID-19 vaccine program in Indonesia. Further research is hoped to be able to evaluate the policy of the vaccine program in Indonesia.

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