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Effective or Not? The Crisis Communication in Social Media Indonesia COVID-19 Team Affect Behavioural Intentions to Get Vaccination with Big Data Analysis

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ABSTRACT

The COVID-19 epidemic, the most significant economic crisis to hit the planet in the previous fifty years of human history, is about to occur in 2020, and it saw an equally dire state of affairs in Indonesia's economy as elsewhere. To overcome this crisis, the government marketed the immunization program as a "game changer" for achieving herd immunity and the country's economic revival. Unfortunately, the vaccinations continue to have a low uptake. To avert this, a special committee must be formed to ensure a successful vaccination program to try and carry out various vaccine campaigns to gain full public awareness, one of which is through social media. This research used a mixed methods approach, combining quantitative and qualitative research techniques, mainly applied to social science theories and transformative paradigms. This research aims to measure the effectiveness of the COVID-19 team's crisis communication in delivering vaccine campaigns on social media, especially on Twitter, belonging to KPCPEN, a government-made group tasked with carrying out Indonesia's economy. The results show that greater crisis responsibility and response lead to higher behavioural intentions to vaccinate among netizens. Twitter data collection shows that netizens give positive tone tweets about booster vaccinations directed by the government. This is also supported by various communication strategy steps formed by the government so that people know about getting vaccines. Future research could compare remote communities that have difficulty accessing information from the government and measure the effectiveness of how it affects them.

Keywords: *Indonesia vaccination, COVID-19, economic recovery, big data, social media.*

INTRODUCTION

The presence of COVID-19 has driven numerous countries to adjust their worldviews and adapt as rapidly as possible to the "new world." This pandemic has posed a severe threat to human physical and mental health, and it has had a considerable impact on daily life, with psychosocial consequences on a global scale. As of August 8, 2021, Worldometer published data on COVID-19 instances per day, reaching over 697 thousand individuals; the total number indicated that at least 202 million people were infected globally, with over 4 million cases resulting in death (figure 1).

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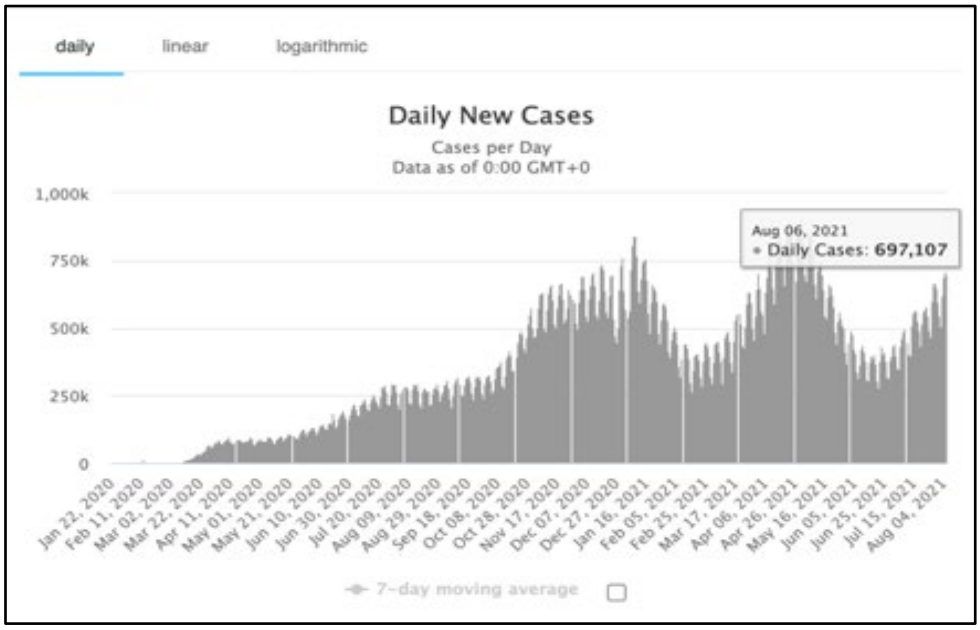

Figure 1: World daily new cases (Worldometer, 2021)

The pandemic breakout has ramifications for public health that are truly unimaginable. More than 210 countries have been impacted, and the majority are still implementing quarantines, lockdowns, mask-use requirements, and public distancing (Wang et al., 2021). The globe is on the approach of experiencing the most significant economic crisis in its history in the previous fifty years because of the COVID-19 epidemic. The International Monetary Fund (IMF) report "The World Economic Outlook" projects that the global economy will grow by minus 3.5 percent in 2020–2021, which is worse than the growth of the Asian monetary crisis in 1998 and the global financial crisis in 2009 (Muhyiddin & Nugroho, 2021).

Indonesia has also been affected by this situation. In 2020, the Indonesian economy was as poor as anywhere else. The economy shrank sharply over the next three quarters of 2020, growing by minus 5.3 percent, 3.5 percent, and 2.2 percent, respectively, following a 3% expansion in the first quarter (BPS, 2021).

Bambang Brodjonegoro, Indonesia's Research and Technology Minister, also claimed that the global pandemic induced by COVID-19 has turned into the world's worst economic calamity. The Spanish flu occurred hundreds of years ago, yet as the global economy was not formed and was still autonomous, the financial impact was significant but confined (Putra, 2021). In Indonesia, on March 2, 2020, the first positive case of COVID-19 was reported, and investigations are ongoing to learn more about the virus. In March 2020, the Indonesian government faced the difficult decision to mitigate the spread of the virus by implementing large-scale social restrictions, including lockdowns, business closures, and movement restrictions (Esfandiary et al., 2021).

The government is trying its best to find the optimal solution to the COVID-19 pandemic, which includes striking a balance between COVID-19 prevention and national economic recovery. This method was proven to be effective over time. Compared to global conditions, the percentage of active cases in Indonesia until May 26, 2021, was recorded lower at 5.4% (global: 8.8%). Meanwhile, the recovery rate was at 91.9% (global: 89.1%), though there is still room for improvement in the mortality rate, which is considerably higher than the worldwide average. The Coordinating Minister for Economic Affairs, Airlangga

Hartarto, said that the government is focusing on the vaccination program as a "game changer" for the national economic recovery, which is targeted to be given to 181.5 million people to achieve 70% of herd immunity (Press Conference of Coordinating Ministry for Economic Affairs, 2021). Subsequently, group resistance cannot be shaped if it alludes to the adequacy of COVID-19 immunization, which is still moo. Crowd insusceptibility can be shaped by the encounter of being contaminated with the infection sometime recently (Khatiwada et al., 2024; Setyowati et al., 2023).

Vaccination is the cornerstone for preventing infectious diseases among the most effective public health measures. No matter how far vaccination research advances to maintain herd immunity, halt the spread of illnesses that can be averted by vaccination, and ensure the use of these vaccinations, public acceptance of novel vaccines is required. Unfortunately, there is still a limited uptake of several immunizations. "Vaccine hesitancy" is one of the top ten threats to global health in 2019, according to the World Health Organization (WHO). This is the result of infections that are still present but can be avoided with immunizations. Significant concerns about the security profile of the COVID-19 antibody and potential side impacts taken after inoculation were cited as the essential reasons for immunization aversion. Apart from a portion of the population that rejects vaccines, the newness of the disease and worries about the vaccine's safety and effectiveness have led to many people in the US expressing hesitation about getting vaccinated against COVID-19 (Troiano & Nardi, 2021).

In this way, it is vital to supply convenient and straightforward data on COVID-19 antibodies and inoculation to address these concerns and overcome obstructions to executing inoculation programs in Indonesia (Khatiwada et al., 2024). Getting a COVID-19 immunization is one way to anticipate the seriousness of COVID-19. Be that as it may, not all antibody measurements have reached the desired scope level. According to this ponder, sex could be a calculation that impacts a person's immunization acknowledgment (Nugraheni & Sulistyawati, 2023). The government's efforts to vaccinate the population throughout Indonesia have encountered obstacles in the form of false or hoax news (Ilhami et al., 2023; Rochani et al., 2021). Territorial status and day sort must be vital for creating and quickening immunization programs (Ilhami et al., 2023).

The mothers who took part in the study had negative attitudes towards the HPV vaccine, as well as many misconceptions and the absence of support from healthcare providers and government health authorities about HPV vaccination, which failed to communicate meaning to mothers. Research from Whitehead et al. (2023) explains that there has been misinformation and disinformation causing vaccine hesitancy arising from the COVID-19 vaccine. Newspapers can frame the COVID-19 vaccination' in a constructive way. Sensationalized language and depictions of harmful effects have been used, which could make readers anxious and harm their decision to receive the vaccination. To increase public trust in the COVID-19 vaccine and the ability of the people to resist the pandemic, it is important to emphasize positive emotions in news coverage of the vaccination (Malik et al., 2022).

Indonesia's most significant challenges in fruitful COVID-19 inoculation are open acknowledgment and cooperation. Subsequently, endeavors to teach the open must proceed to be moved forward through different data channels (Andiani et al., 2023). Amid the COVID-19 widespread in Indonesia, mis-data and deceptions have contributed to immunization aversion among guardians and caregivers, particularly concerning antibodies that require

different infusions as a portion of scheduled immunization. This circumstance poses a critical chance to children because it increases their helplessness to preventable illnesses (Sinuraya et al., 2024).

To avert this, a special committee must be formed to ensure a successful vaccination program. The Committee for Handling Coronavirus Disease and National Economic Recovery or *Komite Penanganan COVID-19 dan Pemulihan Ekonomi Nasional* (KPCPEN), is a government-created group assigned to carry out Indonesia's economic recovery and COVID-19 prevention initiatives. They continue to strive to carry out various vaccination campaigns to gain full public awareness, one of which is through social media. They understand that social media is critical in receiving and spreading information in the digital age. Many people are impacted by the messages sent through social media as a digital medium.

This article will analyse and describe the effectiveness of the Indonesian COVID-19 team's crisis communication using extensive data analysis. Social media has proven to be a significant tool for marketing and behaviour change (Sutjiadi & Prasetya, 2021; Putri & Oktaviani, 2022; Tyas & Hutagaol, 2021). Similarly, the communication efforts by KPCPEN have successfully influenced behaviour and intention among social media users regarding vaccination. However, how effective are these social media campaigns in the context of Indonesia's economic recovery?

Furthermore, the article will explore the broader implications of these findings for Indonesia's economic recovery. Effective crisis communication is crucial for public health and restoring confidence and financial stability. By examining the interplay between social media communication and economic outcomes, this study aims to shed light on the critical role of digital platforms in shaping public behaviour and economic resilience in times of crisis. The insights gained from this research could inform policy decisions and strategic planning for both current and future public health challenges.

LITERATURE REVIEW

This research, related to the study of crisis communication, will use Situational Crisis Communication Theory (SCCT) through the audience orientation to shed light on how the public views crises, responds to crisis response plans and views the organization experiencing a crisis. Crisis communication aims to eliminate unwarranted worries and minimize uncertainties by rapidly and accurately conveying the issue. The basic idea of SCCT is crisis responsibility, whereby attributions play a crucial role in shaping people's perceptions of an organization's reputation during a crisis and their emotional and behavioural reactions to it afterward (Coombs & Holladay, 2010).

All of the SCCT dimensions are depicted in the model below, which serves to both explain and direct the process of putting research into reality. Using Coombs' research as a guide, SCCT was chosen as the theoretical framework for this study because it has the strategic benefit of employing crisis management characteristics to predict successful communication methods from an extensive reputation list. This study will concentrate on four factors: reputations, behavioural intents, crisis response techniques, and crisis responsibility—the central component of situational crisis communication theory.

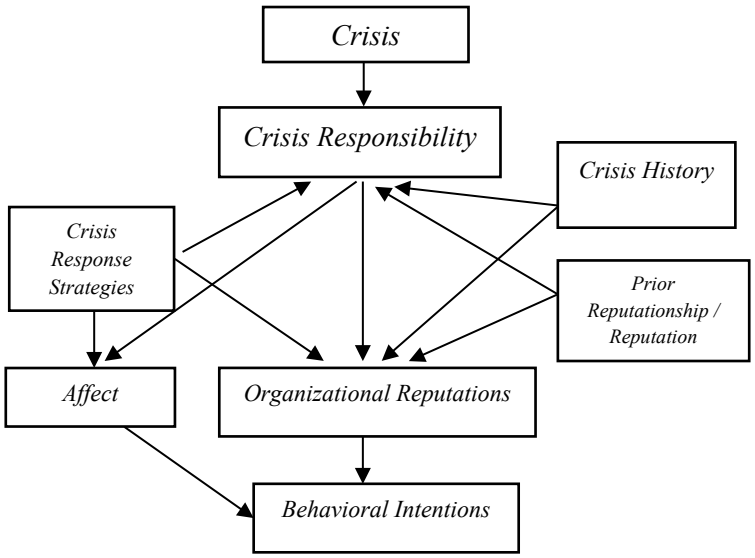

Figure 2: Model of Situational Communication Crisis Theory (Coombs & Holladay, 2010)

How a company responds to a crisis once it arises dramatically impacts how well crisis management generally works (Lee & Jahng, 2020). The theory of attribution explains the reasons behind events or situations. An external locus of crisis cause denotes that the crisis is thought to have been created by parties other than the organization. According to SCCT, several crises will lead to varied attributions of crisis responsibility or the extent to which a stakeholder feels the organization is to blame for the crisis. Stakeholders' assigning of blame for the situation causes emotional responses and may harm their reputation (Richards JR et al., 2017). The scope of the issue People's cognitive assessments of organizational crisis is indicated by responsibility as the predictor variable. The Situational Crisis Communication Theory (SCCT) guides what factors to consider while developing the best crisis response plan to preserve an organization's reputation (Coombs & Holladay, 2010). According to SCCT, several crises will lead to varied attributions of crisis responsibility or the extent to which a stakeholder feels the organization is to blame for the crisis. Stakeholders' assigning of blame for the situation causes emotional responses and may harm their reputation (Richards JR et al., 2017).

The crisis response techniques are separated into three main categories by SCCT: rebuild, decrease, and deny, with one additional category for reinforcing. Deny tactics aim to demonstrate that the crisis did not occur or that someone else was in charge of the incident, negating the organization's accountability. The goal of diminishing techniques is to minimize the situation's perceived significance and the organization's accountability. Plans for rebuilding are designed to improve the organization's image by providing compensation and an apology. They are very understanding. Reinforcing strategies work to spread positive information about the company by complimenting others (ingratiation) and reminding people of the organization's past good deeds (bolstering) (Coombs & Holladay, 2010). Pointing out how uncommon such an occurrence is for the company and how many patients have received successful treatment would be a strengthening tactic. Usually, this tactic would be applied in concert with other rhetorical techniques. Giving compliments to others is a tactic to gain the person receiving the praise's acceptance. Similar to boosting, this tactic is usually employed with other rhetorical devices (Coombs & Holladay, 2010).

This study utilized recent findings from Kim (2016) to assess the behavioural characteristics of situational communication. CAPS distinguish between communicative activeness in the taking, choosing, and offering information based on active and passive components. Six communication behavioural variables are produced due to how CAPS conceptualize communication behaviours in three domains: information acquisition, selection, and transmission. These variables include seeking (active) and attending (passive), forefending (active) and permitting (passive), forwarding (active), and sharing (passive) in the information acquisition domain. These factors include sharing (passive) and forefending (active) in the information transmission domain (Kim, 2016).

Previous studies have assumed that people's behavioural intentions to engage in and adopt protective behavioural measures vary depending on the crisis communication style they are exposed to, particularly regarding how trustworthy the source is. The impact of communication strategy on behavioural measures (intention and acceptance) must be disregarded, as participant assessments of the behavioural measures were unaffected by the various communication tactics employed by mayors. Therefore, this study posits the following hypothesis.

The corporate reputation scale was adapted from McCroskey's Character subscale to measure ethos. Coombs has changed the character of McCroskey's conceptualization of trustworthiness and goodwill from the speaker to the organization, or in this case, Indonesia's COVID-19 team mentioned. The McCroskey scale consists of dishonesty, selfishness, distrust, and unfriendliness (Suci, 2019).

The company has sufficient cultural and reputational capital to withstand this setback. A less well-known or less relevant brand could suffer reputational harm, equivalent to an organization's suffering during a crisis. Changes to its token policy will probably be sufficient (Richards JR et al., 2017). The crisis threatens an organization's reputation (Coombs & Holladay, 2010). Therefore, this study posits the following hypothesis:

H1: Effect of crisis responsibility on organizational reputations
H2: Effect of a crisis response strategy on organizational reputations
H3: Effect of crisis responsibility on behavioural intentions through organizational reputations
H4: Effect of crisis response to behavioural intentions through organizational reputations

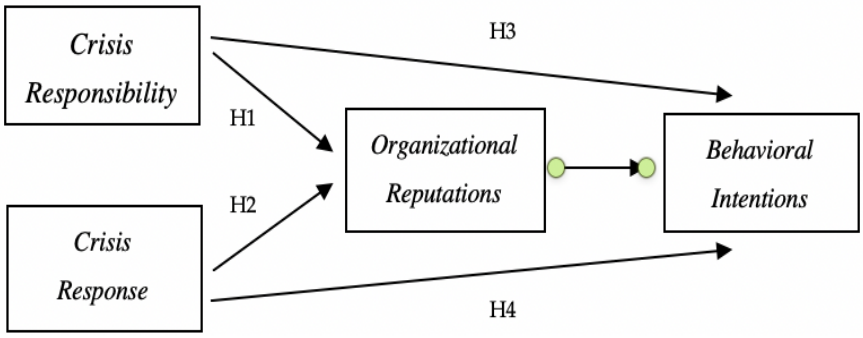

Figure 3: Model of Research (Researcher Processed Data, 2022)

This research aims to measure the effectiveness of the COVID-19 team's crisis communication in delivering vaccine campaigns on social media, especially on Twitter, belonging to KPCPEN, a government-made group tasked with carrying out Indonesia's economy.

METHODOLOGY

In this research, the mixed method approach will be used. This method combines quantitative and qualitative research techniques, mainly applied in social science theories and transformative paradigms. The mixed-methods inquiry about the plan is aimed at tending to quantitative and subjective investigation impediments. It embraces the down-to-earth approach as a modern one that guarantees social and restorative science inquiry (Aramide et al., 2023). Research techniques, such as focused focus groups and in-depth interviews using route analysis and Smart SPSS software, were utilized to assess the model's discriminant validity, convergent validity, and reliability. The sample is taken from a population of 5,044 followers of KPCPEN's Twitter account. However, the entire population does not have the same probability of being chosen as a sample, also called non-probability sampling. Analysts may use purposive inspecting to discover individuals with specific characteristics critical to the inquiry (Rahman, 2013).

Primary data is gathered by researchers directly from first sources or places set as research objects. This research will use KPCPEN's social media, specifically its Twitter account (@KPCPEN), as the primary research source. The primary data is obtained through online sharing via the Google Form application with a pre-determined sample. The sample selection is based on specific criteria to ensure the relevance and accuracy of the data collected. These criteria may include demographic factors, user engagement levels with KPCPEN's social media content, and other pertinent characteristics that align with the research objectives. The data collected will encompass a range of variables, including user interactions, engagement metrics, and qualitative feedback from respondents.

Secondary data, on the other hand, is defined as data published or used by the organization, not as data obtained directly by the researcher. This research uses secondary data from digital media (websites) related to KPCPEN, research journals, and relevant books. This includes previously published reports, articles, and studies that provide context, background information, and additional insights into the subject matter. The secondary data will be meticulously analysed to identify patterns, trends, and correlations that complement and enhance the primary data findings. Additionally, secondary sources may provide historical perspectives and broader context critical for a comprehensive understanding of the research topic. By integrating primary and secondary data, the research aims to offer a well-rounded and robust analysis of KPCPEN's social media impact and its broader implications. This research will use analytics to analyse a text and discover its hidden sentiment. People commonly use Twitter to express their emotions about something, both negative and positive emotions. Humans have five primary categories of emotions: love, joy, sadness, anger, and fear. Sentiment analysis can recognize these emotions (Tirtayasa et al., 2023). Based on @KPCPEN's Twitter account, the research will analyse two-class tweet sentiment classifications (positive and negative) or three-class tweet sentiment classifications (positive, negative, and neutral).

RESULTS AND DISCUSSION

1) Quantitative

a. Participants Characteristics

Table 1: Socio-demographic characteristics of study participants

	Variables	**Frequency**	**Percentage**
Gender	Male	122	29,2
	Female	325	70,8
Age	17-25	373	87,8
	26-35	32	7,5
	36-45	14	3,3
	45-55	6	1,2
	Above 55	3	0,2
Followed / Access Digital Media	Website - https://COVID19.go.id/	278	62,4
	Twitter - @lawanCOVID19_id	39	20,9
	Facebook - *Lawan COVID-19 ID*	1	0,5
	Facebook - *Relawan Informasi COVID-19*	78	0,2
	YouTube - *Lawan COVID-19 ID*	8	4,2
	TikTok - @lawanCOVID_19	22	11,8

b. Correlation Analysis

Table 2: Model 1

Variable	**Correlation Coefficient**	**Sig**
Crisis Responsibility	0,568	0.000
Crisis Response	0,348	0.000

Given that the crisis responsibility variable's significance value is 0.000 (<0.005), it can be said that it significantly affects the organizational reputation variable, and H1 is accepted. The crisis reaction variable's significance value is 0.000, indicating that the hypothesis (H2) that the variable significantly affects the organizational reputation variable is accepted.

Table 3: Model summary 1

Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.850[a]	,723	,721	2,81019

a. Predictors: (Constant), X2, X1

Based on the data above, it is known that the R square value is 0.723, which means that the influence of the crisis responsibility and crisis response variables is 72.3%. As for the calculation of e2, which is equal to 0.277, with the following calculations:

$$\sqrt{\boldsymbol{three}(\mathbf{1}-\mathbf{0},\mathbf{723})} = 0{,}277$$

Table 4: Model 2

Variable	Correlation Coefficient	Sig
Crisis Responsibility	0,518	0.000
Crisis Response	0,323	0.000
Organizational Reputations	0,019	0.001

The crisis responsibility variable considerably impacts the behavioural intentions variable, as indicated by its significance value of 0.000 (<0.005). The crisis reaction variable's significance value is 0.000 (<0.005), indicating a significant impact of the variable on the behavioural intention variable. The number indicates if the organizational reputation variable is significant at 0.001 (<0.005). Thus, there is a substantial relationship between the organizational reputation variable and the behavioural intentions variable.

Table 5: Model summary 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854[a]	,729	,727	2,77892

a. Predictors: (Constant), Z, X2, X1

Based on the data above, it is known that the R square value is 0.729, which means that the influence of the crisis responsibility and crisis response variables is 72.9%. As for the calculation of e2, which is equal to 0.526, with the following calculations:

$$\sqrt{(\mathbf{1} - \mathbf{0,729})} = 0{,}271$$

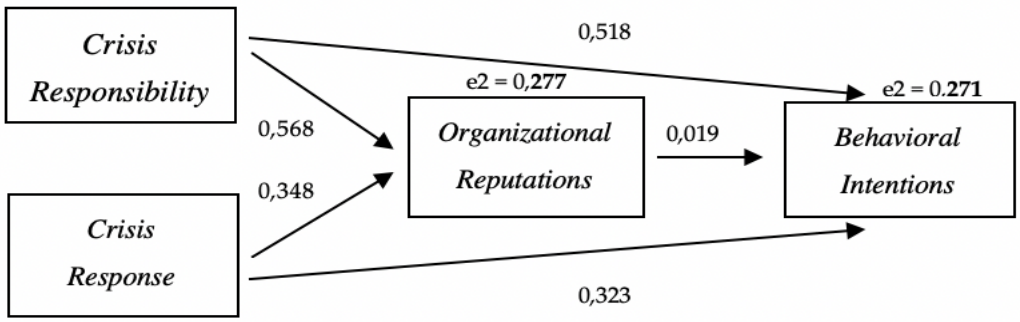

Figure 4: Results Model of Research (Researcher Processed Data, 2022)

The effect of crisis responsibility through organizational reputations is known to influence the behavioural intention 0.518 directly. Meanwhile, the indirect impact of crisis responsibility through organizational reputations on behavioural intention is 0.568 x 0.019 = 0.010. So that the indirect effect is smaller than the direct effect, it can be concluded that indirect crisis responsibility through organizational reputations has no significant impact on behavioural intentions, and H3 is unaccepted.

The effect of crisis response through organizational reputations is known to affect the behavioural intention of 0.323 directly. Meanwhile, the indirect impact of crisis responsibility through organizational reputations on behavioural intention is 0.348 x 0.019 = 0.006. Since the indirect effect is smaller than the direct effect, it can be concluded that indirect crisis response through organizational reputations has no significant impact on behavioural intentions. H4 is unaccepted.

c. Tweet Sentiment Analysis

The government continues to try to control the spread of the COVID-19 virus in Indonesia. One way the government has done this is to ask the public to vaccinate twice and add a booster to prevent transmission. President Jokowi has also asked the public to carry out vaccinations and boosters to control the spread of COVID-19 in Indonesia. This research was carried out by taking data from Twitter related to President Jokowi's appeal to the public to carry out vaccinations and boosters. Twitter data collection is done using Netlytic. Data was collected from May 31, 2022, to June 5, 2022, using the keyword: Jokowi booster. From the data collection, 260 tweets related to President Jokowi's appeal regarding the booster. Of these 260 tweets, 89 percent gave a positive tone, while 11 percent gave a negative tone. Here is a graph of the comments:

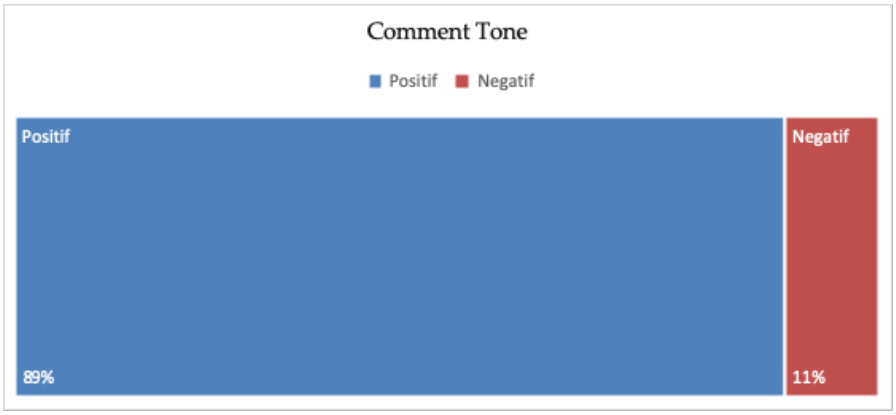

Figure 5: Diagram of comment tone

Negative comments regarding the president's appeal can be seen in the distrust of boosters in preventing the transmission of COVID-19. One comment compared Portugal, which had given boosters and also had a vaccination rate of 86 percent, but there were still waves of COVID-19 transmission.

> *@drpriono1 @jokowi @BudiGSadikin @aniesbaswedan Really? A new wave started in Portugal; the booster rate was 65%, and "fully vaccinated" was 86%—wonderful vaccine* 🤮 (@gwnz0410).

Then there are also negative comments about people who died because they were given boosters:

> *@drpriono1 @jokowi @BudiGSadikin @aniesbaswedan Hello...my sister's neighbor has received a booster, you know... he was healthy, suddenly died...and the final diagnosis was heart failure... how can I explain that...* (@yukar76)

Negative comments also appeared with accusations that this vaccination was to use up booster vaccines.

> *@drpriono1 @jokowi @BudiGSadikin @aniesbaswedan Finished the stock booster* (novvi_dewi)

However, there are also many comments from Twitter users who support giving this booster vaccine. Some of the tweets that support the administration of this vaccine are:

> *Even though the pandemic is sloping, booster vaccines are still necessary. Booster vaccine increases immunity 2x better than the 2nd dose @jokowi against the pandemic https://t.co/uNH0FRFGs4* (_riverheaven)

Then, the positive comments related to giving this booster were also seen by assessing the step of providing this booster as a good step.

> *@__Sridiana_3va My opinion is firm and undeniable: Booster vaccinations can withstand the Eid homecoming test. We are indeed "champions." The results of the serological survey in March 2022 prove that the levels of booster antibodies are very high, and there are many of them in vulnerable populations. Booster is Mr. @jokowi's policy* (Alva 1588).

Governments play a key part in widespread dealing because broad oversight is required to facilitate the foremost ideal reaction. However, broad oversight does not continuously come with plenteous assets. For COVID-19 immunization, governments are gathered to lead the charge in apportioning measurements to ranges with the most prominent requirement (Surianta & Patunru, 2024). A few analyzed analysts expressed that Sinovac received a positive reaction since numerous individuals utilized it, and the impact was mellow (Kristiyanti & Sri Hardani, 2023).

2) Qualitative

The World Health Organization (WHO) deemed the Corona Virus Disease 2019 (COVID-19) a worldwide health emergency in January 2020. Due to this deadly virus, all countries are simultaneously shifting their focus to strengthening aspects of mental health and safety. Early traces of the COVID-19 crisis in Indonesia began with the discovery of the first case in early March 2020. Every day, this case continues to claim hundreds to thousands of deaths.

The community must carry out mandatory procedures such as using masks, washing hands, maintaining distance, staying away from crowds, and reducing mobility. Testing and tracing are instruments carried out daily, accompanied by reinforcement of treatment by health workers who are always energized. Adapting to this new habit is a long and challenging journey for countries. Ignorance, uncertainty, and limitations allow people to continue to make corrections and adjustments.

Based on a statistical analysis by the Johns Hopkins University Center for Systems Science and Engineering (CSSE) on March 8, 2021, COVID-19 has caused 1.37 million cases and 37,154 deaths in Indonesia. This number is expected to continue to increase as long as people do not implement health protocols. The government has formed the Task Force for the Acceleration of Handling Corona Virus Disease 2019 (COVID-19) by Presidential Decree Number 7 of 2020, which was established on March 13, 2020, as part of the strategic measures it is continuing to take to combat the virus problem. In carrying out its duties, this Task Force is assisted by a Secretariat based at the National Disaster Management Agency (BNPB).

The Task Force for the Acceleration of Handling COVID-19 was formed with the following objectives: Enhancing the national health sector's resilience; b. Better anticipating developments in the COVID-19 outbreak's escalation; c. Handling COVID-19 more quickly through cross-ministerial and local government synergies; d. Increasing operational policy making's synergy; and e. Increasing readiness and capacity to prevent, detect, and respond to COVID-19.

There is an Executor and a Director among the members of this Task Force. The coordinating minister for Human Development and Culture, the Coordinating Minister for Politics, Law, and Security, the Minister of Health, and the Minister of Finance are the four ministers participating in the Steering Committee. Then there are the Chair, Deputy Chair, and Members involved in the implementing element, which involves BNPB, the Commander of the Army, the Chief of Police, and the Staff of the President of the Republic of Indonesia.

Behind the formation of this Task Force, the government has implemented various policies to break the virus transmission chain. However, in mid-2020, the COVID-19 case also showed its impact on the economic sector, in which financial conditions in Indonesia experienced a drastic decline over the following three quarters, with respective growth of minus 5.3 percent, minus 3.5 percent, and 2.2 percent (BPS, 2021).

In this case, KPC-PEN is handling the acceleration of the national economy due to COVID-19 by procuring vaccines. The quick decision to decide on vaccine procurement at that time was made a priority step to break the chain of COVID-19 and to achieve herd immunity. Vaccines are considered one of the "game changers" that can help speed up the resolution of the pandemic.

Indonesia is also making various efforts to obtain vaccines immediately, at least through two approaches, namely, 1) developing a domestically made Red and White vaccine developed by several institutions, including the Eijkman Biomolecular Institute and coordinated by the Ministry of Research and Innovation; and 2) Collaborating and orders from various international vaccine developers such as China's Sinovac, Pfizer, Novavax, AstraZeneca, as well as through multilateral initiatives namely GAVI/COVAX.

The official launch of the COVID-19 immunization program in Indonesia took place on Wednesday, January 13, 2021, at the State Palace of the Republic of Indonesia. Joko Widodo, the president of Indonesia, was the first individual to get the Sinovac vaccination. Several government representatives, religious authorities, and business associations participated in the COVID-19 immunization campaign (Suparto, 2021).

However, the effort to increase vaccine coverage was not enough to convince the people in Indonesia. There was a lot of controversy that occurred in the community regarding the vaccination effort, which was caused, among other things, by anxiety about the side effects it might cause and doubts about the halalness of the vaccine. Being a Muslim-majority country, of course, the presence of this issue raises many critical views. Not only that, government policies that have not been well coordinated have also made people more convinced not to vaccinate.

According to Ministry of Health data as of July 18, 2021 (Rosa, 2021), 33% of Indonesians still refuse the COVID-19 vaccine. A survey based on education level showed that the refusal to vaccinate was dominated by higher education. A spokesperson for the Ministry of Health's COVID-19 Vaccination, Siti Nadia Tarmizi, explained that 18.6 percent of the population came from the D-4 and S-1 education groups. This percentage is even more

significant than the group at a lower education level. This cause is predicted because it consumes a lot of fake news (hoaxes) that are widespread on the Internet (Suparto, 2021)

Amid this crisis, few law enforcement officers have taken advantage of the situation to make it more chaotic. With advances in technology and information, the Internet is one of the best platforms for disseminating information to a broad audience. Many people can quickly send and receive information in just seconds. However, it is necessary to ascertain whether the information obtained can be accurate; if the news conveyed is a lie, this term is called an infodemic.

The Indonesian Anti-Defamation Society's (Mafindo) founder, Harry Sufehmi, said that this word has gained international recognition since it is thought to have exacerbated the pandemic's circumstances. As a result of the infodemic, something that could be used as anticipation becomes a regret that has a fatal impact. For example, amid this pandemic, many health service centers are trying to offer a variety of treatments for COVID-19 patients through vaccines, medicines, vitamins, and medical devices. Suppose the information provided can be trusted and has been tested for truth but is twisted into fake news. In that case, this will undoubtedly encourage people to do what the irresponsible person wants.

Harry Sufehmi said that this infodemic mainly occurs on social media platforms. A national survey conducted in 2020 found that around 64 – 79% of Indonesians cannot recognize cyber misinformation. Meanwhile, the Ministry of Communication and Informatics stated that social media is the primary source for the public in seeking information. At least in a day, five hoaxes are identified on social media. Up to this point, Harry indicated that a more proactive intervention was needed. Harry initially initiated MAFINDO to form a community fact-checking movement on Facebook. However, MAFINDO has grown to have 500 volunteers in 19 cities and more than 90,000 online members from various walks of life, namely students, homemakers, police, and farmers (Kruglinski, 2021).

The United Nations International Children's Emergency Fund (UNICEF) also established the Inoculation Project by developing novel and inventive ways to combat the infodemic, using US Centers for Disease Control and Prevention (CDC) support. This project establishes a digital dashboard that can effectively track information about COVID-19 on social media, which data will be analysed by Talkwalker, Google Trends, and YouTube tools. UNICEF uses this project as a communication strategy step sent to government authorities to guide COVID-19 response steps nationally.

In addition, the collaboration between UNICEF and MAFINDO has also supported the COVID-19 acceleration team in Indonesia in developing the government's official website, www.COVID.go.id, by establishing the "Hoax Buster" feature. Through this feature, the public can easily confirm news about COVID-19 that is specifically included in the hoax category. We will also get correct information in the "data checking results" feature, in which the experts explain the data and information and include several other supporting references.

Figure 6: Hoax Buster website

Not only that, KPCPEN also has various other communication strategies that are carried out to encourage the public to carry out the COVID-19 vaccination:

a. *Communication Through Social Media*

Nowadays, social media is essential because almost everyone uses the platform to access information quickly. This speed allows people to find out about various global events rapidly. Npower Northwest (2010) in (Saputri et al., 2021) that social media effectively strengthens community relationships. Not only that, but social media can also be available whenever needed, facilitating collaboration with other parties facing similar problems to support the dissemination of messages, and is a rich media platform capable of communicating various complex messages (Austin et al., 2012; Klyueva 2009; Lim et al., 2017; Schmalzried et al., 2012) in (Angendari, 2021).

Currently, the media used by the Indonesian Ministry of Health, especially the COVID-19 Task Force, are websites, social media, Instagram, Facebook, and YouTube, and they are also in collaboration with the mass media. Much information has been included that is easily accessible to every community (Ramadhan, 2023). The Indonesian Ministry of Health's YouTube channel is beneficial for the public in getting extensive information. At that time, many were looking for the latest information regarding handling the second spike in COVID-19 cases, so netizens actively participated in live-streaming comments on the channel (Prasanti & Indriani, 2022). The National Disaster Management Agency of the Republic of Indonesia uses Twitter social media to interact during the COVID-19 pandemic. The government needs to communicate effectively to the public regarding COVID-19. Effective communication from the government during the pandemic is critical to protecting the public with efforts to prevent and overcome the increasingly widespread spread of the Coronavirus (Putri Pratiwi et al., 2021).

Another exciting aspect of the communication strategy to encourage people to vaccinate is through a Social Media campaign. Students actively carry out this activity, such as that by the Faculty of Pharmacy, Airlangga University. All students participated in this campaign by sharing twibbon photos when vaccinated or with vaccine certificates. The main goal is to spread information about vaccines more widely and increase people's motivation to get vaccinated. In addition, they also provide online education through the Instagram platform through posters and videos (Dhea, 2021).

b. *Outreach and Training Via Zoom Webinar*

Many parties, including the central government, local governments, and academics, continue to encourage the public to participate in the COVID-19 vaccination. Communication efforts are carried out in various ways, including organizing socialization and webinars using the Zoom platform. One of these activities was carried out by the COVID-19 Task Force of the Muhammadiyah University of Surakarta, which discussed the topic of Rapid Tests and Vaccinations. Prof. Dr. EM Sutrisna, M.Kes, as the Head of the COVID-19 Task Force, explained that the vaccine's purpose is not to prevent exposure to COVID-19. The vaccine is given with the aim that a person does not become seriously ill when exposed to COVID-19. After vaccinating and having herd immunity, they can freely carry out activities. If exposed, they will most likely experience mild or no symptoms (Humas, 2021).

The Regional Secretary of Kapuas Regency, together with the Deputy Chief of Kapuas Police and several other members of the Forkopimda, also held a similar COVID-19 Vaccination socialization using the Zoom platform. The Regional Secretary stated they will continue intensifying efforts to accelerate COVID-19 vaccination in Kapuas Regency to achieve the expected target (Op.SIBER_4, 2022)(Op.SIBER_4, 2022).

c. *Communication Through Conventional Media: National TV, Radio, and Print Media*

To encourage COVID-19 vaccination, the Government continues to increase advertising in print media, especially in local media, optimize online paid content, and make advertising placement more effective in broadcast media such as radio and television (Ramadhan, 2023). Determining the communication medium to channel information and information during COVID-19 is critical (Junaidi et al., 2023).

d. *Utilization of Verbal and Personal Communication*

Especially for public agents who deal with the community, optimization of communal spaces, and door-to-door persuasive messages. The variety of media that is currently available is beneficial for the government in conveying information quickly. Positive self-centred communication almost caused the COVID-19 infection, which has brought about them taking proactive measures to ensure themselves from getting contaminated by the illness (Manan et al., 2023).

CONCLUSION

Based on the discussion above, the higher the crisis responsibility given, the higher the behavioural intention of netizens to vaccinate. Then, the higher the crisis response given, the higher the behavioural intention of netizens to vaccinate. Twitter data collection shows that netizens give positive tone tweets about booster vaccinations directed by the government. This is also supported by various communication strategy steps formed by the government so that people know about getting vaccines. This research also has limitations because it can only reach some communities in Indonesia. Future research could compare remote communities that have difficulty accessing information from the government and measure the effectiveness of how it affects them.

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