

ANALYSIS OF GOVERNMENT COMMUNICATION STRATEGY IN IMPLEMENTING COVID 19 VACCINATION IN JAYAWIJAYA DISTRICT: HARROLD D. LASSWELL'S PERSPECTIVE

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ABSTRACT

The government issued Presidential Regulation Number 99 of 2020 concerning Vaccine Procurement and Implementation of Vaccination in the Context of Handling the Covid 19 Pandemic. From this regulation, the Ministry of Health of the Republic of Indonesia created a communication strategy to increase the trust and participation of health workers and the public in the free vaccination program in stages. This study aims to explain the government's communication strategy in implementing the COVID-19 vaccination in Jayawijaya Regency from the perspective of Harrold D. Lasswell. The research method uses a qualitative approach. The theory used to analyze the communication strategy is the theory of Harrold D. Lasswell. The results of the study showed that the Jayawijaya Regency Health Office's communication strategy was by the phenomena that existed in society, but the implementation and the target of vaccination were not optimal. This can be seen from the results of the study which showed that Who? (who/communicator) in the socialization of vaccination, there are still figures who reject or do not support the vaccination, Say What? (Message) The amount of irresponsible information related to vaccination is spreading among the community, and there is a lack of correct information related to vaccination.

INTRODUCTION

People all over the world are shocked by the presence of a deadly virus that can spread quickly from human to human, this virus is called CoronaVirus Disease 19 (Covid 19) which was first reported to have appeared in Wuhan, China in early December 2019 and then spread throughout the world (elearningundana.ac.id June 14, 2022). The pandemic that is currently hitting the world has claimed thousands of lives worldwide. Corona Virus or Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) is a new type of coronavirus that is transmitted to humans. Coronavirus is a collection of viruses that can infect the human respiratory tract, in many cases this virus only causes mild respiratory infections, such as the flu (Pratama & Herlina, 2021).



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COVID-19 disease is caused by the SARS-CoV-2 virus also known as the coronavirus which is in the same family as the coronavirus that causes the Severe Acute Respiratory Syndrome (SARS) and Middle East Respiratory Syndrome (MERS) outbreaks. The spread of the COVID-19 virus has had a very significant impact on all sectors of the life of the Indonesian nation. Starting from the health sector, economic sector, education sector, religious sector, and other sectors have been affected, including the Indonesian people (Novrizaldi, 2019).

Until the end of February, there were no reports of coronavirus cases in Indonesia, foreign media even highlighted Indonesia's ability to detect the coronavirus. However, the Indonesian government still believes that until the end of February, there have been no reports of Coronavirus cases in Indonesia. However, in early March 2020 the shocking news that had been received by the public finally happened, Indonesia reported the first case of the Coronavirus. This first case affected 2 residents of Depok, West Java, it was announced directly by President Joko Widodo at the Presidential Palace in Jakarta on March 2, 2020 (Pratama & Herlina, 2021).

In handling the impact of COVID-19, the Indonesian government is working together to handle the Covid pandemic which has lasted almost three years. In the National Solidarity Coordination Meeting for Handling the Covid-19 Pandemic in Indonesia, the Coordinating Minister for Human Development and Culture (Menko PMK) Muhadjir Effendy said that handling the Covid-19 pandemic is not only the task of the central government, but it also requires collaboration and cooperation of all elements of society to solve the pandemic problem in Indonesia (Novrizaldi, 2019).

Efforts to prevent the spread of the virus and overcome the impact of the pandemic are not only the government's responsibility alone but require the participation of every element of society. If every citizen actively participates in prevention efforts, the pandemic will be successfully controlled (Rosidin et al., 2020). In addition, several efforts have also been made by the local government when the first case occurred. Still, the legal umbrella is considered incomplete and not comprehensive enough to be a weapon for the local government in efforts to overcome COVID-19 (Andiraharja, 2020). One of the most important efforts in handling COVID-19 is to change public behavior and awareness through a healthy lifestyle by washing hands with soap, maintaining distance, and wearing masks. These three methods are considered very effective in avoiding suffering from COVID-19 (Tauhid, 2021). In addition to these three methods, vaccination is currently highly recommended by the government to prevent the transmission of COVID-19.

People infected with the virus can take 1 to 14 days before symptoms appear. Most people recover without requiring special treatment. However, this virus is dangerous for vulnerable groups and can result in death in these vulnerable groups. Until now, there have been 535 million cases of COVID-19 in the world and 6.31 people have died in the world, while in Indonesia itself there have been 6.06 million cases of COVID-19 and 157 people have been declared dead (JHU CSSE COVID-19, accessed on June 16, 2022).

Indonesia itself is still facing problems in efforts to overcome the Covid-19 pandemic, because the vaccination rate is still low, especially in the Papua region. The Papua Province itself until June 14, 2022, has only reached 33.76% of the vaccination target, while Jayawijaya Regency itself has only reached 16.74% (vaksin.kemendes.go.id accessed on June 14, 2022).

The COVID-19 vaccination communication strategy itself has also been created by the Ministry of Health, which is compiled in the form of a guidebook with the main



objective of vaccination communication being to increase public trust in the vaccine program, encourage acceptance of the vaccination program, and increase community compliance in implementing three key behaviors (wearing masks, maintaining distance, washing hands with soap). The strategies used to achieve these goals are through public communication (public relations), mass communication, community empowerment, increasing vaccination capacity, and cross-organizational and cross-sector collaboration. The focus of the communication design that has been created by the government is on community empowerment (PM) activities as the spearhead in ensuring that social norms and vaccine acceptance at the individual level can increase. PM activities can be carried out in various ways to ensure that communication actors continue to comply with the policy of maintaining distance and not gathering as in non-pandemic situations. During the first campaign period, the key messages conveyed were to wear masks, maintain distance, and wash hands with soap. (Directorate of Health Promotion and Community Empowerment, 2020).

As the situation develops, vaccines become an integrated part of the key message. The message is divided into two, namely Vaccination and continuing to carry out three key behaviors (CTPS), wearing masks and maintaining distance). At the implementation level, the program management always conveys both messages simultaneously, so that the public is aware that vaccination is not to replace the three key behaviors. Communication channels use various methods such as conventional media (TV, Radio, Newspapers), social/digital media, and technology-based applications. In addition to the media, information can also be distributed through health workers (including vaccinators), health facilities, Family Planning Field Officers (PLKB), health cadres, health volunteers, and religious and community leaders (Directorate of Health Promotion and Community Empowerment, 2020).

Based on field observations conducted by the author in February 2022 in Jayawijaya Regency, it was found that the public's desire to get vaccinated against COVID-19 was very low. This was due to the lack of information from the government, which was one of the contributing factors. There were even problems that arose due to the large amount of hoax news circulating among the public and the public's lack of understanding of the COVID-19 vaccination. This is reinforced by the vaccination coverage in the Jayawijaya area which has only reached the target of 16.74% of the vaccination target (vaksin.kemkes.go.id accessed on June 14, 2022 at 14:34 WIT).

The rejection of the vaccine from several youth figures, community leaders, traditional leaders, religious leaders, and government officials is also an obstacle to the implementation of the COVID-19 vaccination. Various efforts have been made, even across government sectors, and going down to the field together, the government has also gone down to schools to socialize the vaccine. Community leaders, traditional leaders, religious leaders, and youth leaders have also been gathered and given explanations regarding the vaccination. Although socialization has been carried out, both to government officials and the community, and using both print and radio media, there are still many who refuse to be vaccinated. In addition, hoax news has spread in advance and caused fear among the community that they do not want to be vaccinated. This incorrect information is spread both through online and print media and some are spread by word of mouth. The easy access to news on the internet also makes the news spread quickly to the community.

The factor that causes the low vaccination rate in Papua is the rapid spread of hoaxes among the community. This was expressed by the Head of the Papua Provincial Health Office, Robby Kayame. Some of the hoaxes circulating in Papua are that there are



dangerous ingredients in vaccines to vaccines causing death, and there is even false information that says the Chairman of the Mimika DPRD, Robby K. Omaleng, died from the vaccine. According to Robby Kayame, Head of the Papua Provincial Health Office, the vaccination achievement in Papua, both the first and second doses, is less than 20 percent of the total population (<https://tirto.id/gifz> accessed on June 16, 2022, at 16.10 WIT).

In addition, hoaxes related to the COVID-19 vaccine, namely about memories of state repressive actions and racism have repeatedly burdened the handling of the pandemic in Papua and West Papua. The COVID-19 vaccination program in Papua and West Papua is hampered by hoaxes and traces of state repression. The government's failure to reach the grassroots has caused people in areas with poor internet connections to be bombarded with various false information, without having the opportunity to confirm it. On the other hand, resistance has emerged due to the repressive and racist actions of the state that have been going on for years. This all happened at a time when COVID-19 cases were peaking, hospitals were full, and there was a crisis in medical oxygen stocks (<https://tirto.id/gifz> accessed on June 16, 2022 at 16.10 WIT).

There are several other obstacles reported by BBC Indonesia when interviewing Pastor Peres, he said that sentiment towards the authorities also influences the perception of some residents towards the vaccine. "There are a lot of hoaxes here, even though there are also people with complications who experience symptoms after being vaccinated," said Peres. "So many people, especially in the mountains, see the vaccine as a hoax, anti-Christ propaganda, or the military to kill the Papuan people" (<https://www.bbc.com/indonesia/Indonesia-58474946> accessed on June 17, 2022 at 19:20 WIT).

Public distrust of the government is also exacerbated by the lack of strong socialization in fighting the hoax, as stated by Mrs. Adriana Elisabeth (2020) a researcher at LIPI, she said that the hoaxes that are widely circulating in Papua and West Papua have not been clarified by strong socialization. The socialization carried out by the government, said Elisabeth, must be more detailed. Starting from the risks to the success of using the vaccine (<https://tirto.id/gifz> accessed on June 16, 2022 at 16:10 WIT).

In a study conducted by Pamungkas et al., (2022) entitled "Public Relations Communication Strategy of the Semarang City Health Office in Socializing Covid-19 Vaccination for Children Through the Official Instagram Account". The results of the study showed that the Semarang Health Office Public Relations carried out five approaches in the public relations strategy, and also implemented the 7C elements consisting of Credibility, Context, Content, Clarity, Continuity and consistency, Channel, and Capability of the audience. This study concludes that the public relations strategy carried out has been running according to the plan and objectives of the Semarang Health Office.

Furthermore, a study conducted by Wahyuningsih, (2022) entitled "Health Worker Communication Strategy Against Hoax News in the Implementation of Covid 19 Vaccination in Ajung District, Jember". The results of this study are various methods used by health workers in Ajung District to make the achievement of the COVID-19 vaccination a success, namely conducting door-to-door vaccinations, and giving rewards to people who want vaccines in the form of vaccines, basic needs, or door prizes. Coordination, synergy, and cooperation with all related parties.

Further research conducted by Helmi et al., (2021) entitled "Communication Strategy of Padang City Government in Minimizing Covid-19 Vaccination Infodemic". The results of the study revealed that the communication strategy of the Padang City Government in handling the COVID-19 vaccine infodemic was quite complete, clear,



concise, and accurate. However, the substance of the information conveyed still did not convey in detail the safety and halalness of the COVID-19 vaccine. The Padang City Government should involve the West Sumatra MUI in answering public doubts about the COVID-19 vaccine.

From the explanation above, the research conducted certainly has differences between one and another and is different from the research that will be carried out at this time. In this case, the difference in research that will be carried out by the researcher is regarding the government's communication strategy in implementing vaccination in Jayawijaya Regency, and the difference is in the approach using Harrol D. Lasswell's theory (1998). Communication strategy is very important in implementing a government policy.

Communication itself is very important in the success of an implementation. In the implementation of government policy, 4 factors influence the success and failure of the policy, according to George Edward III (1980) the 4 factors include (1) communication, (2) resources, (3) disposition, and (4) bureaucratic structure.

Communication is very important in policy implementation. Because even though the resulting policy has good quality and has goals for the benefit of the community if the implementers do not have a clear and broad understanding, the implementers will convey it vaguely, narrowly, and limitedly (Kartawidjaja, 2018).

From the description above, good communication is needed from the government to the community so that the right information regarding the Vaccination can be properly understood by the community. For this reason, a targeted communication strategy from the government is needed to make the Covid-19 vaccination a success.

Communication strategy can be interpreted as planning and management, sending and receiving messages or news between two or more people so that the intended message can be understood. Communication strategy consists of two syllables, namely strategy and communication. The term strategy has become a foreign term that is often used by the public to describe various meanings such as a plan, tactic or way to achieve what is desired. Strategy is essentially planning and management to achieve a goal (Effendy, 2019).

From the background description above, there is an imbalance between the objectives of the communication strategy made by the government and the reality that occurs in society, for that the right government communication strategy, based on the packaging of quality supporting materials and data through various communication media that are easily accessible and are a current trend, becomes a strategic issue that needs to be used as the main driver in improving government communication governance. The quality of this government communication is very important for the welfare of the community, especially in Jayawijaya Regency.

For that, we need to know in advance what communication strategy is applied in the implementation of the COVID-19 vaccination in Jayawijaya Regency. Based on this background, the author is interested in conducting research entitled "Government Communication Strategy in the Implementation of COVID-19 Vaccination in Jayawijaya Regency."

METHOD

The research method used in this study is descriptive qualitative. Qualitative research is more descriptive because the data collected is in the form of words or pictures,



so it does not emphasize numbers, and the data collected after being analyzed is then described so that it is easy for others to understand (Sugiono, 2018).

This study attempts to describe and present the results of the study in full in accordance with the problems studied which aim to be able to describe the problems that are currently and or have occurred regarding the government's communication strategy in implementing the Covid 19 Vaccination in Jayawijaya Regency.

Data sources are obtained from primary data using documented data collection methods sourced from interviews and observations. Primary data for this study were obtained from sources, especially the Head of the Jayawijaya Regency Health Office who provided relevant information for this study. The author uses secondary data to strengthen and authenticate the findings obtained from interviews with various sources. Secondary data of this nature is obtained from sources such as journals, news articles, books, reports, and other relevant materials. The sampling technique uses Purposive Sampling and Snowball Sampling.

RESULTS AND DISCUSSION

The government has carried out various prevention and control measures for COVID-19 through collaboration with multiple parties. Behavior change communication to prevent the spread of COVID-19 has been implemented nationally at multiple levels, from provinces, and regencies to health centers and villages/sub-districts. The government is also continuing efforts to develop the COVID-19 vaccine with various clinical trials so that it will be ready and safe to be distributed to the community. Along with these developments, the government feels it is important to create a special communication strategy design for COVID-19 vaccination for the community and special groups at all levels.

This communication strategy was prepared by the government based on data and facts taken from a survey regarding public perception and acceptance of the COVID-19 vaccine and surveys on vaccines in other health sectors that are considered related. Furthermore, the strategy is outlined in the form of a COVID-19 Vaccination Communication Strategy book created by the Directorate of Health Promotion and Community Empowerment, Ministry of Health of the Republic of Indonesia. The book/document aims to provide guidance or direction for health communication actors, especially for those who manage communication programs.

The Jayawijaya Regency Government itself at the Jayawijaya Regency Health Office also uses the book as one of the guides or directions for the COVID-19 vaccine communication strategy, its implementation, as well as monitoring and evaluation. Based on the research results obtained, to measure the Government Communication Strategy in the Implementation of Covid-19 Vaccination in Jayawijaya Regency, 5 indicators are used, namely, Who? Says What? In which Channel? To Whom? With What Effect? which will then be discussed as follows:

Who?

"Who" in this theory can be interpreted as a communicator or someone who needs to communicate. "A communicator is an actor/party who needs to communicate or through communication, it can be an individual, group, organization, or country as a communicator, this aspect is very important in a communication strategy so that the goals that the government wants to achieve in conveying messages related to the Covid-19



vaccination can be met. For this reason, it is necessary to prepare an effective communicator to convey the message.

In this case, the government becomes the main communicator in conveying messages related to the Covid-19 vaccination, especially the Ministry of Health in accordance with Presidential Regulation Number 99 of 2020 concerning Vaccine Procurement and Implementation of Vaccination in the Context of Handling the Corona Virus Disease 2019 Pandemic (COVID-19) article 13 paragraph 1.

The COVID-19 vaccination communication strategy book by the Ministry of Health is more directed at secondary target groups acting as role models, which also help disseminate vaccination messages and create a conducive atmosphere to accelerate vaccine acceptance and key behavior in primary targets. They consist of National Spokespersons, religious leaders, community leaders (including informal leaders), vaccinators, health workers in health facilities, influential figures in the media (online and offline), and community health volunteers such as family planning field officers (PLKB), village cadres and volunteers, and influencer groups.

Based on the results of research in terms of figures, in Jayawijaya Regency, religious figures and traditional figures are the most effective communicators in conveying messages related to the COVID-19 vaccination so that the public understands more about the vaccine.

Says What?

In Indonesian, the term "Says What" means "Say What", it can also be interpreted as what messages are conveyed or communicated to the recipient. It can also be interpreted as a set of verbal or non-verbal symbols that represent feelings, values, ideas or intentions from the source to the recipient. In the COVID-19 Vaccination Communication Strategy book, the delivery of messages will be divided into three stages, namely pre-vaccination, vaccination, and post-vaccination (Kementerian Kesehatan RI, 2020). Each stage has a different purpose and message focus as explained in the table below:



Table 1.
Three Stages Of Communication Strategy For COVID-19 Vaccination

Fase	Tujuan	Pesan	Faktor Penunjang
Pra Vaksinasi	Meningkatkan penerimaan terhadap vaksin (vaccine acceptance)	<ul style="list-style-type: none"> • Info dasar vaksin terpilih (aman, efektif, halal, double dose) • Bagaimana vaksin melindungi • Info jenis Vaksin (Vaksin Mandiri dan Vaksin program) • Info kelompok prioritas vaksin program tahap 1, 2, dan 3 • Info Periode Vaksinasi program • Tetap CTPS, pakai masker, dan jaga jarak • Meluruskan hoaks dan rumors 	<ul style="list-style-type: none"> • Transparansi • Koordinasi antar lembaga pemerintah • Kerjasama dengan organisasi profesi dan pemangku kepentingan • Penguatan pesan CTPS, pakai masker dan jaga jarak
Masa Vaksinasi	Meningkatkan cakupan vaksin dan perubahan perilaku kunci	<ul style="list-style-type: none"> • Info dasar vaksin terpilih (aman, efektif, halal, double dose atau dosis ganda) • Info wilayah Vaksinasi • Kelompok prioritas (tahapan) • Info registrasi vaksinasi (mandiri atau program) 	<ul style="list-style-type: none"> • Pelayanan / pos vaksinasi • Prosedur layanan vaksinasi • Logistik vaksin • Pendataan kelompok prioritas • Vaccine coverage • Penguasaan KIE tentang vaksin oleh
	Mengelola umpan balik (KIPI/ Kejadian Ikutan Paska Imunisasi)	<ul style="list-style-type: none"> • Info persyaratan penapisan • Lokasi vaksinasi • CTPS, pakai masker, dan jaga jarak • Info gejala efek samping dan cara mengatasinya 	<ul style="list-style-type: none"> • Nakes, relawan kesehatan dan PLKB • Penguatan pesan CTPS, pakai masker dan jaga jarak • Kualitas pelayanan kesehatan
Pasca vaksinasi		<ul style="list-style-type: none"> • CTPS, pakai masker, dan jaga jarak 	<ul style="list-style-type: none"> • Kualitas pelayanan kesehatan • Sistem pelaporan KIPI • Penguatan pesan CTPS, pakai masker dan jaga jarak

Source: (Kementerian Kesehatan RI, 2020)

The results of the study show that the news about the implementation of the vaccine published in various media is very interesting and needs to be observed, namely related to negative news about the COVID-19 vaccine and the implementation of vaccination that is not appropriate. Important information to be published regarding vaccination is information that educates about COVID-19 and vaccines in detail and uses simple language so that it is easy for the public to understand and the use of regional languages is also very important in conveying the message. The key message that contains protection for the health of all of us is essential to be further improved, such as the slogan that has been used so far *"sa jaga ko, ko jaga sa"* needs to be emphasized again.

In Which Channel

In which channel? In Indonesian means On What Media? It can also be interpreted as the media used to convey the message, in short In Which Channel is a channel/media vehicle/tool to convey messages from the communicator to the communicant. In the communication strategy created by the government, the media used has two forms of media that are often used in various health communications, namely conventional media and new media. Simply put, conventional media refers to various forms of media that can send messages without the help of the internet. The message format can be in electronic



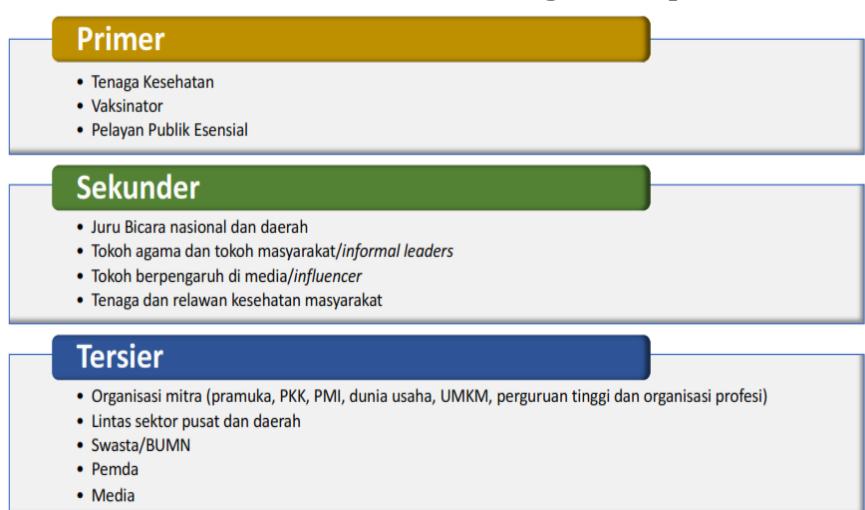
form such as TV and radio and in printed form such as newspapers, magazines, posters, leaflets, banners, billboards, and the like. While new media such as websites and vlogs. As for social media that can be used to convey vaccination communications are Twitter, Instagram, Facebook, YouTube with a website as a landing page if users need further information.

Based on the results of the study, public service advertisements containing information about vaccination have been implemented and can be seen by the public. The most effective socialization or campaign uses radio because it can reach people in remote areas. The socialization is packaged with activities such as interactive dialogues, talk shows, and face-to-face socialization with the community. However, the most effective socialization is by going directly to the community and providing an understanding of the vaccination. On the other hand, the government lacks direct socialization to the community.

To Whom?

"To Whom" in Indonesian means To Whom, or can be interpreted as the recipient/to whom/person/group of organizations/a country that receives the message from the source. "Thus, "To Whom" is the recipient of the message or target that the communicator wants to influence and carry out the contents of the message. Based on the results of interviews with several informants regarding the COVID-19 vaccination, the recipients of the message are all elements of society. This is also reinforced by secondary data from the Jayawijaya district government. However, in the context of the COVID-19 vaccination that has been determined by the government in the COVID-19 vaccination communication strategy, the division of target groups is divided into 3 (three) groups, namely primary, secondary, and tertiary.

Figure 1.
Covid-19 Vaccination Target Groups



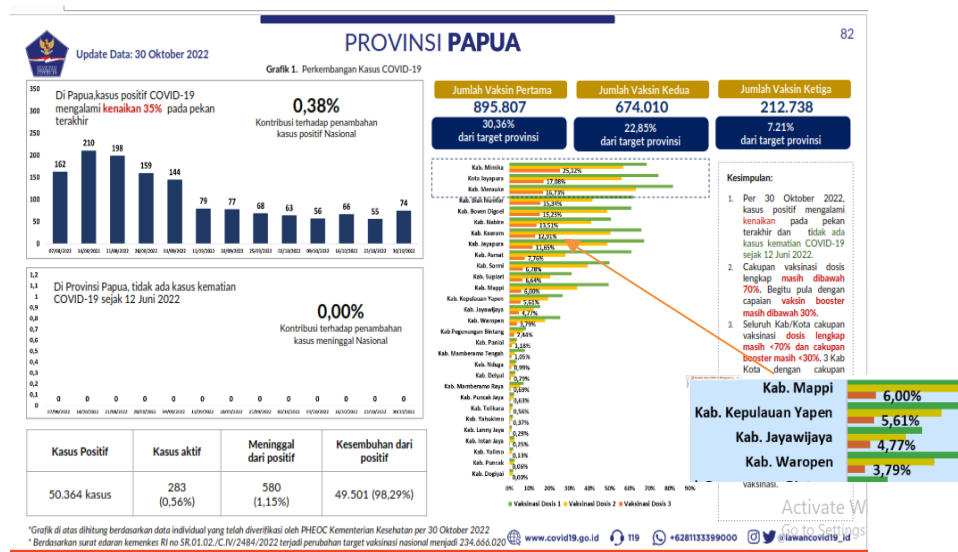
Source: (Kementerian Kesehatan RI, 2020)

The image above divides the target group into three groups, namely primary, secondary, and tertiary. The number of primary target groups is 32 million people, which is intended for all residents aged 18-59 years. However, vaccination in the primary group will be carried out in stages based on the condition of vaccine supply and priorities as follows:

- Health workers, health worker assistants, support staff working in health service facilities, TNI/Polri, law enforcement officers, and other public service officers;
- Community/religious leaders, strategic economic actors, sub-district, village, RT/RW regional apparatus;
- Teachers/educators from PAUD/TK, SD, SMP, SMA, and universities;
- Central, regional, and legislative government apparatus;
- BPJS Kesehatan Contribution Assistance Recipients (PBI); and
- Community and other economic actors.

Based on the results of the study, the vaccination achievement of Jayawijaya Regency has only reached 4.77% of the province as of October 30, 2022, which is still very far from the vaccination target. Meanwhile, the vaccination coverage in the Jayawijaya area itself has only reached 16.74% of the vaccination target as shown in Figure 2 below regarding the Covid-19 vaccination implementation data:

Figure 2.
Covid-19 Vaccination Target Groups



Source: (Kementerian Kesehatan RI, 2020)

With What Effect?

“With What Effect” In Indonesian it means With What Effect? It can also be interpreted that the effect is what happens to the recipient after receiving the message, for example, increased knowledge, entertainment, changes in attitude, changes in beliefs, changes in behavior, and so on (Mulyana, 2005). Based on the analysis of the communication strategy book, it can be concluded that several public views on the COVID-19 vaccine need attention, namely:



- a) Perception of risk and fear of the safety, security, and efficacy of the vaccine;
- b) Level of knowledge about vaccines;
- c) Fatigue in facing a prolonged pandemic;
- d) Decreased compliance with three key behaviors for preventing COVID-19;
- e) Level of trust, attitude, and concern for vaccines (anti-vaccine);
- f) Spread of rumors and hoaxes;
- g) Social (religious) and cultural aspects that influence vaccination adoption.

The results of the study show that information related to vaccines that cannot be accounted for is one of the obstacles to the implementation of the vaccination, apart from information, there are also figures who do not support vaccination. The lack of correct information is also an obstacle to the implementation of the Covid-19 vaccination properly. Based on the results of the study to minimize the above obstacles and also improve vaccination services, the packaging of information must be more attractive and educational so that the public better understands the contents of the information. In addition, direct socialization in the field or in the community will increase the effectiveness of public understanding of the vaccination. In addition, increasing the role of community organizations to participate in socialization is also considered necessary so that vaccination can run well.

CONCLUSION

The conclusion obtained from the research and discussion on the Government's Communication Strategy in the implementation of the COVID-19 vaccination in Jayawijaya Regency using the indicator who says what in which channel to whom with what effect? Shows that the Communication strategy that has been made is by the phenomena that exist in society, but in the implementation and on the target of vaccination it has not been maximized.

This can be seen from the results of the study which shows that Who? (who/communicator) in the socialization of vaccination, there are still figures who reject or do not support the vaccination, Say what? (Message) the amount of irresponsible information related to vaccination is spreading among the community, and the lack of correct information related to the vaccination. In which channel? (media) The socialization is packaged with activities such as interactive dialogues, talk shows, and face-to-face socialization with the community. However, the most effective socialization is by going directly to the community and providing an understanding of the Vaccination. But on the other hand, the government lacks direct socialization to the community. To Whom? (recipients) The results of the study show that the recipients of the message are health workers, health worker assistants, support staff working in health service facilities, the TNI/Polri, law enforcement officers, and other public service officers, community/religious figures, strategic economic actors, sub-district, village, RT/RW regional apparatus, teachers/educators from PAUD/TK, SD, SMP, SMA, and universities, central, regional, and legislative government apparatus, BPJS Kesehatan Contribution Assistance Recipient Participants (PBI), and the Community and other economic actors. With What Effect? The results of the study show that information related to vaccines that cannot be accounted for is one of the obstacles to the implementation of the vaccination, apart from information, some figures do not support the vaccination. The lack of correct information is also an obstacle to the implementation of the COVID-19 vaccination properly.



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