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Implementation of an Effective Strategy to Make People Trust the Implementation of COVID-19 Vaccination from an Economic Perspective in Gowa Regency

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Abstract

This research is research with the title Implementation of Effective Strategies to Make People Trust the Implementation of COVID-19 Vaccination from an Economic Perspective. This research aims to find out more about effective strategies for implementing the COVID-19 vaccination in Gowa Regency. The data obtained came from interviews with several informants. This study uses a qualitative method. The research in this article shows that the success of the Covid-19 Vaccination program depends on many factors that influence it, and one of these factors is the strategy in making people believe in Vaccination itself. The level of understanding, participation and knowledge of the community will be positively influenced by planning that is made appropriately, carefully, thoroughly, and with ongoing monitoring and assessment. So if the information conveyed is clear, people will be confident and not confused, and will not need to look for additional sources of information.

Keywords: Effective Strategies, Society, COVID-19

INTRODUCTION

Coronavirus Disease 2019 (COVID-19) is a disease that occurs due to the spread of a virus called the corona virus which then attacks the human respiratory system which can result in death. The virus that emerged in December 2019 originated from Wuhan, China, causing the whole world to experience a pandemic that could threaten human lives. This virus spread very quickly in various regions in China, even to a number of other neighboring countries and even Indonesia. This corona virus is a virus that can infect the human respiratory tract. The initial symptoms or symptoms of

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this virus are just ordinary respiratory tract infections such as flu, but this virus can also cause death. This virus knows no age or anything to attack, it can attack various groups such as the elderly, adults, children and even babies. Someone who is already suffering from an illness will be easily affected by this virus because it can be said that their immune system is already weak and this will affect the illness they are already experiencing, such as shortness of breath and so on.

This is a virus that attacks the respiratory system and can attack anyone and can even cause death. Transmission of this virus is also very fast. Cases that are considered positive for corona (COVID-19) in Indonesia are currently always increasing. It was recorded that on June 30, the number of people who were infected or tested positive was the largest number of people in Indonesia during the COVID-19 pandemic, namely 21,807 people. With this addition, now the total number of people who have tested positive is 2,178,272 people, the number of people who have been declared cured is 1,880,413, and 58,491 people have been declared dead.

The COVID-19 outbreak is undoubtedly a major concern for Indonesia. Because the epidemic has had such a large impact, it has prompted many adjustments and policies. Therefore, the role of the community is very important in breaking the chain of transmission of COVID-19. The government has implemented the 3M policy (wash hands, maintain a safe distance, and wear masks), although this strategy appears to be ineffective. (Gustami, et al., 2021). So, apart from this policy, the government also implemented mass training. Vaccinations are biological products that contain antigens, namely microorganisms that have been modified to be safe for human consumption and provide immunity against disease. Vaccination is a biological product consisting of antigens, antigens in the form of microbes which have been used to make vaccines that are safe for human consumption and provide immunity against disease. (Makmun & Hazhiyah, 2020). This is one of the government's steps to reduce the transmission rate of the corona virus. Vaccines are used to protect the general public and individuals who cannot be vaccinated, such as those who are sick. (Iskak, Rusydi, Hutauruk, Chakim, & Ahmad, 2021).

Vaccinations have been carried out since January 2021, and the government has begun developing priority groups to be vaccinated first, such as health service providers and government employees. Vaccination has been carried out for other communities since April 20 2021. Meanwhile, according to WHO (World Health Organization) regulations, this immunization requires two doses, or two injections. Bio Farma, Astra Zaneca, Shinopharm, Moderna, Novavax Inc, Pfizer Inc, BioNtech, and Sinovac Biotech are among the types of vaccines. The Sinovac vaccine is now widely used in Indonesia, and various regions have started receiving the Astra Zaneca

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vaccine. Vaccination should be carried out in two injections, with an interval of one month for Sinovac and three months for Astra Zaneca, according to WHO guidelines.

Of course, the immunization program to combat Covid cannot run as expected and completely if it only depends on public authorities; Local areas should also add to the results of the program, considering the fact that public authorities have the goal of local areas that must be inoculated to be free from infection. Therefore, the public in general must get good data on this matter, considering that regions have an important role in stopping and limiting the transmission of the Corona virus. Despite this, many people still doubt these antibodies. Since it was announced and the public's obligation to immunize, there have been many tricks circulating to make individuals cautious about Corona virus inoculation, especially people who from the start did not believe in Covid. (Rahayu, 2021). Their reasoning worsened, and they now openly deny the existence of a covid vaccine. These false reports must be debunked, and the public must be educated and informed about the reality about covid vaccines, which are designed to increase immunity rather than the other way around. Many people, especially in villages, continue to believe in false stories. Consequently, efforts must be made to convince individuals to have confidence in the adoption of the Covid-19 vaccine. The aim is to instill confidence in the public that the vaccine used is safe.

Based on the theory above, the author is interested in conducting research on "Implementation of effective strategies to make people believe in the implementation of Covid-19 vaccination from an economic perspective in Gowa Regency".

RESEARCH METHODS

This research uses a qualitative method approach. Qualitative descriptive research is intended to describe phenomena in an orderly, real and careful manner regarding the implementation of effective strategies to make people believe in the implementation of Covid-19 vaccination from an economic perspective. This research was conducted on the people of Gowa Regency. In this research, the researcher acts as an instrument who carries out planning, collecting and analyzing data and then reports the results. Other instruments that were also used were interview guidelines and observation guidelines to support the validity of the research. The population in this research is the people of Gowa Regency, totaling 13 people and the sample taken by the researcher was 5 people.

Data collection is based on primary and secondary data and for research instruments using

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previous research results sourced from journals, the internet and books. The data collection techniques used in this research are (1) observation, to produce information regarding effective strategies to make people believe in Covid-19 vaccination, and other study focuses; (2) interviews with informants, namely the people of Gowa Regency. In this research activity, data analysis techniques are carried out continuously from the beginning to the end of the research, which has the following stages

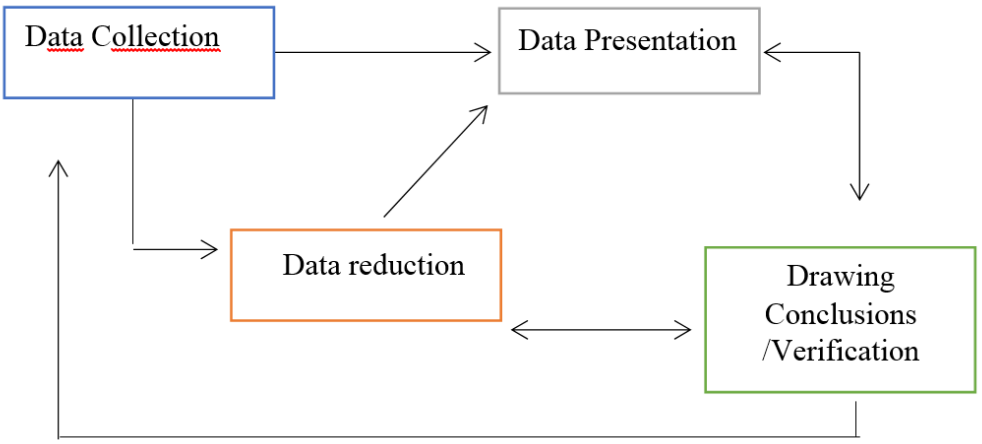


Figure 1. Stages of Qualitative Data Analysis

Source: Afandi (2018)

This research uses data analysis techniques which include, (1) data reduction, which is an activity to simplify data, by sharpening, summarizing, selecting important findings; (2) data presentation, which is the activity of presenting data narratively after the reduction activity or process; and (3) drawing conclusions (conclusive), which presents and analyzes data based on empirical facts narratively to answer the problem formulation. The presentation of this data uses all data sets obtained so that it is easy to read and understand in the form of narrative text.

In the context of this research, coding is the process of classifying data with short names so that it looks like other data. In addition, the validity of the data from this research was tested using a process of temporal triangulation and reflection. The triangle, when trying to ask the same question at different times, carries out a reflective process to determine the influence of location and identity through the role of seeker. The data encryption steps used in this research are shown

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in the following figure (Charmaz, 2006).

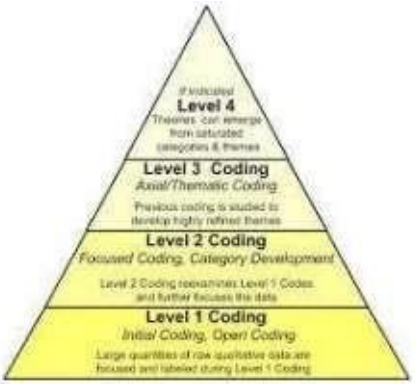


Figure 2. Data Coding Stages

RESULTS AND DISCUSSION

Results

1. General Description of Respondents

The general description of the 5 resource persons is as follows:

Table 1. General description of respondents

Name	Gender	Profession
Dian	Woman	Student
Hidayatullah	Man	Farmer
Mahmud	Man	Self-employed
Marni	Woman	Housewife
Eka Putri	Woman	Self-employed

Source: Data Processing Results (2023)

From the table above, it can be seen that the respondents consisted of students, farmers, entrepreneurs, domestic workers, the majority of whom were female. Based on the results of interviews conducted with 5 resource persons who are residents of Gowa Regency, it can also be seen what their views are regarding the implementation of effective strategies in implementing Covid-19 Vaccination.

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Table 2. Summary of Interview Results

Question	Informant's answer
What is your perception of COVID-19 vaccination	I think the COVID-19 Vaccine is very good, because it helps increase endurance body and of course can prevent the COVID-19 virus (Mahmud, Interview on March 15 2022). (*Coding A1.1*)
What makes you interested in wanting to get the COVID-19 vaccine?	I am interested in getting the vaccine, because this is one of our efforts to protect ourselves from the COVID-29 virus. (Dian, Interview on March 17 2022). (*Coding A2.1*) I am interested in taking this vaccine, because I want to protect myself from the COVID-19 virus (Hidayatullah, Interview on March 17 2022). *(Coding A2.2)*

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Side effects experienced after COVID-19 vaccination?	After I vaccinated against COVID-19, the side effects I felt were headache, weakness and fever. (Marni, Interview on March 15, 2022). (*Coding A3.1*) One of the side effects that I felt from this vaccine was that I felt tired and had a headache. (Eka Putri, Interview on March 18 2022). (Coding A3.2) One of the side effects that I felt on the first day was that my body felt weak, but this did not prevent me from carrying out my activities as usual. On the second day my condition was back to normal, but I still felt a slight pain at the injection site, maybe around 3-4 The new day the pain is gone. (Mahmud, Interview on March 17, 2022). (*Coding A3.2*)

Source: Data Processing Results (2023)

In almost every country in the world, the Covid-19 pandemic has resulted in many victims contracting the virus and even dying. Starting from social, political and economic issues. Everyone has been affected by Covid-19, from children to adults. The revelation that a Covid-19 vaccine is available fuels optimism for the global recovery. Covid-19 vaccination does not promise that the corona virus will disappear quickly, nor does it guarantee that the virus will be stopped. However, to realize this hope, people around the world must play an active role in getting vaccinated against the corona virus. The Covid-19 virus has the potential to cause serious and even life-threatening consequences, and no one is immune to infection. Covid-19 may be able to spread from one sick individual to dozens, if not hundreds, of other people. As a result, Covid-19 vaccination helps limit the incidence of transmission.

The spread of Covid-19 can be prevented through vaccination. Vaccination is used not only to protect patients affected by Covid-19, but to prevent the spread of Covid-19 to the general

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population. Vaccines have indeed been proven to be able to minimize the number of positive Covid-19 patients in terms of being a barrier to preventing the transmission of Covid-19. (H. Lawelai, 2022). The aim of the Covid-19 vaccine is to keep a person's immune system healthy so that it can immediately detect and combat antigens that cause infection (bacteria, viruses or parasites). Covid-19 vaccines also seek to promote herd immunity, or herd immunity, which is believed to protect those who cannot be vaccinated, such as children, pregnant women, people with autoimmune diseases, and people with immune deficiencies. Herd immunity can be achieved if vaccination coverage is spread widely and evenly throughout the region. When conflicting with therapy, prevention efforts through immunization are believed to be significantly more cost-effective (Indriyanti, 2021).

Because the body's immune system or antibodies detect the Covid-19 virus after infection, the chances of reinfection are very slim. This is different from people who have never been exposed to the Covid-19 virus, so because of their immune system they become immune to it. And without being treated for the Covid-19 virus first, this vaccination provides security if immunity occurs. The worst case scenario for someone achieving accuracy for Covid is death. Self-isolation and difficult care remains recommended for those with moderate or no symptoms. If we have been vaccinated, we do not need to go through difficult and dangerous times because our immune system is protected by the Covid-19 vaccine (Mufidah et al., 2021).

Vaccination not only helps build herd immunity, but also helps reduce the rate of transmission of Covid-19 and has the ability to stop the pandemic. Herd immunity occurs when the majority of people in a culture have developed immunity to a disease. As a result, the risk of disease transmission is reduced, if not eliminated, because the chain is broken when the virus cannot infect community members who already have immunity due to vaccination (Hardy, 2020).

DISCUSSION

After conducting interviews with respondents, especially several people in Gowa Regency, researchers found that the things that make people believe in Covid-19 Vaccination from an economic perspective in Gowa Regency include:

1. The Gowa Regency Government carries out Covid-19 Vaccination outreach activities to the community in Gowa Regency

The government's efforts to speed up the introduction of Covid-19 vaccination have been

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helped by the socialization of the vaccine. In addition, it is believed that the population will believe in the safety of the Covid-19 vaccine and will be willing to be vaccinated, resulting in collective immunity (herd immunity) which will allow individuals to be more productive in their daily tasks. The Gowa Regency Government bears all costs for this socialization activity. From the financial side of this activity, the government incurs expenses, such as purchasing masks which will later be donated to the community, renting socialization venues/rooms and providing food for those participating in the Covid-19 vaccine socialization activities.

The Gowa Regency Government in several ministries in Gowa Regency is also conducting outreach and Covid-19 Vaccination activities to all members of these agencies and also inviting the public to jointly carry out Covid-19 Vaccination at the Ministry's location. Some of these ministries include the Gowa Regency Ministry of Prosecutor's Office and the Gowa Regency Ministry of Religion. This outreach can be seen as one of the mechanisms by which people who previously did not believe in Covid-19 immunization gradually become believers. The way to change this behavior is done through community empowerment activities, where people in one sub-district are gathered and then socialization is carried out by the government and medical personnel. Of course, the government made a statement before carrying out outreach in various sub-districts, including radio broadcasts and health workers visiting people's homes to convey information about the socialization of the Covid-19 vaccine.



Figure 3. Outreach activities organized by the Gowa Regency Prosecutor's Office



Figure 4. Vaccination activities organized by the Gowa Regency Ministry of Religion

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It is a difficult practice to change people's behavior to comply with health requirements. However, this can be resolved by applying Juergen Habermas' theoretical theories, such as the Theory of Communicative Rational Action (Habermas' theory of communicative action) (Habermas, 2006). This theory is based on mutually agreed rules or norms that lead to actions based on shared expectations between subjects in social interactions using special symbols as intermediaries for such actions, such as everyday language, implying that there must be a public space for discussions or alternative problems solution.

Participants or targets in this activity are aged between 18 and 50 years. Before starting the activity, researchers provided a direct introduction, then a pre-test session was held to determine the level of community awareness, understanding and implementation of COVID-19 immunization in one of the sub-districts. Socialization is carried out immediately (making eye contact), while maintaining a safe distance and in accordance with all health regulations. The information is presented in the form of lectures and demonstrations, including props such as masks, hand sanitizers, and other items to help local residents understand (Dewi and Bustan, 2021).

2. Use and distribution of poster media

The second effective strategy in making the people of Gowa Regency believe in Covid-19 Vaccination from an economic perspective. The Gowa Regency Government employs a media designer to create posters, such as the "Let's Get Vaccinated" poster, which contains information about Covid-19 and how to stop the spread of the virus. Of course, engaging a media designer is an investment. This poster about the Covid-19 vaccine will later be distributed throughout Gowa Regency. According to (Nurlatifah et Al, 2021) The aim of placing this poster is to inform the public that the Covid-19 vaccine is safe. Public interest in taking part in Covid-19 immunization soared as soon as the poster was displayed. Data on covid-19 vaccines is being distributed through measures that may be more successful. If an area wants to carry out vaccination efforts, it can use posters related to vaccination. Vaccination times and Covid-19 vaccination locations are included in this poster. This Covid-19 poster educational activity can be used as a source of data and techniques to increase public knowledge about the Covid-19 vaccine in Gowa Regency.

The use of poster media is considered effective in making people believe in Covid-19 vaccination because it can attract readers' attention and have an impact on society (Munawarah, 2021). Posters have several advantages, including the ability to simplify and speed up the reader's

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response to the message presented, the ability to use color to attract the reader's attention, the ability to use simple shapes without requiring special equipment, and the ease of use. can be placed (Harsismanto et al, 2019). Apart from that, posters have benefits as a medium for creative expression because they can be mass produced and provide concise, simple and clear information (Karimun, M. & Syafii, 2021). Posters also have disadvantages, such as making posters still requires language and illustration skills, can cause misinterpretation because the words/symbols are short, require a complicated compilation and distribution process, take a long time, and the type of material used is not appropriate. usually simple. When there are many mechanical disturbances, the information obtained is partial (Yusandika et al., 2018). Making posters also requires special talent, as well as reading to understand the material (Sumartono & Astuti H, 2018).



Figure 5. Media Poster Design as a means of information on Vaccination and Prevention of the Covid-19 virus

By distributing this poster, it is hoped that the public can develop a sense of caring for others by getting vaccines to increase the body's immunity and prevent transmission of the Covid-19 virus. Another aim of the poster is also to inform the wider public that the Covid-19 virus can be limited and improved by implementing health and immunization procedures. Public health examination of vaccines is carried out based on the results of infographic socialization (Aini et al., 2021). Observation findings after the activity of sticking Covid-19 educational posters showed that

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the use of posters as an educational medium had a good impact on the residents of Gowa Regency. Investigation findings after the Covid-19 educational posters were installed showed this. When doing activities outside the home, many people in Gowa Regency wear masks properly. During the New Normal Era, wearing a mask is like carrying and using an object. Previous research also revealed that the use of poster media to convey information to the public was very successful (Nurhadi et al., 2020). However, the use of posters as a learning medium still has a good impact on the people of Gowa Regency. Observation findings immediately after the Covid-19 educational posters were installed showed positive things. When doing activities outside the home, many people in Gowa Regency wear masks properly. During the New Normal Era, the use of masks has become a mandatory item for everyday use (Rahmawati et al, 2021).

3. Utilization of social media as a strategy to make people believe in Covid-19 Vaccination in Gowa Regency

nteraction media, such as text, audio, images and video, were created as a result of media modernization. The newest form of media, known as social media, is a dual communication activity that allows people to share information and data, as well as work collaboratively to share data in the form of text, images, audio, and video. Individuals or institutions can use social publishing facilities to share information while interacting with other users in two directions and connecting to other social platforms. In terms of disseminating information, social media plays a more adaptive, efficient and effective role. Social media can be used to communicate, talk, and collaborate with people from various walks of life. Social media allows people to engage without being limited by place or time (Rahmadi et al., 2021).

Social media users can also quickly obtain security information that is often disseminated on today's social media platforms in various formats. Several studies show that leading social media platforms are useful for communicating patient data (Emy Leonita, 2018). The growth of social media users during the current epidemic has undoubtedly had an influence on the greater dissemination of health information accessible to the public. Vaccine policies are being considered by almost all countries in the world as one of the necessary measures to stop the current pandemic. Because government policies during this global pandemic have an impact on many elements of human life, the government must take policy steps quickly and appropriately to deal with this outbreak. The vaccination policy is one of the initiatives implemented to combat the epidemic. The Covid-19 vaccine, also known as SARS-CoV-2, is an important component in ending

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the Covid-19 pandemic because it can slow the transmission of infection and increase people's protection against the disease (Purike et al., 2021).



Figure 6. Photo source: Gowa Regency Government Instagram social media

This social media is used for education as well as to publish photos and videos of previous vaccinations so that people who have not been vaccinated know the importance of vaccination in the current era of the Covid-19 pandemic, as well as to prevent the spread of the Covid-19 virus from spreading throughout society. The distribution of these posters in Gowa Regency has published films and photos on various social media platforms such as Instagram, Facebook, YouTube and other websites. One approach to avoid and conquer the Covid-19 pandemic is to use social media as another option for providing information regarding Covid-19 vaccination. As a result of this approach, each city can be involved in local government vaccination operations and have a positive influence on society, reducing the number of patients infected with the Covid-19 virus and allowing the pandemic to pass quickly, especially for the community. Gowa Regency. Apart from that, by using social media as a means of socialization, the public can clearly understand the prevention of Covid-19 (vaccination). So that people want to be vaccinated so that the Covid-19 outbreak can be resolved quickly.

CONCLUSION

The state as the fundamental of various (private) interest groups in a political economy

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perspective basically places government and society in the national interest. In his writings (Caporaso and Levine 2015), Kresner describes the state as an entity tasked with regulating the values used in assessing its usefulness for society. The state's approach to the Covid-19 vaccine, empirically, is to make society the main subject of the value induction process. In other words, the government must honestly look at the condition of society and the capabilities of existing goals. If it is not practical, the government must provide concessions, even if it means making a loss (Rosyida, 2020). If values are aligned in this way, public understanding of the benefits of vaccination will grow.

According to research findings, the effectiveness of the Covid-19 Vaccine program is influenced by a number of elements, one of which is the approach of convincing readers to believe in the vaccination itself. A strategy designed with accuracy, thoroughness, maturity, and continuous monitoring and review (monev) will also have a good impact on community involvement, knowledge, and understanding. So if the information provided is clear, people will be confident and not confused, eliminating the need to look for further sources of information. According to one respondent, as subordinates, they will obey all orders from their superiors and support all kinds of policies offered, including Covid-19 immunization.

The role of socializing the Covid-19 vaccination in making the public aware that the Covid-19 vaccine is important is by inviting the public to socialize either directly or by distributing posters via social media. This socialization is considered capable of solving the problems of people who have not or do not want to receive Covid-19 vaccination. Posters and social media created and uploaded by the Gowa Regency Government are used to disseminate detailed information. This information includes the benefits of Covid-19 vaccination, the availability of the Covid-19 vaccine, the procurement and schedule of the Covid-19 vaccine as well as information on whether or not the Covid-19 vaccine is available and the vaccination road map in Gowa Regency.

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