

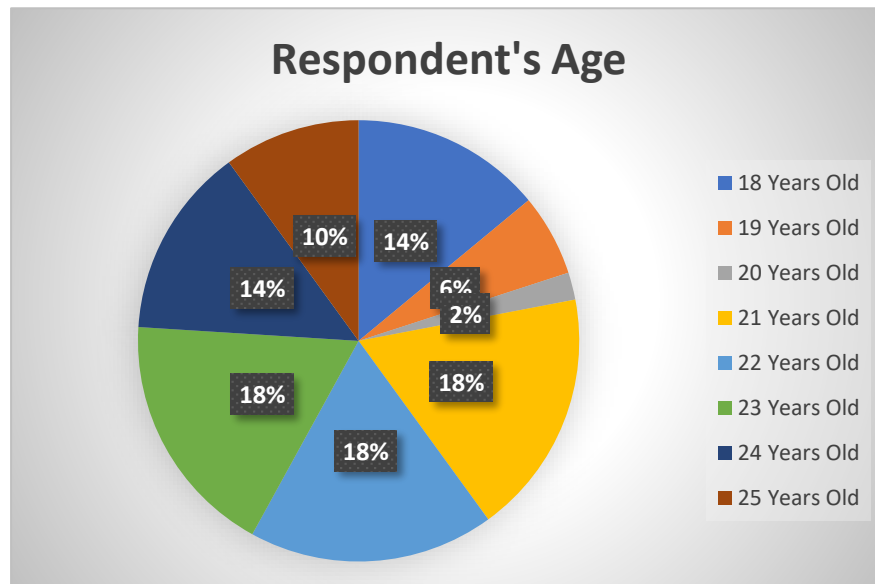
### **CHAPTER III**

#### **RESEARCH FINDING REGARDING NEWS EXPOSURE ABOUT EFFECTIVENESS OF VARIOUS VACCINES AND WORD OF MOUTH WITH LEVEL OF PUBLIC TRUST ON COVID-19 VACCINES**

This chapter contains data regarding the identity of respondents and research results from news exposure about the Effectiveness of Various Vaccines and Word of Mouth on the Level of Public Trust in Covid-19 Vaccinations. The research sample used was 50 respondents with an age range of 18-25 years who are residents of Pekalongan City and were exposed to news about the Effectiveness of Various Covid-19 Vaccines.

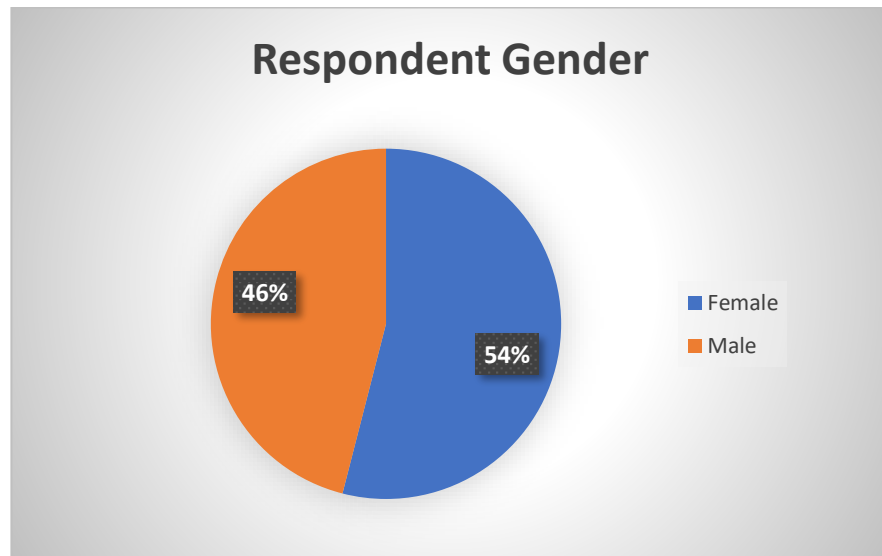
### 3.1. Respondent Identity

**Figure 3. 1 Respondent's Age**



Based on Picture 3.1, it can be seen that the research respondents aged between 18-25 years who are residents of Pekalongan City and were exposed to news about the Effectiveness of Various Covid-19 Vaccines. Respondents with the highest percentage which is 18% came from the age group of 21-23 years. Meanwhile, the lowest percentage is 2% that come from 20 years old respondent.

**Figure 3. 2 Respondents Gender**



Based on Picture 3.2, it can be said that the respondents in this study were mostly Female with a percentage of 54% compared to male with a percentage of 46%.

### **3.2. News Exposure About Effectiveness of Various Vaccines**

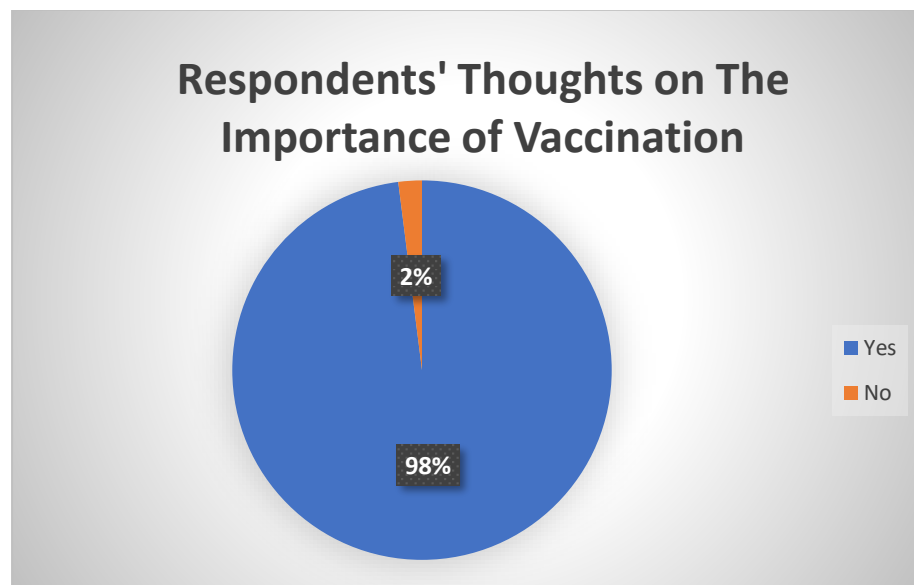
News exposure is a situation where the public receives messages or obtains information in the form of knowledge about a product after seeing, hearing, and reading news about the effectiveness of various Covid-19 vaccines. To measure news exposure, it can be done by testing the audience's knowledge about a case including what happened and the causes of the case. In other words, to find out whether the audience is exposed to it can be tested by asking if they have read, seen and heard the news. So that the variable of news exposure about the effectiveness of various Covid-19 vaccines in this study was measured by the following indicators:

- Respondents are able to disseminate news and information on the effectiveness of various Covid 19 vaccines used in Indonesia

- Respondents were able to retail news content about the effectiveness of various vaccinesCovid-19 used in Indonesia
- Respondents can mention the Covid-19 vaccine variant

### 3.2.1. Respondents' Thoughts on The Importance of Vaccination

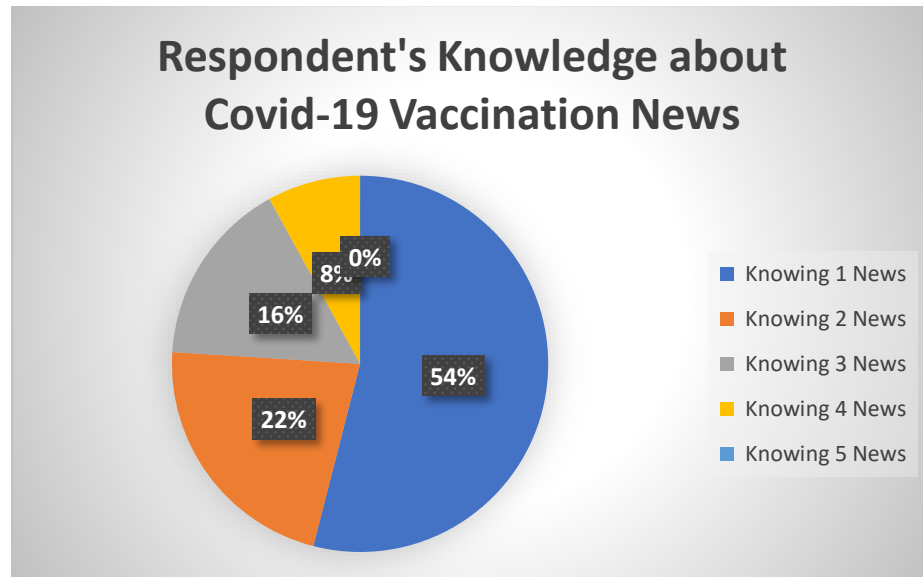
**Figure 3. 3 Respondents' Thoughts on The Importance of Vaccination**



Based on Picture 3.3, it can be concluded that almost all respondents think that vaccines are important, only 1 respondent thinks that vaccines are not important.

### 3.2.2. Respondent's Knowledge about Covid-19 Vaccination News

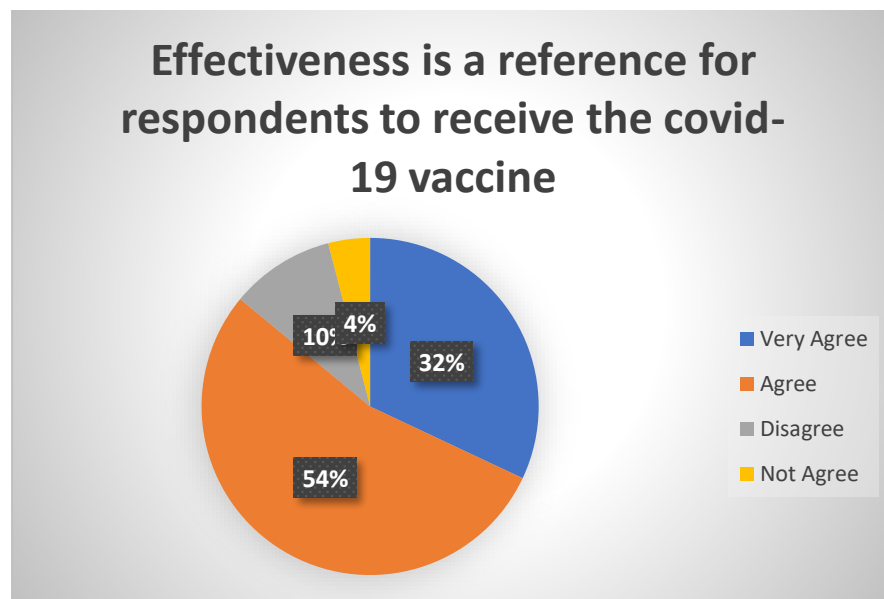
**Figure 3. 4 Respondent's Knowledge about Covid-19 Vaccination News**



Based on the results of the diagram above, the number with the highest percentage, which is 54%, stated that the respondent only knew 1 news. While the lowest percentage stated that only 8% of respondents knew about 4 news news on vaccinations and no respondent knew about five news about vaccines. More than half of the respondents know only 1 news about the effectiveness of various vaccines and only a few know more than 1 news. So, it can be said that most of the respondents did not know much about the effectiveness of the Covid-19 vaccine.

### 3.2.3. Effectiveness is a Reference for Respondents to Receive the Covid-19 Vaccines

**Figure 3. 5 Effectiveness is a reference for respondents to receive the covid-19 vaccines**



Based on Picture 3.5 data, it can be concluded that the highest percentage of respondents who agree to use news of effectiveness as a reference for receiving Covid-19 vaccine doses is 54%. While the lowest percentage based on the diagram above is 4% which states that respondents do not agree to use effectiveness as a reference for receiving the Covid-19 vaccine. Thus, it can be concluded that most respondents agree that they use the vaccine effectiveness figure as their reference for receiving the Covid-19 vaccine dose, and only a few respondents disagree or not agree.

### 3.3. Word of Mouth

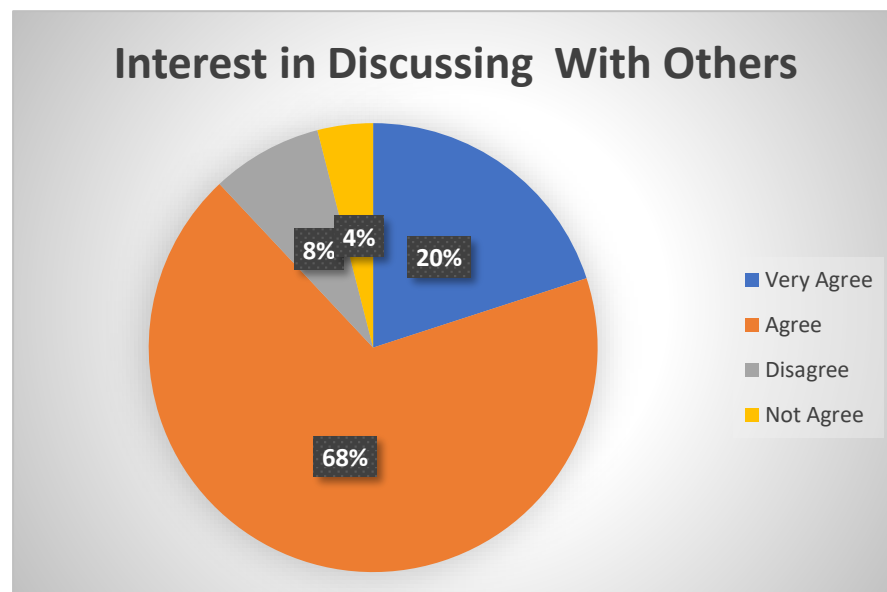
Word of mouth activity variables regarding the effectiveness of various Covid-19 vaccines are measured using the indicators below:

- Respondents received information about the Covid-19 Vaccination Variant through face-to-face and online interactions
- Respondents share information about Covid-19 Vaccination Variants with other people face-to-face and online
- Respondents gave opinions containing weaknesses or strengths regarding the Covid-19 Vaccination Variant face-to-face and online

#### 3.3.1. Interest in Sharing and Discussing Covid-19 Vaccination with Others

##### 3.3.1.1 Interest in Discussing With Others

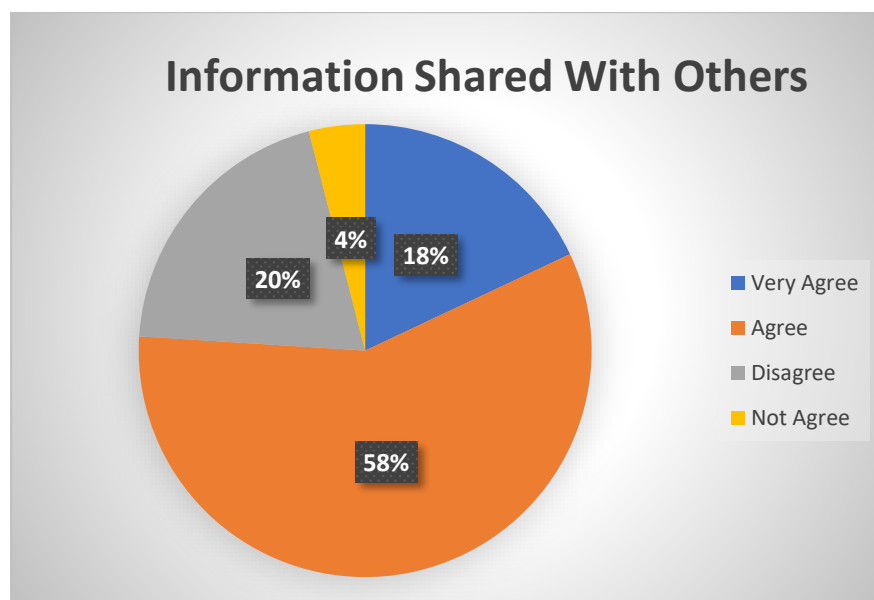
**Figure 3. 6 Interest in Discussing With Others**



Based on Picture 3.6 above, it can be concluded that the respondents with the highest percentage of 68% expressed interest in discussing the effectiveness of the Covid-19 vaccine with other people. Meanwhile, the lowest percentage with 4% stated that the respondents were not interested in discussing the effectiveness of the Covid-19 vaccine with other people. It can be conclude, most of the respondents stated that they were interested in discussing the effectiveness of vaccines with cloth people, only a few were not interested in discussing it with other people.

#### 3.3.1.2 Information Shared With Others

**Figure 3. 7 Information Shared With Others**



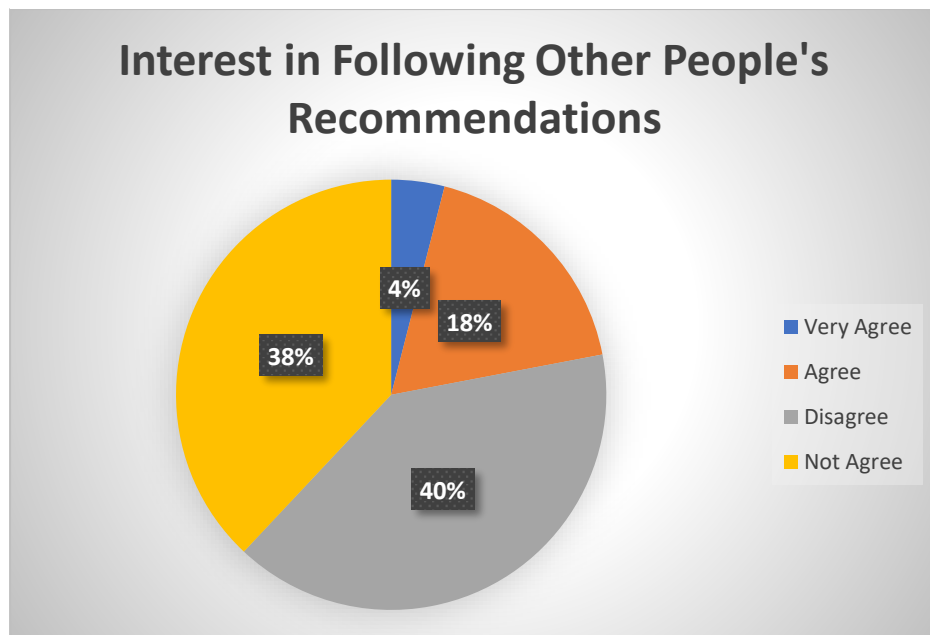
Based on the results of the research in picture 3.7, the highest percentage is 58% stated that the respondents agreed to share information about the effectiveness



of the Covid-19 vaccine to others. Meanwhile, the lowest percentage which is 4% stated that the respondents did not agree to spread the news about the effectiveness of the Covid-19 vaccine to others. It can be conclude, most respondents admitted that they shared information about the effectiveness of the vaccine with others, only a few respondents disagreed and did not agree to share information with others.

### 3.3.2. Interest in Following Other People's Recommendations

**Figure 3. 8 Interest in Following Other People's Recommendations**

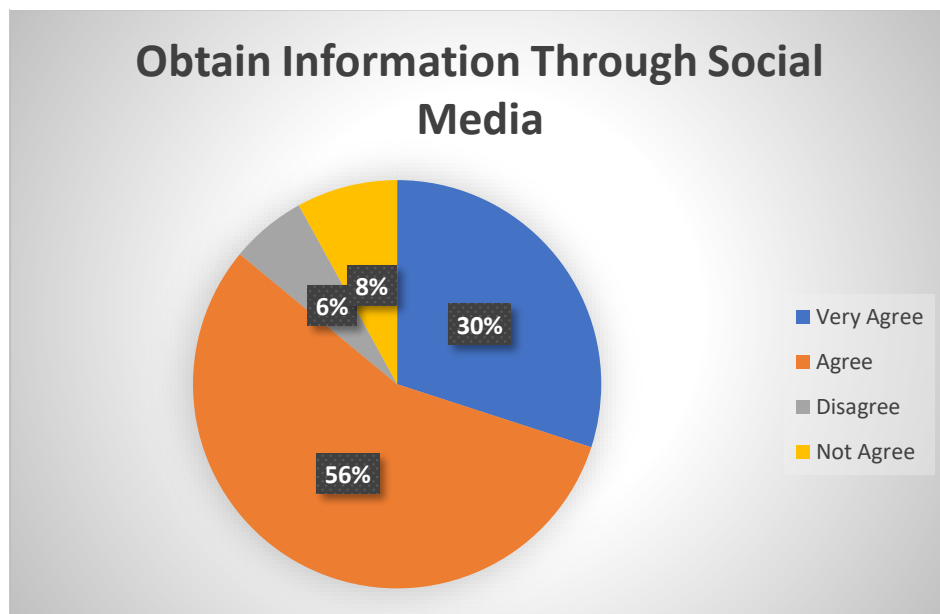


Based on the results from picture 3.8, the highest percentage which is 40% stated that respondents disagree to follow the Covid-19 vaccine recommendations from other people. While the lowest percentage is at 4% which states that respondents very agree to follow other people's recommendations regarding the Covid-19 vaccine. Almost all of the respondents stated they did not want to follow

the covid-19 vaccine recommendations from others, only a few agreed to follow the recommendations of others. So, it can be said that respondents agreed to share and share information about the Covid-19 vaccine with other people but did not want to follow other people's recommendations.

### 3.3.3. Obtain Information Through Social Media

**Figure 3. 9 Obtain Information Through Social Media**

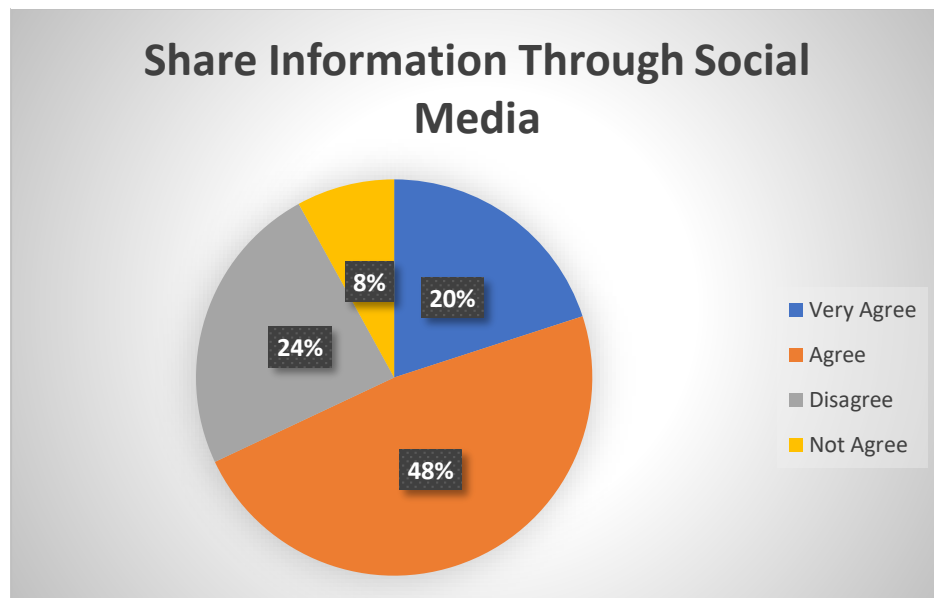


Based on the research results from picture 3.9 above, the highest percentage of 56% stated that respondents agreed that they received information about the effectiveness of the Covid-19 vaccine from social media such as Instagram, Twitter, Facebook, Youtube and other instant messengers. Meanwhile, the lowest percentage was 6% which stated that the respondent disagreed received information about the

effectiveness of the Covid-19 vaccine from social media such as Instagram, Twitter, Facebook, Youtube and other instant messengers. So, it can be concluded that most of the respondents admitted that they got information about the Covid-19 vaccine from social media which is an information platform, and only a few did not get information from social media.

#### 3.3.4. Share Information Through Social Media

**Figure 3. 10 Share Information Through Social Media**



Based on the research results in picture 3.10, the highest percentage of 48% stated that respondents agreed that they shared information about the effectiveness of the covid-19 vaccine through social media such as Instagram, Twitter, Facebook, Youtube and other instant messengers. Meanwhile, the lowest percentage of the picture above is 8% that stated respondents did not agree that they shared information about the effectiveness of the COVID-19 vaccine through their social media. So it

can be concluded, more than half of the respondents admitted that they shared information about the effectiveness of the covid-19 vaccine on their social media, only a few did not share information about the Covid-19 vaccine on their social media.

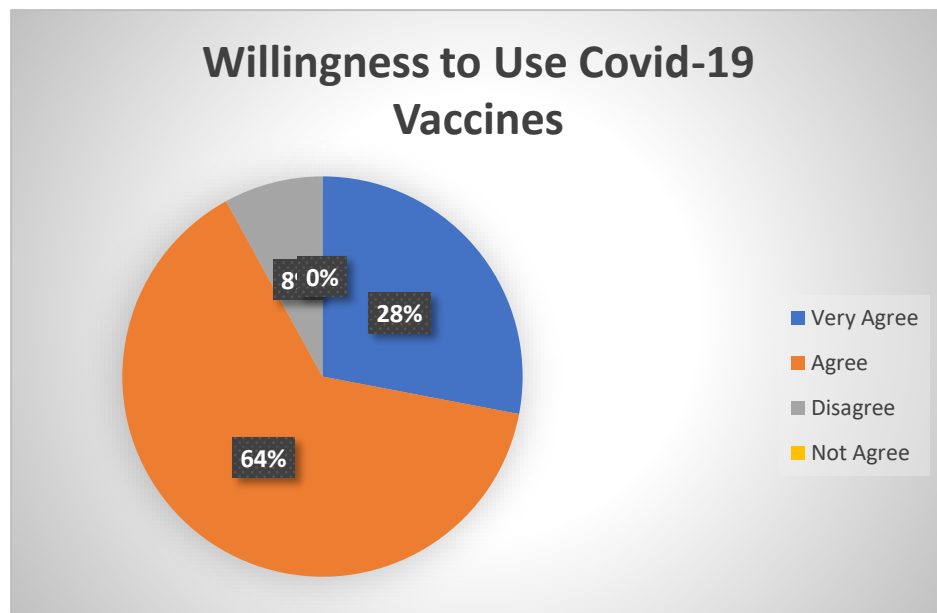
### 3.4. Level of Public Trust in Covid-19 Vaccination

The level of Public Trust in Covid-19 Vaccination is measured from the following indicators:

- Respondents choose to receive a dose of the covid-19 vaccine or not

#### 3.4.1. Willingness to Use Covid-19 Vaccines

**Figure 3. 11 Willingness to Use Covid-19 Vaccines**

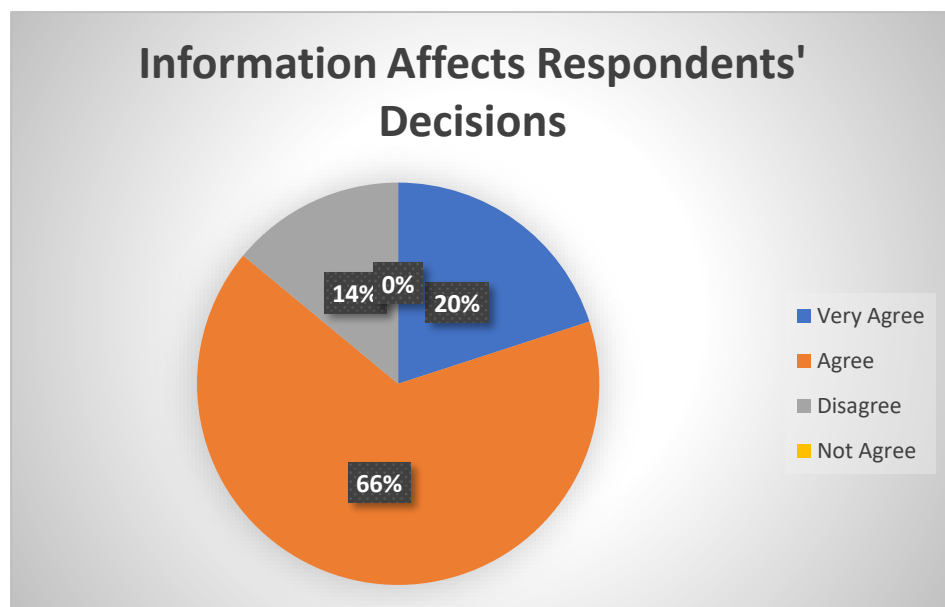


Based on the results of the research in picture 3.11, the highest percentage of 64% stated that respondents agreed that they were willing to receive a dose of the Covid-19 vaccine after reading the news about the effectiveness of the Covid-19 vaccine. Meanwhile, the lowest percentage was 8% who stated that their respondents

disagreed that they had a desire to receive a dose of the Covid-19 vaccine and, there were 0% respondents who did not agree about their willingness to receive the Covid-19 vaccine. So it can be concluded that almost all respondents admitted that they were willing to receive a dose of the Covid-19 vaccine after receiving information about the effectiveness of the Covid-19 vaccine through news, social media, and word of mouth. Meanwhile, only a few people are not willing to receive a dose of the Covid-19 vaccine even though they have read or heard the news about the effectiveness of the Covid-19 vaccine.

#### 3.4.2. Information Affects Respondents' Decisions

**Figure 3. 12 Information Affects Respondents' Decisions**

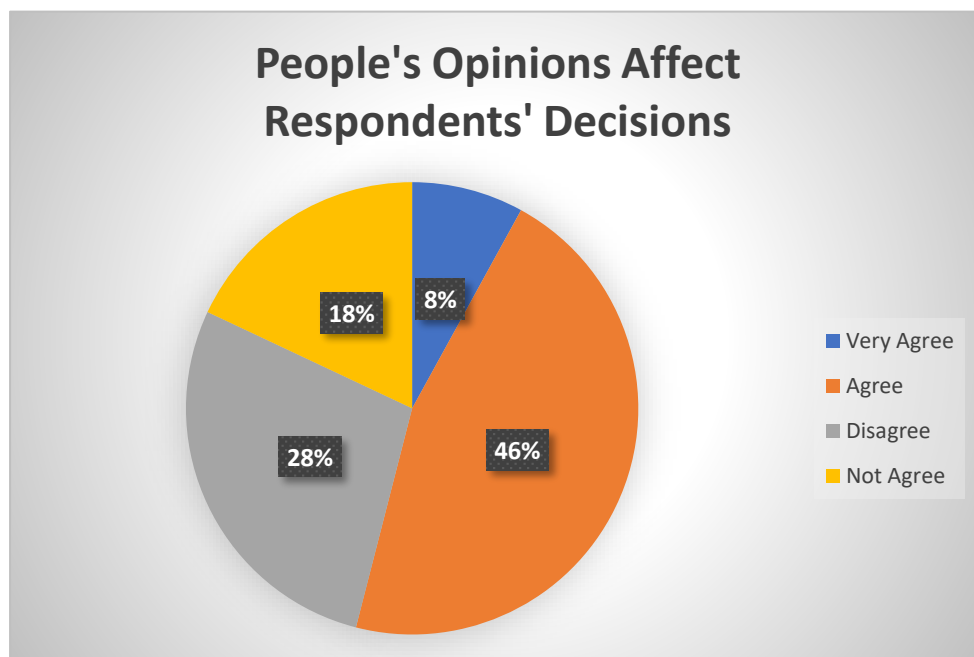


Based on the research results from picture 3.12, the highest percentage from the diagram above is 66% which states that the respondent agrees that the

information obtained by the respondent about the effectiveness of the Covid-19 vaccine is influenced by the respondent's decision to receive a dose of the Covid-19 vaccine. . Meanwhile, the lowest percentage which is 14% of respondents stated that they disagreed that the information they received could affect their decision. It can be concluded that most respondents admitted that the information they got through news, social media, and word of mouth could affect their decision to receive the Covid-19 vaccine dose. And only a few respondents felt that information about the effectiveness of the Covid-19 vaccine could affect their decision.

#### **3.4.2.1. People's Opinions Affect Respondents' Decisions**

**Figure 3. 13 People's Opinions Affect Respondents' Decisions**



Based on the research results from picture 3.13, the highest percentage is 46% of respondents stated that they agreed about the opinions of others that affect their

decision to receive a dose of the Covid-19 vaccine. Meanwhile, the lowest percentage of which is 8% stated that respondents very agree about the opinions of others can affect their decision to receive a dose of the Covid-19 vaccine. In conclusion, more than half of the respondents stated that they agreed that the opinions of others they heard about the effectiveness of the Covid-19 vaccine affected their decision to receive a dose of the Covid-19 vaccine. Meanwhile, nearly half of the other respondents stated that the opinions of others they heard would not affect their decision regarding the dose of the Covid-19 vaccine.