



**The Relations of News Exposure About Effectiveness Various Vaccines and
Word of Mouth With Level of Public Trust on Covid-19 Vaccines**

THESIS

**Compiled to meet the requirements for completing Strata 1 Education
Communication Studies Program, Faculty of Social and Political Sciences
Diponegoro University**

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**The Relations of News Exposure About Effectiveness of Various Vaccines and
Word of Mouth With Level of Public Trust on Covid-19 Vaccines**

Is really the result of my own scientific writing, not the result of other people's scientific work or plagiarism of other people's scientific work. If in the future it turns out that the scientific work that I have written is proven not to be the result of my own scientific work or the result of plagiarism of other people's work, then I am able to accept the applicable academic sanctions (revocation of graduation predicate and bachelor's degree).

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

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MOTTO

Just Do It.

DEDICATION PAGE

I dedicate this thesis to my mother, sister, and my family who always support and pray for me to become a better person every day

GRATITUDE PAGE

During the process of writing this thesis, the author has received a lot of support, knowledge, and experience from many peoples and parties. Therefore, the author would like to thank:

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ABSTRACT

Title : **The Relations of News Exposure About Effectiveness of Various Vaccines and Word of Mouth With Level of Public Trust on Covid-19 Vaccines**
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The Covid-19 vaccination program in Indonesia has been started since early 2021. Effectiveness, side effects, and the level of public awareness are still a problem in achieving the predetermined Covid-19 vaccination target. This study was conducted with the aim of knowing the relationship between news exposure on the effectiveness of various vaccines and word of mouth with the level of public trust on Covid-19 vaccination. The theory used in this study is the New Media Theory and Theory of Reasoned Action (TRA) with a non-probability sampling technique, totaling 50 samples with characteristics male and female, aged 18-25 years old, living in Pekalongan , and have seen, read, and heard news about the effectiveness of various Covid-19 vaccines. This research hypothesis testing using Kendall's Tau B analysis technique shows a positive result or there is a relationship between exposure to news on the effectiveness of various vaccines and word of mouth with the level of public trust on Covid-19 vaccination with a significance value on both hypothesis tests of 0.000 which means it is very significant. The recommendation of this research is institutions and governments that handle news about Covid-19 can publish more positive news about Covid-19 vaccinations and immediately clarified negative news that exist in order to increase the public trust on taking Covid-19 Vaccination.

Key Words: news exposure, word of mouth, level of trust

PREAMBLE

The background for the researchers to carry out this research was motivated by the many news about the effectiveness of the Covid-19 vaccine which often became a conversation in the community, where it was related to the public's desire to receive the Covid-19 vaccine. Word of mouth is one of the factors related to public conversations directly or online in giving opinions and considering other people's opinions about Covid-19 vaccinations. In response to this, the government has tried to clarify deviant news and facilitate the implementation of the vaccination program, but it seems that this is not enough for the public.

The research entitled "The Relations of News Exposure About Effectiveness of Various Vaccines and Word of Mouth With Level of Public Trust on Covid-19 Vaccines" consists of five chapters. Chapter 1 contains the research background, problem formulation, theoretical framework, and also the methods used in the research. In chapter 2, readers can find geographical and demographic explanations of the research location, the vaccination achievement of the study site, the difference in the vaccination achievement of the study site with other cities, and the government's efforts to achieve the predetermined Covid-19 vaccination target. The contents of chapter 3 are the results of research findings on each variable which is news exposure about various vaccine, word of mouth, and level of public trust on Covid-19 vaccination. Chapter 4 contains the results of hypothesis testing from this research and discussion. Finally, chapter 5 contains conclusions and suggestions addressed to the object of this research.

The author hopes that the research carried out can be used as a reference for further studies that are related to this research and can provide good benefits to the wider community and other relevant parties. The author as a researcher is fully aware that there are still many shortcomings in this research, therefore the author is very open to criticism, suggestions, and input if it can build for better quality research in the future.

Semarang, 31 May 2022

A handwritten signature in black ink, appearing to read 'Thalya Anggita Putri'.

Thalya Anggita Putri

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