

CHAPTER I

INTRODUCTION

1.1 Background

The world community is now dealing with the Covid-19 pandemic, which has yet to reach a conclusion. Governments around the world have taken a variety of measures to combat the deployment of the Covid-19 virus, and Indonesia is no exception. To date, there are 2,670,046 people infected with the Covid-19 virus in Indonesia with a total of 2,157,363 patients who recovered. The rapid increase in Covid-19 cases in Indonesia has prompted the government to speed up vaccination efforts (Tsarina (2021, July 14). Added 17,762, Covid-19 Patients Recovered 2,157,363 People. Kompas).

World Health Organization (WHO) has made guidelines for Covid-19 viral management, including hand hygiene, social distance, mask use, and developing body resistance by consuming nutritious foods, exercising, minimizing stress, and taking health supplements are just a few of the things that can be done. Aside of that, in the realm of medicine, the presence of vaccinations in every new disease is crucial. Vaccines are one of the most efficient and cost-effective strategies to avoid viral diseases, hence coronavirus vaccine program for people of the nation is very critical. Based on the definition of CDC (Centers for Disease Control and Prevention) vaccines is a component that boosts a person's immune system to create immunity against certain diseases, so that these components can protect themselves from a disease. Vaccines are typically given by needle injection, although they can

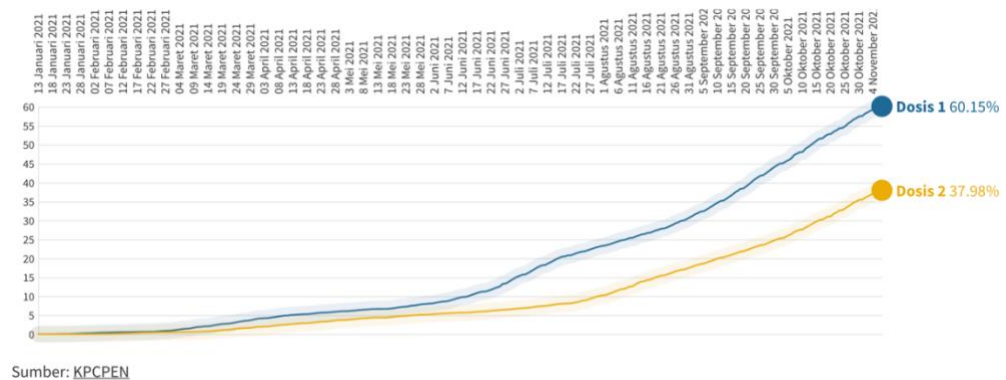
also be injected into the body through the mouth or nose. (National Center for Immunization and Respiratory Diseases, Centers for Disease Control and Prevention (CDC). 2021. Immunization : The Basics).

Because of the enormous number of Indonesians at this time, the country's requirement for the Covid-19 vaccination has become a homework assignment for the government. The Ministry of Health has identified seven varieties of Covid-19 vaccinations that will be utilized for all Indonesians in order to reach the country's immunization target. The Ministry of Home Affairs emphasized that the 70% vaccination target that President Joko Widodo has targeted is the government's efforts to deal with the Covid-19 pandemic in order to establish herd immunity as quickly as possible. From this, the Ministry of Home Affairs asks the public to cooperate with the government in order to accelerate the achievement of these targets (Minister of Home Affairs: Vaccination Target of 70% The Government's Effort to Handle Covid-19. 2021. Berita Satu). The Minister of Health's Decree No. HK.01.07/Menkes/12758/2020 contains this stipulation, AstraZeneca, Sinopharm, Moderna, Pfizer-BioNTech, Novavax, Sinovac and BioFarma's Merah Putih vaccine are among the vaccines that will be employed to fulfil the needs of the nation. (Indonesian Health Ministry. 2020. Determination of Vaccine Types for the Implementation of Corona Virus Disease 2019 (Covid-19) Vaccination No.HK.01.07/Menkes/12758/2020).

Since early 2021, Indonesia has been implementing a vaccination program, beginning with the injection of a vaccine against the president of the Republic of Indonesia. The vaccination program in Indonesia began once the initial vaccine

injection was completed. Some priority groups, such as health personnel, public sector workers, the elderly, and children, receive immunizations sooner than the general public. Until recently, Indonesia's vaccination effort has been ongoing, with daily targets being met in order to acquire herd immunity as soon as possible.

Figure 1. 1 Vaccination Rate in Indonesia per 26 August 2021



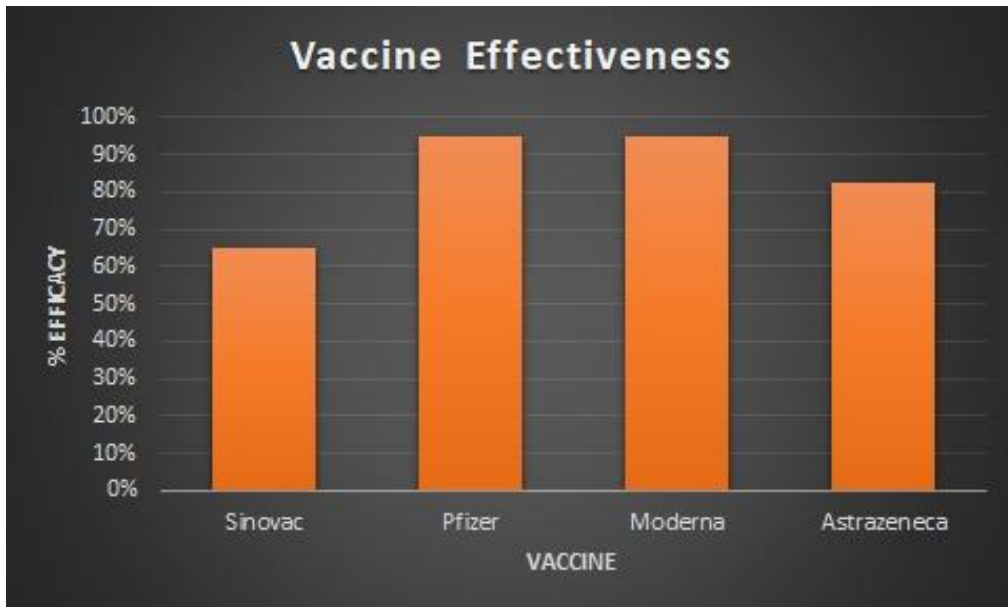
Source : <https://vaksin.kemkes.go.id/#/vaccines>

From the table above, it can be concluded that the Covid-19 vaccination program carried out by the government has increased. which shows that the public has begun to accept doses of the Covid-19 vaccine over time. This is also influenced by the statement of President Joko Widodo who wants a 70% vaccination target, so that all central and regional governments intensify the Covid-19 vaccination program in their respective regions.

Each Covid-19 vaccine has different effectiveness. Therefore, it is not uncommon for citizens to choose vaccines that have been provided by the government. effectiveness itself is the level of efficacy of a vaccine. which means, the higher the percentage of effectiveness, the higher the level of efficacy. Efficacy

findings (temporary) from an interim analysis report are already available for some Covid-19 vaccines in phase 3 clinical trials.

Figure 1. 2 Vaccine Effectiveness



Based on the table above, the highest effectiveness of the vaccine is the pfizer vaccine, 95.4%. Meanwhile, the lowest vaccine effectiveness was Sinovac vaccine with 65% effectiveness. According to the results of the Katadata Insight Center (KIC) survey, 25.8% of respondents refused vaccination because they were not sure about the effectiveness of the vaccine (Concerns about side effects are the main reason for refusing the Covid-19 vaccine. (2021, March 12). Katadata Insight Center (KIC)). Based on this, it can make citizens choose vaccines that have higher effectiveness so that they can be safer from the Covid-19 virus.

Side effects are also one of the reasons why the public is questioning the safety of the Covid-19 vaccine dose. The many issues and statements about the side effects of vaccines have made the public afraid and hesitant to receive vaccinations.

Based on a statement from the head of the Food and Drug Supervisory Agency (BPOM), they ensure compliance with vaccine safety, efficacy and quality standards. However, it is possible that the Covid-19 vaccine will have a side effect on the recipient. As for some side effects from receiving the Covid-19 vaccine: headache, diarrhea, skin disorders, pain, fever, nausea, cough, and fatigue (These are the side effects of 9 Covid-19 vaccines in Indonesia, from Sinovac to Convidecia. (2021, September 14). Newssetup). For this reason, the government has declared the safety of various Covid-19 vaccines that will be injected to the public and also explains the side effects that will be accepted by the public. In addition, the public who have been given the vaccine will be monitored first to find out if there are harmful side effects after the injection of the Covid-19 dose.

The Minister of Health of the Republic of Indonesia, Budi Gunadi Sadikin, stated that in the last three days there had been a decline in the rate of Covid-19 vaccinations. According to him, daily vaccinations are consistently at 2 million doses of vaccination per day. However, due to residents who refuse to be vaccinated using a vaccine other than Sinovac, the vaccination rate is slower than before. Budi also said that in the last 3 weeks there has been a decline in the injection rate, which was consistently above 2 million, has decreased. This is also influenced by residents who think that the side effect of the Sinovas vaccine is better than other vaccines (Minister of Health Reveals Many Residents Are Doubtful of Vaccination Apart from Using Sinovac. (2021, November 22). Detik Health). Not only does the daily vaccine dose decrease, but residents also choose certain vaccine brands due to side effects. According to coil.com, Rachmadi, the Head of the Karimun Health Service,

does not deny that many residents prefer to be vaccinated against the Sinovac type of vaccine over AstraZeneca because AstraZeneca is thought to frequently cause a fever effect, despite the fact that the the vaccine itself causes a fever effect. (Health Office Karimun: Many Residents Choose Sinovac Vaccination Over AstraZeneca. (2021, June 22). Kumparan). Because of many reports and issues regarding the side effects of Astrazeneca have made people afraid to be vaccinated using this brand of vaccine.

According to data provided by the ministry of communication and informatics, internet users in Indonesia increased 11 percent in the last year, from 175.4 million to 202.6 million users (Indonesian Ministry of Communication and Information. 2021. Netizen Increases, Indonesia Needs to Increase Cultural Values on the Internet.). The increase in internet use also certainly affects the amount of news that is read by the public. No wonder if the media is used as a media promotion or education for the public. In news exposure about various vaccines, the media has a very large contribution in conveying information or news to the public. This news is also conveyed by the media through several platforms such as television, online media, social media, billboards, and etc. The media plays a big role in building public awareness to get the Covid-19 vaccination, therefore we need media that can clearly educate the various vaccines in Indonesia. The news exposure regarding the Covid-19 vaccination program has made a few people question many things, including effectiveness, side effects, and others.

The number of media covering the latest developments or updates regarding the Covid-19 vaccination program that is being maximized by the government

makes people who see the news have different opinions. It is not uncommon for public opinion to change after seeing news that states about safety, side effects, and also the shortcomings of the Covid-19 vaccine. This happened due to the fear of residents to receive a dose of the Covid-19 vaccine if it had side effects or low effectiveness. Apart from receiving news exposure through different platforms, the public is also able to obtain information through interpersonal communication or commonly known as Word of Mouth. According to Bansal et al (2000: 166-177), word of mouth is stated to be more effective and influential in conveying information when compared to advertising. Communication activities carried out by word of mouth can be categorized into positive and negative communication. According to a study conducted by Nielsen, as many as 92 percent of people believe in word of mouth communication based on the experiences of those closest to them, such as family or relationships, compared to advertising content (Word of Mouth Marketing Strategy to Increase Sales (2020, June 1). Gobiz). Through Word of Mouth communication, the government and the community can mutually succeed in accelerating the Covid-19 vaccination to break the chain of virus transmission and achieve the health level of the Indonesian people effectively. In the implementation of the Covid-19 vaccination program, word of mouth plays an important role in being able to make the program a success through online platforms or in person. Thus, it can be said that word of mouth on matters related to the Covid-19 vaccination program can make a person's opinion change based on the conversation. If the conversation is negative, it is likely that someone's opinion will be negative, and vice versa.

There are many barriers to attain herd immunity behind the operation of the public immunization program. Despite the government's different attempts and prevention tactics to break the virus chain of transmission, many barriers are still being vaccinated in several locations after the public got an information which spread through word of mouth that one vaccine was superior to the other. The argument over which vaccine is safer and more effective is preventing the government from implementing a vaccination program. In fact, the current circumstances are not the best moment to think long and hard about getting a vaccine tailored to your specific needs in order to slow the spread of corona virus cases.

The public trust that has been formed in the Covid-19 vaccination must be maintained and improved. Based on a poll conducted by the Indonesian Technical Advisory Group on Immunization (ITAGI), in February 2021 it was recorded that 94% of respondents believed in vaccination. This figure is an increase compared to the poll results in September 2020, which recorded that 60% of respondents believed in the Covid -19 vaccination process. (Trust in Covid-19 Vaccination Increases. (2021, March 19). Media Indonesia). In increasing public trust, of course there is a role for the media to also provide education and information about all the things that related to the vaccination program. Thus, there is an increase in public confidence in the Covid-19 vaccination.

As much as 45.1% of the 22-25 years old age group were eager to be vaccinated, according to the Indonesian Political Indicators Survey of 1,200 randomly selected respondents from across Indonesia on 1-3 February 2021.

Concerns about vaccine side effects, the view that the vaccination was ineffective, and the belief that they did not need the vaccine since their bodies were healthy were the three primary reasons the group did not or were less eager to be vaccinated, according to the poll. (Challenges and Problems of Covid-19 Vaccination in Indonesia. (2021, February). Indikator). Meanwhile, the Center for Strategic and International Studies (CSIS) found that young people aged 17 to 22 years do not believe in vaccine efficacy in a poll of 800 respondents done in DKI Jakarta and DI Yogyakarta from January 13 to 18. The CSIS discovered that respondents' trust in vaccine efficacy was affected by their age. Vaccines are less likely to be believed by younger people. (Center for Strategic and International Studies (CSIS). About Perception, Effectiveness, and Implementation of Covid -19 Health Protocols. (2021, May). Center for Strategic and International Studies (CSIS).

There are many barriers to attain herd immunity behind the operation of the public immunization program. Despite the government's different attempts and prevention tactics to break the virus chain of transmission, many barriers are still being vaccinated in several locations after the public got an information which spread through word of mouth that one vaccine was superior to the other. The argument over which vaccine is safer and more effective is preventing the government from implementing a vaccination program. In fact, the current circumstances are not the best moment to think long and hard about getting a vaccine tailored to your specific needs in order to slow the spread of corona virus cases.

The effectiveness and safety of vaccinations, the ability and credibility of institutions to distribute vaccinations, and public confidence in the principles that guide government decisions and actions all influence the success of vaccination programs. Until now, the government must continue to make strenuous efforts to keep the community on track in dealing with the Covid-19 epidemic through the vaccination program.

The research area of this research is Pekalongan City. Pekalongan city is one of the city in central java that hasn't reached the vaccination program that the government has set at 70%, and that is the reason why Pekalongan is the place for research. In line with this, the fairly rapid development in technology in the city of Pekalongan also makes the level of internet use in the city of Pekalongan increase.

1.2.Problem Statement

One of the Indonesian Government's efforts to suppress the growth of Covid-19 in Indonesia is the provision of vaccines to the public. The government targets the Covid-19 vaccination program for 208 million people. When implementing a Covid 19 vaccination program, the government has prepared a number of vaccines. The Food and Drug Supervisory Agency (BPOM) has issued an Emergency Use Authorization (EUA) for 7 Covid-19 vaccines in Indonesia since January 2021 until now, there are : Sinovac, PT Bio Farma's Covid-19 vaccine, AstraZeneca, Sinopharm, Moderna, Pfizer, and Sputnik V. In this vaccination program, media has a big role to play in changing public confidence in carrying out Covid-19 vaccinations. News about the effectiveness that make people not sure about the

vaccines can be caused by inaccurate information or education reported by the media.

In line with that, people spread rumors or their personal opinions about the effectiveness of vaccines and side effects by word of mouth, which makes people increasingly question which vaccine is better. So, it can be said that the problem of this research is that there are Relations of News Exposure About Effectiveness of Various Vaccines and Word of Mouth with Level of Public Trust on Covid-19 Vaccines. Which means that the media or word of mouth communication has a relationship with the level of public trust in the Covid-19 Vaccination program.

1.3.Objective

The purpose of this research is :

- a. To measure the relationship between news exposure about the effectiveness of various vaccines and the level of public trust on the Covid-19 vaccination.
- b. To measure the relationship between Word of Mouth and the level of public trust on the Covid-19 vaccination.

1.4.Research Significance

1.4.1.Theoretical

The results of this research are expected to be an additional subject matter of knowledge, understanding, and references for communication science students.

1.4.2. Practical

The researcher hopes that the results of this study can provide crucial insight and understanding for medical personnel about the important role of the media in reporting the Covid-19 vaccination.

1.4.3. Social

The results of this research are expected to provide assistance to the public in understanding the relations of news exposure and communication activities carried out by word of mouth have a relations with the level of public trust on Covid-19 Vaccines also, used as a reference that can be used for future research. More than that, the researcher hopes that this study can be an additional insight for many parties, especially in related matters.

1.5. Theoretical Framework

1.5.1. Paradigm

Paradigm is essentially an attempt to find the truth or an attempt to further justify the truth. According to Mertens, the paradigm is placing the main interest in the lives of individuals who have been marginalized so far. By means of analyzing existing inequalities based on gender, race, ethnicity, or disability related to social action. (Creswel, 2003:159).

The paradigm used in this research is the positivist paradigm. The philosophy of positivism views that the reality of a single object that does not exist in human consciousness and which can be revealed to the author by careful scientific methods. (Bloor and Wood, 2006:171).

1.5.2.State of The Art

a. Conspiratorial thinking, selective exposure to conservative media, and response to COVID-19 in the US

When the Covid-19 pandemic began in the United States, almost all conservative media users there were more likely to embrace the pandemic conspiracy theories and fail to take precautions against COVID-19, such as wearing a mask and getting vaccinated outside the home. The purpose of this study was to test the hypothesis that public acceptance of conspiracy thinking engages in conservative media coverage, which contributes to increasing belief in pandemic conspiracy theories in the first year of a pandemic. Growth curve method was used in this study to analyze changes in conspiracy beliefs and public health outcomes. The point of this research is that conservative media entice a public less exposed to mainstream news to believe in pandemic conspiracy theories. As a result of increasing belief in this pandemic conspiracy, it creates a crisis as well as challenges that must be carried out by the United States government to deal with the Covid-19 Pandemic. (Romer and Jamieson (2021). Conspiratorial thinking, selective exposure to conservative media, and response to COVID-19 in the US. Science Direct Proxy. Retrieved from <https://sciencedirect.proxy.undip.ac.id/science/article/pii/S0277953621008121>).

b. Acceptance of Covid-19 Vaccination during the Covid-19 Pandemic in China

Vaccines are often considered as an easy and inexpensive way to control or prevent infectious diseases. Research and development of the Covid-19 virus vaccine has been going very fast. The willingness to pay of individuals in the community must be understood because the Covid-19 vaccination is related to public demand, access, and also finance. The purpose of this research is to see if the public is willing to pay for the Covid-19 vaccination during the pandemic in the Chinese city. The results of this study show that there is a positive public acceptance and attitude towards the Covid-19 vaccination, and also its relationship to gender, life status, and the cost of the Covid-19 vaccine. (Jiahao Wang. (2020). Acceptance of Covid-19 Vaccination during the Covid-19 Pandemic in China. Science Direct. Retrieved from <https://doi.org/10.1016/j.vaccine.2021.02.060>).

c. Role of word-of-mouth for programs of voluntary vaccination: A game-theoretic approach

Wom is one of the important communication models, which has been considered for a long time to be used in selling and deployment models. The aim of this study was to find out whether WOM is relevant and relative in vaccine advertising versus the spread of the existing epidemic status. According to the results of this study, it was found that individuals who received vaccines were more affected by vaccine advertisements than those with Covid-19 pandemic status. Thus, providing information about the benefits of the Covid-19 vaccine during this pandemic will greatly help increase the number of injections of the Covid-19 vaccine dose. (Bhattacharayya, Samith. (2015). Role of word-of-mouth for

programs of voluntary vaccination: A game-theoretic approach. Science Direct. Retrieved from <https://doi.org/10.1016/j.mbs.2015.08.023>)

d. Media news on vaccines and vaccination: The content profile, sentiment and trend of the online mass media during 2015–2020 in India by Das, Maroja Kumara et al., (2020)

The slow pace of the immunization program in India has led to an increase in people's desire to vaccinate with increasing internet and media penetration. the existence of social media, communication, and news makes the rubella measles vaccination program in India difficult. In this study, the emotion and profile of vaccination from the media was also investigated to get better results. as many as 1788 of the 2626 news that did meet the requirements deserved to be analyzed. 59.1% of the news focused on vaccination programmes, 7.7% on refusal of vaccination. 71.4% of the news contained positive responses, 23.8% negative responses, and 4.7% neutral responses. The results of this study are that the stages of the rubella measles vaccination program in India have a negative impact such as negative news and feelings. (Das, Maroja Kumara. (2020). Media news on vaccines and vaccination: The content profile, sentiment and trend of the online mass media during 2015–2020 in India. Retrieved from <https://doi.org/10.1016/j.cegh.2020.100691>).

Table 1. 1 State of art table

No.	Title of study	Theoretical Framework	Research methods	Results

1	<p>Conspiratorial thinking, selective exposure to conservative media, and response to COVID-19 in the US</p>	<p>Conspiracy beliefs, conservative political ideology, and conservative media</p>	<p>Growth curve models</p>	<p>United States conservative media make media users susceptible to conspiracy thoughts. public views or opinions about conservative politics are not too exposed to mainstream news. This selective media has resulted in many things, one of which is the increased belief in the existing conspiracy. thus, making it a challenge for the</p>
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				United States to be able to deal with this situation.
2	Acceptance of Covid-19 Vaccination during the Covid-19 Pandemic in China		Network stratified random sampling	High acceptability of the covid-19 vaccination and positive attitude toward the covid-19 vaccination among the people were discovered in this study, and there was a link between gender, marital status, and vaccine prices and the public's opinion

				of the covid-19 vaccine
3	<p>Role of word-of-mouth for programs of voluntary vaccination: A game-theoretic approach</p>		<p>Game-theoretic model and compartmental model</p>	<p>Keeping the public informed about the benefits of vaccines and encouraging them to get vaccinated may help to increase vaccination rates during disease outbreaks.</p>
4	<p>Media news on vaccines and vaccination: The content profile, sentiment and trend of the online mass media during 2015–2020 in India</p>		<p>Sentiments (positive, negative and neutral)</p>	<p>Negative news about vaccination can certainly influence public attitudes and opinions about vaccination. The public's response</p>

				to previous vaccines shows the need for a good portrayal in the media in order to be able to report and provide the right information so that public opinion on vaccines can increase.
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Different from previous research, this research focuses on how the role of the media and also of mouth in the Covid-19 vaccination program that is being run by the government. The difference in the effectiveness of each Covid-19 vaccine makes the public prefer the type of vaccine they want. It is also influenced by various kinds of positive and negative issues regarding the type of vaccine circulating in the community as a result of word of mouth that occurs. So, what makes this research unique is because this research discusses news about Covid-19 vaccination that comes from the media and also word of mouth that circulating in the public.

1.5.3. News Exposure

Exposure is based on emotional, social, cultural, and personal judgments that influence people in choosing what they can consume from media (DeFleur, 2016:193). Media exposure is a situation where the audience is intensely exposed to news or media messages. Audiences who intentionally or unintentionally hear and see media exposure will have an impression of whatever they see. The impression can be in the form of broad information, knowledge, and insight that the audience catches from a news story. It can be concluded that news exposure is a condition where the audience is exposed to information conveyed by a news in the mass media. News can be defined as an accurate fact or an idea that can attract the attention of a large number of readers (Spencer, M. Lyle, 2009:26). When other news media came along, they were also associated with public opinion and were cited as a very strong influence on what citizens felt and thought, about government and other types of issues of public concern (DeFluer, 2016:59). Currently, audiences can access news through several media such as print media, online media, and electronic media.

From the explanation above, it can be concluded that exposure to news on the effectiveness of various vaccines is a condition in which audiences carry out activities to hear, see and read mass media messages or have experience and attention to messages through news in the mass media regarding the effectiveness of various types of vaccines.

1.5.4. Word of Mouth

Communication takes place by word of mouth as people pass on gossip, tidings, advice, decisions of leaders, and even entertainment in the form of folk tales and stories (DeFleur, 2016:85). Information obtained directly through other people by telling their personal experiences, so the information received is relatively more convincing and trustworthy than advertising.

Word of Mouth is divided into 2 types, which occur face to face (offline) and on the internet (online). Although with current technological developments, word of mouth that occurs in the community tends to be more offline (Sernovitz, 2012: 24). Broadly speaking, word of mouth offline or online can be interpreted as communication activities that occur between individuals and groups with the aim of providing their opinions regarding a brand or service personally with the help of the internet. The information obtained can also be in the form of advantages or disadvantages of brands, products or services.

Messages that are conveyed and obtained directly tend to be more quickly reached by memory so that they can have a major impact on audience memory (Mowen and Minor, 1998: 180). In word of mouth communication, there is also a negativity bias where consumers focus more on messages that lead to bad things when compared to messages that lead to the good of a product/service. Based on the observations of Mowen and Minor, one negative information about a product or service can block more than two or three positive information. So that it can be said that consumers or the public are more focused on negative information than positive information.

1.5.5. Level of Public Trust on Covid-19 Vaccines

In social life, trust plays an important role, without trust we cannot enter a new environment or have relationships with other people (Ishi, 2007: 282). Trust is the basis of relationships between individuals or groups. Trust is a feeling when we relate to people based on trust and feel comfortable with them (DeFleur, 2016:118). Trust strongly related to prediction, which means when we can predict that someone will not betray us and can work well together, then our trust in that person can be said quite large. The person generally lacks confidence in his or her opinion and usually relies on the dominant opinion or opinion of the majority for support or guidance. (Severin and Tankard, 2014:313).

According to Lau and Lee (1999:343), with the fulfillment of consumer expectations or satisfaction, the brand is considered to have a good reputation, so that it can strengthen consumer confidence or the general public. Lau and Lee stated that there are three important characteristics that affect the trust of a consumer such as brand characteristics that can be measured from brand image, brand predictability, and brand value. In addition, there are company characteristics that can be measured through trust in the company, company reputation, company motives and integrity. Furthermore, the last characteristic is the customer and brand relationship which includes similarities between the consumer's self-concept and the brand, interest in the brand, brand experience, satisfaction with the brand, to peer support or relationships.

In other words, the level of trust can be said to increase if a brand is able to influence consumers by using or making the main choice in its use compared to similar brands. Vice versa, the level of consumer confidence will decrease if a brand is not chosen because it is considered unable to meet consumer expectations

1.5.6. Relationship Between News Exposure and Level of Public Trust on Covid-19 Vaccines

News Exposure about the effectiveness of various vaccines can be related to the level of public trust in Covid-19 vaccination by using the New Media Theory. Pierre Levy argues that the theory of new media is a theory that discusses the development of media. The presence of the internet and networked communication shows important changes in the theory of mass communication media. The first change is the loosening of the concept of mass media into various media ranging from broad to narrow in scope. Furthermore, the concept develops from individual information and knowledge acquisition to interaction. Third, this theory brings updates to more popular media including interest in dissemination (Littlejohn et al, 2017: 148-149).

According to Pierre Levy, there are two points of view in New Media theory, namely social interaction and social integration. A view of social interaction that distinguishes the media based on their proximity. This theory views media as an open, flexible and dynamic information container. In addition, there is a social integration view that describes the media not only in terms of information but also in the form of rituals. It is more emphasized on how people use the media as an

effort to create community. Online information is also available on social media owned by users such as Twitter, Instagram and Facebook. The characteristics of interactive online media allow users to produce content independently (user generated content).

So, when it comes to exposure to news about the effectiveness of various vaccines based on the New Media Theory, consumers can freely see, read, or hear the news from media or what is known as new media. Today the development of the media is becoming very rapid with the existence of an integrated and converged system. Social media is one example of new media, so that with this media knowledge will emerge as a result of the information obtained. Then it will be followed by feelings or attitudes of avoiding the brand, so that the level of trust of the audience exposed to the news will decrease. It can be said that if the news published in the mass media contains content about weaknesses, it will affect the decline in public trust. This conception implies that each individual could be influenced in similar and powerful ways by the existing mass media (DeFluer, 2016:19)

1.5.7. Word of Mouth on The Level of Public Trust

In choosing or buying a product, consumers will try to get to know the product by looking for product-related information from various sources. To collect information, an individual can obtain information from online encyclopedias, medical information, consumer reports, dictionaries, newspapers, and other sources of information in many languages of the world.. And for personal information, they

can collect it from family, colleagues and neighbors (Kotler and Keller, 2012:13). Sources of information include advertisements, websites, salespeople, dealers, and packaging and display. In addition, through public information sources such as mass media. Finally, through experimental information sources such as inspection, handling and use of the vaccines. The sources of information above, including sources of personal information, play an important role in making a person's attitude. Especially if the information obtained comes from people around the individual, it will be very easy and fast to be accepted and trusted by someone. So, it can be said that interpersonal communication can lead to new experiences to the point of causing changes.

This explanation is in accordance with the theory of reasoned action (TRA or ToRA) was developed by Martin Fishbein and Icek Ajzen to identify components that predict behavior. This theory is used to determine the content of a message or persuasive intervention, which explain the influence on behavior that involves conscious decision making and a person has several choices (Littlejohn and Foss, 2009: 826). This theory explains that behavior can be based on seven causal variables: behavioral intentions, attitudes, subjective norms, strength of beliefs, evaluations, normative beliefs, and motivation.

According to research developed by Martensen and Grønholdt (2016:12-13), positive word of mouth communication has a twice greater effect than negative word of mouth communication in influencing behavioral attitudes and intentions. Thus, a person's behavior can change when exposed to word of mouth because one's beliefs can change when getting information from other people. Word of mouth

communication strongly influences a person's level of belief in determining whether someone wants to be vaccinated or not. With word of mouth, people usually inform and influence others who have not yet discovered the media message (DeFleur, 2016:178). It can be interpreted that the more intensive word of mouth communication takes place, the higher the level of public confidence in using the Covid-19 vaccine. Therefore, interpersonal communication such as word of mouth can be considered as an advantage or disadvantage for the sustainability of a Vaccination program.

1.6. Hypothesis

The hypotheses that will be proven in this study are:

H1 : There is a relationship between exposure to news about the effectiveness of various vaccines and the level of public confidence

H2: There is a relationship between word of mouth and the level of public trust

1.7. Conceptual Definition

1.7.1. News Exposure to Effectiveness of Various Vaccines

News exposure on the effectiveness of various vaccines is the condition of being exposed to or all activities of hearing, seeing, and reading news of the effectiveness of vaccines that make the news message accepted by the public.

1.7.2. Word of Mouth

Word of mouth is a communication activity through word of mouth regarding the effectiveness of various vaccines, which can be done offline or online which aims to provide information to individuals personally.

1.7.3. Level of Public Trust on Covid-19 Vaccines

The level of public trust is a form of public perception of the effectiveness of various Covid-19 vaccines. This can be seen from the effectiveness of the vaccine, which makes the public choose vaccines based on their level of effectiveness, thereby slowing down the Covid-19 vaccination process in Indonesia.

1.8. Operational Definition

1.8.1. News Exposure to Effectiveness of Various Vaccines

News exposure to effectiveness of various vaccines is measured by the following indicators :

- Respondents are able to mention news and information on the effectiveness of various Covid 19 vaccines used in Indonesia
- Respondents were able to retell news content about the effectiveness of various vaccines Covid-19 used in Indonesia
- Respondents can mention the Covid-19 vaccine variant

1.8.2. Word of Mouth

- 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

1.8.3. Level of Public Trust on Covid-19 Vaccines

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

1.9. Research Method

1.9.1. Research Type

This research uses an explanatory type where this type of research explains that there is an influence between variables by testing the hypothesis that has been formulated at the beginning. This study has two independent variables, namely news exposure (X1) and word of mouth activity (X2). Meanwhile, the dependent variable tested is the level of confidence in the Covid-19 vaccination (Y).

1.9.2. Population and Sample

1.9.2.1. Population

The population is the entire object to be studied by researchers. In this case, the population has the following characteristics:

- Male and Female
- 18 – 25 Years Old
- Live in Pekalongan
- Have seen, read, and heard news about the effectiveness of various Covid-19 vaccines

1.9.2.2. Sample

a. Sampling Technique

In this research, the sampling technique used is the non-probability sampling method. This technique is a sampling technique where the population is not given the same opportunity because it must meet the existing characteristics. In other words, Non-probabilistic samples offer the advantage of not requiring a list of all possible items in a complete population and of reaching very sensitive or hard-to-find study populations (Bruce L. Berg, 2001:32). The sampling technique used by the author is Accidental Sampling, which is sampling with spontaneity, meaning that anyone who meets the author's requirements and meets the criteria will be used as respondents.

b. Sampling Size

To be able to represent a population, the research sample required at least 30 of the population. And, based on the Monte Carlo research, if the sample size exceeds 50 respondents, there is very little chance of serious sampling bias in the research (Singh, 2007:147). This Research took a sample of 50 people because that number already met the research standards.

1.9.3. Data Types and Sources

The types and sources of data in this research utilize primary sources, this primary data is taken directly from the respondents through a questionnaire.

1.9.4. Data Collection Tools and Technique

1.9.4.1. Data Collection Technique

The technique used is a self-administered questionnaire that is by submitting a list of questions to be filled by respondents which includes independent and dependent variables.

1.9.4.2. Data Collection Tools

The tool used in this research for data collection is a questionnaire.

1.9.5. Data Processing Technique

There are three data processing that are used in this Research :

- Editing: Examination of data collected, compliance with the provisions that must be done by the respondent and the relevance of the answer.
- Coding: Giving a sign in the form of numbers or letters in the data collected to facilitate analysis.
- Tabulation: The process of summarizing, organizing and organizing data into tables and other formats.

1.9.6. Validity and Reliability Test

1.9.6.1. Validity Test

Validity seeks to evaluate whether a concept's measures actually measure that concept and to what extent the concept measures what it intends to measure. Thus, this research questionnaire has high reliability in measuring the relationship between

variables X1, X2, and Y even though there is a possibility that it has low validity (Singh, 2007: 77).

1.9.6.2. Reliability Test

The reliability test was conducted to find out how far the instrument used for the test showed the same results after being tested several times using the same subject and circumstances. Research is declared feasible or reliable if the results obtained are consistent when tested with the same measurement, in the reliability test using the Cronbach Alpha statistical test. According to Vanderstoep and Johnston (2009:63), Alpha Cronbach measures the extent to which items in the instrument are related, and It has a maximum value of 1.0. Values closer to 1.0 reflect a stronger relationship between the test items. In other words, participants who score high on one test item will also score high on other items on the test.

1.9.7. Analysis Technique

In this research, data obtained directly from respondents will be processed systematically and then hypothesis testing will be performed using Kendall's Tau B. The Kendall Correlation Test is used to find out there is a relationship between the dependent variable and the independent variable and to assess how big the relationship between these variables. This quantitative analysis is operated through the SPSS program to test hypotheses using statistical calculations.