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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ABSTRACT

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

INTRODUCTION

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. The rapid increase in Covid-19 cases in Indonesia has prompted the government to speed up vaccination efforts. 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.

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. For the effectiveness of the vaccine, Pfizer has the highest percentage which is 95,4% and the lowest one is Sinovac which is 65%. 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)). Beside that, Side effects are also one of the reasons why the public is questioning the safety of the Covid-19 vaccine dose. 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 (These are the side effects of 9 Covid-19 vaccines in Indonesia, from Sinovac to Convidecia. (2021, September 14). Newssetup). 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.

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. 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.

Communication activities carried out by word of mouth can be categorized into positive and negative communication. 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.

The public trust that has been formed in the Covid-19 vaccination must be maintained and improved. 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. 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). 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.

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.

Research Objective

The research objective is to find out the relations of news exposure about various vaccines and word of mouth with the level of public trust on Covid-19 vaccines

Research Significance

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

Practically, this study can provide crucial insight and understanding for medical personnel about the important role of the media in reporting the Covid-19 vaccination.

Socially, 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.

Theoretical Framework

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).

Word of mouth with the level of public trust on Covid-19 is in accordance with Theory of Reasoned Action (TRA). TRA is developed by Martin Fishbein and Icek Ajzen 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 (Litlejohn 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.

Hypotheses

H1 : There is a relationship between news exposure about effectiveness various vaccines and the level of public trust on Covid-19 vaccines

H2: There is a relationship between word of mouth and the level of public trust on Covid-19 vaccines

RESEARCH METHODOLOGY

Research Type

The type of research is explanatory which aims to determine the relations of news exposure about various vaccines (X1) and word of mouth (X2) with the level of public trust on Covid-19 vaccines (Y).

Population

In this study, the population that will be the object of research is male and female, who live in Pekalongan, aged 18 – 25 years old, and haveseen, read, heard news about the effectiveness of various Covid-19 vaccines.

Sampling Technique

In this study, the sampling technique that will be used is the non-probability sampling method the sample size in this study will be 50 people.

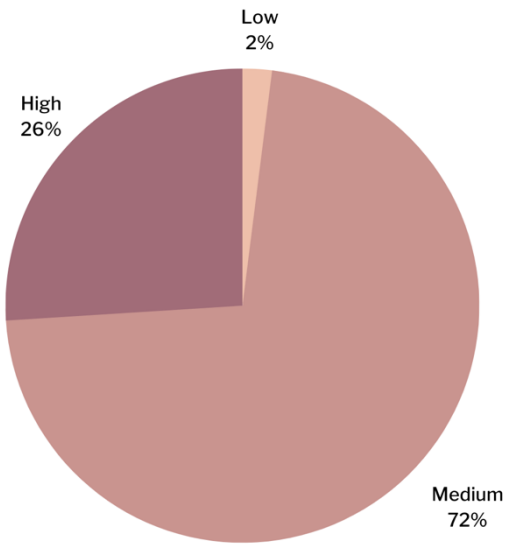
Data Analysis

In this study, Kendall's Tau B analysis 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.

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

News Exposure About Effectiveness Various Vaccines

Diagram 1 News Exposure About Various Vaccines

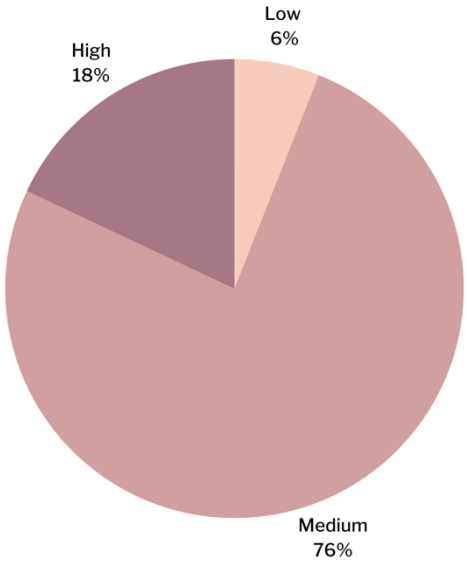


Based on the data that has been collected from the respondents, it can be seen that almost all of the respondent get a medium to high exposure about effectiveness various vaccine, and only 2% of the respondent that didn't get an exposure about vaccines effectiveness. So, it shows that almost all respondents have seen, read, and heard news about the effectiveness of

various Covid-19 vaccines.

Word of Mouth

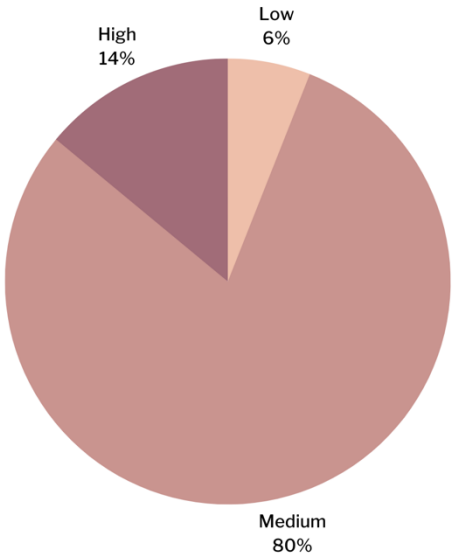
Diagram 2 Word of Mouth



Based on the data from the table above, almost all respondents conducted a medium to high word of mouth activity in discussing the effectiveness of various vaccines. and only 6% of the respondents didn't do the word of mouth activity to discuss about the effectiveness of the Covid-19 vaccines.

Level of Public Trust On Covid-19 Vaccines

Diagram 3 Level of Public Trust on Covid-19 Vaccines



Based on the data above, Almost all of the respondent agree that news about effectiveness various vaccines and word of mouth have a relations with their trust on taking the Covid-19 vaccines. And only 6% of the respondent didn't agree that their trust id have a relations with news exposure and word of mouth about effectiveness various vaccines Covid-19.

THE RELATIONS OF NEWS EXPOSURE ABOUT EFFECTIVENESS OF VARIOUS VACCINES AND WORD OF MOUTH WITH LEVEL OF PUBLIC TRUST ON COVID-19 VACCINES

To test the hypothesis, this study uses the SPSS application with Kendall's Tau B analysis. As for the results of data analysis using Kendall's Tau B below:

Table 1 The Relations of News Exposure About Various Vaccines with The Level of Public Trust on Covid-19 Vaccines

Correlations				
			X	Y
Kendall's tau_b	X	Correlation Coefficient	1.000	.467**
		Sig. (2-tailed)	.	.000
		N	50	50
	Y	Correlation Coefficient	.467**	1.000
		Sig. (2-tailed)	.000	.
		N	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Based on table 4.1 above, it can be said that the first hypothesis is accepted, this is due to the relations of news exposure about the effectiveness of various vaccines with the level of public trust on Covid-19 Vaccination with a significance of 0.000 ≤ 0.05. Thus, it can be concluded that the correlation between news exposure of various vaccine and the level of public trust is very significant because it is ≤ 0.01.

Table 3 Word of Mouth with The Level of Public Trust on Covid-19 Vaccines

Correlations				
			X	Y
Kendall's tau_b	X	Correlation Coefficient	1.000	.592**
		Sig. (2-tailed)	.	.000
		N	50	50
	Y	Correlation Coefficient	.592**	1.000
		Sig. (2-tailed)	.000	.
		N	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Based on table 4.2 above, it can be said that the second hypothesis is accepted. This is because there is a relationship between word of mouth with the level of public trust on Covid-19 vaccination with a significance of 0.000 or 0.05. Thus, it can be concluded that the correlation between word of mouth and the level of public trust is very significant because it is ≤ 0.01.

Discussion

The results of hypothesis testing and discussion regarding the relationship between news exposure about the effectiveness of various vaccines with level of public trust on Covid-19 vaccination through Kendall's Tau B SPSS test, proves that there is a relationship between news

exposure about the effectiveness of various vaccines and the level of public trust on Covid-19 vaccines with a significance of 0, 000. This is in accordance with the theory used which the understanding of the New Media theory which contains the media as a gathering place for open, flexible, and sweet information which emphasizes how people use the media as a place to create a community. So, it can be concluded that media such as online media, social media, and internet, television, and etc are public places to read or hear news about the effectiveness of various Covid-19 vaccines have a relationship with the level of public trust on Covid-19 vaccines. The public who have been exposed to news about the effectiveness of various vaccines in media will have their own opinions and have the potential to create an association or community that agrees with their respective opinions.

The results of hypothesis testing and discussion of word of mouth with level of public trust on Covid-19 vaccination through Kendall's Tau B SPSS test, proves that there is a relationship between word of mouth with level of public trust on Covid-19 vaccination with a significance of 0, 000. Thus, it can be concluded that word of mouth with the level of public trust on Covid-19 vaccines has a positive relationship with a very significant correlation ≤ 0.01. So it can be concluded that the results of the study between word of mouth and the level of public trust on Covid-19 vaccination are in line with the theory used, the theory of reasoned action (TRA). TRA theory explains the content of messages that can influence behavior that involves conscious decisions and a person has several choices. What can be said is that when there is positive or negative information regarding the Covid-19 vaccination, the word of mouth that occurs can affect the level of public trust in the Covid-19 vaccination. When negative word of mouth occurs in the community, the public's confidence in the Covid-19 vaccination will decrease and vice versa, the increasing confidence in the Covid-19 vaccination is influenced by positive word of mouth that occurs in the public.

CONCLUSION AND RECOMMENDATION

Conclusions

The result of this research shows that there is a relations between news exposure about various vaccines with level of public trust on Covid-19. It is also shows that there is a relations between

word of mouth with level of public trust.

Recommendations

1. Institutions and governments that handle news about Covid-19 can publish positive news about Covid-19 vaccinations so that the public is more aware of receiving doses of Covid-19 vaccines.
2. The negative news regarding the Covid-19 vaccination circulating can be immediately clarified by the government so that not many people believe the negative news and cause a delay in achieving the Covid-19 vaccination target.
3. the government should increase the socialization of the injection of the Covid-19 vaccine to the public so that the public's negative thoughts about the Covid-19 vaccine will decrease and the public's desire to receive the Covid-19 vaccine dose will increase.
4. Institutions and the government need to monitor more news about Covid-19 that has spread to the public, especially negative news, so that it does not spread through word of mouth and can reduce the level of public trust in the Covid-19 vaccination.
5. Ministry of Health should make posters regarding the importance of vaccination, the safety of the Covid-19 vaccine, the side effects of the Covid-19 vaccine, and certain diseases that prevent the public from being vaccinated. So, when public read that, they can spread word of mouth to others and make the level of public desire to receive the Covid-19 vaccine will increase.

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