



## How does Social Media Platforms of Facebook and Twitter used during COVID-19 Vaccination Campaign? A Study in West Sumatera

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### A B S T R A C T

This study aims to see the effectiveness social media platforms campaigning COVID-19 vaccination program in West Sumatra. This result provides new suggestions to interest actors to emphasize the dissemination of information through one of their social media. Measuring the effectiveness of communication is carried out by the recipient of the message, the source of the message, and the content of the message. Mixed methods research with the help of NVIVO 12+ analysis was conducted to give actual results. Sources of data obtained from community activities using Facebook and Twitter. The study's results showed a significant difference in the age of users on Facebook and Twitter; Facebook users were dominated by users less than 18 years and more than 50 years which affected the message delivery and message content for the vaccine campaign. Information changes often occur on Facebook because many users change information and make requests not to vaccinate. This call was also followed by bad news which assumed that vaccination would have a bad impact in the long term. Twitter users are more open and understand the information that circulates on social media, thus there are less opportunities to change information and spread falsehoods. Twitter users' favorable attitudes and actions when communicating on social media demonstrate that information distribution is more about a sense of security and comfort. The two platforms have been the most popular tools for public evaluation since individuals use social media more than they do traditional kinds of media.

### INTRODUCTION

Information technology may be utilized swiftly and correctly in the global era to gather data, receive information, and utilize technology to satisfy common demands (Sari & Dwiyantri, 2018). Informational media are required to develop personalities in a social setting and satisfy diverse informational needs, Media-created communication can serve as a conduit for community engagement and necessary information may be accessible through social media, which is used rapidly and without restrictions (Azmi, Fathani, et al., 2021). So that the People's opinions may be communicated with and influenced. Social media is an attempt to seek and obtain knowledge and foster a sense of comfort.

The evolution of social media impacts facets of human existence and, with complexity, can reveal the contents of the world (Zavattaro & Bryer, 2016). The complexity of technology contributes to the advancement of science, incorporates conveniences from many industries, and can alter a person's perspective. The utilization of internet-based media is presently seeing a substantial surge, individuals and groups can utilize social media in social interactions (Bryson et al., 2006). Using the Internet to communicate with people without barriers has a number of advantages. Information is challenging when offering openly accessible public services and data (Fathani et al., 2022; Alencar, 2018).

The openness of information media exemplifies positive connection patterns. It influences the success of a condition, and the variety of available information can influence society's social and political elements (Azmi, Weriframayeni, et al., 2021). Middle-to upper-class Indonesian culture must be connected to

information technology. The simplicity of technology is a need for individuals to utilize information technology. The good influence of social media is the dissemination of crucial data, particularly during the COVID-19 pandemic to deliver information and command. People's life cannot be isolated from social media, which impacts political and social issues (Islam et al., 2020). Social media are used by all sectors of society and are the major source of information (Subekti et al., 2022, 2021). Simplicity of usage and fast influence of social media.

The growth of social media with technical complexity can have a beneficial or bad impact on the dissemination or reception of information in society. Social media as a medium with highly efficient data delivery technology benefit from providing information services fast and simply (Lachlan et al., 2016). Communication media are essential to society since they contribute to economic, social, cultural, and political sectors (Wang & Yang, 2020). Social media is a hyper-intelligent medium that unites individuals from diverse groups around the globe, regardless of borders or distance.

The globe has swiftly evolved through cultural changes and upheavals that can have both negative and positive consequences (Akhter & Sopory, 2022). The knowledge Various services provided by social media include information about disease outbreaks that have caused concern around the world, namely the COVID-19 outbreak, which emerged and was reported from the city of Wuhan, China, at the end of December 2019 and spread rapidly throughout countries around the world (Merchant, 2021). The COVID-19 epidemic has grown significantly, with detrimental consequences across many industries (Makmun & Hazhiyah, 2020).

The illness outbreak, which is still spreading, need adequate management and government action in response to common security goals; in this instance, the Indonesian Government develops a vaccination strategy for all Indonesians by the end of 2020. Vaccination activities are policies established by the Government of Indonesia in the Presidential Regulation of the Republic of Indonesia Number 99 of 2020, which stipulates regulations on vaccine procurement and vaccinations in managing COVID-19 illness. Vaccine administration must be well considered. Paying attention to diverse community replies or responses via mixed media, particularly social media is vital (Muhyiddin, 2020).

Twitter is the most popular social media platform among Indonesians. Social media is popular, reaching 52% of users and delivering various critical and helpful information (Stephanie & Nistanto, 2021). This research focuses on 'the effectiveness of the COVID-19 vaccination campaign through facebook and Twitter. This research is different from previous research. This research focuses directly on social media through communication in the successful implementation of the COVID-19 vaccine Program in Indonesia using NVivo 12 Plus software. It can produce data openly and the presence of new scientific knowledge. This study has a novelty in managing and analyzing data. Subsequent research is disseminated to study the effectiveness of vaccination in preventing and controlling COVID-19 in Indonesia.

**METHOD**

Mixed research (qualitative-quantitative) was conducted to test, analyze, and describe interactions on social media to find detailed and comprehensive results related to social interactions on Facebook and Twitter. This research correlation is consistent in investigating social situations in general, broadly, and thoroughly (Creswell, 2017). This social media comparative study examines performance in the COVID-19 vaccine campaign through information disclosure in three instruments: the message's sender, the recipient, and the quality of the message delivered. NCapture and NVIVO 12+ software collected research data from Facebook and Twitter activities. Data criteria were collected based on the research's object and location: accounts with identities in West Sumatra, account activity within six months, and the number of accounts examined, which were 89 Twitter accounts and 70 Facebook accounts.

Furthermore, the primary sources are the official data from the government's Twitter account, the Ministry of Health of the Republic of Indonesia @kemenkes RI, and the West Sumatra Provincial Health Office. Data management with the crosstab feature automatically tests statistical data results and can make comparisons that produce indirect variable analysis results (Kawuriyan et al., 2022; Satispi et al., 2021). Using the crosstab query feature and entering code (manually, generate, etc.) can result in automatic calculations of social media communications (Zamawe, 2015), allowing statistical calculations in the COVID-19 vaccine program in West Sumatra to be assessed as successful or unsuccessful. Aside from that, the Word Cloud feature is used to retrieve and locate the most popular words in a discussion that are frequently used. Data were collected between January 2021 and June 2021. Various literature from previous studies is used to support data collection on the Successful Implementation of the COVID-19 Vaccine Program in Indonesia. This study only looks at the role of social media in successfully implementing the COVID-19 vaccine program in West Sumatra.

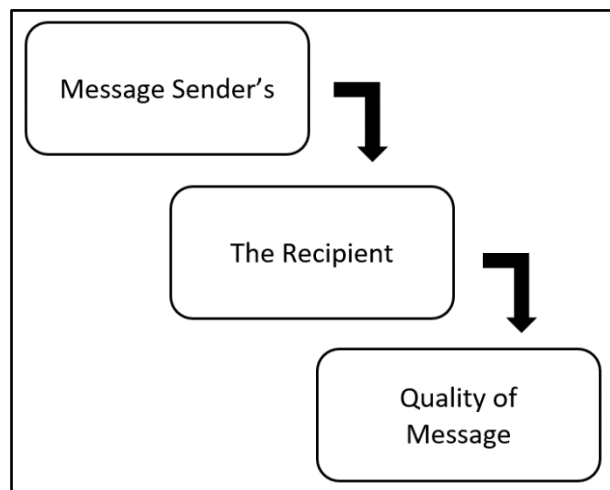


Figure 1. The Effectiveness of Facebook and Twitter on Campaign the Vaccine Program

**RESULTS AND DISCUSSION**

This study focuses on Indonesia's health issues, particularly during the COVID-19 pandemic, which is closely tied to the national immunization program. According to WHO, all people worldwide have the right to high-quality health care (Liu et al., 2020). A pandemic that has lasted more than 24 months needs a sound strategy and preparation to stop the spread of COVID-19. To lessen the impacts of COVID-19 exposure, efforts are being made to prevent the spread of the virus, including regularly distributing vaccinations to the entire population. The vaccine program's deployment is sped up by advertising it through the media and other information channels considered capable of reaching the people.

As an essential development tool, social media and other communications can help the COVID-19 Vaccine program succeed through information distribution and transmission. The quality and responsibility of the message sender, the recipient of the message, and the quality of the message transmitted may be statistically analyzed to assess the success of vaccination information distribution.

Tabel 1. Crosstab Query Result by Ministry of Health and Health Department West Sumatera Province

Vaccine Campaigne	Senders	Messege's Quality	Recipient
Facebook	+12 Account	74%	Under 18: 33%
			18+: 41%
Twitter	+7 Account	68%	Under 18: 35%
			18+: 33%

Source: Author Analysed by Nvivo12+

From a communication standpoint, the immunization program's execution is focused on the correctness of the set policy direction and is responsible for reaching the community. Information and communication technology has evolved in this manner as a product and an operation. As a result, it has a diverse set of applications that include our whole existence. To assist community growth or policy execution, current policies must be examined (Suroso, 2016). Social media communication technology may help various government tasks by completing

different public messages, socializing activities, delivering services, and serving as a venue for teaching the public about existing policies. The execution of the immunization program in Indonesia has underlined the relevance of knowledge access in comprehending Indonesian society's current predicament. Figure 2 depicts the correspondence in implementing the West Sumatra Province immunization program based on data management using NVivo 12 Plus.

During the vaccine's deployment, socialization indicated that vaccination is an action that can promote growth resistance, is safe, has no adverse effects, is lawful, and is halal. Because the information offered to the public fosters confidence and engagement in vaccine implementation, one-way or vertical communication occurs in vaccination policy implementation. Vaccinations are going well; the information supplied will equip the community with knowledge and awareness. According to the explanation, a person can contract COVID-19 after receiving a vaccine because he is in the incubation phase at the time of vaccination. The COVID-19 vaccination should be administered in repeated doses. The second dose of the vaccine is an immune-boosting stitch, and it takes at least 28 days to create a stable immune system after getting vaccinated. According to Twitter statistics, the Ministry of Health is engaged in numerous messages on vaccines that might boost the body's immunity and prevent the spread of COVID-19.

According to WHO, March 2020 has the most significant transmission rate. Giving vaccinations to persons with access to dependable health care can provide good health insurance and help minimize the spread of COVID-19. The vaccination made by Sinovac and PT Bio Farma has been proven safe, and Muslims have an official halal assurance. According to a statement from the COVID-19 Coordinator and Spokesperson, COVID-19 is handled according to safety regulations, the vaccine testing process has been authorized, and it is assumed that each client receives immunization services. The report's findings reveal that high engagement from social media via the Ministry of Health's Twitter account contributes to the success of the immunization program, which is backed by widely and publicly available information services to the Indonesian people. Figure 3 is backed up by various hashtags created throughout program setup and support.

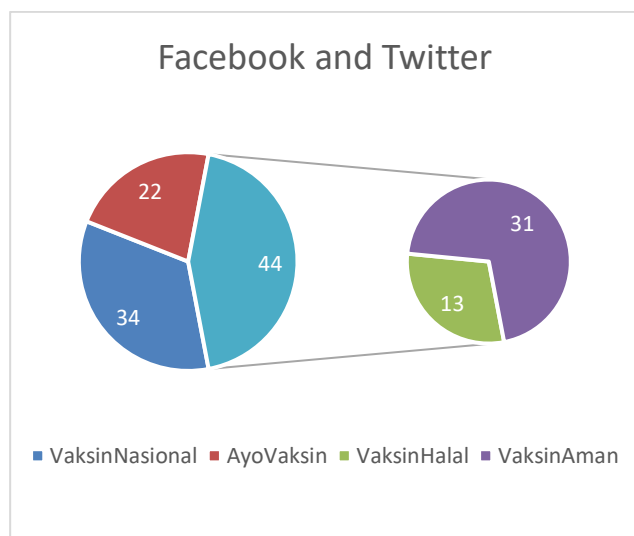


Figure 2. Social Media Activities by Ministry of Health and Health Department of West Sumatera Province  
Source: Author Analyzed by NVivo12+

Twitter account technology provides multiple levels of transparency for knowledge growth and can evaluate data using NVivo 12 Plus through various visible actions. The findings of an analysis of the Indonesian Ministry of Health's Twitter account by looking at the action of hashtags related to the implementation of vaccines in preventing the spread of the COVID-19 virus, namely: national vaccines, vaccines, legal vaccines, national vaccines, ayovaksin, and vaccinansia, which are support for ongoing programs aimed at each group.

By connecting with relevant parties and ensuring the program's success, Hashtag's action ensures coordination and support for the Government's initiative to restrict the spread of COVID-19 in Indonesia. The statistics demonstrate that vaccine implementation is being monitored, and as of January 21, 2021, up to 2.2 million people had received immunization services. Partnership among government agencies in dealing with this pandemic is a collaboration in combating COVID-19. In this example, the Ministry of Health and PT. Media Dokter Investama, also known as Halodoc, partnered on program execution, which contributed considerably to the success of the COVID-19 vaccination program in Indonesia.

The vaccine program in Indonesia is in accordance with the legislation, specifically Minister of Health Regulation Number 10 of 2021 Concerning Vaccination Implementation in the Context of the Corona Virus Disease Pandemic (COVID-19). The program's success is backed by cooperation between government agencies from provinces to cities, collaboration with the commercial sector and support from all Indonesians. Through partnership, the government and private parties may maximize program execution, and it is hoped that as many as 181.5 million individuals will get vaccinated within a year. Communication that is open and honest may generate understanding for all parties involved.

Talented resources, including professional medical personnel, and relevant knowledge in executing government programs backed by good proposals and appropriate finances are critical to the program's success. The achievement of initiatives via political communication will garner community support. Government initiatives for the community can promote long-term sustainability for a better living. We are working to improve the quality of public health services in order to deliver more good services and satisfy the community. A good service is one that is well-coordinated with numerous entities that can help with program implementation.

The Health program's execution is a process of realizing sustainable development and meeting the health rights of every community, as well as achieving welfare for the larger community. The program is a set of actions that combine human resources with diverse ways to attain program goals. The NVivo 12 Plus investigation revealed a proportion of 29%. These findings indicate that the vaccine program's implementation is supported by adequate and reliable resources, as well as good cooperation between the Ministry of Youth and Sports and the Ministry of Health to provide vaccinations for employees. Vaccination can help prevent the spread of COVID-19 and foster a sense of community among fellow humans.

To ensure the success of the established programs, the COVID-19 vaccine program employs medical personnel who are dependable and friendly to all communities in vaccination services. According to a Ministry of Health source, on January 18, 2021, action was taken to break the chain of transmission of COVID-19 by implementing 3T, or Massive Testing, Tracing, and

Treatments. In Indonesia, the implementation is taking place in 98 districts/cities. The analysis' findings show that on April 2, 2021, Joko Widodo, as President of the Republic of Indonesia, and Budi Gunadi Sadikin, Minister of Health, carried out direct supervision of the verification process and provided an assessment of medical personnel who were considered orderly in program implementation, regular, and deemed reliable with high competence.

Vaccination of the entire community through the implementation of health protocols, dependable media personnel who understand the program, and program socialization can give the community trust and ensure that the vaccine program can protect others and, most importantly, protect themselves. Vaccination preparation in Indonesia is equipped with full and dependable health facilities, as well as the availability of shared logical medical demands, according to Indonesian government rules. Midwives, nurses, specialty physicians, and general practitioners are available to assist with the adoption of good health measures. The vaccination program's effectiveness is backed by solid resources, and the program's objectives in limiting COVID-19 spread have been established.

Implementation is actions taken by groups or individuals to carry out the policy process (Sudaryanto et al., 2019). The government's role in policy is the key to success that has been determined. Policies are influenced by compliance with established policies. Regulations made to meet the target program achievements. Government collaboration in dealing with COVID-19 creates the proper steps (Subowo et al., 2019). The implementation of a program is influenced by an attitude or disposition, which response to an ongoing program's performance in the form of action towards implementation in acceptance or rejection (Saunders & Saunders, 1994). Various information from the Twitter account of the Ministry of Health of the Republic of Indonesia from the results of the NVivo 12 Plus data analysis on the implementation of the COVID-19 vaccine program with a percentage of 22%. The results of the data analysis show that there is genuine openness and support in the COVID-19 number reduction program from the account of the Ministry of Welfare of the Republic of Indonesia. The response given from medical personnel indicates a responsive reaction to community services. The public and the public are enthusiastic about the government program regarding vaccines in participating in the program as a commitment to fight COVID-19.

The response from the government is cooperation that supports the success of programs and information on social media disclosure in the proper steps in obtaining the best results that can provide views of the community. The support provided is based on the latest data on April 6, 2021; Budi Gunaidi Sadikin offers moral support, the Minister of Health of the Republic of Indonesia, in providing support and supervision in the vaccination process in Padang City for tourism actors, elderly groups, and various public service officers. The Indonesian government has succeeded in creating a sense of confidence in carrying out vaccinations, as evidenced by the implementation of the first vaccine by the President of the Republic of Indonesia, Joko Widodo, who provided assurance that the vaccine has been tested reliably and safely. Disposition is an essential indicator in the success of a program and is a form of support and concrete action in a program.

The bureaucratic structure is a norm that must be completed in the implementation of programs related to the official

executive body in carrying out the policies that have been set. Strategy in policy development by understanding the laws and regulations and socialization to understand standard policies. The program's implementation is carried out correctly and according to procedures without any differences in community groups. The activities carried out are the objectives of an implementation program that has been made (Shofiana, 2020). The various stages that are considered in the policies implemented can determine the government's success, which is implemented according to planning (Sasmito & Nawangsari, 2019).

The vaccine program in West Sumatera is the government's responsiveness in dealing with emergencies due to COVID-19 with the hope of preventing and reducing the spread. The results of data analysis with NVivo 12 plus showed a percentage of 28%. The bureaucratic structure is an aspect of security assurance in a program reference. With the implementation of the vaccine program, the local government aims to fight the COVID-19 pandemic by establishing and implementing a vaccine program. The rules set out in this program are those in the Government Regulation of the Republic of Indonesia Number 10 of 2021 concerning the Implementation of Vaccinations of Corona Virus Disease Pandemic (COVID-19). Sharing government agencies are involved and have an essential role, and success is judged by the support and cooperation in achieving program objectives (Suwignyo & Yuliantri, 2018).

The implementation of government programs is a form of concern for all Indonesian people. The encouragement and support from others are an indicator of an ongoing program that will develop various sectors of human life. The analysis results show that there are activities regarding communication-related to a clear and official bureaucratic structure made by the Government of the Republic of Indonesia that can get the best results for all Indonesian people in fighting COVID-19. Figure 4 shows the openness of data and information provided by the Ministry of Health of the Republic of Indonesia in the era of the COVID-19 pandemic, which implies open knowledge.



Figure 3. Word Cloud Result  
 Source: Author Analyzed by Nvivo12+

The local government has clear and firm rules in preventing the spread of COVID-19 by stipulating the prevention of the

COVID-19 pandemic in the Minister of Health Regulation Number 10 of 2021 concerning Implementation of Vaccinations in the Context of the 2019 Corona Virus Disease Pandemic (COVID-19). The stipulation of these rules is to prevent significant problems currently being faced around the world that damage sectors of economic, social, political, and social life. The Ministry of Health of the Republic of Indonesia, through Twitter account activity and from the results of the NVivo 12 Plus analysis, produces a communication style that supports the program's success. Available information from the Twitter account of the Ministry of Health of the Republic of Indonesia can be seen in Figure 4, which is the application of widespread and open data access.

Table 2. Word Frequency of Analysis

Word	Length	Count	Weighted Percentage (%)
Vaccination	6	202	006
COVID-19	6	130	005
@kemenkesri	12	76	004
Vaccine	8	48	004
Health	10	33	004
2021	9	38	004
Together	8	33	004
Older	7	23	004
Implementation	13	25	004
Medical	7	23	004

Source: Author Analyzed by Nvivo 12+

The activities or activities of the Twitter account of the Ministry of Health of the Republic of Indonesia from the results of analysts through NVivo 12 Plus the Word Frequency feature can display words or discussions that are popular in the COVID-19 vaccine program as an effort to prevent and fight the increase in the positive number of COVID-19. Vaccination is a popular word in this discussion that supports vaccination as a safe and lawful vaccination and supported by reliable medical personnel. The argument presented is a strategy and form of joint support in implementing programs and solidarity against COVID-19.

## CONCLUSION

The COVID-19 Vaccine Program is a policy set by the Government of Indonesia to prevent the increase in the number of COVID-19 in Indonesia, which is a good strategy in the current conditions, and support in data transparency will support the success of the program. Social media is a medium that is open to various information. The implementation of the COVID-19 vaccine program through social media support can be seen from the existence of four indicators, namely Communication, Resources, Disposition, and Bureaucratic Structure and looking at the message sender's, recipient and quality of message via social media. The study results show that social media through communication in the implementation of the COVID-19 vaccine program has been running with open information that discusses the importance of vaccination, its possible impacts, and support from various institutions involving the Government, private sector, and all communities that support success. Program. It promotes capacity through resources with the Cooperation of the Ministry of Youth and Sports and the Ministry of Health regarding providing vaccine activity facilities and creating community harmony.

Disposition is an attitude that contributes to the success of a program with the philosophy of medical personnel who provide a sense of security to the entire community and provide education that builds the success of the program. A solid and clear bureaucratic structure is a reference in the program, which is stipulated and regulated by the Government of Indonesia in the Minister of Health Regulation Number 10 of 2021 concerning Implementation of Vaccinations in the Context of Combating the Coronavirus Disease Pandemic Regulations are clear and are an indicator of success. Through social media in the vaccine program in Indonesia, available information is to support and make government policies successful and open to the public. This research is limited to social media communication supporting the implementation of the COVID-19 vaccine program in Indonesia. Further research is hoped to be able to evaluate the policy of the vaccine program in Indonesia.

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