Framing the Covid-19 Vaccine through Social Media in Millennials (Study on Instagram Account of The Ministry of Health of The Republic of Indonesia)

Nadinta Rafifah Suaib[1]*, Amri Dunan[2]

[1] Department of Communication Technology and New Media, Gunadarma University
Depok, Jakarta, Indonesia
[2] The Ministry of Communication & Informatics, Jakarta, Indonesia
*Corresponding author:
Email: nadintarafifah34@gmail.com

***Abstract**.*
In controlling the COVID-19 pandemic, the Indonesian government conducts COVID-19 vaccination activities. The Ministry of Health provides information about the COVID-19 Vaccine by utilizing the help of Instagram's social media. The purpose of this study is to analyze the framing process of COVID-19 vaccine news conducted by the Ministry of Health on Instagram social media accounts, analyze the frames of the COVID-19 Vaccine, identify factors that influence the framing process, and identify the influence of COVID-19 Vaccine framing on millennials' responses related to the COVID-19 Vaccine. The result is that there are two things done by the Ministry of Health in the framing process, namely choosing facts and writing down facts with selected facts related to health in general and starting to highlight facts related to the COVID-19 pandemic in November 2020. The four facts highlighted by the news writer are 'vaccine safety', 'vaccine halalness', 'vaccine quality', and 'vaccine effectiveness'. The factor of this framing is the necessity of the Ministry of Health as a public body to provide information as clearly as a result of public doubts about the safety, halalness, effectiveness, and efficacy of the COVID-19 Vaccine as the many hoaxes news circulating in the community. Based on quantitative data, there is an 18.3% influence on the framing of COVID-19 vaccine news on millennials' response to the COVID-19 Vaccine.

***Keywords:** Covid-19 Vaccine, Framing, Instagram, Ministry of Health*

I.   INTRODUCTION

The COVID-19 vaccination program began in Indonesia on January 13, 2021, [1]. COVID-19 is an infection caused by the new Coronavirus [2]. The Indonesian government conducted a campaign involving various parties and stakeholders to succeed in the vaccination program [3]. In conducting the campaign, the Indonesian government, in this case, the Ministry of Health, utilizes social media facilities. The Ministry of Health has three official social media, namely Instagram, Facebook, and Twitter. Social media is one of the most widely used communication media. Communication, speaking, and thinking about something can change an outcome [4]. Based on the results of a survey conducted by the Ministry of Health, immunization technical advisory group (ITAGI), WHO, and UNICEF involving 115 thousand people throughout the province, most people in Indonesia are willing to receive the COVID-

19 vaccine [5]. However, not a few parties are also opposed to the vaccination process given to the community. A member of the DPR from the Indonesian Democratic Party of Struggle (PDIP) faction, Ribka Tjiptaning, vehemently refuses to be vaccinated [5]. The reason behind his refusal is because he is currently 61 years old, and there has not been a COVID-19 vaccine trial conducted for someone over 60 years old. There is information that clinical trials conducted on the Sinovac COVID-19 Vaccine have not been completing [6].

In addition, using social media can help organizations to have many benefits. Examples include an excellent reputation and image and an excellent tool for solving communication crises [7]. On the downside, social media distributes the most hoax news [8]. The number of followers of the Ministry of Health's Instagram is 2,049,884 people. The campaign has been beginning since November 3, 2020. In The Impact of Online Media on Parents Attitudes toward Vaccination of Children—Social Marketing and Public Health, online media significantly influences parents' attitudes in their willingness to vaccinate their children [9]. Moreover, the study A vaccine crisis in the era of social media mentioned that social media has a vital role in people's lives related to health [10].Handoko defines communication as a process of transferring information or understanding in the form of ideas to other people from someone. The transfer of information is not just words but also involves intonation, facial expressions, and other aspects so that the exchange of information can be successful [11]. New media is a computer-based communication system that can facilitate users in exchanging information with others. Changes in communication allow people to communicate with each other without any restrictions on space and time [12].

According to Rogers in his book Communication Technology, the New Media in Society new media has three characteristics: interactivity, de-massification, and asynchronous. Interactivity is the ability of a new communication system (computer as one) to provide talkback for its users. De-massification occurs when everyone in a large audience can change a message. Asynchronous ability to send and receive messages within the desired time by individuals [12]. Zhongdang Pan and Gerald M. Kosicki interpret framing as a strategy in constructing and processing the news. Cognition devices are used in coding information, interpreting events, and associating with news formation routines and conventions. There are two aspects of framing, namely, choosing facts or realities and writing down facts, on choosing facts or realities influenced by the angle of what wants to present so that it is possible to different understanding and construction of an event between one media and another media [13].In terms of fact writing, this process relates to the selected fact present to the audience. The facts that have been selected are then emphasized using specific devices such as headlines, repetitions, graphic usage, and the use of specific labels, associations to cultural symbols, generalizations, simplifications, and striking words, images, et cetera. Therefore, certain aspects highlight becoming more prominent and getting more attention than other aspects [13].

The concept of framing has much influence from psychology and sociology. A person's cognition in forming a scheme about self, something, or an idea is triggered through a psychological approach. Emphasizing and making messages more meaningful, striking, and noticed by the public is the essence of psychological influence. The sociological approach explains how the organization of the newsroom and the making of the news together. News is placed as a social institution where news is placed, searched, and disseminated through professional practice in the organization [13].A vaccine is a suspension of weakened, killed, or fragmented microorganisms or toxins or antibodies or lymphocytes used to prevent disease. Vaccines can provide active immunity that can fight harmful agents by stimulating the immune system. Stimulated by the Vaccine, the antibody-producing cells will produce cells called B cells (B lymphocytes), sensitive and ready to respond to agents that should not enter the body. In addition, vaccines can also provide passive immunity by providing antibodies or lymphocytes that have been made using animals or human donors [14]. COVID-19 or novel coronavirus (CoV) is a new strain of coronavirus. The disease is caused by the novel coronavirus first discovered in Wuhan called coronavirus disease 2019 (COVID-19), where 'CO' for corona, 'VI' for the virus, 'D' for disease. Originally referred to as'2019 novel coronavirus'or'2019-nCoV'. COVID-19 virus is a new virus related to the same family as severe acute respiratory syndrome (SARS) virus and other types of common cold [15].

Social media has several definitions. According to Mandibergh, social media is a medium that accommodates cooperation among users who produce content (user-generated content). Mike and Young define social media as a convergence between personal communication in the sense of sharing between individuals (to be shared one-to-one) and public media to share with anyone without any individual specificity [16]. Generation Y or millennials are born in 1981-1996 [17]. The character of this generation Y or millennial is confident, success-oriented, tolerant, competitive, and attention-hungry. Millennials also cannot live without an internet connection. They are straightforward to find information. In the end, the information affects their mindset full of visionary and innovative ideas to give birth to a generation that has knowledge and mastery of science and technology [18].Instagram is a free photo-sharing online app and social networking platform acquired by Facebook in 2012. Instagram allows its users to change or upload short photos or videos via a mobile phone app. Users can add captions to individual uploads and use location-based hashtags and geotags to index those posts and make them searchable by other users with the app. Each upload can appear on their followers' Instagram feeds and be visible to the public when using hashtags or geotags. Users also can make their profile limited by using the private profile feature so that only their followers can see their uploads [19].

In this study, the model used in the first phase of the study, qualitatively, is a framing model from Pan and Kosicki that mentions two interrelated framing conceptions. The first is a psychological conception that emphasizes how a person

processes information within him or her. The second is a sociological conception that looks more at how social constructs over reality. Pan and Kosicki created a model that integrated psychological and sociological conceptions. Pan and Kosicki define framing as a tool in news discourse that can be classified into four categories representing the four-dimensional structures of news discourse, namely syntactic structure, how journalists structure facts; script structure, the way journalists tell the facts; thematic structure, how journalists write facts; and rhetorical structure, the way journalists emphasize facts [20].The models and theories used in the second phase of research, namely quantitative model S-O-R and Social Judgment Theory. The S-O-R model was initially known as the stimulus-response model, where the effect is a reaction to a particular stimulus to expect or estimate a close relationship between media messages and audience reactions. The main elements of this model are the message (stimulus), recipient (organism), effect. This model has two underlying interests, namely (a) A description of a modern society that is the aggression of relatively isolated individuals (atomized)who act on their interests, which are not too affected by constraints and social ties; (b) A dominant view of the mass media that seems to be campaigning to mobilize behavior following the objectives of various forces in society (advertising agencies, governments, political parties, et cetera) [21].

Muzafer Sherif and his colleagues developed social judgment theory. This theory differs from other consistency theories because of two things: the theory argues that a recipient interprets or assesses how much a message is approved or disapproved based on their attitude. Overall, this theory is based on analogies where a person's initial attitude becomes an anchor of judgment related to attitude communication [22]. Based on the reference point, changes in one's attitude will be seen at three latitudes of acceptance, latitude of non-commitment, to latitude of rejection. It also argues that the degree of ego involvement in a topic depends on whether the problem raises a strong attitude. Those individuals who have a high likelihood of engaging in one or more problems tend to assess all possibilities. Thus, the initial attitude will increase and expand the range of rejections of the opinions expressed [22].The purposes of this research are to find out how the Ministry of Health framing the information through Instagram; to know the frames of the COVID-19 Vaccine through the Ministry of Health's Instagram; to know the factors which influence the Ministry of Health to frame the information of COVID-19 Vaccine through Ministry of Health's Instagram, and to know the effect of framing the COVID-19 Vaccine through the Ministry of Health's Instagram on millennials response related to COVID-19 Vaccine.

The hypotheses used in this study to answer the identification of problem number four are as follows ;

1. H1: There is an influence of framing the COVID-19 Vaccine through the Ministry of Health's Instagram account on the response of millennials related to the COVID-19 Vaccine.

2. H0: There is no framing effect of COVID-19 Vaccine through the Ministry of Health's Instagram account on millennials' response to the COVID-19 Vaccine.

Therefore, researchers conducted a study entitled Framing the COVID-19 Vaccine through social media In Millennials (Study on Instagram Account of The Ministry Of Health of The Republic of Indonesia).

II.   METHODS

The paradigm used in this study is constructivist in the first phase of research and post positivistic in the second phase of research. The research approach used is mixed methods. Creswell & Clark explains that mixed-method research is a research design that contains philosophical assumptions and research methods. As a methodology, this mixed-method research involves philosophical assumptions that guide data collection and analysis and mix qualitative and quantitative approaches in many phases of the assessment process. As a method, this mixed-method research focuses on the collection, analysis, and mixing of quantitative and qualitative data in a single study or a series of studies. The central premise is that the use of quantitative and qualitative approaches, in an integrated manner, provides a better understanding of research problems than with just one type of approach [23].

The mixed-methods design used is exploratory. Experimental designs are methods carried out in sequence, starting with collecting and analyzing qualitative data in phase one, followed by collecting and analyzing quantitative data in phase two, which builds on phase one. The purpose of this design is to test or measure qualitative exploration findings. The cornerstone of the typical paradigm used in this design is constructivist in phase one and post-positivistic in phase two. The level of interaction in the exploratory design is interactive. The priority of the strands in this design is qualitative emphasis. The timing strands in exploratory designs are sequential, qualitative as the first [23].The main connection point for mixing is at the data collection point. The primary blending strategy used is to link the two strands from qualitative data analysis to quantitative data collection. Use qualitative results to decide quantitative research questions, sampling, and data collection in phase two.

The common variants in exploratory design are theory development and instrument development [23].The research sites are in all regions in Indonesia. Because this research has two research phases, the research time is divided into two. The first phase of the research was held in May 2021, and the second phase of the research was held in June 2021. The subject of this research is the news framing carried out by the Ministry of Health on their Instagram social media accounts. The object of research is the millennial generation who read or become the audience of the news broadcast by the Ministry of Health on their Instagram accounts. The types of populations used in this study are limited populations where the criteria of respondents who can fill out surveys are as follows;

1. They live in Indonesia.
2. Willing or unwilling to be vaccinated.
3. Aged about 25-40 years or born 1981-1996.Follow the Ministry of Health's Instagram accounts.

This study uses probability sampling, with the sampling technique used is area sampling. The error rate chosen by the researcher is an error rate of 10%. [24]. This study will use the Slovin formula in determining the number sample size with the following formula [25] (Yusuf, 2017);

$$s = \frac{n}{1 + N.e^2}$$

Based on data from the population census, the number of millennials in Indonesia in 2020 is 69.38 million, or around 25.87% of the total population of Indonesia [26]. Therefore, researchers can enter calculations based on the Slovin formula, which is as follows;

$$s = \frac{69,380,000}{1 + 69,380,000 * 0.1^2}$$
$$= 99.999 \approx 100$$

So the number of respondents who must be collected based on the above calculations is 100 respondents. There are two types of data used in this study. For the first phase of research, which is qualitative, the type of data used is secondary data, and for the second phase of research, which is quantitative, the type of data used is primary data. Sources of data used in this study are documentation for data collection in the first phase of the study and surveys with questionnaires in the second phase of the study.Researchers carried out the documentation process by collecting news uploads on the Ministry of Health's Instagram account related to COVID-19 vaccination information. The questionnaire used is a closed questionnaire where the researcher has provided answers chosen by the respondent. This questionnaire will be distributed using electronic media, namely through the Google Form feature.

The research instrument used in this study is divided into two phases. The first phase of the instrument to be used is documentation, and the second phase is a questionnaire. Researchers use documentation guidelines that contain outlines of the data sought. In the second phase of the research process, there will be other points that will assist in collecting data using a questionnaire, namely operational variables followed by research indicators and measurement scales. The X's variable, which is news framing of COVID-19 Vaccine, has indicators from the results of the previous framing analysis. The Y's variable, the millennial generation's response to the COVID-19 Vaccine, has three hands from the assumption of social judgment theory: the latitude of acceptance, the latitude of non-commitment, and the latitude of rejection. The measurement scale used is the attitude scale. In this study, the scale used is the

Likert scale with only use four scales: strongly agree, agree, disagree, and strongly disagree.

This study uses two checks of the validity of the data—triangulation of methods for the qualitative research phase. Test the validity and reliability test for the quantitative research phase using the IBM SPSS Statistic 23 application. In analyzing the qualitative phase data, the data analysis technique used is the flow chart analysis technique from Miles and Huberman. The hypothesis testing process uses the classical assumption test to analyze the quantitative phase data, which contains the normality test, linearity test, and heteroscedasticity or homoscedasticity test and regression test using the IBM SPSS Statistic 23 application.

III.   RESULT AND DISCUSSION
Qualitative Phase

In the first phase of the research, which is qualitative, the data collection method used is the documentation of news uploaded by the Ministry of Health on June 12, 2021, related to COVID-19 vaccination in Indonesia. The number of news analyzed is 30 news with details of 13 news that deserve to be analyzed using Pan and Kosicki model analysis. The rest are analyzed in outline as supporting information. Framing is a strategy in constructing and processing news with cognitive tools used to encode information, interpret events and are associated with routines and conventions of news formation. In other words, journalists use framing to select issues and write news that is influenced by the journalist's perspective on a fact [13].In the framing process, two important aspects that must exist in framing are choosing facts or reality and writing down the facts. Based on the analysis that has been carried out, the facts taken by the Ministry of Health are the facts regarding the COVID-19 Vaccine since November 2020 with the details highlighted by the news writers are 'vaccine safety', 'halalness of vaccines', 'vaccine quality', and 'vaccine effectiveness'. In writing facts, news writers use certain words to emphasize news content, proportions, sentences, relationships between sentences, and paragraphs using certain coherences, and pictures consisting of photos and graphic designs to support the news content.

The concept of framing is heavily influenced by psychology and sociology. Through a psychological approach, it can be seen how a person's cognition forms a schema about a particular self, thing, or idea. Emphasizing and making the message more meaningful, striking, and noticed by the public is the essence of psychological influence. The sociological approach explains how the organization of newsrooms and news-making work together. News is placed as a social institution where news is placed, searched for, and disseminated through professional practice within the organization [13].When viewed from a psychological approach, based on the data analysis carried out, the news writer tries to assume that COVID-19 vaccination activities in Indonesia can provide a sense of security and protection from exposure to the COVID-19 virus. This can be seen from the facts highlighted by the news writers;

namely, the COVID-19 Vaccine is safe, halal, quality, and has effectiveness. Efforts made by news writers to attract readers' attention are to use straightforward headlines. An example is a news with the titles 'Sacred and Halal SINOVAC COVID-19 Vaccine' and 'Safe COVID-19 Vaccine'. In addition, news writers also include other news formats other than text, namely infographics and video graphics, following the characteristics of the millennial generation who like the information in creative and interactive forms [18].

In addition, news writers always remind the public to participate in COVID-19 vaccination activities in Indonesia in every news post. This shows that this vaccination is essential and must be implemented. In addition to being essential and must be implemented, other facts highlighted in each COVID-19 vaccine news upload are also carried out, namely COVID-19 vaccines that are safe, halal, quality, and effective in protecting the public from the COVID-19 virus. Finally, news writers present various testimonies from various stakeholders, both inside and outside the government.As previously explained, the sociological approach looks at the organization of the newsroom and the newsmakers together. Through this approach, researchers can see how the organization is run through the organization's ideology which is contained in the vision, mission, and values adopted. The Ministry of Health is community-oriented. This can be seen at the core of the overall vision, mission, and values upheld by the Ministry of Health, whose contents are for the benefit of the people.

The first point on the mission, the Ministry of Health, is committed to improving the health status of the community, through community empowerment, including the private sector and civil society. The word empowerment comes from the word 'daya', which means the ability to do something or the ability to act; 2strength; energy (which causes something to move and so on); 3trick; 4sense; endeavor; effort [27]. Based on the first point in the mission, it shows that publishing news about the COVID-19 Vaccine on the Ministry of Health's Instagram social media is an effort of the Ministry of Health to improve public health status.In this case, the Ministry of Health is obliged to provide clear information to applicants for public information, the public, and provide valid information. In addition, by publishing information on social media, the Ministry of Health strives to carry out its obligations to build and develop an information and documentation system to manage public information efficiently and adequately so that it can be accessed quickly [28].

According to Mike and Young social media is a convergence between personal communication in the sense of sharing between individuals (to be shared one-to-one) and public media to share with anyone without any individual specificity [16]. By utilizing social media as a means of conveying public information is the right thing. This is in line with research entitled Effectiveness of Social Media as A Tool of Communication and Its Potential for Technology Enabled Connection: A Micro-Level Study which states that social media is one of the most widely used communication media in communicating [4].In addition to organizations, what is seen in the

sociological approach are news writers. News writers from the Ministry of Health are part of a public relations agency. In the organizational structure of the Ministry of Health, public relations activities occur at the Communication and Public Service Bureau under the Secretariat General [29]. Thus, the news writer is an employee of the Ministry of Health. That way, the Ministry of Health, and its employees, in this case, the news writers, are in the same corridor with the same reference, namely legislation, and their orientation to the community.

Besides the necessity of the Ministry of Health to provide transparent information and help empower the community, the factor that causes the framing of COVID-19 vaccination news in Indonesia is the motivating reason to provide and straighten information due to concerns that occur in the community. This is reflected in three news stories taken by researchers who emphasize several common facts in the field, namely doubts about the safety, halalness, effectiveness, and efficacy of the COVID-19 Vaccine and hoax news.In addition to these reasons, two studies support the above argument. The first study entitled 'Antivaccine Messages on Facebook: Preliminary Audit' stated that disseminating information regarding hesitancy to receive vaccines and vaccine myths can occur through social media. Based on this research, the cause of the hesitation is the use of incorrect language in the display of website links and the assumption that vaccines can cause other diseases such as autism, cancer, and infertility [30]. The second study is entitled 'Qualitative Assessment of Vaccine Hesitancy in Romania. Based on this study, people are hesitant to get vaccinated because of negative information in the media [31].

Because the meeting point between the qualitative phase and the quantitative phase of the exploratory design is in data collection, in this study, an instrument was developed for the second phase of research, quantitative. The indicator for variable X, namely the framing of COVID-19 vaccine news by the Ministry of Health obtained from the first phase of qualitative research, is syntax, script, thematic, and restorative. The four indicators cover all existing aspects of the results of data analysis in the qualitative research phase.Because the meeting point between the qualitative phase and the quantitative phase of the exploratory design is in data collection, in this study, an instrument was developed for the second phase of research, quantitative. The indicator for variable X, namely the framing of COVID-19 vaccine news by the Ministry of Health obtained from the first phase of qualitative research, is syntax, script, thematic, and restorative. The four indicators cover all existing aspects of the results of data analysis in the qualitative research phase.Furthermore, there are core statements answered by respondents. The researcher prepared four measurement scales that the respondents could choose, one of which strongly agreed, agreed, disagreed, and strongly disagreed. In addition to statements for variable X from the four indicators, the researcher also includes statements for variable Y with indicators, namely latitude of acceptance, the latitude of non-commitment, and latitude of rejection.

Quantitative Phase

In this phase, the researcher will present the analysis of respondent data, the validity test results, and the reliability test of the questionnaire. In addition to these two tests, the researcher will present a classical assumption test and a simple linear regression test.

The Analysis of Respondent Data

The following is a descriptive explanation of the respondents data who filled out the questionnaire. In terms of gender, female respondents were the ones who filled out the most questionnaires. From the age range of 25-40 years, the respondents who filled out the questionnaire the most were 25 years old. The domiciles of the respondents are spread over the areas of DKI Jakarta, West Java, Banten, East Java, Central Java, West Kalimantan, and Riau Islands, with most of the respondents domiciled in DKI Jakarta. In the last education range, most respondents have the latest bachelor's degree education. In terms of marital status, most respondents have unmarried marital status. Respondents who filled out the most questionnaires do not have children, are likely to live with groups susceptible to COVID-19 exposure, and have jobs.

The Results of The Validity Test and The Reliability Test

The assumption of validity test used in this study assumes that if the value of sig ≤ 0.1, then the entire questionnaire statement is valid and can be used as a research instrument. For the reliability test, the researcher used the Cronbach's Alpha technique with questionnaire criteria is said to be reliable if the reliability coefficient $(r11) > 0.6$ [32].Based on the validity tests for variable X and variable Y, both have validity and can be used as research instruments. Significant value in all statements ≤ 0.1 [33]. Furthermore, based on the reliability tests for variable X and variable Y, both have the value of Cronbach's Alpha for the statements of the variable X is 0.908. The statements of the Y variable are 0.561, which is greater than 0.6 [32]. That way, the statements for the X and Y variables are consistent.

Classical Assumption Test
Normality Test

Based on the normality test, the Asymp value. Sig. (2-tailed) data is 0.157. Based on the assumption in the Kolmogorov-Smirnov test, if $(p) > 0.05$, then the data is normally distributed [34]. Therefore, the questionnaire data is stated to be normally distributed.

Linearity Test

The deviation from linearity Sig value from the test is 0.070. This value is more significant than 0.05, meaning that the two variables have a significant linear relationship. In addition, the table shows the calculated F value of 1.777. The value of the F table with df 11;87 is 2.46. The calculated F value of 1.777 is smaller than the table F value of 2.46. That way, the two variables have a significant linear relationship with each other [35].

Homoscedasticity Test

From the result, the significance value is 0.143. Based on the assumptions that the significance value is more significant than 0.05, there is no heteroscedasticity [36]. The data is homoscedasticity which has the same variance.

Simple Linear Regression Test

The simple linear regression test has the equation $Y = a + bX$ [36], some values must be filled in the equation, namely 'a', which is the regression constant, and 'b', which is the value of the derivative or increase in the independent variable. The value of 'a' is indicated by the value of 'constant' in the unstandardized coefficients column, which is 6.742. The value of 'score_x' indicates the value of 'b' in the unstandardized coefficients column, which is 0.227. Thus, the simple linear regression equation becomes.

$$Y = 6,742 + 0,227X$$

The t-count value is equal to 4.686, while the t-table value is equal to 1.660551217. Based on the existing assumptions, if the t-count value is greater than the t-table value, then the independent variable (COVID-19 vaccine news framing) affects the dependent variable (millennial generation response).

Coefficient of Determination

Through the coefficient of determination, researchers will find out the contribution or contribution given by an independent variable to the dependent variable [37]. The r value is obtained from the R Square value, which is 0.183. The formula for calculating the coefficient of determination is KD/ $r2 = (r2)$ x 100% so that the equation becomes ;

KD/ r2 = (0,183) x 100%

= 18,3%

It can be concluded that the independent variable, namely the COVID-19 vaccine news framing, has an 18.3% effect on the dependent variable, the response of the millennial generation. The rest is influenced by other variables not tested in this study.The researcher uses one theory and one model in analyzing quantitative data in this study. The theories and models used are social judgment theory and the S-O-R model. By using the S-O-R model, researchers can see reactions to certain stimulus so that someone expects or predicts a close relationship between media messages and audience reactions with the main elements, namely the message (stimulus), recipient (organism), and effect (response) [21].

In this study, the message or stimulus is the COVID-19 vaccine news framing conducted by the Ministry of Health on Instagram. The recipient or organism is the millennial generation who reads the news of the COVID-19 Vaccine. In this study, researchers want to see the response of the millennial generation after reading the news. As mentioned above, the researcher uses one more theory to complete the S-O-R model to examine the reactions that the millennial generation might cause.

Social judgment theory assumes that a receiver interprets or judges how much a message is approved or disapproved based on his attitude. A person's attitude will be seen in three latitudes of attitude: latitude of acceptance, latitude of non-commitment to latitude of rejection [22]. Based on the results of a simple linear regression test by comparing the t-count value with the t-table and the significance value, it was found that the COVID-19 vaccine news framing by the Ministry of Health on Instagram social media had a significant influence on the response of the millennial generation with an effect of 18, 3%. The rest is influenced by other variables not examined in this study.

When viewed from the description of the research data, it was found that after reading the news about the COVID-19 Vaccine on the Ministry of Health's Instagram social media, the respondent responded that there was no doubt and agreed to receive the COVID-19 Vaccine. When respondents are faced with what news format they prefer and help them understand the news content, of the three options, namely memes, infographics, and video graphics, most respondents choose the infographic format as the news format prefer and help them understand the content. Looking at the assumptions of social assessment theory, it is the latitude of acceptance that dominates the respondents' reactions due to exposure to the COVID-19 vaccine news framing from the Ministry of Health on Instagram social media.

IV.   CONCLUSION

In the framing process, the Ministry of Health does two essential things that news writers must do: selecting facts or reality and writing down the selected facts. The Ministry of Health publishes news related to health in general and related to the COVID-19 pandemic and then discusses topics related to the COVID-19 Vaccine since November 2020.The most highlighted and framed things by the Ministry of Health are 'vaccine safety', 'halal vaccine', 'vaccine quality', and 'vaccine effectiveness'. Several factors have caused the Ministry of Health to put forward these four topics, including the necessity of the Ministry of Health as a public body to provide clear information as a result of public doubts about the safety, halalness, effectiveness, and efficacy of the COVID-19 Vaccine as well as the number of hoax news circulating. The quantitative data obtained shows an 18.3% effect of framing or framing COVID-19 vaccine news on the Ministry of Health's Instagram account on the millennial generation's response to the COVID-19 Vaccine. The millennial generation who read the news said they were willing to receive the COVID-19 Vaccine.

V.   ACKNOWLEDGMENTS

REFERENCES

[1] Kementerian Kesehatan. (2021). Hari Ini Program Vaksinasi COVID-19 Dimulai. Kementrian Kesehatan. Diakses pada 28 Juli 2021 https://www.instagram.com/p/CJ_FiPfBldG/

[2] Di Gennaro, F., Pizzol, D., Marotta, C., Antunes, M., Racalbuto, V., Veronese, N., & Smith, L. Coronavirus diseases (COVID-19) current status and future perspectives: A narrative review, *International Journal of Environmental Research and Public Health,* 17(8), 2020. https://doi.org/10.3390/ijerph17082690

[3] Astuti, P. B., & Mahardhika, A. S. COVID-19: How does it impact to the Indonesian economy?,*JurnalInovasiEkonomi*,5(02),202085–92. https://doi.org/10.22219/jiko.v5i3.11751.

[4] Baruah, T. D. Effectiveness of Social Media as A Tool of Communication and Its Potential for Technology Enabled Connections: A Micro-Level Study, International Journal of Scientific and Research Publications, 2(5), 2020.

[5] BBC News Indonesia. (2021). Gerakan Tolak Vaksin COVID-19, Akankah Berakhir Lewat Anjuran MUI dan Tokoh Agama? Bbc.Com. Diakses pada 28 Juli 2021. https://www.bbc.com/indonesia/indonesia-55644537

[6] Nurdiana, T. (2021). Ini Alasan Anggota Fraksi PDIP Ribka Tjiptaning Tolak Vaksin Corona Sinovac. Kontan.Co.Id. Diakses pada 29 Juli 2021. https://nasional.kontan.co.id/news/ini-alasan-anggota-fraksi-pdip-ribka-tjiptaning-tolak-vaksin-corona-sinovac

[7] Damásio, M. J. Dias, P., Andrade, J. G. (2012). The PR Pyramid: Social media and the new role of Public Relations in organizations, The PR Pyramid: Social Media and the New Role of Public Relations in Organizations, 2(4), 2012.

[8] Mastel. (2017). Sosial Media Menjadi Saluran Utama Penyebaran Hoax, Masyarakat Setuju Hoax Menghambat Pembangunan. Masyarakat Telematika Indonesia, MASTEL, 2017.

[9] Melovic, B., Stojanovic, A. J., Vulic, T. B., Dudic, B., & Benova, E. The Impact of Online Media on Parents' Attitudes toward Vaccination of Children—Social Marketing and Public Health, *International Journal of Environmental Research and Public Health*, 17(5816), 2020. https://doi.org/https://doi.org/10.3390/ijerph17165816.

[10] Gu, Z., Badger, P., Su, J., Zhang, E., Li, X., & Zhang, L. A Vaccine Crisis in the Era of Social Media, National Science Review, 5(1), 2017, https://doi.org/https://doi.org/10.1093/nsr/nwx098

[11] Koesomowidjojo, S. R. M. Dasar-dasar Komunikasi, Jakarta, Penerbit Bhuana Ilmu Populer, 2021

[12] Tim Mercu Buana. The Repetition of Communication in the Dynamic of Convergence : Reposisi Komunikasi dalam Dinamika Konvergensi (D. Wardhani & A. M. Putra (eds.); pertama), Jakarta, Kencana Prenada Media Grup, 2012.

[13] Mulyana, D., & Eriyanto, E. (2002). Analisis Framing. Konstruksi, Ideologi, dan Politik Media (N. Huda (ed.); Cetakan 1). LKiS Yogyakarta.

[14] Brunson, E. K. (2020). Vaccine. Encyclopedia Britannica. Diakses pada 28 Juli 2021. https://www.britannica.com/science/vaccine.

[15] Veska, D. (2020). Frequently Asked Questions about Coronavirus Disease (COVID-19). UNICEF. https://www.unicef.org/indonesia/coronavirus/FAQ#whatiscoronavirus.

[16] Nasrullah, R. Media Sosial : Perspektif Komunikasi, Budaya, dan Sosioteknologi (N. S. Nurbaya (ed.); Cetakan Ke), Bandung, Simbiosa Rekatama Media, 2016.

[17] Dimock, M. (2019). Defining generations: Where Millennials end and Generation Z begins. Pew Research Center. https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/

[18] Rahmawati, D. Millennials and I-Generation Life, Yogyakarta, Laksana, 2018.

[19] Holak, B., & McLaughlin, E. (2017). Definition Instagram. SearchCIO. Diakses pada 28 Juli 2021. https://searchcio.techtarget.com/definition/Instagram.

[20] Mubaraq, D. F. Analisis Teks Media. Sebuah Pengantar Riset Jurnalistik, Parepare, IAIN Parepare Nusantara Press, 2020.

[21] Daryanto, & Raharjo, M. Teori Komunikasi, Yogyakarta, Penerbit Gava Media, 2016.

[22] Littlejohn, S. W., & Foss, K. A. Encyclopedia of Communication Theory, California, A SAGE Reference Publication, 2009.

[23] Creswell, J. W., & Clark, V. L. P. Mendesain dan Melaksanakan Mixed Methods Research (A. L. Lazuardi (ed.); Edisi ke-2). Yogyakarta, Pustaka Pelajar, 2018.

[24] Kurniawan, A. W., & Puspitaningtyas, Z. Metode Penelitian Kuantitatif, Yogyakarta, Pandiva Buku, 2016.

[25] Yusuf, A. M. Metode Penelitian: Kuantitatif, Kualitatif, dan Penelitian Gabungan (Edisi ke-1), Jakarta, Kencana, 2017.

[26] Bps.go.id. (2020). Hasil Sensus Penduduk 2020. Berita Resmi Statistik, 27, 1–52. https://papua.bps.go.id/pressrelease/2018/05/07/336/indeks-pembangunan-manusia-provinsi-papua-tahun-2017.html

[27] Kamus Besar Bahasa Indonesia. (n.d.). Daya. In Kamus Besar Bahasa Indonesia. Diakses pada 28 Juli 2021. https://kbbi.web.id/daya.

[28] Undang-undang Republik Indonesia Nomor 14 Tahun 2008 tentang Keterbukaan Informasi Publik. 30 April 2008. LEMBARAN NEGARA REPUBLIK INDONESIA TAHUN 2008 NOMOR 61.

[29] Peraturan Menteri Kesehatan Republik Indonesia Nomor 64 Tahun 2015 tentang Organisasi dan Tata Kerja Kementerian Kesehatan. 29 September 2015. BERITA NEGARA REPUBLIK INDONESIA TAHUN 2015 NOMOR 1508.

[30] Dhaliwal, D., & Mannion, C. Antivaccine Messages on Facebook: Preliminary Audit, JMIR Public Health and Surveillance, 6(4), 2020. https://doi.org/10.2196/18878.

[31] Miko, D., Costache, C., Colosi, H. A., Neculicioiu, V., & Colosi, I. A. Qualitative Assessment of Vaccine Hesitancy in Romania, Medicina (Kaunas, Lithuania), 55(6), 282, 2019. https://doi.org/10.3390/medicina55060282.

[32] Siregar, S. Statistika Deskriptif untuk Penelitian. Dilengkapi Perhitungan Manual dan Aplikasi SPSS Versi 17, Depok, PT RajaGrafindo Persada, 2016.

[33] Tim Penyusun Univeristas Widyatama. Modul Praktikum Metode Riset untuk Bisnis dan Manajemen + Buku Kerja (S1-Mn), Bandung, Univeristas Widyatama, 2016.

[34] Sudjatmoko. Seri Kepemimpinan : Leader Transformasional (D. A. M. (ed.); Cetakan Pe), Sukoharjo, Panembahan Senopati, 2015.

[35] Febry, T., & Teofilus, T. SPSS : Aplikasi Pada Penelitian Manajemen Bisnis (Edisi Pert), Bandung, Penerbit Media Sains Indonesia, 2020.

[36] Duli, N. Metodologi Penelitian Kuantitatif : Beberapa Konsep Dasar untuk Penulisan Skripsi & Analisis Data dengan SPSS, Sleman, Deepublish Publisher, 2019.

[37] Surajiyo, S., Nasruddin, N., & Paleni, H. Penelitian Sumber Daya Manusia, Pengertian, Teori Dan Aplikasi (Menggunakan Ibm Spss 22 For Windows) (Cetakan Pe), Sleman, Penerbit Deepublish, 2020.