

Health Promotion Of Covid-19 Vaccine At Health Department In Palu

Sitti Murni Kaddi^{1*}, Fitriani Puspa Ningsih²

^{1,2} Program Studi Ilmu Komunikasi, FISIP, Universitas Tadulako Palu

* Corresponding author:

Email: stmurnikaddi@gmail.com

Abstract.

This study aims to describe and recognize health promotion about the benefits of the COVID-19 vaccine at the Palu City Health Department. The research method used is qualitative. The data source comes from in-depth observations and interviews. Data analysis techniques are data reduction, data presentation, and data verification. The results showed that there are three stages carried out by the government, namely advocacy related to government efforts to add public insight related to public policy on the covid-19 vaccine in Palu City. Communication can be done face-to-face and online media. The second stage, this social support comes from the police, Pamung Praja Police Unit, TNI, young people as ambassadors of covid-19, sub-district departmens to villages, medical personnel, media consisting of mass media, and social media used by the community, especially in Palu City. The third stage, community empowerment is a process of providing information to families or groups and individuals continuously and continuously. The information or message is very varied ranging from the use of raw Indonesian to the use of Kaili regional languages and languages that are often used every day by the people of Palu City. The delivery of the message uses face-to-face and media communication such as TVRI Central Sulawesi, local radio, FB, Instagram, Palu City Departmen website, Youtube, banners, and brochures.

Keywords: Health Promotion, Covid-19 Vaccine, Palu City

I. INTRODUCTION

An increase in the number of corona cases occurs in a short period and requires immediate treatment Coronavirus-19 can easily spread and infect anyone regardless of age. This virus can be transmitted through contact with sufferers. Cases of coronavirus-19 appeared and first attacked humans in Wuhan Province, China. The beginning of its appearance is suspected to be pneumonia, with similar symptoms of flu in general. Symptoms include cough, fever, fatigue, shortness of breath, and no appetite. But unlike influenza, the coronavirus can develop quickly to cause more severe infections and organ failure. This emergency especially occurs in patients with previous health problems, (Mona, 2020). Due to the rapid transmission of the coronavirus, the World Health Organization (WHO) designated the coronavirus as a pandemic on March 11, 2020. The status of a global pandemic or epidemic indicates that the spread of COVID-19 is progressing so fast that almost no country in the world can ensure themselves to avoid the coronavirus (Widiyani, 2020).Based on the results of nailul mona research (2020) with the research title Of Isolation Concept In Social Networks to Minimize the

Contagious Effect (Case Of Spread of Coronavirus In Indonesia) explained that the coronavirus is a pandemic that is easily spread contagiously.

Therefore, many leaders are calling on their citizens to do social distancing and isolation to prevent the transmission of this disease virus. In social networks, many things can spread contagiously, including viruses. And the way to prevent the spread is to play a role as an isolate in social networks. This study aims to show the effectiveness of the role of isolates undergoing social distancing in preventing transmission of coronavirus contagiously, with tissue analysis methods. The results showed that social networks without isolated roles have ties and high densities so there is a lot of chance of the virus spreading to network members. While social networks where many members do isolated have fewer ties and low density which makes the chances of spreading the virus between network members through ties to be lower, (Mona, 2020) The unstoppable spread of coronavirus-19, especially in the Country of Indonesia makes the government apply rule number 6 of 2018 on Health Quarantine is a restriction on the activities and/or separation of a person exposed to infectious diseases as stipulated in the laws and regulations even though they have not shown any symptoms to prevent the possibility of spread to people around them (Law No. 6 of 2018).

Furthermore, the central and local governments also jointly implemented policies on Large-Scale Social Restrictions (Social Distancing), Using Masks and Washing hands in running water. This is a form of government concern for the health of all Indonesian people without exception. Given the current, the number of COVID-19 patients is still increasing as of January 23, 2021, based on national data on the development of COVID-19 in Indonesia, namely positive patients 977,474, recovered 791,059 and 27,664 died, (Ministry of Health, 2021). Furthermore, at the regional level of Central Sulawesi Province as of January 23, 2021, that the patient confirmed positive 6411, recovered 4071, and died 166 people. Especially for the Palu City area that the patients who confirmed positive are 1930 people, (Central Sulawesi Provincial Health Departmen, 2021).Based on data from the national level to the regional level of Palu City, Central Sulawesi Province related to the development of COVID-19, the government then made a policy that is to provide the COVID-19 vaccine to all Indonesian people without exception but gradually. In Indonesia, the government has identified and explored cooperation with 4 vaccine manufacturers namely Sinovac, Sinopharm, and CanSino from China, then AstraZeneca from the United Kingdom. Of the four manufacturers, all have committed to delivering the COVID-19 vaccine to Indonesia.

Referring to the commitment of the manufacturers, the government noted that as many as 9.1 million vaccines will be available until the end of 2020. According to Yuri as a presidential spokesman, the government has assigned people who are prioritized to receive the vaccine at an early stage. First for health workers in referral hospitals that provide care for COVID-19 patients, health workers in laboratories

where COVID-19 specimens are examined, and health workers who conduct contact tracing to find new cases. Second, public services that provide discipline enforcement of health protocols such as Satpol PP, TNI, and Police. The public services in question also include employees who provide services to users of airport, station, and port services. It was added by Yuri that vaccines are the second defense, the first defense so that we are not exposed to health protocols. It is not true that with the vaccine everything becomes normal, we start the adaptation of new habits with 3W, namely mandatory to wear a mask, must maintain distance, and must keep a distance, (Ministry of Health of the Republic of Indonesia, 2021)

Talking about the Corona-19 vaccine as a new drug, of course, we will also discuss related to the promotion of the vaccine so that the public can better understand the benefits. Health promotion must be intensively carried out by the government for example in the government of Palu city health department, Central Sulawesi. Promotion is done of course by using messages that are easy to be understood by the public both delivered face-to-face and by media ranging from newspapers, radio, television to social media that is currently widely used by the public. Promotion is very necessary because, in addition to increasing public understanding of the benefits, another goal is to prevent the public from hoax news circulating that the COVID-19 vaccine is dangerous and can threaten the lives of many people when injected into the human body. That health information must be conveyed clearly. According to Indonesian Law No. 36 of 2009 article 7 everyone is entitled to information and education about balanced and responsible health. An effective treatment that is the goal of hospital treatment is also influenced by service patterns including health promotion.

II. METHODS

This study uses qualitative methods consisting of (a), adjusting qualitative methods more easily when dealing with plural reality, and (2), this method presents directly the nature of the relationship between researchers and respondents. Third, this method is more sensitive and more able to adjust to the many sharpening of shared influence and on the value patterns faced (Moleong, 2012). Qualitative data clumping techniques use in-depth observations and interviews. Data analysis in the view of Miles and Huberman (1992: 1-2) that consists of three flows of activities that occur simultaneously, namely: data reduction, data presentation, and conclusion/verification.

III. RESULT AND DISCUSSION

The activities that people carry out every day are part of the responsibility to themselves and those around them. To be able to facilitate activities, every human being is required to be able to live a healthy life both physically and spiritually. Health is the most important factor and is needed by anyone without exception. Being healthy is the most important thing in human life. With healthy conditions can allow humans to perform a variety of activities in accordance with their respective roles and

responsibilities. These efforts can be implemented properly, one of which is by doing health promotion efforts (health promotion). Many things that can be done to realize healthy living, namely eating nutritious and halal food, exercising, and in pandemic times like today, the most important thing to do is to comply with health protocols in the prevention of covid-19 which consists of the use of masks, washing hands in clean water, maintaining distance, staying away from crowds and reducing work mobility. Symptoms that can be obtained by the community when infected with covid-19 include cough, fever, fatigue, shortness of breath, and no appetite.

But unlike influenza, the coronavirus can develop quickly to cause more severe infections and organ failure. This emergency especially occurs in patients with previous health problems, (Mona, 2020). Due to the rapid transmission of the coronavirus, the World Health Organization (WHO) designated the coronavirus as a pandemic on March 11, 2020. The status of a global pandemic or epidemic indicates that the spread of COVID-19 is progressing so fast that almost no country in the world can ensure themselves to avoid the coronavirus (Widiyani, 2020). Until now, starting from Sabang to Merauke, prevention of the spread of covid-19 in Indonesia is intensive to do. In addition to complying with health protocols, the public is also recommended and required to vaccinate, as is the case in Palu City. The local government continues to treat the community with various health promotion strategies about the benefits of covid-19 vaccination for the human body. According to Ottawa Charter (1986) in (Tiraihati, 2017: 2) explained that health promotion is an effort related to enabling, empowering, and bathing the community to improve the level of health both self-health and environmental health. Health promotion strategies can be done in various ways such as advocacy, social support, and community empowerment, (Mubarak and Chayatin, 2008) Related to the first stage, namely advocacy that the activity is an effort made in providing health assistance to the community through decision-makers and policymakers in the field of health.

Advocacy aims to increase the number of health-minded public policies, to increase public opinion in support of health, and solve health problems together and integrated with health development in the region through partnerships and support and concern from regional leaders (Solang, Losu, and Tando, 2016: 72). Advocacy related to the policy is where the government makes rules on free vaccination for people throughout Indonesia such as in Palu City. In addition, to be able to add public insight about the benefits of covid-19, the government always informs it through electronic media and social media that are very easy to obtain and use in everyday life ranging from children to adults. In the second stage, social support is an activity to seek support from various elements of society consisting of health care groups, religious leaders, health professionals, health care institutions, mass organizations, community leaders, mass media groups, and non-governmental organizations. In the process of health promotion about covid-19 vaccination in Palu City, so much social support obtained by the government is from the police, Pamung Praja Police Unit, TNI, young people as

ambassadors of covid-19, sub-district departments to villages, medical personnel, media consisting of mass media and social media used by the community. This social support is certainly very important to maintain a good relationship, so that sustainability in the prevention of coronavirus 19 remains focused for a healthy Indonesia.

The third stage, community empowerment is a process of providing information to families or groups and individuals continuously and continuously by following the development of the community, as well as the process of helping the community so that the community changes from initially not knowing to knowing or aware and from knowing to being willing and from being able to implement the health program introduced (Solang, Losu and Tando, 2016: 59-64). Regarding community empowerment, the Palu City Health Department continues to empower the community by providing a good understanding of the benefits of the COVID-19 vaccine. The empowerment is related to the information conveyed which is very varied, starting from the use of standard Indonesian to the use of the Kaili regional language and the language that is often used every day by the people of Palu City. The selection of the use of this message is certainly able to bring emotional bonds closer to the intended audience ranging from teenagers to parents. Basically, messages that are disseminated both face-to-face and through media such as TVRI Central Sulawesi, local radio, FB, Instagram, Palu City Service website, Youtube, banners, and others aim to provide understanding and public awareness to live healthy and able to live. direct social interaction without feeling anxious.

IV. CONCLUSION

Based on the findings of research results related to there are three stages carried out by the government, namely advocacy related to government efforts to add public insight related to public policy on the covid-19 vaccine in Palu City. Communication can be done face-to-face and online media. The second stage, this social support comes from the police, Pamung Praja Police Unit, TNI, young people as ambassadors of covid-19, sub-district departments to villages, medical personnel, media consisting of mass media, and social media used by the community, especially in Palu City. The third stage, community empowerment is a process of providing information to families or groups and individuals continuously and continuously. The information or message is very varied ranging from the use of raw Indonesian to the use of Kaili regional languages and languages that are often used every day by the people of Palu City. The delivery of the message uses face-to-face and media communication such as TVRI Central Sulawesi, local radio, FB, Instagram, Palu City Department website, Youtube, banners, and brochures.

V. ACKNOWLEDGMENTS

This research is expected to make a good contribution in the field of health because there are various strategies carried out by the government in the process of

promoting vaccines to prevent the spread of covid-19 in Palu City. Furthermore, for other prospective researchers, research processes can be carried out related to community responses related to the provision of the covid 19 vaccine which can also be studied in quantitative methods.

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