

Digital Education about Vaccination in Managing the Spread of Covid-19 in Tawangrejo Village Communities through Social Media Facebook

Widowati

Master of Sociology, Sebelas Maret University, Surakarta, Indonesia
Widowati23@student.uns.ac.id

Supriyadi and Eva Agustinawati

Department of Sociology, Sebelas Maret University, Surakarta, Indonesia
supriyadi.sn.su@gmail.com, eva_1370@yahoo.co.id

Abstract

This study examines the importance of digital education about vaccination in controlling the spread of COVID-19 in the Tawangrejo Village community with social media Facebook. This study examines public acceptance of social media as a means of education as a result of the acceleration of culture. The purpose of this study is to describe the importance of digital education regarding vaccination in preventing the spread of covid-19 in the Tawangrejo Village community with social media facebook. The research method used is qualitative using a phenomenological approach. Informants were taken by purposive sampling method. The theory used in this study is Paul Virilio's dromology theory, This theory is used to study how everything is measured by speed, including the speed of information. This affects the individual in responding to something that happens. The results of this study are: 1) during a pandemic, people use social media more often, 2) social media provides instant and efficient education about vaccination, 3) digital education plays an important role in people's attitudes in deciding to use vaccination.

Keywords

Vaccination, Digital, Education, Facebook, and Covid-19

1. Introduction

Currently, Indonesia is experiencing problems in almost all aspects of life caused by the Covid-19 pandemic. Many efforts have been made by the Indonesian government to contain the spread of Covid-19. According to WHO, vaccination is the safest, effective and simple way to protect yourself from dangerous diseases. Vaccines can train the body to make antibodies, by making the immune system stronger and building resistance to certain infections. Vaccines are harmless because they are made from weakened bacteria or viruses (WHO). Covid-19 vaccination data worldwide until August 13, 2021 is 1.82 M who have been fully vaccinated, and the dose given is 4.66 M (ourworldindata.org). Meanwhile, the achievement of Covid-19 vaccination in Indonesia is until August 12, 2021. People who have received the first vaccination are 51,894,566 and the second vaccine is 25,744,850 of the national vaccination target of 208,265,720 (covid19.go.id). Covid-19 vaccination in Central Java until August 6, 2021, for the first dose of vaccination as many as 5.4 million people, while for the second vaccine as many as 3 million people from the overall target of 28 million (jatengprov.go.id). Then the Covid-19 vaccination in Wonogiri Regency until August 13, 2021 reached 109,408 people or 12.79% of the target target of 855,663 people (wonogirikab.go.id). Information about vaccines and Covid-19 can be accessed through the official website of the government and other institutions. Then in Tawangrejo village until September 6, 2021 the number of residents who have vaccinated as many as 435 people, out of a total population of 4978 residents.

At this time people get information instantly by using digital technology. Science and technology is developing very fast. So that during the Covid-19 pandemic, social media can be used as a media campaign about health. Digital campaigns are influenced by the characters who carry out the campaign. The content submitted needs to be supported by strong data. During a pandemic, digital campaigns that are packaged creatively can be a good step to increase public participation in preventive efforts in dealing with the Covid-19 virus (Naryoso et al 2021.)The content available

on Facebook is very informative because it explains various things about Covid-19. Starting from reviews of vaccines that are guaranteed safety before being circulated to the public. Explain about minor side effects after vaccination. The vaccine has also been tested by involving various groups so that it can be ensured that it is safe for everyone. The Covid-19 vaccine was developed to high safety standards. The Covid-19 virus cannot be transmitted through vaccines.

This indicates that the information provided by facebook about vaccination provided him with enough information to make him feel safe and trust to vaccinate. Not only Indonesia. At this time the use of the internet in Taiwan is also dominated by searches or google trends regarding Covid-19, washing hands and also face masks (Husnayain et al. 2020). Social media provides a search feature, when users write keywords, the information we are looking for will appear. This shows that social media can be used as a medium to provide public education about Facebook. Social media facebook is used by some people in Tawangrejo village. So that Facebook will help people to find information about vaccinations. The information obtained by the community will certainly affect their attitude in responding to vaccination.

During the Covid-19 period, a lot of information was presented, if someone is used to taking information for granted without checking back on other reading sources and the news turns out to be wrong information, it can affect the minds of the readers which will then lead to an attitude that can hinder the spread of the Covid virus. -19. If the reader is rational, he will show a critical attitude and tend to expedite activities to combat the spread of the Covid-19 virus. This research is important because at this time social media is very widely accessed by the public and social media itself has been accepted as an educational medium. Technology is developing very quickly making information spread quickly too. People can access information anywhere as a form of accelerating culture. This results in the loss of value to something that is conventional. The current situation is the effect of dromology which causes people to experience a multitasking culture where they can carry out several activities at once. At this time everything is digital, humans have to adapt to the situation, where they have to keep their distance from each other to stay safe. This research was conducted on the people of Tawangrejo Village, who access Facebook as a source of information about vaccination. The information accessed is information provided by the official government page on Facebook. The current situation is the effect of dromology which causes people to experience a multitasking culture where they can carry out several activities at once. At this time everything is digital, humans have to adapt to the situation, where they have to keep their distance from each other to stay safe. This research was conducted on the people of Tawangrejo Village, who access Facebook as a source of information about vaccination. The information accessed is information provided by the official government page on Facebook. The current situation is the effect of dromology which causes people to experience a multitasking culture where they can carry out several activities at once. At this time everything is digital, humans have to adapt to the situation, where they have to keep their distance from each other to stay safe.

2. Literature Review

Social media is used to convey health messages that have an impact on community participation. Promotion using social media drives engagement up to 14%. Social media is used to target young people and adults (Mukti and Putri 2021). Social media is indeed the right way to convey messages about health, especially during the Covid-19 pandemic. Because at this time people spend more time to access the internet. In addition, social media is considered effective as an educational medium, because it is often accessed by the public. Social media is considered more practical because it can be accessed anytime and anywhere easily. However, because the information on social media is presented continuously, it can influence people's attitudes, because it can shape the community's point of view.

Social media provides new perspectives and breakthroughs in the health sector in the following ways; Provide a communication channel that connects health professionals, patients and the general public. This improves services and the handling of health problems for the better. Social media is a good medium to bridge social interaction and health education. Social media is also a solution for pandemic conditions that require people to limit time and physical distance, while health information needs to be spread evenly. One of the important things in the use of social media in the health sector is how experts and the public respect each other, and the community selects valid and quality information and sources for their health problems (Wong et al. 2021). With education through social media Facebook, people can get a lot of information, without having to leave the house. They remain in a safe state because they do not need to physically touch other people to get information. With social media, people not only get information from one uploader or one place and one time, but can get information from various regions, at different times and from different sources. The existence of a pandemic has made the Indonesian government issued a policy to study from home, work from home and worship at home. Society has gradually become addicted to the internet during this pandemic. Based

on a survey of 2309 respondents from 31 provinces in Indonesia internet addiction was reported to occur in 25% of respondents. The length of time a person accesses the e-commerce web and social media also increases the risk of internet addiction. YouTube and Instagram are social media applications that tend to pose a risk of addiction for respondents (Irzal et al. 2020).

Fake news and health information is spread in various ways through various social media platforms. For this reason, it is very important to solve the problem of circulating hoaxes, because this can continue to degrade the benefits of social media (Bhatta et al. 2020). Hoaxes can reduce the benefits of social media, because hoaxes will spread negative things that affect people's actions. As of March 2020, a number of videos on YouTube related to the Corona virus and China have received widespread public attention. This shows that information related to the pandemic, virus, and social situation is more quickly disseminated and accepted by more people through social media. On the other hand, 90% of comments express concern, death, and the isolation conditions experienced by the community. Social media is also influential in spreading fake news so as to create fear in the community, lead to opinions, stress, and cause mental disorders (Fouad et al. 2020). The related information is between 31 December 2019 to 5 April 2020 and has been technically evaluated. A total of 2,311 reports containing rumors, negative stigma, and conspiracy theories have been confirmed distributed in 25 languages from 87 countries. This report contains topics on infectious disease and death (24%), administrative requirements Behavior (21%), treatment and recovery (19%), causes and origins of disease (15%), violence (1%), and several other topics (20%). Of the 2,276 reports analyzed, 1,856 (82%) were proven wrong and invalid. This misinformation fueled by rumours, stigma, and conspiracy theories can have serious consequences for individuals and society. The public, government and health institutions need to work together to prevent this Covid-19 misinformation (Islam et al.). Based on the relevant research above, the researcher wants to examine digital education regarding vaccination in preventing the spread of COVID-19 in Tawangrejo village communities through social media Facebook.

3. Methods

This type of research research method used is a qualitative method with a descriptive type. This method and type was chosen because in this study, researchers examined the importance of digital education about vaccination in preventing the spread of COVID-19 in the Tawangrejo Village community with Facebook social media. So it will be more possible if it is described using words. In this study the data used in the form of interviews, documentation or notes. So it would be more possible to use a descriptive type of research.

4. Data Collection

This method was chosen to collect data from previous research. There are studies that have reviewed several things about the importance of social media during the Covid-19 pandemic. These existing data are used to complete this research so that it can be used to answer research questions.

Observations in this study were carried out directly by observing the existing conditions in the community. How people behave during a pandemic. About how they adapt and the role of individuals in dealing with COVID-19. Observing how people use social media during the Covid-19 pandemic.

The interview in this study aims to dig up information or data from the public regarding the importance of digital education about vaccinations in overcoming the spread of COVID-19 in the Tawangrejo Village community with Facebook social media.

5. Results

Table 1. Internet User Data

No	Category	Amount
1	Internet users in Indonesia	196.7 million
2	An increase from the previous survey	8.9%
3	Duration per day	≥ 8 hours

Source:(APJII)

During the pandemic, the people of Tawangrejo Village used the internet more for various purposes. This is done so that Covid-19 does not spread further. At this time social media such as zoom, google meet, Instagram and so on can not only be used as socialization media, but have been transformed into educational media. The average community accesses social media more than 5 hours every day (Figure 1).

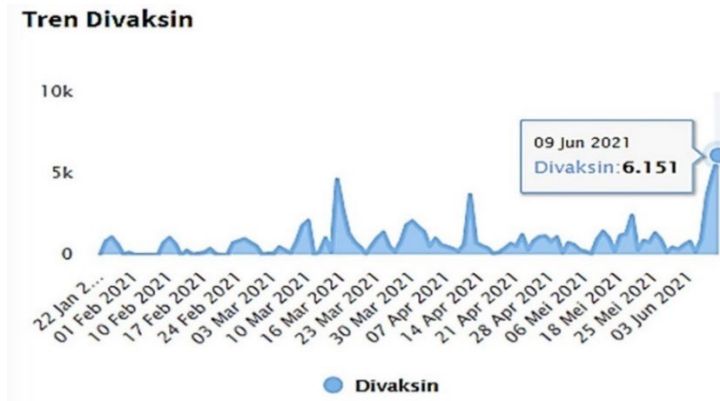


Figure 1. Vaccination Trends

Source:(wonogirikab.go.id)

In Wonogiri, the target for vaccination is 855,663 people with details of Health human resources as many as 3,720, elderly 167,254 people, public service officers 61,908, vulnerable people and the general public 534,642, teenagers aged 12-17 years as many as 88,139 (wonogirikab.go.id). From these data, it can be seen that the trend of vaccination has increased and decreased, but increased dramatically in June 2021. Then in Tawangrejo village until September 6, 2021 the number of residents who have vaccinated as many as 435 people, out of a total population of 4978 residents.

6. Discussion Proposed Improvements

People use social media more during the Covid-19 pandemic. People have become dependent on social media to seek information to stay safe from the virus. Social media disseminates information through websites and applications, such as Facebook, Twitter or Instagram. However, social media contains two sides, namely the negative and positive sides, there is both true information and false information spread throughout the world (Guleria et al. 2020). The people of Tawangrejo Village use Facebook social media a lot. Facebook is a social media that can be used to connect individuals with other individuals or with communities. During the Covid-19 pandemic, Facebook can be used as a source of information about Covid-19. The information available consists of tips on preventing the spread, the latest information, and also information about vaccinations. Social media not only spreads real information but also information that is not necessarily true.

The use of social media as a medium to disseminate information related to Covid-19 obtained from WHO is considered appropriate. Because social media users in Indonesia reach 150 million people or 56% of the total population. The use of social media by the government will of course be packaged in such a way that it is easily understood by the public (Yuniarto et al. 2021). This proves that nowadays people have accepted social media as an educational medium. This of course is also influenced by the intensity of the community and the number of people who use social media, 56% of the total population of Indonesia is a large number. So that it can be used in an effort to contain the spread of Covid-19 by conducting education on social media. In line with what was conveyed by the informant that social media is an instant and efficient medium to get information at this time. This is a form of community adaptation to the current cultural acceleration. People accept Facebook as a medium of education about vaccination. where when they study the information provided,

The use of social media is certainly accompanied by positive and negative impacts. Based on research, social media has a positive impact in the form of wider connections so that a person is not limited to connecting with anyone. But social media also has a negative impact, because social media is not real so it doesn't provide empathy like real life (Clark et al. 2018). Thus, someone can upload anything freely. Both positive and negative things. During the Covid-19 pandemic, social media can be used as a media campaign about health. Digital campaigns are influenced by the

characters who carry out the campaign. The content submitted needs to be supported by strong data. During a pandemic, digital campaigns that are packaged creatively can be a good step to increase public participation in preventive efforts in dealing with the Covid-19 virus (Naryoso et al. 2019). The content available on Facebook is very informative because it explains various things about Covid-19. Starting from reviews of vaccines that are guaranteed safety before being circulated to the public. Explain about minor side effects after vaccination. The vaccine has also been tested by involving various groups so that it can be ensured that it is safe for everyone. The Covid-19 vaccine was developed to high safety standards. The Covid-19 virus cannot be transmitted through vaccines. This is in line with what the informant said that the information provided by Facebook about vaccination provided him with enough information to make him feel safe and confident to vaccinate.

In this study as a validation of the authors using theory. This research will be studied with the dromology theory proposed by Paul Virilio. Dromology is a state where everything is measured through speed. Resulting in the disappearance of the boundaries of space and time (Ardiyansyah et al. 2019; Nath et al 2021.; Suharyanto et al. 2021). At this time people live instantly, and depend on technology. However, this situation makes humans do not care about their social environment. In line with what was conveyed by the informant that they do not need to leave the house to get information so that it causes them to interact less directly with their social environment. At this time people get information instantly by using digital technology. Science and technology is developing very fast. Science has an acceleration, at this time humans are equipped with technology. What makes the difference is the acceleration of technology, everything will be emphasized on time efficiency. At this time humans want an instant process, and that desire is supported by technology at this time. Social media Facebook provides instantaneous for the public to find information about Covid-19 and also vaccinations. Where when users type in their keywords they are immediately directed to a page that reviews vaccinations scientifically and has been verified

Dromology causes people to experience a multitasking culture where they can carry out several activities at once. While they are looking for information about vaccines they can also do other work. The information provided is growing rapidly, and must be continuously updated so as not to miss out on information. At this time everything is digital, humans have to adapt to the situation, where they have to keep their distance from each other to stay safe. In the past, people who received information conventionally now have to adapt and utilize technology and social media as a means of education. They can get various information about vaccinations through social media, they no longer need to leave the house to buy newspapers, everything is in their hands.

The information provided by Facebook plays an important role, digital education plays an important role in people's attitudes in deciding to use vaccination. The information they get quickly. Give them an overview of many things about vaccination. It was explained that the vaskin was safe and had gone through a lab test so that people were convinced to vaccinate. This proves that society has adapted to the accelerating culture. They have accepted social media as one of the media that can be used as an educational medium, especially during the Covid-19 pandemic.

7. Conclusion

During the Covid-19 pandemic, people use social media more often than before. This is due to several factors, ranging from maintaining a safe distance, the interests of fulfilling interactions with other people, to the interests of education. Technology is developing rapidly, information is spread without knowing space and time. Along with the times, people began to accept social media as a means of education. This is also because at this time people like things that are instant and efficient. Digital education on vaccinations in overcoming the spread of COVID-19 in the Tawangrejo Village community with Facebook social media. Education can be done by accessing a page that provides information about Covid-19. The information provided is valid and can be justified. The public responds wisely to the information about vaccinations they get on Facebook social media. They are not afraid to take vaccinations because from the information they get, the vaccine is safe to use by various groups because it has gone through testing.

References

- APJII, T., *Survei Pengguna Internet APJII 2019-Q2 2020: Ada Kenaikan 25,5 Juta Prngguna Internet Baru Di RI.* APJII, 2020.
- Ardiyansyah, B, Dromologi Dan Era Flash Sale: Tinjauan Geliat Manusia Dalam Cyberspace. *Simulacra*, vol. 2, no. 2, 2019
- Bhatta, J, Infodemic Monikers In Social Media During Covid-19 Pandemic. *Asia Pasific Journal Health of Management*, vol. 15, no. 4, 2020

- Clark, J. L., Social Network Sites and Well-Being : The Role of Social Connection. *Assosiation for Psychological Science*, vol. 27, no. 1, 2018
- covid19.go.id. Data Vaksinasi COVID-19 (Update Per 12 Agustus 2021). *Covid19.Go.Id*, 2021.
- Fouad, S. A, Role of Social Media in COVID-19 Pandemic. *NILES Journal of Geriatric and Gerontology*, vol. 3, 2020
- Guleria, S., Informative or Infodemic : Impact of Social Media in Times Of Covid-19 Pandemic. *Psychology and Education*, vol. 57, 2020
- Husnayain, A, Applications of Google Search Trends for Risk Communication in Infectious Disease Management : A Case Study of the COVID-19 Outbreak in Taiwan. *International Journal of Infectious Diseases*, vol. 95, International Society for Infectious Diseases, 2020
- Irzal, S. J. I, Study of Internet and Social Media Addiction in Indonesia during Covid-19. *Journal of Applied IT*, vol. 04, no. 02, 2020
- Islam, S. M., COVID-19 – Related Infodemic and Its Impact on Public Health : A Global Social Media Analysis. *The American Journal of Tropical Medicine and Hygiene*, vol. 103, no. 4, 2020
- jatengprov.go.id. Vaksinasi Jateng Baru Capai 18 Persen, Ganjar Minta Menkes Akselerasi Vaksin. *Jatengprov.Go.Id*, 2021.
- Mukti, O. F. W., and Nuzulul K. P. Social Media Analytics : Instagram Utilization for Delivering Health Education Messages to Young Adult in Indonesia. *Jurnal Promkes: The Indonesian Journal of Health Promotion and Health Education*, vol. 9, no. 1, 2021
- Naryoso, A, Digital Campaign to Reduce Covid-19 Pandemic Risk. *Komunikator*, vol. 13, no. 1, 2021
- Nath, T. K, *The Need of Land for Industry and Housing as a Trigger Development on Modern Society*. 2021
- ourworldindata.org. Coronavirus (Covid-19) Vaccinations. *Ourworldindata.Org*, 2021.
- Suharyanto, A, Marginalization Socio Farm Laborers Due to Conversion of Agriculture Land. *Cogent Social Sciences*, vol. 7, no. 1, Cogent, 2021
- WHO. Vaccines and Immunization: What Is Vaccination? *World Health Organization*, 2021.
- Wong, A, The Use of Social Media and Online Communications in Times of Pandemic COVID-19. *Journal of the Intensive Care Society*, vol. 22, no. 3, 2021
- wonogirikab.go.id. Data Covid19 Pantauan Kabupaten Wonogiri. *Wonogirikab.Go.Id*, 2021.
- Yuniarto, D, Effectiveness of Covid-19 Information through Social Media Based on Public Intention. *Applied Information System and Management*, vol. 4, no. 1, 2021

Biographies

Widowati, S.Pd. is a student majoring in sociology at Sebelas Maret University. Her research interest is in the sociology of culture and gender sociology. She is a graduate at Sebelas Maret University with a bachelor's degree in sociology and anthropology education, and is currently pursuing a master's degree in sociology at Sebelas Maret University.

Dr. Supriyadi, SU. is an lecturer at the department of Sociology at Sebelas Maret University. His research interests are in political sociology and community empowerment. He is a bachelor of sociology from Gadjah Mada University, a master of sociology from Gadjah Mada University and a doctorate in community empowerment.

Dr. Eva Agustinawati, S.Sos, M.Siis an a lecturer in the sociology department at Sebelas Maret University Her research interest is in the sociology gender. She is a bachelor of sociology from Sebelas Maret University, a master of sociology from Gadjah Mada University and a doctorate in community empowerment.