

Public Communication Management of Kodim 0201/Medan in Disseminating the Medan City Covid-19 Vaccine Program

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Abstract

The Covid-19 vaccination is one of the Government's ways in tackling the current pandemic, this requires good communication and education between the Government and the public regarding the Covid-19 vaccination, so that there is no confusion about the news regarding the vaccination program so that good cooperation is established between the parties. Government and society to make the Covid-19 vaccination program a success. This study aims to explain the role of Kodim 0201 in disseminating the Covid-19 vaccination program to the public. By using the Instrumental Model of Persuasion theory. The researcher here uses a qualitative method with a descriptive study, where this study aims to examine a phenomenon and describe how Kodim 0201 is in the socialization process through the results of in-depth interviews with resource persons taken based on purposive sampling technique. The community response to this vaccination program was very good and the community was very enthusiastic about the existing vaccination program, and participated in carrying out the vaccination program. From the results obtained in this study reported from the Medan city government, there were 1.515.897 people and above who had been vaccinated due to the support role of the 0201 Military Command which took part in helping the Medan city government socialize the Covid-19 Vaccine program.

Keywords

covid-19; kodim 0201; city government



I. Introduction

The ongoing Covid-19 pandemic has made all Indonesians and even the world feel the consequences. Not only in one sector, but in all existing sectors. Starting from the economic sector, education to the environment are also affected. The government provides efforts and policies that can suppress or even stop this ongoing pandemic. Starting with the implementation of Large-Scale Social Restrictions (PSBB), the prohibition of going home, Lockdown, New normal, online learning, Implementation of the Imposition of Emergency Community Activity Restrictions (PPKM) level 4 and 3 to the latest invitation for vaccines which is considered very important to increase our body's immunity. (Susilawati & Sulastris, 2021).

The outbreak of this virus has an impact of a nation and Globally (Ningrum *et al*, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

Currently the Indonesian government is holding back the rate of transmission of COVID-19, namely by providing vaccines to the people of Indonesia. In accordance with Presidential Regulation Number 99 of 2020 concerning Vaccine Procurement and Vaccination Implementation in the Context of Coping with the COVID-19 pandemic.

Various countries are competing to get produce vaccines, because apart from dealing with the pandemic, vaccines have high economic value and are always sought after (Malau et al., 2022). Vaccination is a preventive process in the body, which makes a person immune or protected from a virus so that when exposed to the virus, they will not get sick or only experience mild illness, so vaccines are needed.(Gurning et al., 2021).

Vaccines are biological products of dead or attenuated viruses. Vaccines are substances or substances that function to help the body fight a certain disease. The body that has been vaccinated will form an antibody against a virus. Including the Covid-19 virus. Therefore, carrying out a vaccine is very important to do so that the body can fight a certain disease(Susilawati & Sulastri, 2021).

In the vaccination program, Indonesia has a target of 426.8 million doses that must be vaccinated to achieve herd immunity or group immunity. The vaccination program is carried out in various regions with a fairly high priority level for the spread of Covid-19 and is gradually divided into several vaccination waves(Atika et al., 2021). One of them is the city of Medan where the city of Medan is one of the cities affected by the spread of Covid-19, based on data obtained from the Covid-19 website of the Medan City Government. Data on Covid-19 cases in Medan City itself on January 7, 2022, the total number of confirmed cases was 48,104 positive cases of Covid-19 (covid19.pemkomedan.go.id).

The Indonesian National Army as one of the components of the nation, participates in carrying out various efforts through Territorial Development, where Territorial Development is a mandate and elaboration of Law No. 34 of 2004 concerning the main tasks of the TNI. Military Other than War) is the empowerment of defense areas and assisting the Government's tasks in the regions which are implemented through Territorial Development activities. The TNI AD carries out Territorial Development in order to manage the potential of Geography (natural resources and artificial resources), Demographics (human resources) and social conditions to become a formidable fighting force of space, tools and conditions (RAK) in the context of national defense.(Jombang & Maksum, 2021). Kodim 0201 Medan as part of the Indonesian Armed Forces took an active role by joining the Task Force for the Socialization of the Covid-19 Vaccine program in the city of Medan. The involvement of the Medan 0201 Kodim in disseminating the Covid-19 vaccine has been carried out since this outbreak began in Indonesia, especially in Medan City.

The problem faced by society today is that there is some information that is difficult to understand due to the large number of false news circulating regarding the administration of the COVID-19 vaccination. Not a few also doubt the efficacy of the COVID-19 vaccine and are not ready to vaccinate against COVID-19. The solution to the problem is by management socializing the importance of continuous COVID-19 vaccination among the community so that they can answer community questions regarding COVID-19 vaccination.(Malau et al., 2022). The COVID-19 vaccine was developed to help build individual immunity so that the administration of the COVID-19 vaccine is expected to accelerate the formation of herd immunity, which will have an impact on reducing the number of infected cases.(Organization, 2020).

The purpose of this research is to find out how Public Communication Management of Kodim 0201/Medan in Disseminating the Covid-19 Vaccine Program in Medan City, because the government's role is urgently needed under current conditions, to invite the public to participate in the COVID-19 vaccine program so that the vaccination program in Medan City runs smoothly and achieves herd immunity.

II. Research Method

Research methodology is a scientific method to obtain data that has a specific purpose and purpose. The scientific method is classified as a research activity based on scientific characteristics, namely, rationality, experience, and systemic(Yani, nd). As for this study, the author uses qualitative research methods, which in this study have special characteristics that cannot use statistical data, but focus more on observing other people, interacting and trying to understand.

It can be concluded that in this study the method used is a qualitative method with a descriptive study, where this study aims to examine a phenomenon experienced by the research subject both behavior, action, perception, and others from the results that have been obtained by observing the author's subject behavior. can describe the behavior of the subject and the researcher acts as a key instrument(Sugiyono, 2013). So that in this study develop a special relationship with several parties, so that the information obtained can be understood efficiently because qualitative research is research that uses a natural setting, by understanding a meaning and phenomena that occur through the results of in-depth interviews with sources, where in qualitative research the author is the key instrument (Sugiyono, 2017).

a. Data Source

Sources of data and informants can be obtained in two ways, namely through primary data and secondary data. Primary data is data obtained directly by using interview techniques to informants, and making observations. And Secondary Data is supporting data collected by the author either through books related to this research, online media, ebooks, and scientific works that can support information needs related to this research.(Nugrahani & Hum, 2014).

b. Informant Determination Technique

In determining the informants, the writer uses purposive sampling technique, where purposive sampling is a research. The writer tends to choose respondents who are considered as reliable data sources and are believed to be effective data sources and know the problems taken.(Winarni, 2021). The criteria for the informants in this study were the Medan Military Command 0201 which was directly related to the socialization of the Covid-19 vaccination program in the city of Medan.

c. Data Analyst Engineering

In this study using qualitative data analysis, meaning that the data are the results obtained in the research that are reported as they are and then analyzed descriptively to get a description of the facts that exist and are able to describe in detail what the authors obtained during data collection.(Rukajat, 2018).

The location of the research was carried out at the Military District Command 0201 Medan at the Structural Ranks Section of the Kodim 0201, where the researchers conducted direct interviews with selected informants, with the leadership echelon: Dandim, assistant leadership echelon, service echelon and implementing echelon.

III. Results and Discussion

Communication management aims to provide knowledge about perspectives, paradigms, theories, models, research methodologies, and communication concepts as well as managerial aspects for the benefit of managing communication resources in various forms and contexts in realizing communication effectiveness.(Handayani et al., 2020). Understanding communication management is a reciprocal process to give, persuade, and give orders from an information to others and is a demand to bridge communication theorists and communication practitioners.(Riinawati, 2019).

Communication and management are two things that are difficult to separate. This is illustrated in the table below.

Table 1. Matrix of Management Relations and Communication Elements

Function Management	Communication Elements				
	Communicator	Message	Media	Audience	Effect
<i>Planning</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Organizing</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Actuating</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>controlling</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Management acts as a driver of communication activities in an effort to achieve communication goals. To achieve these goals, the principles of management and communication activities must be integrated and adapted to the basis of the objectives to be achieved (Riinawati, 2019). The things that communication program managers should do are:

- a. Develop plans for communicators, messages, media, audiences, and influence plans;
- b. Organize the desired communicators, messages, media, audiences, and influences;
- c. Activate the desired communicators, messages, media, and influence; and
- d. Control/supervise communicators, presentation of messages, selection and use of media, selection and determination of audiences, as well as the expected influence.

Management is a typical process consisting of planning and organizing actions. Mobilization and control in achieving the goals that have been determined through human resources and other resources. To carry out all management functions, communication is needed to achieve goals (Riinawati, 2019). The ability of individuals to convey messages or information well, be a good listener, use various audio-visual media is an important part in carrying out effective communication in an organization. Communication is the most important skill in the life of every human being and organization (Sari, 2016). The concept of management in the perspective of communication science is essentially understood as a process of influencing others. In addition, the concept of communication management also advises us that the ability to communicate well is not only something that is inherent in us, but also something that we can learn and develop (Hasmawati, 2018).

In this study, the author uses the instrumental theory of the model of persuasion from Hovland, Type and Kelly. This theory is a persuasive communication process, where an individual or communicator sends verbal stimuli. It aims to change behavior, change a person's attitude or change perceptions that exist in society through the types of communication, namely stimuli, interventions and responses (Atika et al., 2021).

a. Stimuli

Stimuli is an external stimulus to the communicant in the form of characteristics of the communication situation that focuses on the credibility of the communicator which includes an expertise (expertise), trustworthiness (trustworthines), and likes (likeability). In the role of the Medan Kodim 0201 in disseminating the Covid-19 vaccine program in Medan City, namely by using the media to convey information about the vaccination program, either in the form of print media (newspapers, billboards, banners and posters), online media (Medan City website, Instagram, facebook, twitter), and electronic media (television and radio). Kodim 0201 also cooperates with other media parties with the aim of conveying wider information to the public, especially the people of Medan City.

b. Intervening

Interveningis the attention, understanding, and acceptance that also influences the communication process and how the communication effect, in terms of intervening includes attention, understanding and acceptance of the communicant (community) to the message that has been given by the Kodim 0201 Medan. In this case the variables cannot be measured and observed directly because of the processes that occur in our minds and minds, but these variables are used to predict a response.

In the results of the study, this can be seen from the platform provided by Kodim 0201, one of which is the Kodim 0201 Instagram social media account where the communication process can be accepted in the community. This can be seen from the public response on the social media account through the comment column, where many people responded and were enthusiastic in responding to the information provided by the 0201 Kodim who responded well to the delivery of information provided by Kodim 0201, but in this socialization process there were still some people who still did not understand the importance of vaccination to fight the current pandemic.

c. Response

From the results of the socialization that has been given by the Medan City Kodim 0201, regarding the vaccination program run by the Government, it is hoped that there will be changes in people's perceptions of the Covid-19 vaccine, and of course changes in people's attitudes and behavior. From the results of interviews, it was found that the community's response to this vaccination program was very good and the community was very enthusiastic about the existing vaccination program, and participated in carrying out the vaccination program.

Based on the results of the registration of the population of the city of Medan according to data obtained from the Central Statistics Agency for the City of Medan at the end of 2020, it was 2,435,252 the souls of 21 sub-districts in Medan City, Researchers chose Medan City as the research context because Medan City is an area with a high level of spread of the corona virus and almost all sub-districts are classified as red zones because there are still people who underestimate and do not believe in the existence of a virus outbreak. Corona is happening.

The problem that arises in this vaccination program is hoax news on social media, so that many residents are still doubtful and afraid to vaccinate. The role of Kodim 0201 here plays a role in dealing with existing problems and must provide solutions in dealing with a problem.

Table 2. Total Population of Medan City before Vaccine Socialization from Kodim 0201

NO	Region	Total Population of Medan City by District and Gender (Soul)		
		Boy+Girl	Already vaccinated	Not yet vaccinated
		2020		
1	Lucky Field	97,249	39,457	57,792
2	Medan Johor	151.756	68.352	83,404
3	Sanding Field	129,726	53,258	76,468
4	Medan Denai	169,643	45,821	123,822
5	Terrain Area	117,029	9.365	107,664
6	City Terrain	84.666	59,623	25,043
7	Maimun Field	49,231	18,429	30,802
8	Polonia Field	59,915	22,698	37,217
9	New Terrain	36.522	8,654	27,868
10	Overview	103.176	51,245	51,931
11	Sunggal Field	129,063	33,747	95.316
12	Helvetia Field	164.910	39,978	124.932
13	Battlefield	71.844	48.117	23,727
14	West Medan	88.602	53,679	34,923
15	East Medan	116,985	37,841	79,144
16	Battlefield	103,813	43,378	60,435
17	Tebung Field	146,534	94.739	51,795
18	Deli	189,321	57.683	131,638
19	Labuhan Field	133,765	67,412	66,353
20	Marelan Field	182,515	41,337	141.178
21	Belawan Field	108.987	24,318	84,669
22	Medan	2,435,252		
TOTAL			919.131	1,516,121

From table 2. The above shows that the population of Medan city before the vaccine socialization from Kodim 0201 was still relatively small with 919,131 people from the total 2,435,252Kots Medan population.

Table 3. Total Population of Medan City after Vaccine Socialization from Kodim 0201

NO	Region	Total Population of Medan City by District and Gender (Soul)		
		Boy+Girl	Already Vaccinated	Not yet Vaccinated
		2020		
1	Lucky Field	97,249	69,756	27,493
2	Medan Johor	151.756	79,932	71,824
3	Sanding Field	129,726	59.147	70,579
4	Medan Denai	169,643	70.147	99.496
5	Terrain Area	117,029	35,069	81.960

6	City Terrain	84.666	71.456	13,210
7	Maimun Field	49,231	29,540	19,691
8	Polonia Field	59,915	45.511	14,404
9	New Terrain	36.522	15,344	21.178
10	Overview	103.176	70,214	32,962
11	Sunggal Field	129,063	64,998	64,065
12	Helvetia Field	164.910	80,317	84.593
13	Battlefield	71.844	60,778	11.066
14	West Medan	88.602	59.189	29,413
15	East Medan	116,985	79.912	37.073
16	Battlefield	103,813	79,032	24,781
17	Tebung Field	146,534	108,763	37,771
18	Deli	189,321	132.314	57.007
19	Labuhan Field	133,765	85.102	48,663
20	Marelan Field	182,515	139,012	43,503
21	Belawan Field	108.987	80,364	28,623
22	Medan	2,435,252		
TOTAL			1,515,897	919,355

From table 3. The above shows that the population of Medan city after the Vaccine socialization from Kodim 0201 has increased by 596,766 people, so that the total population of Medan City has carried out the vaccine 1,515,897 people.

IV. Conclusion

After conducting a qualitative analysis that has been carried out at the Medan Kodim 0201, it can be concluded that the role of the Medan Kodim 0201 in disseminating the Covid-19 vaccine program in Medan City is by using the media to convey information about the vaccination program, either in the form of print media (newspapers, billboards or billboards). , banners and posters), online media (Medan City website, instagram, facebook, twitter), and electronic media (television and radio).

Not only through the media, this can be seen when Kodim 0201 directly disseminated many people who responded well to the delivery of information provided by Kodim 0201, but in this socialization process there are still some people who still do not understand the importance of vaccination to fight the current pandemic. . reported from the Medan city government, there are 1,515,897 people who have been vaccinated, previously only 919,131 souls due to the role of support from Kodim 0201 who contributed to helping the Medan city government socialize the Covid-19 Vaccine program.

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