

**STRATEGY COMMUNICATION EDUCATOR IN SOCIALIZE VACCINATION
COVID-19 AT 5 PESIK PUBLIC ELEMENTARY SCHOOL**

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ABSTRACT

The purpose of this research is to examine communication strategy for teaching staff in carrying out socialization of the Covid-19 vaccination, at 5 Pesik Public Elementary School. With descriptive qualitative. The basis of this research is action (action research), with a total of 6 (six) informants. Collecting data through observation, interviews, and documentation. The analysis technique uses descriptive qualitative, data collection, data reduction, data presentation, and draw conclusions. The results of the study show that the communication strategy for Educators in socializing the Covid-19 vaccination. At 5 Pesik Public Elementary School, through 4 (four) stages, namely: 1) getting to know the audience, through socialization reviewed by health workers, teaching staff by convincing the community to give permission for their children to be vaccinated against Covid-19 before socialization Educators and health workers approach the audience first. 2) compiling messages, carried out by explaining in detail, the Covid-19 virus, simplifying new terms related to the socialization of the Covid-19 vaccination. 3) Determine the method, through the cooperation of both Health Workers, Educators, and the community. Arrange a re-socialization strategy without being accompanied by a health worker, the educator team gives prizes to students who get the vaccine, in order to attract the attention of students and parents so that their children take the vaccine; and 4) the selection and use of media, the media used is very limited, because the network is still inadequate, they use print media, and besides that, foreign language terms among the public during the process of the Covid-19 vaccination program are still difficult to understand.

Key Words: Communication Strategy, Socialization, Covid-19.

1. INTRODUCTION

Corona or Covid-19 virus has hit the whole world, and began circulating in Indonesia in March 2019, and the death rate continues to increase sharply. This virus is relatively new and can attack anyone, from infants to the elderly, and the Covid-19 virus attacks parts of the respiratory system. Early symptoms of Covid-19 virus infection can be flu symptoms, such as fever, runny nose, dry cough, sore throat, headache and shortness of breath. After experiencing all the symptoms will get worse, and the patient will have a fever of up to 38 C.

On January 31, 2022, the Educators at 5 Pesik Public Elementary School disseminated information to parents/guardians of students, accompanied by health workers, vaccine officers, regarding the Covid-19 vaccination. On February 16, 2022, vaccines for children aged 6-11 years started, but the first vaccine was minimal for students who took the vaccine at 5 Pesik Public Elementary School so they did not reach the set target, therefore the Educators planned to re-socialize with parents/guardians students without being accompanied by health workers on March 3, 2022. And during the second vaccine on March 15, 2022 the number of students who took the vaccine was almost all students, after the final evaluation of the first and second vaccines there

were a number of students from Pesik 5 Public Elementary School a total of 115 people who were vaccinated and 26 children who had not been vaccinated.

Educators have prepared the main scheme for disseminating the Covid-19 vaccination to all parents/guardians of these students, providing in the form of little vaccine cards, stationery, snacks that are generally liked by children and several other gifts to attract students to vaccinate against Covid-19. The donation was made in addition to the success of the Covid-19 vaccination program as well as to ease the burden on parents of students. It turned out that this scheme was able to attract the interest of students and parents/guardians of students, so that overall they could score the highest number of Covid-19 vaccinations.

Shows that the highest number of students receiving the Covid-19 vaccine was at the 5 Pesik Public Elementary School. Where the first dose of vaccine was carried out on February 16 and the second dose on March 15, 2022 with the Sinovac vaccine type as many as 115 students. According to the data the researchers found, there were 26 students/students who had not been vaccinated, due to personal reasons from the parents/guardians of these students.

2.LITERATURE REVIEW

2.1 Communication Strategy

The word strategy comes from the Greek word strategos which literally means "general art", this term turned into the adjective strata meaning "military skill" which was later adapted again into the modern environment. The word strategos means a decision to take an action in the long term with all the consequences or use of resources and dissemination of information which is relatively limited to the possibility of tapping information by competitors (Liliweri, 2015:240). Strategy is planning and management to achieve a goal. However, to achieve this goal, strategy does not function as a road map that only shows direction, but must be able to show operational tactics (Effendy, 2017:32).

2.2 Stages of Communication Strategy

An organization without a strategy is like a ship without a rudder, moving and turning in circles. Such organizations are like aimless wanderers. The need for strategic stages in a plan as an effort to limit how a program can always be on the shelf, so that the errors that arise are not always significant.

2.3 Develop a Communication Strategy

In various communication studies, the communicator is the source as well as the control in all communication activities, therefore, if a communication process is not going well then the communicator will be the main error factor, because it is the communicator who does not understand the preparation of the message, the selection of appropriate media, and approach to the audience which is the target audience. Being the main actor in communication activities, the communicator has an important role. Therefore, communicators who will act as the spearhead of a program must be skilled in communicating, have lots of ideas, and have high creativity.

2.4 Purpose of Communication Strategy

The communication strategy states that a strategy is actually a conditional overall decision about the actions to be carried out, in order to achieve the goal. So formulating a communication strategy, means taking into account the conditions and situations (space and time) that are

encountered and which may be faced in the future, in order to achieve effectiveness. With this communication strategy, it means that there are several ways to consciously use communication to create changes in audiences easily and quickly.

2.5 Communication Barriers

Barriers in communication can occur due to factors of miscommunication. Kreitner and Kinicki in the book "organizational behavior" mention the factors that cause miscommunication or antecedent conditions as follows (Riswandi, 2016:33):

- 1) Personality or value system incompatibility.
- 2) Unclear or overlapping job boundaries.
- 3) Competition for limited resources.
- 4) Inadequate exchange of information or communication (inadequate communication).
- 5) Interdependence in work (for example, a person cannot complete his work without the help of others).
- 6) Organizational complexity (conflict tends to increase with increasing hierarchical structure and job specialization).
- 7) Unreasonable regulations, work standards or policies that are difficult to meet (unreasonable deadlines).
- 8) Deadlines for completion of work that are not entered will make it difficult to meet (unreasonable deadlines).
- 9) Collective decision-making (the more people involved in the decision-making process, the greater the potential for conflict).
- 10) Decision making by consensus
- 11) Unfulfilled expectations
- 12) Does not resolve or hide conflicts.

2.6 Campaign Communication Theory

Campaign communication is an activity carried out to impact a relatively large number of audiences, at a certain time, and through a series of organized communication activities. In this theory there are two points that characterize a communication strategy, namely having clear objectives and communication activities being arranged or planned in advance.

Campaign communications have similarities with marketing communications. Both influence people to do something. However, marketing communications tend to aim at influencing other people to buy the products or services offered. Meanwhile, campaign communication influences other people to behave or think the way the communicator wants, usually campaign communication is carried out to increase public awareness or knowledge regarding several issues. In addition, usually campaigns are carried out to influence other people (Starykh, 2018:30-52).

3. METHOD

In this study using a qualitative approach method. This type of descriptive research aims to explain a phenomenon in a systematic, factual and accurate manner about the facts and characteristics of a particular population or object. This type of research describes the reality that is happening without explaining the relationship between variables (Kriyantono, 2006:69).

The location of this research was conducted in the village of Pesik, North Sojol sub-district, Donggala Regency. The subject of this study is to know the phenomenon under study, have an

interest in understanding and exploring its meaning, participate in in-depth interviews, and allow researchers to record the results during interviews, and publish them for the benefit.

The informants in this study used a purposive sampling technique, namely by selecting informants or subjects who were considered to know and understand the problems in this study. The informant data as follows:

Table 1. Research Informants

No.	Name	Position
1.	Guntur, S.Pd	Principal of SDN 5 Pesik
2.	Irmawati, S.Pd	Class 6 homeroom teacher at SDN 5 Pesik
3.	Anti, S.Pd	Class 4 homeroom teacher at SDN 5 Pesik
4.	Rosmida, S.Pd	Class 1 homeroom teacher at SDN 5 Pesik
5.	Marwiah, A.Md.Keb	Covid-19 Vaccination Health Officer
6.	Irmawati	Parents/Guardians of SDN 5 Pesik

4. RESULTS AND DISCUSSION

The stages of the communication strategy used were from Anwar Arifin (2016:59-78), from the results of research by educators at the 5 Pesik State Elementary School, using four stages of communication strategy during the process of implementing the Covid-19 vaccination outreach program. Educators and Health Workers who carry out their duties to vaccinate Covid-19, especially educators make efforts to various communication strategies in stopping the spread of Covid-19, so that they can carry out face-to-face learning as usual, and educators try to make this vaccination program reach the target according to which are desired.

Several strategies have been well implemented by the Educators, by socializing and appealing to the public, especially parents/guardians of 5 Pesik Public Elementary Schools, to comply with health protocols first, one of which is mandatory vaccines for teenagers, parents, the elderly, and regulations new policy from the government, namely the policy refers to the Decree of the Minister of Health of the Republic of Indonesia Number HK.01.07/MENKES/6688/2021 concerning Implementation of Vaccination Covid-19 in children aged 6-11 years.

The communication strategy for teaching staff has four stages, namely as follows (Anwar Arifin, 2016:59-78).

1. Know the Audience

Covid-19 Vaccination Personnel in Pesik Village, North Sojol District holding gatherings in their free time with a mutually agreed schedule, but still adhering to the health protocols that have been implemented, the teaching team and vaccine workers, the aim is to get to know their audience before the official socialization of the Covid-19 vaccine socialization program.

2. Composing Messages

Communication Strategy after getting to know the audience and the situation, the next step is to compose the message/message design, namely determining the theme and material. This is

also the main requirement in influencing the audience from the message that will be conveyed by the teacher team and the Covid-19 Vaccination Team. And it must arouse attention, so that people are interested in what is conveyed or what they see/read, the most important message design during the presentation is that it is easy for the public to understand, and most importantly from the contents of the message conveyed by the communicator, the communicant follows and acts according to what is conveyed during socialization presentations.

3. Establish Methods

Achieving the effectiveness of a communication will not only depend on the content of the message, which is aligned with the conditions of the audience and so on, it will also be influenced by the methods of delivery to the target audience. The method of delivery affects from two aspects, namely: according to the way it is carried out, and according to the form of the content. This is what the team of teachers and Covid-19 Vaccination health workers are trying to do in order to attract public attention and understanding.

4. Selection and Use of Media

As in compiling messages from a socialization program that we want to launch, we must be selective in the sense of adjusting to the conditions of the village and the conditions of the audience. So naturally the use of media must also adjust accordingly. Besides we have to think in terms of the communication factors themselves, they also have to be in relation to social situations, they also have to be taken into account, such as not all parents/guardians of students have gadgets, Android cellphones, and can read. This is because each medium has its own capabilities and weaknesses as a tool.

The delivery of this information does not always run smoothly. There are several obstacles, such as an inadequate internet network, and the use of Indonesian and foreign terms that appear in the Covid-19 vaccination and also the dissemination of hoax information among the public regarding news or information regarding the Covid-19 vaccination.

5. CONCLUSION

Based on the research results, the conclusion was drawn from the interview method conducted by the researcher, that the communication strategy implemented by the teaching staff in disseminating the Covid-19 vaccination program used four stages of communication strategy, getting to know the audience, compiling messages, setting methods, and selecting media use. Which determines the method is more strategic during the second socialization. However, there are also several obstacles and the lack of targeted communicators. The results of this study can be used as a consideration for related parties in planning the activities of the Covid-19 vaccination program, so that these activities can run well.

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