



# The Effects of Online Journalism Presidenri.Go.Id Towards Public Opinion in Vaccine System (Case: Acceptance Of Covid-19 Vaccine)

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## A B S T R A K

Hasil data dari sumber Covid.go.id pada 20 Maret 2021, menunjukkan program vaksinasi yang diselenggarakan pemerintah tidak mencapai target yang diinginkan. Program vaksinasi memiliki tujuan untuk membentuk herd immunity yang cukup untuk masyarakat. Namun realitanya pada program vaksinasi yang pertama hanya 5.124.948 masyarakat yang di vaksin dari target 181.554.465 masyarakat. Presiden Joko Widodo kemudian pada Rabu, 13 Januari 2021 melakukan aksi menjadi penerima vaksin perdana Covid-19 dan dirilis aksi tersebut di presidenri.go.id. agar masyarakat percaya dan merasa aman terhadap vaksinasi Masalah penelitian adalah apakah terdapat pengaruh jurnalistik online presidenri.go.id dalam membentuk opini masyarakat terhadap keamanan vaksin. Metode penelitian menggunakan jenis penelitian kuantitatif dengan pendekatan penelitian studi kasus berdasarkan teori jurnalistik online dan teori opini publik dengan penarikan sampel menggunakan non-probability sampling dengan cara purposive sampling. Data diperoleh dengan menyebarkan kuesioner kepada 100 responden yang merupakan Masyarakat DKI Jakarta dan telah membaca presidenri.go.id. Berdasarkan analisis yang dilakukan, diperoleh hasil bahwa terdapat pengaruh jurnalistik online presidenri.go.id tentang Presiden Jokowi sebagai penerima vaksin Covid-19 terhadap pembentukan opini publik masyarakat DKI Jakarta mengenai keamanan vaksin Covid-19 dengan pengaruh paling tinggi pada aspek non-lienarity dan cognition.

## INTRODUCTION

Corona Virus Disease 2019 (COVID-19) is an infectious disease that has been declared by the World Health Organization (WHO) as a global pandemic. Covid-19 has spread very quickly throughout the world since its first appearance in the city of Wuhan, Hubei, China last December 2019. Indonesia was first known to have contracted the Covid-19 virus after the case of a mother and daughter suspected of being infected due to direct contact with Japanese foreigners in Depok. The spread of Covid-19 in Indonesia has been so fast since the first case until now there are 1,465,928 confirmed people as of March 23, 2021 (Kawalcovid19.id, 2021).

The Covid-19 that occurred gave profoundly serious health problems to the entire world and the impact that occurred was very detrimental to many countries in the world. This pandemic then as it goes on makes governments in many countries continue to look for solutions so that the situation improves. The Indonesian government has taken various steps and policies to suppress the spread of Covid-19, especially in the health sector. The steps taken by many governments around the world and in particular the Indonesian government are to implement the Covid-19 vaccination program. The vaccination program conducted has the aim of reducing the risk of morbidity and mortality due to Covid-19 and to achieve herd immunity as well as to

minimize the social and economic impacts that occur (Ministry of Health, 2020).

President Joko Widodo to maximize the vaccination program continues to amend the rules, abolishing a rule and adding new rules in a number of articles. This effort is of course aimed at ensuring that the implementation of the Covid-19 vaccination can be as intended. On February 9, 2021, Joko Widodo pressed a presidential regulation, namely number 14 of 2021 as an amendment to the presidential regulation, namely number 99 of 2020 about the procurement of vaccines as a response to the 2019 Corona Virus Disease pandemic. The regulation regulates sanctions, compensation and allows for national and foreign business entities to be willing to provide Covid-19 vaccine (Nugraheny, 2021).

The government will conduct the Covid-19 vaccination program for free. The government will supply approximately 181,554,465 Indonesians to obtain sufficient group immunity. On March 20, 2021, the first vaccination is still 5,124,948 and it must continue to increase until the expected target is achieved (Covid19.go.id, 2021).

The Covid-19 vaccination is basically still a pro and con in the community itself. There are people who still consider the government's vaccination program to be unsafe and there are even people who refuse to be vaccinated, especially from the people of DKI Jakarta. This problem was later proven by several survey institutions regarding the rejection of the Covid-19 vaccine. The survey institute Saiful Mujanii Research and Consulting (SMRC) stated that the percentage of people in DKI Jakarta who refused to get vaccinated against Covid-19 was the highest in Indonesia, at 33 percent. Next is East Java with 32 percent and Banten with 31 percent. The lowest percentage of rejection is Central Java with 20 percent (Nurita, 2021).

The Director of the SMRC Research company, Deni Irvani, in a written statement Tuesday, March 23, 2021, expressed his concern that DKI Jakarta as the area that has the highest cases and spreads in Indonesia simultaneously also has a high percentage of refusing vaccinations. According to Deni Irvani, DKI Jakarta's high percentage of rejecting vaccinations is based on public perception about vaccine safety (Nurita, 2021)

The percentage of rejection of the Covid-19 vaccine was also proven by the Center for Strategic and International Studies (CSIS) research institute. CSIS conducted a survey of young people in DKI Jakarta and DI Yogyakarta. CSIS technically conducted a survey to 800 respondents from DKI Jakarta and DI Yogyakarta. The study was conducted from January 13-18 and the result was that young people aged 17-22 years did not believe or lack confidence in the success of the vaccine. CSIS researcher Arya Fernandes stated that the percentage of young people who later stated that they did not believe or lacked confidence in DKI Jakarta was 63.6% and in Yogyakarta 55.6% (Anugerah, 2021).

From several existing surveys efforts to introduce vaccines were still ineffective, hence the level of public trust has not been maximized and is in accordance with the objectives. But seen from the other side, the Indonesian government has actually tried to communicate, socialize, educate, and invite people to want to vaccinate. In this case, the government's efforts are clearly visible, for example through community leaders, religion, to influencers (Anugerah, 2021).

Then, if you look at one of the government's big steps to invite people to want to be vaccinated, it came from President Joko Widodo himself. On Wednesday, January 13, 2021, President Joko Widodo became the recipient of the first Covid-19 vaccine at the Merdeka Palace, Jakarta (BPMI Setpres, 2021). The mass media coverage of President Joko Widodo as the recipient of the first Covid-19 vaccine in several major online media in Indonesia, including Kompas.com, CNNIndonesia.com, Liputan6.com, Beritasatu.com, Metrotvnews.com, Tempo.co.id, Tribunnews.com. The government's online media, presidentri.go.id, also wrote news about Joko Widodo being the recipient of the first Covid-19 vaccine.

Through the actions of President Joko Widodo as the recipient of the first Covid-19 vaccine, it is hoped that the public will have more confidence in the ongoing vaccination. President Joko Widodo hopes that the message he wants to convey can reach the people of Indonesia for the handling of Covid-19 in Indonesia. Through the government's online

mass media, [presidentri.go.id](http://presidentri.go.id), which is managed directly by the press, media, and information bureau of the presidential secretariat, was to give trust to the Indonesian people, especially the people of DKI Jakarta, in the safety of vaccines.

It should be noted that in a pandemic situation like today, people are entering into a condition of uncertainty, this in fact also happens to the existing media. The current situation triggers speculation about the spread of Covid-19 which is currently endemic as well as the pros and cons of vaccination itself. The number of media that have sprung up makes people experience a flood of information that changes very quickly even in a matter of seconds. Today's society needs a trusted media because it is inevitable that people really need updated information about Covid-19 and vaccinations (Indiyati et al., 2020).

The online media [presidenri.go.id](http://presidenri.go.id) as a media written by the government directly linked vaccination with President Joko Widodo's attitude as the first recipient of vaccination. The news does not only discuss about President Joko Widodo, who will be the first person to receive mass vaccinations for free in Indonesia. The news also discusses how the vaccination program will be implemented technically. The president's attitude in making a firm statement that as head of state is willing to be the first recipient of the Covid-19 vaccine is to dispel the doubts of the Indonesian people about the safety of the existing vaccine (BPMI Setpres, 2021).

## LITERATURE & METHODOLOGY

Journalists and mass media are certainly expected to be the spearhead of a verified or trusted information provider, especially the government as the holder of a key role in the successful implementation of the Covid-19 vaccination. According to a survey conducted by YouGov, Indonesian people have a prominent level of trust in the media, namely (68%). Although it is below that of medical personnel (95%), the information of friends or relatives (78%) and the government (76%) is still relatively high. The level of public trust in the media and the government needs to continue to be considered and put to effective use (Indiyati et al., 2020).

The existence of the mass media should not be underestimated because its role is quite important for the direction and policies of a nation's development. BPS (Central Statistics Agency) released data in 2013, the results show that 78.4% of Indonesians use the internet to find news. Furthermore, the results of the MarkPlus survey data in the same year showed that 54.2% of the most sought-after information via the internet was news (Ariestya, 2016).

The government in conducting efforts to handle Covid-19 by vaccination needs to maximize the use of online mass media to achieve its goals. So, there needs to be further investigation about the opinion of the people of DKI Jakarta on vaccine safety through the government's online mass media [presidential.go.id](http://presidential.go.id) so that it can be seen clearly whether efforts are going well or still need to be improved.

Based on the phenomena that have been described, the researchers describe earlier studies to see variables, methods, theories and research results. Earlier research also serves as a reference for researchers.

The first study explains that the news conducted by the media has a strong enough role to shape public opinion, especially news that is a public reference, namely the news of a figure who is used as a guide to decide. The second research seems to prove that online journalism has an incredibly significant effect on the formation of a company image. In the third study, online mass journalism, in particular the two online mass media, has an influence in forming neutrality guidelines in a media

From three earlier studies, researchers can conclude that news in online mass media plays a very strong role in shaping public opinion. Public opinion that is formed is then influenced by a news/information written by an online mass media. The public opinion that is formed is expected to be a suitable and proper thought. The next conclusion is that online mass media can not only form opinions but can also change behavior and decisions that will be taken by the public itself.

What differs from earlier research is that the research will look at the influence of online mass media, especially the government's online news media in shaping the opinion of the people of DKI Jakarta on the safety of the Covid-19

vaccine. In the research, the media to be studied is not conventional mass media but online news media. Researchers will also focus more on researching opinion formation through online journalism which is then conveyed through government online news media. The theory used in this research is Online Journalism and Public Opinion.

The characteristic of online journalism is based on Foust's concept (Syamsul & Romli, 2018): (1) Audience control allows readers (users/visitors) to freely choose the news they want. They can move quickly from one news to another or from one news portal to another website; (2) Nonlinearity, which allows each news submitted to stand alone so that readers do not have to read sequentially. Readers can start with the latest news, can even start with news posted a year or two ago; (3) Storage and retrieval, which allows news to be stored, archived, or documented and easily accessed by readers; (4) Unlimited Space, which means online journalism is relatively without any limit on the number of news or information to be published, also relatively without a limit on the number of letters and words/sentences. In contrast to print media which is limited by columns/pages or radio/television which is limited in duration (time); (5) Immediacy, which allows information to be delivered quickly and directly to readers. The Internet is the fastest medium for disseminating information; (6) Multimedia Capability that allows news to be delivered not only in text format but equipped with audio and video; and (7) Interactivity, which allows for increased reader participation in every news, with comment fields and/or social media facilities that allow readers to spread/share news on social media accounts.

Public opinion has three components known as the ABCs of Attitude, namely affect, behavior, and cognition (Ruslan, 2012) with the following explanation: (1) Affect (feeling or emotion) that relates to feelings of pleasure, love, affection, fear, hate, sadness and pride, to a feeling of disgust/bored of something, as a result after feeling, seeing or hearing. Then these things are evaluations based on one's feelings emotionally to produce an assessment, namely "good or bad"; (2) Behavior that displays a person's behavior or behavior, for

example reacting to hitting, destroying, accepting, refusing, taking, buying. In conclusion, behavior is a component of actively moving a person (action element) to take "action or behavior" against the reaction being faced; and (3) Cognition (understanding or reason), which relates to a person's reasoning to assess information, facts, and an understanding related to his stance. This component then produces an assessment / understanding of a person based on his ratio or reasoning ability. In conclusion, cognitive is an aspect of someone's intellectual ability related to science.

For this type of research to measure the influence of online media coverage in shaping public opinion on vaccine safety is quantitative. The goal is that researchers can describe or explain a problem that can ultimately be generalized which emphasizes the aspect of the breadth of the data so that the data and results can represent the entire population (Kriyantono, 2010).

Quantitative research is not too concerned with the depth of data or analysis, researchers are more concerned with aspects of the breadth of the data so that the data or research results are considered a representation of the entire population (Kriyantono, 2006). This research approach uses case studies, although most case study research uses a qualitative approach, this does not mean that the quantitative approach cannot use case studies as a research strategy (Neuman, 2011).

The characteristics of the respondents in this study were the people of DKI Jakarta with an age range of 12-17 years, 18-59 years and <60 years and it was assumed that they read the government media portal [presidential.go.id](http://presidential.go.id). The results of the characteristics of the respondents in the study were that the majority were female (56%), aged 18 – 59 years (76%) and a student (64%), thus the majority of the results in the data obtained were active online news users and readers. However, in fact, the data on the characteristics of respondents by gender do not have a significant difference and the same is the case with the characteristics of respondents who are domiciled or have a residence in Jakarta, the results are quite average in all parts of Jakarta.

## RESULT & DISCUSSION

This study aims to analyze the effectiveness of presidential online journalism when President Joko Widodo receiving the first vaccine for the Covid-19 virus on public opinion regarding vaccine safety. From the results of the data on the Online Journalism variable (X) in the audience control indicator, Audience Control sees whether the news allows readers to be free to choose the news they want. Starting from the first to third statement items, the majority of respondents answered agree. This means that respondents agree that as citizens of DKI Jakarta and online news readers, they are free to choose the news they want.

Second, non-linearity indicator. saw the news allows the news to be delivered independently so that readers do not have to

read sequentially. On the non-linearity indicator, the majority of respondents answered strongly agree, although in the third statement item respondents answered only agree. This means that the respondents agree that as citizens of DKI Jakarta and online news readers, the information presented is written sequentially and clearly.

Third, on the storage and retrieval indicator, saw that the news allows news to be stored, archived, or documented and accessed easily again. The majority of respondents answered agree, and on the second statement item the majority answered strongly agree, meaning that as citizens of DKI Jakarta and online news readers, the information presented can be stored, archived, and easily accessed again.

**Table 1: Analysis of Mean Score and Overall Mean Score Variable X**

Dimension	Code	Score	response	Overall Dimensi Mean Score
<i>Audience Control</i>	AC1	3,58	Agree	3,61
	AC2	3,71	Agree	
	AC3	3,53	Agree	
<i>Nonlienarity</i>	N1	4,26	Strongly Agree	4,17
	N2	4,21	Strongly Agree	
	N3	4,05	Agree	
<i>Storage and retrieval</i>	SR1	3,52	Agree	3,81
	SR2	4,24	Strongly Agree	
	SR3	3,68	Agree	
<i>Unlimited Space</i>	US1	4,02	Agree	3,95
	US2	3,56	Agree	
	US3	4,26	Strongly Agree	
<i>Immediacy</i>	IM1	4,21	Strongly Agree	3,98
	IM2	3,64	Agree	
	IM3	4,08	Agree	
<i>Multimedia Capability</i>	MC1	3,77	Agree	3,64
	MC2	3,41	Agree	
	MC3	3,73	Agree	
<i>Interactivity</i>	IN1	2,94	Unsure	3,31
	IN2	3,33	Agree	
	IN3	3,65	Agree	
<i>Overall Mean Score</i>				3,78

Fourth, on the unlimited space indicator, saw whether the news has unlimited space, namely the number of letters and data/sentences. The majority of respondents answered agree, and on the third statement item the majority answered strongly agree, meaning that as citizens of DKI Jakarta and online news readers, the information presented has free information and does not try to be manipulated.

Fifth, on the immediacy indicator, Immediacy looked at whether the news allows information to be delivered quickly and directly to readers. The majority of respondents answered agree, and in the first statement the majority answered strongly agree, meaning that as a DKI Jakarta community and online news reader, the information presented is received quickly and directly to the respondent.

Sixth, the multimedia capability saw news to be delivered not only in text format but can also be equipped with audio and video. The majority of respondents answered agree, meaning that as residents of DKI Jakarta and online news readers, the information presented is interesting because it is not only in text format but is equipped with audio and video.

Seventh, on the interactivity indicator, saw allows an increase in reader participation in each news story. Majority of respondents

answered agree, although in the first statement the respondent answered doubtfully, meaning that as a DKI Jakarta community and online news reader, the information presented is not enough to make readers want to continue reading news on existing media portals.

The result of the overall mean score is in high range, which can be concluded that the majority of the 100 respondents answered agree on the statement of the X variable.

**Table 2 Analysis of Mean Score and Overall Mean Score Variable Y**

<b>Dimension</b>	<b>Code</b>	<b>Score</b>	<b>response</b>	<b>Overall Dimensi Mean Score</b>
<i>Affect</i>	AF1	4,04	Agree	4,03
	AF2	4,04	Agree	
	AF3	4,02	Agree	
	AF4	4,02	Agree	
<i>Behavior</i>	B1	4,25	Strongly Agree	3,94
	B2	3,61	Agree	
	B3	4,27	Strongly Agree	
	B4	3,63	Agree	
<i>Cognition</i>	C1	4,23	Strongly Agree	4,20
	C2	4,03	Agree	
	C3	4,29	Strongly Agree	
	C4	4,23	Strongly Agree	
<b>Overall Mean Score</b>				<b>4,06</b>

Analysis of the public opinion variable (Y), the first indicator affects, saw how public opinion formed from the results of Online Journalism about President Jokowi as the recipient of the first Covid-19 vaccine is associated with feelings of pleasure or displeasure, and moods and emotions. and the resulting trust. Most respondents answered agree. This means that President Jokowi as the recipient of the first Covid-19 vaccine has made the public happy and created confidence in the Covid-19 vaccine.

Second, the behavior indicator looked at how public opinion is formed from the results of Online Journalism on President Jokowi as the recipient of the first Covid-19 vaccine, which is related to the behavior and habits that appear in the public regarding the safety of the Covid-19 vaccine. Most respondents answered strongly agree, although in the second and fourth statement items the respondents answered agree, but it was concluded that President Jokowi as the recipient of the first Covid-19 vaccine

affected people's behavior and habits regarding the Covid-19 vaccine.

The last indicator cognition saw how public opinion is formed from the results of Online Journalism about President Jokowi as the recipient of the first Covid-19 vaccine, which can be seen from the results of someone's reasoning or what the public thinks. The majority of respondents answered strongly agree, although in the statement items both respondents answered agree, but concluded that President Jokowi as the recipient of the first Covid-19 vaccine could convince the people of DKI Jakarta about the Covid-19 vaccine.

The results of the overall mean score of the public opinion variable (Y) obtained from 100 respondents and containing 12 statements can be concluded that the majority of respondents answered agree and strongly agree on the statement of the Y variable. The overall mean score is in the high range.

The results of the overall mean score on the X and Y variables in this study were obtained from 100 respondents, in each

indicator the respondents answered agree with the two variables. So, it can be concluded that the respondents have a fairly good and positive response to the statement of the Online Journalism variable (X) and the public opinion variable (Y). The results of the data analysis that the researcher has done using IBM SPSS 25 for window, normality test using the P-Plot graph for evaluating the regression model residuals. The P-Plot shows normal points and follows the diagonal direction, no plot points are far from the normality test line.

The normality test shows a significance value of 0.125, so it can be concluded that the residual value is normally distributed. Furthermore, the results of the simple linear regression test and the coefficient of determination show that the correlation value (R) is 0.633 and the coefficient of determination (R square) is 0.401. This means that the influence of the Online Journalism variable (X) on Public Opinion (Y) is 1.65%.

The last stage is evaluating the hypothesis by calculating the count of 8.099 with a comparison of t-table of 1.984. Following the terms of decision making if count > ttable then H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. That is, there is a considerable influence on Online Journalism in influencing public opinion of the people of DKI Jakarta.

## CONCLUSION

Based on the results of the analysis that was conducted in the previous chapter, with a questionnaire of 100 respondents who were residents of DKI Jakarta and online news readers of [presiri.go.id](http://presiri.go.id), the conclusion of the study was that there was an influence of online journalism on [presidenti.go.id](http://presidenti.go.id) regarding President Jokowi as a recipient of the Covid vaccine. -19 on the formation of public opinion of the people of DKI Jakarta regarding the safety of the Covid-19 vaccine.

This conclusion is supported by several things, namely: first, in this study the respondents said "agree" that the online journalism in [presidentri.go.id](http://presidentri.go.id) regarding President Jokowi as a recipient of the Covid-19 vaccine has indicators of Audience Control, Nonlinearity, Storage and retrieval, Unlimited Space, Immediacy, Multimedia Capability and Interactivity. However, there are significant

doubts on the Interactivity indicator. Interactivity indicator looks at whether the news allows an increase in reader participation in every news, and it turns out that this indicator is doubtful in influencing the public in online journalism [presidenri.go.id](http://presidenri.go.id). If you look at the online media [presidential.go.id](http://presidential.go.id), there is no comment column to express the assumptions of readers or respondents. Second, the more effective and precise the news about President Jokowi as the recipient of the Covid-19 vaccine in online media coverage can significantly influence the formation of public opinion in DKI Jakarta on the safety of the Covid-19 vaccine. Third, the influence of government online journalism regarding President Jokowi as the recipient of the Covid-19 vaccine on the formation of public opinion of the people of DKI Jakarta on the safety of the Covid-19 vaccine by 40.1%, this indicates a fairly large influence. But it can also be said that 59.9% is influenced by other factors not examined in this study.

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