Analysis Of Communication And Hr Implementation Of The Covid-19 Vaccination Program In The Elderly In North Musi Rawas District

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ABSTRACT

The study, titled "Analysis of the Implementation of the Covid-19 Vaccination Program for the Elderly in North Musi Rawas Regency," aims to determine the implementation of the COVID-19 vaccination program for the elderly in North Musi Rawas Regency. Techniques and tools for collecting data through in-depth interviews and observations, as well as using qualitative methods with case study designs, ensure that the data is presented in a complete description to describe a phenomenon observed in real-life contexts if the boundaries between phenomena and contexts do not appear clear and if multiple sources of evidence are needed. The conclusion in the study regarding the implementation of the Covid-19 vaccination program for the elderly in North Musi Rawas Regency is that it is still experiencing obstacles and that it is difficult for the elderly to get the vaccine because the long queue results in the elderly being tired and the access to vaccination sites is far, so if there is a further vaccine, it is advisable to do a door-to-door. The factors that influence this implementation are resources and communication.

INTRODUCTION

Coronavirus Disease 2019 (Covid-19) is a new disease that emerged at the end of 2019. An infectious disease caused by Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV2) (Keputusan Menteri Kesehatan Republik Indonesia, 2020). SARS-CoV2 is a type of coronavirus that is capable of infecting humans (Niken et al., 2021). The signs and symptoms experienced when infected with this virus are acute respiratory disorders such as fever, cough, and shortness of breath; pneumonia; acute respiratory syndrome; kidney failure; and they can even cause death (Amalia et al., 2020). According to WHO as of November 25, 2021, there were 258,164,425 cases of Covid-19 in the world, with 5,166,192 deaths (CFR 2.0%) in 204 infected countries and 151 community transmission countries. In Indonesia alone, according to the PHEOC of the Ministry of Health as of November 25, 2021, there were 4,254,443 people who were confirmed positive for Covid-19 and there were 143,766 deaths.

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Titien Kesuma, Analysis Of Communication And Hr Implementation Of The Covid-19 Vaccination Program In The Elderly In North Musi Rawas District

(CFR: 3.4%) related to Covid-19, and the number of patients who had been diagnosed with Covid-19. recovered as many as 4,102,700 patients have recovered from the disease (Annisa, 2021).

Of the 34 provinces in Indonesia, South Sumatra province is ranked 15th with the number of Covid-19 cases as many as 59,925, of which 56,822 people recovered (94.82%) and 3,077 people died (5.13%) (Christyana & Sundari, 2020). In North Musi Rawas Regency, data on cases of Covid-19 spread continues to increase. According to data up to November 25, 2021, Covid-19 cases in North Musi Rawas Regency are 417 per 100,000 people in the district or city, with 92 recovered patients, 9.6% and 6.67% of patients died (Christyana & Sundari, 2020). According to data from the Ministry of Health as of November 25, 2021, vaccination data for phases 1, 2, and 3 nationally reached 230,206,012 doses of vaccine. In detail, 136,713,147 doses of vaccination have been given, 92,274,562 for dose 2, and 1,218,303 for dose 3 (Kemenkes RI, 2021). Meanwhile, in South Sumatra Province, as of November 25, 2021, data on vaccinations 1, 2, and 3 were 3,436,186 vaccinations for dose 1, 1,988,072 for dose 2, and 35,001 for dose 3 (Christyana & Sundari, 2021).

The Covid-19 vaccination program in Indonesia gives top priority to the elderly, a group that is very vulnerable to being exposed to Covid-19. It is important to have Covid-19 vaccination in the elderly given the weak body condition and decreased immunity. Risk factors for exposure to COVID-19 will increase in the elderly who have comorbidities. The elderly have risk factors that are up to 60 times more severe than those of children when they are exposed to Covid-19. In fact, during the pandemic, it was recorded that the group requiring treatment at the hospital was dominated by the elderly (Kemenkes, 2021). Based on data from research (Aditama, 2020), around 80% of people over the age of 65 are at risk of dying from Covid-19.

The results of the study (Silatonga et al., 2021) stated that if the elderly participated in the Covid-19 vaccination, they could prevent being infected or experiencing severe Covid-19 symptoms (Nugroho & Hidayat, 2021) mention in their research that double-dose vaccination further enhances the immune response in younger and older adults. The magnitude of the benefits obtained when participating in vaccination does not necessarily encourage the elderly to get vaccinated (Septika, 2022) stated in his research that most of the elderly did not follow the vaccination because they had concerns about side effects after the injection. Another reason given by (Martini et al., 2021) is that some elderly have unstable health, so health workers do not recommend that the elderly be vaccinated.

North Musi Rawas Regency is one of the regencies in South Sumatra. As of November 25, 2021, the North Musi Rawas Health Office stated that the total target for Covid-19 vaccination for the elderly was 12,135 with coverage of stage 1 vaccinations of 4,421 (36.43%) and stage 2 vaccinations of 1,451 (11.96%). The coverage of Covid-19 vaccination for the elderly in North Musi Rawas Regency is still low. The health center that has the best performance in providing Covid-19 vaccination to the elderly is the Muara Kulam Health Center, with vaccination coverage that exceeds the target. The puskesmas with the lowest Covid-19 vaccination coverage are Bingin Teluk Health Center and Muara Rupit Health Center.

The reluctance of the elderly to vaccinate has an impact on the low coverage of COVID-19 vaccination in the elderly group. National data states that out of a total of 21 million targets, only about 7 million elderly have been vaccinated by the end of October 2021. This means that there are still around 14 million more targets who must immediately get a COVID-19 vaccine 19 (Kementerian Kesehatan RI, 2020). In South Sumatra Province, vaccination rates for the elderly are also low when compared to other vaccine targets. Data from the Ministry of Health on October 24, 2021, states that the target for the elderly in South Sumatra is 597.07 thousand people. The coverage of dose 1 that
has been given is 137,35 thousand people (23 percent of the target). Meanwhile, for the second dose of vaccination, only 15.87 percent, or 94,73 thousand people, were reached.

The low coverage of COVID-19 vaccination in the elderly is influenced by several factors. First, because of various factors originating from the Puskesmas as a provider of vaccination services and factors from the elderly themselves. Based on Edward III’s theory, the successful implementation of the COVID-19 vaccination in the elderly is influenced by the distribution of vaccination information, adequate resources, the right disposition, and the support of a competent bureaucratic structure. However, the reality on the ground regarding communication and distribution of COVID-19 vaccination information is still unclear (Chumairoh, 2020). Mentions in his research that there are many hoaxes and fake news stories related to the impact of Covid-19, causing the elderly to be reluctant to vaccinate. Another factor is that the provision of incentives for vaccination personnel as a form of disposition to encourage officers in the vaccination program is not in accordance with the number of vaccination officers (Sianturi et al., 2021).

The second factor comes from the elderly, who are reluctant to receive vaccinations. This reluctance to receive vaccinations is influenced by various perceptions among the elderly. There are perceptions of vulnerability, perceived seriousness, perceived benefits, perceived barriers, self-efficacy, and cues to act. A positive perception of the Covid-19 vaccination program will encourage the elderly to receive vaccinations. This is supported by research (Harianja & Eryando, 2021), which states that the elderly have a good perception of vulnerability; the elderly know the fatality of the Covid-19 virus can cause death; the elderly understand the benefits of the Covid-19 vaccine; but the elderly are still unsure about the side effects of the vaccine based on the experiences of the closest people they see.

Based on the above explanation and supported by the available data, the researchers are interested in conducting research on the implementation of the Covid-19 vaccination program for the elderly in North Musi Rawas Regency.

RESEARCH METHOD

The research design used in this study is qualitative with a descriptive approach. Phenomenological design is one type of qualitative research that focuses on the study of a phenomenon. In this study, the phenomenon to be studied is the implementation of the Covid-19 vaccination program for the elderly in North Musi Rawas Regency. The data collection methods used are method triangulation and data triangulation. Triangulation method in the form of in-depth interviews Triangulation of data in the form of primary data from the P2P field of the North Musi Rawas District Health Office regarding the coverage of Covid-19 vaccination in the elderly, information from the elderly who have taken vaccinations, vaccination officers from the Muara Rupit, Muara Kulam, and Surulangun health centers, and stakeholders related to the vaccination program Covid-19 in the elderly.

RESULT AND DISCUSSION

Result
The results of the study will discuss the implementation of the COVID-19 vaccination program for the elderly in North Musi Rawas Regency, where the implementation of the policy consists of four dimensions according to the implementation theory according to George C. Edward III and six dimensions according to the health theory and belief model (HBM), namely:

A. Communication
Availability of Staff in the Implementation of the COVID-19 Vaccination Program for the Elderly
In accordance with the answer given by the informant regarding the availability of staff in the context of implementing the COVID-19 vaccination program for the elderly, it can be concluded that the availability of staff in the implementation of the COVID-19 vaccination program for the elderly is not a problem. Each Puskesmas asked six people to become vaccination officers, consisting of doctors, nurses, and midwives. Before becoming a vaccination officer, officers are required to be able to take part in the training provided. Because we are still in a pandemic situation, the training is carried out virtually using the Zoom application.

Availability of Vaccine Drugs for the Implementation of the COVID-19 Vaccination Program in the Elderly

The availability of drugs used for health services in health centers must be at least equal to the number of drug needs that should be available at the health center. This question will answer whether the availability of COVID-19 vaccination drugs has been met by the health office of the North Musi Rawas Regency. Based on the review of the policy document, Government Regulation No. 10 of 2021, concerning the Implementation of Vaccination in the Context of Combating the Corona Virus Disease 2019 (COVID-19) Pandemic, Chapter IV, Article 15 Paragraph 1, states that the distribution of the COVID-19 vaccine needed in the implementation of the Covid-19 vaccination must be carried out and managed in accordance with the proper distribution method.

Based on the results of the document review and interviews with some of the informants above regarding the availability of vaccine drugs for the implementation of the COVID-19 vaccination program for the elderly, it can be concluded that, basically, for the stock of vaccines in each Puskesmas, there are no problems; the stock of vaccines is always available; if it is out of stock, the vaccine officer makes a request to the vaccine officer at the health office, and then the drug is stored in the pharmacy room of the Puskesmas. The types of vaccines used are Sinovac, AstraZeneca, Pfizer, and Booster.

Availability of PPE and Supporting Facilities for COVID-19 Vaccination Officers in the Elderly

Personal Protective Equipment (PPE) is a device used by vaccine officers to protect themselves from the dangers of the COVID-19 virus. To find out how the availability of PPE and supporting facilities for COVID-19 vaccination officers compares. Apart from data from interviews, researchers also obtained documentation of officers using PPE when vaccinating. It was found that vaccination officers used complete PPE when vaccinating the community. When vaccinating the public, officers use full PPE so that they are not easily exposed to Covid-19. From the answers of several informants and the observation pictures above, it can be concluded that when vaccinating, the team always uses complete PPE so that vaccination officers are safe from various viruses, especially the COVID-19 virus. PPE is always available, and the existing PPE is stored in the pharmacy room. If the vacciner requires PPE, the vaccination officer coordinates with the pharmacist.

B. Resources

Socialization or Distribution of Information Regarding COVID-19 Vaccination in the Elderly

The process of socialization is a lifelong education that involves the individual's understanding and acceptance of his role in a group. The importance of socializing or disseminating information regarding this Covid-19 vaccination made it necessary to find out the role of the North Musi Rawas Regency Government. Furthermore, according to the findings of the researchers' observations, the Health Office and the Puskesmas engaged in the following socialization activities...
together: It can be seen that the socialization was carried out by the health office in collaboration with the Puskesmas, and at the same time, the people who attended the socialization were vaccinated. Each public health center carries out socialization in their respective working areas and immediately vaccinates so that people can easily get vaccinations and avoid the transmission of Covid-19 disease.

From the answers and observation data of the researchers above, the researcher can conclude that the socialization or distribution of information regarding the Covid-19 vaccination is carried out by installing billboards at every crowded point and every health facility. Furthermore, socialization was also carried out by the Puskesmas in coordination with the village, including holding face-to-face meetings at the hall, and when the community visited the Puskesmas, the Puskesmas also carried out direct socialization while providing health services. And the health department and the Puskesmas carried out socialization using existing social media such as Facebook and Instagram. In addition, there is also a circular that states that if you are going to travel using public facilities such as trains and airplanes, you must have the Boster vaccine or have to do a swab test. If the public automatically realizes the importance of vaccinating against COVID-19 and the community is enthusiastic about vaccinating.

**Steps To Take To Reduce Hoax News About The Covid-19 vaccine**

The government, through the Ministry of Communication and Informatics, and people who care about the unity of Indonesia are increasingly echoing the importance of digital literacy, considering that currently the spread of hoax news is increasing, especially regarding COVID-19 vaccinations. In order not to be misled by the existing news, we should directly ask the institution concerned. From the results of the interviews above, it can be concluded that to reduce hoax news about the dangers of carrying out the COVID-19 vaccine, it is done by installing billboards with important and safe material for COVID-19 vaccination and also socializing using social media. Apart from that, the vaccine officers also conduct socialization door to door in the community and, at the same time, carry out vaccinations so that all people know the importance of vaccination and the community is also willing to vaccinate.

**Discussion**

**Communication**

Communication is a basic human activity. By communicating, humans can relate to each other both in daily life at home, at work, in the market, in society, or wherever humans are (Prakarsa, 2020). Communication is very important for human life, especially in conveying information about the benefits of vaccination and the dangers of Covid-19 disease. The development of knowledge about Covid-19 from day to day is getting better because of communication (Budiman, 2017).

**Staff availability**

Staff availability is an organizational resource that has an important role in achieving the goal of accelerating Covid-19 vaccination effectively and efficiently. An analysis of human resource needs is outlined in a plan by analyzing the environment. By knowing the state of the surrounding environment, the agency will know how to meet the needs of human resources who have expertise in accordance with the objectives. All health workers involved in the implementation of the Covid-19 vaccination need to have adequate knowledge and skills to ensure safe and efficient delivery of the COVID-19 vaccine. The virtual training, which was organized by UNICEF, consists of six modules, which include video seminars, quizzes, implementation aids, and interactive exercises.
This training is intended primarily for frontline health workers who will become vaccine providers and priority recipients (Harianja & Eryando, 2021).

Based on the results of the research conducted, it is known that the staff involved in the implementation of the COVID-19 vaccination program for the elderly have no problems. Each Puskesmas asked six people to become vaccination officers, consisting of doctors, nurses, and midwives. Before becoming a vaccination officer, officers are required to be able to take part in the training provided. Because we are still in a pandemic situation, the training is carried out virtually using the Zoom application.

**Drug availability**

The availability of Covid-19 vaccine drugs, which are vaccine drugs used for health services at the puskesmas, must at least be the same as the amount of drug needed that should be available at the puskesmas. The availability of drugs at the pharmacy must be adjusted to meet the needs for Covid-19 vaccination services in the community in their working areas. The level of drug availability is the level of drug supply—both the type and quantity of drugs needed by medical services in a certain period of time—measured by calculating the inventory and average usage. Therefore, the performance of the vaccine stock manager will determine the success of managing the vaccine stock at the Puskesmas. Drug management performance includes the stages of planning, requesting, receiving, storing, distributing, controlling, recording, reporting, and archiving, as well as monitoring and evaluating programs that are related to one another (Chairunisa et al., 2019).

Based on the Regulation of the Minister of Health of the Republic of Indonesia, Number 16 of 2021, concerning the implementation of the procurement of vaccines in the context of dealing with the Corona Virus Disease 2019 (Covid-19) pandemic, Chapter II, Article 4, states that in order to prepare a plan for vaccination needs, legal entities and business entities report the number of employees, families, and other individuals involved in the family, as well as the community around the location of the activities of legal entities and business entities as part of corporate social responsibility that is involved in the implementation of mutual cooperation vaccination, to the Minister through PT Bio Farma (Persero). Based on the review of the policy document, Government Regulation No. 10 of 2021, concerning the Implementation of Vaccination in the Context of Combating the Corona Virus Disease 2019 (Covid-19) Pandemic, Chapter IV, Article 15 Paragraph 1, states that the distribution of the Covid-19 vaccine needed in the implementation of the Covid-19 vaccination must be carried out and managed in accordance with the distribution method good medicine. From the results of the study, it is known that, based on the results of the document review and interviews with some of the informants above regarding the availability of vaccine drugs for the implementation of the COVID-19 vaccination program in the elderly, it can be concluded that, basically, for the stock of vaccines in each Puskesmas, there are no problems; the stock of vaccines is always available. If the stock runs out, the vaccine officer makes a request to the vaccine officer at the Health Office, and then the drug is stored in the pharmacy room of the Puskesmas. The types of vaccines used are Sinovac, AstraZeneca, Pfizer, and Booster.

**Availability of PPE and supporting facilities**

Personal Protective Equipment is a device used by vaccine officers to protect themselves from the potential dangers of viruses and work accidents that may occur in the workplace. The use of PPE by vaccine workers while working is an effort to avoid exposure to the dangers of the COVID-19 virus in the workplace. All workplaces must implement Occupational Safety and Health (K3),

Titien Kesuma, *Analysis Of Communication And Hr Implementation Of The Covid-19 Vaccination Program In The Elderly In North Musi Rawas District*
especially workplaces that contain one or more sources of danger, in order to maintain the safety and health of workers and equipment in the workplace (Fizikriy, 2021). From the results of the study, it can be seen that when vaccinating vaccine officers, they always use complete PPE so that they are safe from various viruses, especially the COVID-19 virus. PPE is always available, and the existing PPE is stored in the pharmacy room. If the vaccine officer requires PPE, the vaccine officer coordinates with the pharmacy staff.

Based on the Government Regulation of the Republic of Indonesia Number 50 of 2012 concerning the implementation of an occupational safety and health management system, Chapter 1, Article 2, states that the implementation of SMK3 aims to increase the effectiveness of planned, measurable, structured, and integrated occupational safety and health protection; prevent and reduce work accidents and occupational diseases by involving elements of management, workers/laborers, and/or trade unions/labor unions; as well as create a safe, comfortable, and efficient workplace to encourage productivity.

Resources

According to George C. Edwards III, resources have an important role in policy implementation. Resources include the availability of personnel or labor, materials, or methods that can support the policy implementation process. The quality of resources is related to their expertise, contribution, professionalism, and abilities; on the other hand, the quantity is related to the quantity of resources that have met the overall intended target. Resources are important for successful implementation because, with reliable resources, the implementation of a program will run smoothly. The resources used in implementing the COVID-19 vaccination program for the elderly in North Musi Rawas Regency are socialization, information distribution, and reducing hoax news.

Socialization or Information Distribution

Information distribution is an attempt to incorporate cultural values into individuals so that they become part of society. The process of socializing the importance of vaccination and the dangers of COVID-19 is a lifelong education that involves the understanding and acceptance by individuals of the importance of vaccination and the dangers of COVID-19 for their role in a group. Socialization can occur because of the primary agent, namely family, which has emotional and affective properties, as well as secondary agents, namely friends and free associations. The purpose of socialization is to teach individuals the culture that applies to a group in terms of social roles and status. From the results of this study, it can be explained that the socialization or distribution of information regarding the COVID-19 vaccination is carried out by installing billboards at every crowded point and every health facility. Furthermore, socialization was also carried out by the Puskesmas in coordination with the village, including holding face-to-face meetings at the hall, and when the community visited the Puskesmas, the Puskesmas also carried out direct socialization while providing health services. And the health department and the Puskesmas carried out socialization using existing social media such as Facebook and Instagram. In addition, there is also a circular that states that if you are going to travel using public facilities such as trains and airplanes, you must have the Boster vaccine or have to do a swab test. If the public automatically realizes the importance of vaccinating against COVID-19 and the community is enthusiastic about vaccinating.

Reducing Hoax News

The government, through the Ministry of Communication and Informatics, and people who care about the unity of Indonesia are increasingly echoing the importance of digital literacy,
considering that currently the spread of hoax news about the side effects of the COVID-19 vaccination is increasing. Hoax news is fake news whose truth must be proven and checked first through existing data and facts. Seeing the impact that is so dangerous, the following are ways that can be done to address and overcome hoax news. In order to respond to and overcome the spread of hoax news, you first need to recognize its characteristics. Then, implement it and socialize the importance of digital literacy so as not to be a misguided netizen. In order not to be misled by the existing news, we should directly ask the institution concerned (Bahri & Sosial, 2021). The Indonesian government, through the Ministry of Communication and Information, as part of the Task Force for the Acceleration of Handling COVID-19, will provide strict sanctions for those who spread hoaxes related to COVID-19 and others, with a fine of up to $1 billion. In this case, the perpetrators of spreading hoaxes are included in the legal action, so that they will be subject to sanctions as regulated in Law Number 11 of 2008 concerning Information and Electronic Transactions (UU ITE). Article 45A, paragraph 1, of the ITE Law states that anyone who intentionally spreads false and misleading news that results in consumer losses in electronic transactions may be subject to a maximum imprisonment of six years and/or a maximum fine of Rp. 1 billion.

From the results of the study, it can be seen that to reduce hoax news about the dangers after carrying out the Covid-19 vaccine, it is done by installing billboards with important and safe material to carry out Covid-19 vaccinations and also socializing using social media. In addition, the vaccine team also conducted socialization door to door in people's homes and vaccinated at the same time so that the whole community knew the importance of vaccination and the public also wanted to vaccinat.

CONCLUSION
Socialization or dissemination of information regarding Covid-19 vaccination is carried out by installing billboards at every crowded point and every health facility. Furthermore, socialization was also carried out by the Puskesmas in coordination with the village, including holding face-to-face meetings at the hall, and when the community visited the Puskesmas, the Puskesmas also carried out direct socialization while providing health services. And the health department and the Puskesmas carried out socialization using existing social media such as Facebook and Instagram. In addition, there is also a circular that states that if you are going to travel using public facilities such as trains and airplanes, you must have the Boster vaccine or have to do a swab test. If the public automatically realizes the importance of vaccinating against COVID-19 and the community is enthusiastic about vaccinating, The availability of staff for the implementation of the Covid-19 vaccination program for the elderly is not a problem. Each Puskesmas asked six people to become vaccination officers, consisting of doctors, nurses, and midwives. Before becoming a vaccination officer, officers are required to be able to take part in the training provided. Because we are still in a pandemic situation, the training is carried out virtually using the Zoom application.

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Titien Kesuma, Analysis Of Communication And Hr Implementation Of The Covid-19 Vaccination Program In The Elderly In North Musi Rawas District


