

THE ROLE OF JOURNALIST IN COVID VACCINES 19 PERSUASIVE ADS

PERAN JURNALIS DALAM IKLAN PERSUASIF TERHADAP COVID-19

Ami Fatimatuz Zahro¹, Abdurrohimi Ali², Raodatuljannah³

Ilmu Komunikasi UIN Syarif Hidayatullah

Email: ami.zahro21@mhs.uinjkt.ac.id

ABSTRACT

The focus of this research is the public relations strategy and protocol of the Government of Jombang Regency in improving public services through the Bulaga program (the Regent serves citizens). This increase in public services has changed during the Bulaga program in 2019 as evidenced by an increase in the number of Ikm (Community Satisfaction Index). Ikm in 2017 is still below 80%, which means it is not good below 80%. But with this bulaga program in 2019 we can increase 83.16% up 1.03 points compared to 2018. In 2017 it is still below 80%, 2018 ± 81%, and in 2019 it is up 83.16%. It is proven through the Community Satisfaction Index (IKM) that the community response is good and believes that it is really serious about service. The public relations and protocols of the Jombang Regency Government make the Bulaga program improve public services, where the program is packaged in such a way as a planning strategy through an introduction to the situation, objectives, selection of audiences or targets, media selection as information dissemination, budget spent to implement the program, and evaluation of the program bulaga and public services to be more effective so that the problems of public services in Jombang Regency can be overcome. Literature review used in this research is public relations strategy, government public relations, media relations, and system theory and boundary spanning functions. This research is a case study with a qualitative descriptive approach. Researchers collected data through in-depth interviews with public relations officials and Jombang District Government protocols, as well as relevant secondary data.

Keywords: *Journalist, Hoax, Covid-19*

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui peran jurnalis dalam masa pandemi Covid-19 dan mengetahui bagaimana cara mengidentifikasi berita hoax yang tersebar, khususnya di media sosial. Objek penelitian ini adalah objek penelitian sekunder, dimana bahan yang digunakan untuk memperoleh penghasilan data berupa dokumen-dokumen tertulis seperti jurnal, artikel dan berita tertulis. Metode yang peneliti gunakan adalah observasi list, dimana penulis mengumpulkan data melalui beberapa data tertulis yang telah ada untuk meninjau dan membuktikan kebenaran dari penelitian yang dilakukan. Dalam artikel ini peneliti membuktikan bahwa seorang jurnalis dianggap sebagai peran

yang paling penting dalam menyampaikan berita secara akurat dan vaktual. Berita juga disebarluaskan melalui media sosial agar masyarakat terhindar dari berita hoax yang mudah tersebar di khalayak umum. Berita hoax adalah berita yang tidak pasti atau tidak mempunyai kebenaran dalam isi beritanya, untuk itu sebagai masyarakat, sebaiknya bisa memilah dan memilih mana berita yang hoax dan mana berita yang benar. Peran jurnalis dalam hal tersebut adalah mencari berita dengan sumber terpercaya dan didukung oleh fakta-fakta yang ada, sehingga menghasilkan informasi yang akurat dan dapat disebarluaskan ke khalayak umum.

Kata kunci : Jurnalis, Hoax, Covid-19

INTRODUCTION

Journalists are very important in delivering news, so that the public is not wrong in receiving news, such as hoax news related to Covid-19. This can make people afraid of Covid-19, which can cause stress that can result in health. Hoax news about Covid-19, a lot circulated on social media, especially if read or seen by people who do not have a deep understanding of a news. Hoaxes claiming health is often circulating among the public, Ali Fahri Sham in (Juditha, 2020) conducted a survey that found that more than 90% of information in the health sector cannot be accounted for because it has unclear sources and spreads freely on social media. Similarly, the results of a survey conducted by surveyors of the Indonesian journalists' union (PWI), found that the most health hoaxes circulated in the community, (Juditha, 2020). While the results of research conducted by Vosounghietal, 2018 in

(Juditha, 2020), also suggested that health organizations provide clarification of true health information is not spreading as widely as the spread of hoaxes. This shows that health hoaxes are more popular in public consumption and their spread is fairly fast than valid news.

From what has been explained, that the act of spreading hoaxes is part of social interaction, where the meaning is awakened through the process of communication by each individual with the aim for various, regardless of the information disseminated is negative. Rudiantara, mentioned that "Hoaxes are created by smart but evil people, spread by fools but good". Hoax is a product of creative content created by those who are skilled in graphic design, copy writing and even hypnwriting. Hoaxes have a high potential to go viral when packaged. This explains that journalists are very important in the delivery of information about Covid-19 vaccination, so that the public does not

receive incorrect information (hoax), and a journalist must be able to deliver valid news or information faster, so that news or hoax information does not spread first.

The problem in this study is What is the role of a journalist in delivering news related to Covid-19 vaccination? What are the functions and benefits of persuasive advertising in dealing with the spread of Covid-19? How to avoid hoax news? And Are mass media, such as online media very effective in delivering news?

Based on the formulation of the problem, the purpose of this study is to find out the role of journalists in delivering news about the Covid-19 vaccine, to find out what are the benefits and functions of persuasive advertising against handling Covid-19 or ads delivered in the form of public service ads, to find out how to avoid hoax news, and also to find out if news can be effective if it is spread or circulated through the mass media

About the Significances of the Study are ; Knowing the role of journalists in delivering news related to Covid-19 vaccination, Know the function of persuasive advertising, whether it can help convey information or not, Know

how to sort out the right news and avoid hoax news, and Knowing the existence of mass media functions in delivering news

Limitation of the Study

In this study using the method of collecting data, the data collected is data in the form of articles and journals that are in accordance with the title we will examine, namely the role of a journalist in vaccination and persuasive advertising against Covid-19. In collecting this data, we have a little difficulty, because there are not many articles or journals that discuss the role of a journalist in the Covid-19 pandemic. Maybe it's because of a pandemic that hasn't appeared for so long, and most people are more interested in researching the virus. Hopefully with this research, we can provide information related to the importance of the role of a journalist in the current Covid-19 pandemic.

Review of Related Literature

Corona Virus Disease

Coronavirus (Covid-19). By 2020, a new type of coronavirus (SARS-CoV-2) has spread, called coronavirus 2019 (COVID-19). The virus was discovered in Wuhan, China for the first time and has

infected 90,308 people as of March 2, 2020. The number of deaths reached 3,087 people or 6%, the number of patients recovered 45,726 people. This single type of positive RNA strain infects the human respiratory tract and is sensitive to heat and can be effectively activated by chlorine-containing disinfectants. The source of the host is thought to come from animals especially bats, and other vectors such as bamboo rats, camels and ferrets (Yuliana, 2020).

Coronavirus is a single-strain RNA virus that is positive, enclosed and non-segmented. Coronavirus belongs to the order *Nidovirales*, family *Coronaviridae*. The structure of the coronavirus forms a cube-like structure with the S protein located on the surface of the virus. S proteins or spike proteins are one of the main antigen proteins of viruses and are the main structures for gene writing. This S protein plays a role in the attachment and entry of viruses into the host cell (Yuliana, 2020).

Vaccine

Vaccines are biological products to actively form immunity in children. Vaccines are vulnerable so it is necessary to manage temperatures of 2°C-8°C at the health center level at the time of transportation, storage and use (Fauza et

al., 2019). Vaccines used to form antibodies have some susceptibility or weakness to damage. Vaccines have the potential to be damaged when exposed to hot temperatures and freezing temperatures. The management of vaccine storage temperature at the *puskesmas* level is at a temperature between 2°-8°C (Kemenkes RI, 2014).

Journalism

The definition or definition of journalism is very much. Etymologically, journalism comes from two syllables, namely *journal* and *istik*. In Latin, there is also a word that is almost the same sound and pronunciation as the journal *diurna*, which contains the meaning of today. The word *istik* refers to the term aesthetic which means the science of beauty. The results of art and or skills in question contain values that can be in demand and enjoyed by human admirers, because the beauty contains a broad meaning, and includes its objective and subjective properties (Wahyudin, 2016).

In general, journalism is the activity of preparing, searching, collecting, processing, presenting, and disseminating news through periodically media to the widest audience as soon as possible. It can be concluded, journalism is an activity

that has artistic and scientific value in collecting to process and disseminate information to the general public.

Persuasive Ads

Understanding Advertising

According to Ralph 1965 in (Rachmanta et al., 2016) Advertising can be defined as any form of non-personal communication about an organization, product, service, or idea paid for by one known sponsor. The meaning of "paid" in the definition indicates the fact that the space or time for an advertising message generally must be purchased. The meaning of the word "non-personal" means an advertisement involving mass media (TV, radio, magazines, newspapers) that can send messages to a large number of groups of individuals at the same time. Advertising is also defined as a tool to attract attention to potential consumers by arousing consumer curiosity through words and images. Martutik 2006 in (Briyandewo, 2017).

Understanding Persuasive

Persuasive language is the language used to persuade and influence consumers to follow and tend to do what is requested or delivered by the manufacturer. The way that can be done so that the language of

persuasion achieves its purpose isto use language in the form of solicitation, suggestions, suggestions or inputs, commands, and affirmations as examples of the languages used in print media advertising. (Yusnidar, 2021).

According to (Romanova & Smirnova, 2019) A persuasive technique is a complex set of linguistic tools employed to change attitudes and get responses without openly imposing any ideas on the recipient. In advertising, persuasive techniques are employed not so much to increase sales but rather to build rapport and raise brand awareness.

Theoretically according to Bittner in (Briyandewo, 2017), There are two types of advertising: standard advertising and public service advertising. Standard advertising is advertising that is specifically arranged for the purpose of introducing goods, services, services to consumers through advertising media. In other words, this ad has an economic advantage. While public service advertising is an advertisement that is non-profit. It is called non-profit because these ads do not seek direct commercial gain. But the benefits of this advertisement are directed at social benefits.

From this, persuasive advertising is included in public service ads whose purpose leads to the impact that will be obtained from the ads served. The impact will be accepted by the general public. For example, an ad appeal to always apply health protocols and invitations to vaccinate Covid-19.

METHODOLOGY

This study uses observation list methods.

According to (Sugiyono, 2017) Observation as a data collection technique that has specific characteristics when compared to other techniques. Observation list in this study is a technique of retrieving data sources from articles and news that contain interview results.

Data Source

A data source is anything that can provide information about data. This data source is divided into two, namely secondary data and primary data. In this study, researchers took secondary data sources. Secondary data is data that has been collected for purposes other than solving the problem at hand. This data can be found quickly. In this study, the secondary data sources are in the form of articles, journals and websites that

contain interviews and support in the theme of this research. (Prasetya, 2007).

Instrument

According to Gulo in (Alhamid, 2019), A research instrument is a written guideline on an interview, or observation, or a list of statements, prepared for information. The instrument is called observation guidelines or interview guidelines or questionnaires or documentary guidelines, in accordance with the methods used. Instruments are tools or 3 facilities that research uses in collecting data so that the work is easier and the results are better, so it is easy to process. In this study, researchers use the help of journals, thesis and articles to support the content of this article.

Data analysis Method

This research was conducted by collecting some data in the form of articles, journals, and thesis. The data was used to support the formation of this study. Researchers also draw conclusions from the data used, from there the researchers get a new view and pour it in this study.

RESULT AND FINDING

Journalism includes applied science that is dynamic and continues to develop in accordance with the development of information and

communication technology and the dynamics of society itself (Dede, 2019). In the era of modernization as it is now technology science has developed rapidly. News that was once delivered in print media can now be conveyed with various media. News can arrive easily through broadcast media such as television and radio. News can also be obtained through the internet, such as the delivery of news written in a blog or website.

In delivering the news, of course, journalists have a very big share. The task of journalists is to collect data that will be presented in the news and then convey it in various news outlets.

But being a journalist certainly has many challenges, when a disaster comes, people will certainly know the disaster, but not with journalists, they will go to the disaster and report in detail according to the situation that is happening. It's like the disaster we've been going through for over a year. Corona virus that has spread in Indonesia starting on March 02, 2020 certainly affects the performance of journalists. Journalists have to go the extra mile, they have to carry out their duties, and they also have to take care of their health and

comply with the prokes that have been set.

Since the coronavirus that hit China and countries in the world including Indonesia, many news stories about deaths, issues are spread, which is not necessarily true. Although the government along with the ministry of communication and information and police are currently united in fighting hoaxes. Users of social media services such as Facebook, Instagram, WhatsApp continue to spread news that has not been ascertained the truth.

In such cases the journalist is responsible for spreading the news that is valid and in accordance with the events. As Warsa said in the interview "The Challenge of Journalists in the Midst of a Pandemic". Warsa said, "The journalist's job is full of risks. Especially when the pandemic is like now, journalists must go to the red zone, enter hospitals and isolation places for Covid-19 patients. For the sake of digging up the news and delivering the real news." Thursday, (19/08/2021)¹ (Warsa, 2021).

According to Minister Johnny, journalists have helped track the development of science about viruses,

prevention, and handling and policies taken by every country in the world. Including president Joko Widodo's policies implemented by all components of the nation. "To whom else do we rely on credible information if not to journalists. Our journalists have helped monitor what we think, what we know, and what we don't know for sure," said the Minister of Communication and Information when he was the speaker of the Webinar "Journalist Optimism in the Covid-19 Era" from Jakarta on Thursday, (14/05/2020)² (Yusuf, 2020)

After vaccination was discovered the journalists quickly took on the role of inviting the public to immediately vaccinate. After the delivery of news, especially in broadcast media, journalists will add vaccination invitations in the form of persuasive sentences with recognition techniques and beliefs about vaccination. Journalists also play a role in combating hoax news that is spreading.

Wahyoe Boediwardhana, one of the journalists from the "Sahabat Anak Journalist Community" shared his principles and strategies in combating hoax news about vaccines that have affected society. "We prefer to flood the public with positive and verified information. So we are different from hoax makers who do not have a clear

source of information. Before we decided to convey a message to the community, it was our fellow journalists who we were educated in order to spread accurate and reliable news. In addition, it is very important for the mass media to understand the character of the people in their respective regions so that information can be conveyed properly," Wahyoe explained in a productive dialogue with the theme "Learning from the Success of MR Vaccine in East Java and the Role of Media in Vaccination" online at KPCPEN media center on Tuesday, (17/11/2020).

It can be concluded, journalists are very instrumental in inviting the public to vaccinate, through persuasive sentences delivered when bringing news. Journalists often include a sentence calling for vaccinations. The work of journalists recognized by the World Health Organization (WHO) and the United Nations Educational, Scientific, and Cultural Organization (UNESCO) said journalists play an important role in participating in the success of mass vaccination programs to prevent the transmission of Covid-19. Recognition of the important role of journalists was delivered directly by UNESCO's Director of Communication and Information Policy and Strategy Guy

Berger and WHO Communications Director Gabriella Stern as the two gave remarks at a journalist training event held virtually Friday night (1/29/2021) until Early Saturday Jakarta time. "We know journalistic reporting is needed not only to meet information needs, but also to encourage readiness (from relevant authorities) when faced with a crisis," Guy Berger said while delivering remarks to reporters from various countries at a training event titled *Covering the Covid-19 Vaccine: What Journalists Need to Know*³ (Mawangi, 2021).

Journalists also play a role in combating hoax news that spread among the public, journalists have the principle of conveying and putting forward news that has clear and proven information. To know the true and accurate news we must know how to avoid hoax news.

Avoiding Hoax News

The definition of hoax information is information that is not true, unauthorized, and has not been proven to be true in an information. In the Cambridge dictionary, the word hoax means a hoax of deeds, dishonest, false or false words with the aim of misleading

or mere jokes. (Nugroho, Yusuf & Setyawan, 2014).

Here's how to avoid hoax news in (Wahyudi, 2021) :

1. Watch out for provocative titles.

When reading the news that appears on social media, surely what is read first is the title. This is where the beginning of the problem of false information or hoaxes first suggest the reader. Like the example that had circulated that Bear Milk can cure Covid-19. Some time ago had a furor about Bear Brand aka "Milk Bear" which became a struggle for the community. This milk is believed to be able to increase the body's immunity and restore the condition of the body when sick, including when suffering from Covid-19. This claim also no doubt makes many people crowded hunting.

2. Look at the site address. Things that must be carefully in receiving and knowing a news on any social media, it is good to know the address or site that shares the information, if the site is not an official site or already trusted, then readers should not continue to read it or even share it to other accounts.

3. Check the facts. When knowing and reading the news on social media, it would be nice to trace the truth of a fact that is discussed in the information. Be very careful in accepting information that contradicts the facts that occur. Now many social media users who just read and directly share the information he got without knowing the facts that happened actually.
4. Check the authenticity of photos, now there are many application image or photo modifiers, either on the computer or on the mobile phone of each user. We must be smart in observing the authenticity of photos contained in a news that is spread on social media, it could be a mere fabrication for the sake of dropping or just making a lot of cyberspace.

From this we can choose and know the truth of a news by paying attention to the site address and checking the facts contained in the news delivered. Do not let us be consumed by hoax news easily.

Mass media is often targeted in spreading hoax news. According to (Nugroho, Yusuf & Setyawan, 2014) Social media is at the highest level, at 92.4%, as a medium used to spread hoaxes. Furthermore, followed by chat

or messaging applications as much as 62.8%. In third place is a page or website with a percentage of 34.9%. Then in fourth to seventh was television, print media, email, and radio, but with a percentage of less than ten percent. The data proves that social media is like a knife if not used properly.

That's why we should use social media to the best of our est. One of them is not to spread the word whose origins are unclear. All we have to do is spread news that is the source is clear and accurate because social media is considered very effective in delivering news, because this social media covers all circles of humanity. The delivery of news through social media or mass media is very easy to capture all circles.

Good Public Advertising Strategies Related to Mass Vaccination

A good public advertising strategy related to vaccinations will result in:

1. Able to provide and convey public information needed with persuasive advertising that is inviting, then the source of information needed is a valid source so that the information disseminated is really actual

- information.
2. Counteracting various disinformation and hoaxes related to the Covid-19 vaccine. Advertising indirectly is also a source of information delivery so that the public does not believe in hoax news easily.
 3. Prevent unproductive events, such as low participation and even program boycotts.

Discussion

The purpose of this study is to find out whether journalists play a role in inviting the public to vaccinate. According to the data we have presented, journalists work very hard in delivering news in times of pandemics, journalists must work, collect data validly while maintaining health. In addition, journalists also play a role in inviting vaccinations using persuasive techniques. The journalists added additional sentences about the call for vaccination, even the journalists also did vaccinations first. And that's a good example to emulate by the surrounding community. (Sugiyono, 2017)

The purpose of this study is also to tell the public that journalists are not

just writing news, but also collecting and delivering news, especially in today's pandemic journalists have to work extra, while maintaining health when they have to go directly to the field. For example, journalists should go to the scene directly such as in the inpatient room of patients exposed to the Covid-19 virus.

In this article, we also explain the importance of the role of journalists in this pandemic period. Where they try to help the public in accessing information about Covid-19 and also the event copes with it. In this case, journalists convey information faster and more accurately so that the public is not consumed by hoax news that is usually easily spread, that is what triggers journalists to convey or invite the public through persuasive that is very clear, easy to digest and can be understood easily by the community.

CONCLUSION AND SUGGESTION

Conclusion

Journalists are recognized by WHO and UNESCO because they played a role in the pandemic due to the Covid-19 virus. By helping to provide accurate information to play a role in inviting the public to vaccinate. With persuasive techniques that are inviting, journalists

succeed in conveying or inviting the public to comply with health protocols. Journalists also help spread news based on facts with the aim that the public is not consumed by hoax news spread on social media. Social media is also used as a tool to spread relevant news, because social media is widespread and can spread quickly.

Suggestion

We know that this article is still lacking in terms of many things, for that we hope that the next researcher can complement by adding respondents to journalists obtained from in-person interviews so that this research can be sourced from the concerned directly.

REFERENCES

- Alhamid, T. (2019). *Instrumen Pengumpulan Data*. Sekolah Tinggi Agama Islam Negeri.
- Briyandewo, J. (2017). *Jenis-Jenis Iklan dan Teknik Persuasi Dalam Tiga Puluh Iklan Surat Kabar Kompas Periode 2015-2017*. Universitas Sanata Dharma.
- Dede. (2019). Peranan Jurnalis Media Televisi dalam Proses Pemulihan Korban Bencana Alam di Kota Palu (Studi pada Palu TV). *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Juditha, C. (2020). People Behavior Related To The Spread Of Covid-19's Hoax. *Journal Pekommas*, 5(2), 105. <https://doi.org/10.30818/jpkm.2020.2050201> Kemenkes RI. (2014). Profil Kesehatan Indonesia. Kementerian Kesehatan Indonesia. In *Pusdatin.Kemendes.Go.Id.*
- Mawangi, G. T. (2021). *WHO dan UNESCO Tegaskan Peran Jurnalis Dukung Vaksinasi Covid-19*. Humaniora. <https://m.mediaindonesia.com/humaniora/381166/who-dan-unesco-tegaskan-peran-jurnalis-dukung-vaksinasi-covid-19>
- Nugroho, Yusuf, S., & Setyawan. (2014). The Identification and Deterrence Attempts of Fake News (Hoax) on Indonesian Language Learning. *Klasifikasi Masa Studi Mahasiswa Fakultas Komunikasi Dan Informatika Universitas Muhammadiyah Surakarta Menggunakan Algoritma C4.5*, VI(1), 84–91.
- Prasetya, B. (2007). *Metode Penelitian Kuantitatif Teori dan Aplikasi*. PT Raja Grafindo Persada.
- Rachmanta, R. D., Lestari, M. T., & Pamungkas, I. N. . (2016). Teknik Persuasi pada Periklanan Digital sebagai Strategi Komunikasi Pemasaran (Studi Deskriptif Produk Indihome PT Telekomunikasi Indonesia). *E-Proceeding of Management*, 3(2), 2566–2570.

Available at:
<http://ejurnal.unim.ac.id/index.php/pawitrakomunika>
e-issn : 2722-9025

- Romanova, I. D., & Smirnova, I. V. (2019). Persuasive techniques in advertising. *Trainin, Language and Culture*, 3(2), 55–70. <https://doi.org/10.29366/2019tlc.3.2.4>
- Sugiyono. (2017). *Metode Penelitian Pendidikan*. Alfabeta.
- Wahyudi, D. (2021). *Pengaruh Berita Hoax di Media Sosial Terhadap Masyarakat (Studi di Kecamatan Alam Barajo)*. 4(1), 85.
- Wahyudin, P. J. (2016). Pengantar Jurnalistik Olahraga. *Pengantar Jurnalistik Olahraga*, 42.
- Warsa. (2021). *Tantangan Jurnalis di Tengah Pandemi*. CNN Indonesia, Youtube.
<https://youtu.be/DRiYAB53w-Y>
- Yuliana, Y. (2020). Corona virus diseases (Covid-19): Sebuah tinjauan literatur. *Wellness And Healthy Magazine*, 2(1), 187–192.
<https://doi.org/10.30604/well.95212020>
- Yusnidar. (2021). Penerapan Model Pembelajaran Think Pair Share (TPS) untuk Meningkatkan Hasil Belajar Materi Teks Biografi pada Siswa SMA Negeri Unggul Aceh Timur. *Samudera Bahasa*, 4(September).
<https://ejournalunsam.id/index.php/JSB/issue/view/275/52>
- Yusuf. (2020). *Jurnalis Garda Terdepan Informasi Covid-19*. Berita Kominfo. https://kominfo.go.id/content/detail/26483/menkominfo-jurnalis-garda-terdepan-informasi-covid-19/0/berita_satker