Credibility of Opinion Leader, Attractiveness of Message and Online Media Towards Implementation of Child Vaccination

Lasmery RM Girsang[1], Ilona Vicenovie Oisina Situmeang[2]

[1] Postgraduate of Communication Department, Universitas Bunda Mulia (lgirsang@bundamulia.ac.id)

[2] Postgraduate of Communication Department, Universitas Persada Indonesia, Yayasan Administrasi Indonesia (situmeangilona8@gmail.com)

ABSTRACT. This research is aimed to see the relations among variables: opinion leader credibility, attractiveness of message, online media towards the implementation of child vaccination done in Jakarta. After finishing the vaccination program to adults, then children were equipped by the government to be vaccinated soon, with some regulations. However, the problem began to occur such as reluctance of parents to bring their children to be vaccinated. Hence, the government tried to reach the target by using opinion leaders and also the media. By running a mix-method, this research implied quantitative and qualitative methods. Firstly, the questionnaires were spread to respondents, parents of children aged 6-11 years, located in North Jakarta. By applying Source Credibility Theory, the results showed that all variables were valid and reliable. Then, an in-depth interview was done with the doctor as an informant to get confirmation from the results. As a conclusion, there's an influence between all variables.

KEYWORDS: Opinion Leader, Message, Media, Vaccine, Source Credibility Theory

1 INTRODUCTION

The COVID-19 pandemic has hit countries in the world, changing the order of life for humans to adapt to new habits (Gandryani & Hadi, 2021). Governments, health teams and advocacy groups must be prepared to address doubts and build literacy to facilitate public acceptance of opposing anti-vaccination activists (Lushington, 2020). The spread of misinformation through multiple channels can have a major impact on the acceptance of the COVID-19 vaccine (Lushington, 2020). Accelerating the implementation of vaccines by providing accurate information will increase vaccine acceptance for children in Indonesia. General Chairperson of the Indonesian Pediatrician Association (IDAI), dr. Piprim Basarah Yanuarso, Sp.A(K), encourages vaccinations under 12 years of age to be carried out immediately and evenly. Starting from the vaccination of adolescents who do not have many problems with significant Post-Immunization Follow-up Events, the vaccination program should be extended to children under 12 years old (Wardani, 2022).

Meanwhile, routine immunization to prevent childhood diseases was reduced by more than 5% in May 2020 compared to the same period in the previous year (Kemenkes RI, 2020). It is very important to understand people's perceptions of implementing appropriate communication strategies to overcome problems in the community in order to follow the COVID-19 vaccine for children under 12 years old. Vaccination of children is considered important because children are susceptible to contracting the virus. The vaccine used by children has received approval for use in an emergency period from issuance of a distribution permit (NIE) from BPOM is the Sinovac vaccine (Kompas.com, 2021), for children 6-11 years it is given in a dose of 3ug (0.5 mL) with 2 injections (Health.detik.com, 2021). Currently, the government continues to boost vaccination achievements along with the emergence of a new variant, Omicron. However, the acceleration of the vaccination program has been hampered by a number of things, the anti-vaccine movement (voaindonesia.com) and the effects of negative news (hoaxes, halal status, side effects, religious beliefs, etc. The government must carry out various educative and persuasive strategies by involving opinion leaders such as health experts, religious leaders, traditional leaders and community leaders in the success of the spread of the COVID-19 vaccine.

It is proven that the effect of double-dose vaccination has increased the immune response of adults (Nugroho & Hidayat, 2021), then further socialization needs to be carried out regarding the effectiveness and safety of the COVID-19 vaccine so that there is an even distribution of acceptance of the COVID-19 vaccine for children. Based on data from the DKI Jakarta Health Office (Dinkes), the number of children who have been vaccinated is 723,044 out of the target 723,044 children. This means that the realization of COVID-19 vaccination for children is only 55.9%. Head of the Public Relations Sub-Division of the DKI Jakarta Education Agency, Taga Radjagah, said that the problem with vaccinating children lies with the parents. Mentioned, there are still many children who are not allowed to follow the vaccination by their parents.

For this reason, opinion leaders are needed as messengers to parents so that the acceleration of vaccines in DKI Jakarta will reach 100%. Overall, in Jakarta, the current total recipients of dose 1 of the COVID-19 vaccine are 11,968,170 people, with a proportion of 70 percent being residents with a DKI ID card and 30 percent residents with a non-DKI ID card. For those who have received the second dose, the number has reached 9,337,035 people, of which 71% are residents with DKI ID cards and 29% are residents with non DKI ID cards. From the above phenomenon, it is hoped that the credibility of communicators is very important in helping the government to accelerate the COVID-19 vaccination for children in Jakarta.

Furthermore, this study uses Source Credibility Theory, assuming that people will be more likely to be persuaded when the communicator or the person delivering the communication message shows himself to be a credible person or in other words a communication source that has high credibility will be more effective in changing someone's opinion. compared to communication sources with low credibility sources (Winoto, 2015). In the form of the communication process, a communicator will be successful if he manages to show a source of credibility, meaning that being a source of trust for the communicator is determined by the communicator's expertise in his field of work and whether or not he can be trusted. In Source Credibility Theory, the credibility of the communicator is formed from the skills of a communicator who learns all information about the object in question and has confidence in the standards of authenticity of the information sent. In this sense, credibility involves two elements, namely, trustworthiness and expertise possessed by the messenger/communicator (Winoto, 2015).
For Floyd Ruch (Rahmat et al., 2016), opinion leaders have several requirements, namely social perception, which means that a leader is required to have sharpness in dealing with situations; abstract thinking skills (ability in abstract thinking); and emotional stability (emotional stability). Furthermore, Bertradias and Goldsmith quoting Rogers and Cartano concluded that opinion leaders from several experts are essentially people who try to direct some influence on the decisions of others (Rahmat et al., 2016).

It's stated that someone who is considered an expert and used as a role model in decision making can be categorized to have opinion leadership abilities. Someone who has opinion leadership is considered a person who is recognized by society. Credibility is an antecedent of opinion leadership (Thakur et al., 2016). A person's credibility can be measured through expertise, trustworthiness, and homophily (Ismagilova et al., 2020). Chaiken states that message recipients can consider a message to be considered credible when the information is provided by a trustworthy person (Casaló et al., 2020). When an Instagram account is considered an expert in something and can be trusted, then that trust will make the account owner considered to have opinion leadership (Rahman et al., 2014).

In the end, the credibility of the communicator is also relevant to the credibility of the source of information, which is the belief in some information and/or its source (Casaló et al., 2020). Information source credibility refers to the level of consumer confidence in the information provided by someone (Petty & Cacioppo, 1986 in (Casaló et al., 2020)). In this case, consumers' responses to the credibility of information sources will affect their attitudes towards the information they get (Wood & Burkhalter, 2013). The higher the credibility of the source of information, the higher the influence of their opinion. This is because sources of information that have high credibility will have a greater role in leading the opinions of others than other sources of information that have lower credibility.

Thus, an opinion leader must have sharpness in dealing with situations; abstract thinking skills (ability in abstract thinking); and emotional stability (emotional stability). Apart from the communicator side, the message is an important element that plays a role in attracting public interest. Since the message conveyed to be well received by the communicant, the message must be designed so that it has its own charm. What is meant by message appeals refers to the psychological motives contained in the message, namely rational-emotional (attraction to emotional-rationality), fear appeals (attraction of fear), and reward appeals (attraction of rewards) (Liliweri, 2007). Here's an explanation of each:
1) Rational – Emotional is a message design that explains an information rationally that touches the emotional side of the audience;
2) Fear Appeals, to influence the audience, it is better to convey a message or information that is less pleasant and then followed by displaying a pleasant message or information; and
3) Reward Appeals, to influence the audience by giving (gifts).

Regarding to media, (Nasrullah, 2014) states that social media has special characters, namely:
1) Network infrastructure that connects computers with other hardware. This connection is necessary because communication can occur if computers are connected, including data transfer.
2) Information becomes an important entity in social media because social media users create representations of their identity, produce content, and interact based on information.
3) Archive becomes a character that explains that information has been stored and can be accessed anytime and through any device.
4) Interactivity, where social media forms a network between users that does not only expand friendships or followers, but must be built with interactions between these users.
5) Social Simulation where social media has the character of being a medium for society (society) in the virtual world. Social media has a uniqueness and pattern that in many cases is different and is not found in a real society.
6) Content by users (User-Generated Content) where content is wholly owned and based on contributions from users or account owners. UGC is a symbiotic relationship in a new media culture that provides opportunities and flexibility for users to participate. This is different from the old (traditional) media where the audience is limited to being a passive object or target in the distribution of messages.

Finally from the explanations above, the hypotheses in this study are:
H-1: Having an Influence of Opinion Leader Credibility on Interest in Vaccination
H-2: Having the Influence of Message Attractiveness on Interest in Doing Vaccines
H-3: Having the Influence of Media on Interest in Vaccination
H-4: Having the Influence of Opinion Leader Credibility, Attractiveness of Messages and Media on Interest in Vaccination

2   METHODOLOGY

The researchers choose a mixed-method approach to be applied. By implementing this method, quantitative and qualitative are used alternately (Creswell et al., 2011). Referring to the post-positivist paradigm, qualitative analysis was carried out to complement the quantitative results. Quantitative methods are used to obtain information about the population, while qualitative methods are used to understand social phenomena in full about the phenomena studied in detail into interrelated variables (Sugiyono & Lestari, 2021). As for the population, the respondents were the parents of children aged 6-11 years in the North Jakarta area, who have not received vaccinations. North Jakarta was chosen because there are fewer locations for child vaccination in North Jakarta compared to other areas of Jakarta (Kabar24 Bisnis.com). Because the exact number of the population is not known, the determination of the sample size in this study used the Lemeshow formula (Hermawati & Astuti, 2013). Therefore, this research took 100 respondents. By visiting the location, the questionnaires were given to the respondents. Meanwhile, qualitative analysis is based on information from sources, namely opinion leaders with descriptive research characteristics. Here, drg. Airy Pangaribuan Sp. Ort is treated

as a key informant to dig information about vaccination to children. The informant has been experienced as a doctor for more than twenty years. The interview asked some questions using online media. As an expert in health, the informant also follows the information about vaccination to children through media, mostly from television.

Then, the data collection technique was carried out using probability sampling by means of simple random sampling. While the data analysis technique uses a trial through validity testing. The formula used to calculate the correlation of the moment product is as follows (L. Girsang et al., 2016):
The data collection techniques include:
1. Primary Data: Qualitative research through in-depth interviews with opinion leaders and observations. Quantitative research conducted a survey of parents of children aged 6-11 years by distributing open and closed questionnaires.
2. Secondary data using literature study and documentation.

Referring to data analysis, Bogdan (Sugiyono & Lestari, 2021), emphasizes the process of systematically searching and compiling data obtained from interviews, field notes, and other materials, so that they are easy to understand and the findings can be informed.
In qualitative research itself, the researcher refers to Miles and Huberman (Sugiyono & Lestari, 2021) which states that the activities in qualitative data analysis are carried out interactively and take place continuously until complete, so that the data is saturated. Activities include data reduction (data reduction), data presentation (data display) and drawing conclusions (verification). Next, the qualitative data collection technique used is none other than observation and in-depth interviews. Salim (L. R. Girsang, 2020), explains that field research requires in-depth observation and interviews. In more detail, it is explained that the position of researchers can be divided into four types of involvement, namely passive involvement; partial involvement; active engagement; and full engagement. In addition, in order to obtain accurate data in the field, researchers should use in-depth interviews, especially in unstructured (open) forms. This is necessary to create a harmonious relationship between all sources. As well as aiming at the exchange of roles as resource persons in order to understand the social situation based on the perspective of the researcher himself.

Finally, for quantitative data analysis, SPSS (Statistical Product and Service Solution) software version 25 is needed, bivariate data analysis, bivariate data testing using Pearson Product Moment Correlation Coefficient analysis tool, Simple Linear Regression, T statistical test and F test. To obtain validity The data technique used for qualitative is triangulation technique; while for quantitative: validity and reliability tests are applied.

3 RESULTS & DISCUSSIONS

Based on the results of data processing using SPSS version 25 for the X1 variable: *Opinion Leader Credibility*, it can be seen from the number of 18 questionnaire questions given to respondents during the pretest, there are 7 statements that are declared invalid, because the calculated r value is smaller than the r table value at the level of significance of 0.05 for n = 30. Thus, the remaining 11 valid questions will be continued to be distributed to the sample of respondents. Then, for the variable X2: *Message Attractiveness*, from 9 questions, there are 6 valid questions. As for the variable X3: *Online Media*, out of 12 questions, a total of 4 statements were declared invalid, the remaining 8 questions were valid. Also, variable Y: Interest in *Implementing Vaccines*, out of 11 questions, 4 statements were declared invalid and 7 questions were valid. Thus, the total questions are 32 items. In addition to the validity, it can also be ascertained that all statement items have shown reliability where the Cronbach Alpha (a) value > 0.60. Furthermore, the authors test the hypothesis which includes the classical assumption test, Multiple Correlation Test, regression test, F test, and T test.

Table 1 : Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	9.32549124
Most Extreme Differences	Absolute	.088
	Positive	.088
	Negative	-.031
Test Statistic		.125
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: SPSS verse 25

Based on table 1 above, it is known that the significance value is 0.200 > 0.05, it can be concluded that the residual value is normally distributed.
The basis for making decisions on the normality test are:
If the significant value > 0.05 then the data is normally distributed
If the significant value < 0.05 then the data is not normally distributed.

Based on the results of the analysis of the normality test, it shows that the significance value of the Variable X1 (Credibility of Opinion Leaders), variable X2 (Message Attractiveness), and variable X3 (Online Media) towards variable Y (Interest in Using Vaccines) is 0.125. Because the significance value of the three variables is > 0.05, then the data is normally distributed.

Next, multiple correlation tests are run as follows:

Table 2: Multiple Correlation Test

Model Summary[b]									
					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.803[a]	.858	.283	4.81514	.298	20.564	2	96	.000
a. Predictors: (Constant), Skor KPP, Skor DTP, Skor MO									
b. Dependent Variable: Skor MMV									

Source: SPSS verse 25

Table 3: Multiple Correlation

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803[a]	.858	.535	4.905

a. Predictors: (Constant), Skor KPP, Skor DTP, Skor MO
b. Dependent Variable: Skor MMV

Source: researcher's data

Based on the calculation of the total determination coefficient (R Square) of 0.858 or 85.8%. This value shows the contribution of the independent variable Credibility of Opinion Leaders, Attractiveness of Messages and Online Media to the dependent variable of Interest in Using Vaccines by 85.8% while the remaining 14.2% is influenced by other factors not discussed in this study.
Then, the value of the coefficient (R) of 0.803 The correlation coefficient has a positive relationship with the level which is included in very strong correlation, because it is in the interval 0.800-0.999 with

a very strong relationship level. This means that there is a positive and very strong relationship between Opinion Leader Credibility, Attractiveness of Messages and Online Media on Interest in Using the COVID-19 Vaccine.

Table 4: Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.558	3.256		.349	.728
	Skor KPP	.201	.345	.152	1.452	.150
	Skor DTP	.278	.287	.442	4.216	.000
	Skor MO	.311	.262			

Coefficients^a

Source: SPSS verse 25

Based on the results of the coefficient calculation, it is obtained the constant value (a) and the regression coefficient value on the independent variable (b). The coefficient b is called the regression direction coefficient and states the average change in the Y variable for each change in the Y variable for each change in the X variable by one unit. If the change is positive, it indicates an addition, if it is negative, it indicates a reduction, then the regression equation can be stated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$
$$Y = 0{,}558 + 0{,}201X1 + 0{,}278X2 + 0{,}311X3$$

From the results of the multiple linear regression equation, it can be explained that:
1. The constant of 0.558 means that if there is no Credibility of Opinion Leaders, Message Attractiveness, and Online Media, the Interest in Using Vaccines is 0.558
2. The X1 variable coefficient of Opinion Leader Credibility is 0.201, meaning that a change in the Opinion Leader Credibility variable of 1 unit will result in a decrease in Interest in Using Vaccines (Y) of 0.201
3. The coefficient of the variable X2 Attractiveness of Messages is 0.78, meaning that a change in the Attractiveness of Messages by 1 unit will result in a decrease in Interest in Using Vaccines (Y) of 0.278
4. The coefficient of the X3 Online Media variable is 0.311, meaning that a change in the Online Media variable by 1 unit will result in a decrease in Interest in Using Vaccines (Y) by 0.311

Tabel 5: T-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.558	3.256		.349	.728
	Skor KPP	.201	.345	.152	2.562	.150
	Skor DTP	.278	.287	.442	2.874	.000
	Skor MO	.311	.262	.356	3.241	

Coefficients^a

Source: SPSS verse 25

The value of t count > t table and the significance value (0.000) < 0.05, it means that Ha is accepted and Ho is rejected. From the table above, the value of t count (2,562) > t table (1,990) and the significance value (0,000) < 0,05, this can be interpreted that there is a positive influence between Variable X1 (Credibility of Opinion Leaders) on Variable Y (Interest in Using Vaccines).
The value of t count > t table and the significance value (0.000) < 0.05, it means that Ha is accepted and Ho is rejected. From the table above, the t count (2.874) > t table (1.990) and the significance value (0.000) < 0.05, this can be interpreted that there is a positive influence between the X2 Variable (Attractiveness Message) on the Y Variable (Interest in Using Vaccines).

The value of t count > t table and the significance value (0.000) < 0.05, it means that Ha is accepted and Ho is rejected. From the table above, the t value (3.241) > t table (1.990) and the significance value (0.000) < 0.05, this means that there is a positive influence between Variable X3 (Online Media) on Variable Y (Interest in Using Vaccines).

Tabel 6: F-test

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	870.234	2	362.172	22.803	.000[a]
	Residual	2529.821	97	22.672		
	Total	3198.472	99			

a. Predictors: (Constant), Skor KPP, Skor DTP, Skor MO

b. Dependent Variable: Skor MMV

Source: SPSS verse 25

F tabel : (k ; n-k) = (2 ; 100-3=97) = (2 ;100-1=99) = 3,09081

Based on the data above, it is known that the calculated F value (22.803) with a significant value of 0.000. It is known that at a significant level of 0.05, the degrees of freedom of the denominator (df1) = n-k = 100-3, and the degrees of freedom of the numerator (df2) = n-k = 100-1, the F table is 3.09081. If the results of the significance of the results of the F test which shows the calculated f value is 22.803 and the sig value is 0.000. Then it is known that the calculated f value is greater than f table (3.09081) and the sig value is less than 0.05. It can be said that the independent variable simultaneously affects the dependent variable. Ho is rejected and Ha is accepted. Thus, the researcher concludes that there is an influence between the Credibility of Opinion Leaders, Attractiveness of Messages and Online Media on Interest in Using the COVID-19 Vaccine.

4   CONCLUSION

Based-on the results, it is known that the calculated F value (22.803) with a significant value of 0.000. It is known that at a significant level of 0.05, the degrees of freedom of the denominator (df1) = n-k = 100-3, and the degrees of freedom of the numerator (df2) = n-k = 100-1, the F table is 3.09081. If the results of the significance of the results of the F test which shows the calculated f value is 22.803 and the sig value is 0.000. Then it is known that the calculated f value is greater than f table (3.09081) and the sig value is less than 0.05. It can be said that the independent variable simultaneously affects the dependent variable. Ho is rejected and Ha is accepted. Thus, the researcher concludes that there is an influence between Opinion Leader Credibility, Message Attractiveness and Online Media on Interest in Using Vaccines.

On the other hand, from the interview section, here are some responses from the key informant. Referring to the variable's questions, firstly concerning the opinion leader/influencer/public figure or government figure, there are several names like Achmad Yurianto, Siti Nadia Tarmizi, Reisa Broto Asmoro or dr. Tirta. According to the informant, she follows and enjoys the information given by Achmad Yurianto as the first representatives from the government, sharing and giving socialization about COVID-19. The style of communication of Yurianto is suitable for older people, showing low profile/calm down. This has lasted for one year, so the informant feels so close and exposed to this figure. All the information about socialization can be memorized well until the speaker was replaced by the other. The second speaker whom the informant cares about is dr. Tirta. This opinion leader is still young and famous, especially known as a controversial man in responding to pandemic cases. This influencer is also often invited in any media such as talkshow. If compared to the previous, there is a significant difference between each other in the style of communication. So, the informant can grasp the information from media, mostly television and also social media (instagram).

Further, while being asked to describe the credibility of opinion leaders while socializing the vaccination for children, the informant regrets lack of information about this segment through the media. There is no special opinion leader or influencer provided by the government to spread the essential information for vaccination to children. The informant seeks the information not only directly going to health facilities like hospitals, pediatricians, consultant doctors, or the immune department even at school but also participating through online media (zoom and instagram). Thus, the informant argues that an influencer must have an expertise according to the job, especially in conveying the message of child vaccination. The opinion leaders can be doctors, nurses or other health workers that are skillful in conveying the message of vaccination to children. These also relate to the knowledge of vaccination to children belonging to the opinion leader. High consideration is also taken especially in dealing with the child with special needs or children with immune disease. In other words, there is a special concern to the children's condition.

Lastly, relating to the type of message, the informant evaluates that rational-emotional, fear appeals, and/or reward appeal can be suitable to the child's vaccination program. From all stages of socialization done by the government, the attractiveness of the message is very important. All of them are necessary. It needs emotional-ratio appeal, fear and reward simultaneously or alternately based on the segmented target. Hopefully, there will be more further research, such as the effectiveness of socialization in vaccination to children.

REFERENCES

Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, *117*, 510–519. https://doi.org/10.1016/J.JBUSRES.2018.07.005

Creswell, John W, Vicki L, & Plano Clark. (2011). *Designing And Conducting Mixed Methods Research*. SAGE Publications Ltd.

Gandryani, F., & Hadi, F. (2021). Pelaksanaan Vaksinasi COVID-19 Di Indonesia: Hak Atau Kewajiban Warga Negara. *Jurnal Rechts Vinding: Media Pembinaan Hukum Nasional*, *10*(1), 23. https://doi.org/10.33331/RECHTSVINDING.V10I1.622

Girsang, L. R. (2020). Women as Opinion Leaders within Community (A Model of Feminism Perspective). *Jurnal ASPIKOM*, *5*(1), 1–10. https://doi.org/10.24329/ASPIKOM.V5I1.546

Girsang, L., Rosentauly, L., Girsang, M., Vicenovie, I., & Situmeang, O. (2016). IMPLEMENTASI DIFUSI INOVASI PADA SISTEM SOSIAL TERKAIT DENGAN PENGGUNAAN E-TICKETING SEBAGAI PENGGANTI PEMBAYARAN TUNAI DAN SISTEM ANTRI (Survei Pada Mahasiswa Prodi Ilmu Komunikasi Universitas Bunda Mulia Sebagai Pengguna Moda Transportasi Commuter Line,. *SEMIOTIKA: Jurnal Komunikasi*, *8*(2). https://doi.org/10.30813/S:JK.V8I2.5

Health.detik.com. (2021). *6 Fakta Vaksin Sinovac untuk Anak 6-11 Tahun, Dosis dan Intervalnya*. https://health.detik.com/berita-detikhealth/d-5794347/6-fakta-vaksin-sinovac-untuk-anak-6-11-tahun-dosis-dan-intervalnya

Hermawati, & Astuti, F. (2013). *Data Mining*. Andi.

Ismagilova, E., Slade, E., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. *Journal of Retailing and Consumer Services*, *53*, 101736. https://doi.org/10.1016/J.JRETCONSER.2019.01.005

Kemenkes RI. (2020). Petunjuk Teknis Pelayanan Imunisasi Pada Masa Pandemi Covid-19. *Covid-19 Kemenkes*, 47. https://covid19.kemkes.go.id/protokol-covid-19/petunjuk-teknis-pelayanan-

imunisasi-pada-masa-pandemi-covid-19/#.X6IYy6ozbIU

Kompas.com. (2021). *BPOM Terbitkan Izin Penggunaan Darurat Vaksin Covid-19 Sinovac, Apa Maksudnya dan Berlaku sampai Kapan?* https://www.kompas.com/tren/read/2021/01/15/093000565/bpom-terbitkan-izin-penggunaan-darurat-vaksin-covid-19-sinovac-apa?page=all

Liliweri, A. (2007). *Dasar-Dasar Komunikasi Kesehatan*. PT. Pustaka Pelajar.

Lushington, G. H. (2020). Perspective on the COVID-19 Coronavirus Outbreak. *Combinatorial Chemistry & High Throughput Screening*, *23*(2), 90–91. https://doi.org/10.2174/138620732302200406130010

Nasrullah, R. (2014). *Teori dan Riset Media Siber (Cybermedia)*. Kencana Prenadamedia Group.

Nugroho, S. A., & Hidayat, I. N. (2021). Efektivitas Dan Keamanan Vaksin Covid-19 : Studi Refrensi. *Jurnal Keperawatan Profesional*, *9*(2), 61–107. https://doi.org/10.33650/JKP.V9I2.2767

Rahman, S. U., Saleem, S., Akhtar, S., Ali, T., & Khan, M. A. (2014). Consumers' Adoption of Apparel Fashion: The Role of Innovativeness, Involvement, and Social Values. *International Journal of Marketing Studies*, *6*(3). https://doi.org/10.5539/IJMS.V6N3P49

Rahmat, A., Hendarmawan, Suryadi, E., & Endyana, C. (2016). *Peran Opinion Leader Dalam Masyarakat Transisi (Studi di Desa Mekarsari Kecamatan Sukasari Kabupaten Sumedang)*.

Sugiyono, & Lestari, P. (2021). *Metode Penelitian Komunikasi (Kuantitatif, Kualitatif, dan Cara Mudah Menulis Artikel pada Jurnal Internasional)*. Alfabeta.

Thakur, R., Angriawan, A., & Summey, J. H. (2016). Technological opinion leadership: The role of personal innovativeness, gadget love, and technological innovativeness. *Journal of Business Research*, *69*(8), 2764–2773. https://doi.org/10.1016/J.JBUSRES.2015.11.012

Wardani, G. W. (2022). *Orang Tua Tak Perlu Khawatir, IDAI Sebut Efek Samping Vaksinasi Covid-19 untuk Anak Ringan*. Tribunnews.Com. https://www.tribunnews.com/nasional/2021/11/09/orang-tua-tak-perlu-khawatir-idai-sebut-efek-samping-vaksinasi-covid-19-untuk-anak-ringan

Winoto, Y. (2015). Penerapan Teori Kredibilitas Sumber (Source of Credibility) Dalam Penelitian-penelitian Layanan Perpustakaan. *Edulib*, *5*(2). https://doi.org/10.17509/EDULIB.V5I2.4393

Wood, N. T., & Burkhalter, J. N. (2013). Tweet this, not that: A comparison between brand promotions in microblogging environments using celebrity and company-generated tweets. *Https://Doi.Org/10.1080/13527266.2013.797784*, *20*(1–2), 129–146. https://doi.org/10.1080/13527266.2013.797784