



## THE RELATIONSHIP BETWEEN GOVERNMENT MOTIVATION AND COMMUNICATION WITH PUBLIC WILL TO DO COVID-19 BOOSTER VACCINATION IN TANETE RIATTANG SUB-DISTRICT, BONE DISTRICT

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### ABSTRACT

**Background:** Covid-19 is an infectious disease caused by the latest variant of the coronavirus. This virus spreads quickly and widely so that it takes a lot of victims. As an effort to reduce the number of cases of Covid-19 is to vaccinate. But it's not enough just to vaccinate doses 1 and 2, now the government is again advising the public to do a booster vaccination for Covid-19. **Aims:** This study aims to determine the relationship between government motivation and communication with the community's willingness to carry out the Covid-19 booster vaccination in Tanete Riattang District, Bone Regency. **Method:** The type of research used is quantitative with a cross-sectional approach. The number of samples in this study were 395 respondents who were determined using a purposive sampling technique. **Result:** Based on the results of the bivariate test, it showed that there was a relationship between motivation ( $p = 0.012$ ) and government communication ( $p = 0.013$ ) with the public's willingness to carry out the Covid-19 booster vaccination. Recommendations for the government in Tanete Riattang District to make the Covid-19 booster vaccination an administrative requirement so that people want to do the Covid-19 booster vaccination

### INTRODUCTION

The World Health Organization (WHO) has announced that there is a new variant of the SARS-Cov-2 virus called Coronavirus Disease (Covid-19) which has occurred since the end of 2019, this virus has caused millions of people to lose their lives and livelihoods throughout the world. Unlike the SARS virus which occurred in 2003

and the MERS virus which occurred in 2012, the spread of the Covid-19 virus was much faster and claimed many lives (Sari & Sriwidodo, 2020).

The high rate of transmission and spread of the Covid-19 virus has prompted WHO to designate Covid-19 as a pandemic since March 2020. Until the end of January 2022, there have been 355 million confirmed

cases worldwide and 5.61 million of them have died. The highest incidence of Covid-19 has occurred in the United States where more than 72 million cases have been confirmed and 871 thousand of them have died. In Indonesia itself, even though it is not included in the 10 highest countries for Covid-19, the number of cases of Covid-19 is also very worrying because so far 4.29 million cases have been confirmed and 144 thousand of them have died (WHO, 2022).

Prevention of transmission of Covid-19 can be done by adapting new habits like wearing masks, keeping distance, and washing hands with soap. The implementation of this policy has not reduced the number of Covid-19 infections. In an effort to restore conditions to pre-pandemic conditions, governments around the world are carrying out vaccination programs. The implementation of the vaccination program raises pros and cons among the community. The large number of hoax news about vaccinations makes people doubtful and even refuse to vaccinate. Even so, based on the results of research conducted by (Rachman & Pramana, 2020), in 2020, 29.6% of the public gave a positive response and 23.6% gave a negative response. Basically, people's rejection of vaccinations is influenced by several reasons, namely related to vaccine safety (30%), doubts about vaccine effectiveness (22%), distrust of vaccines (13%), concerns about side effects after vaccination (12%), and religious reasons related to halal and haram vaccines (8%)

(Kementerian Kesehatan, WHO, UNICEF, 2020)

Public rejection of vaccinations made the government through the Deputy Minister of Law and Human Rights (HAM) convey that Covid-19 vaccination is an obligation for every citizen in order to create a degree of public health. This caused a polemic because some parties thought that this violated human rights (Sigalingging & Santoso, 2021). However, from the government side as the party responsible for providing health services to the community, vaccination must be carried out because it is the only way to stop the transmission of Covid-19. The obligation to vaccinate is regulated in PERPRES No. 14 of 2021, where in article 13A paragraph 4 it is stated that if the public refuses to vaccinate, social security or social assistance will be postponed or stopped, administrative services will be postponed or stopped, and fines will be imposed. The existence of these regulations can influence people's desire to vaccinate. Based on the results of a survey conducted, people's doubts about getting vaccinated have decreased, from 28% to 19.2%. For this reason, 80.8% of the public is willing to vaccinate (Ministry of Health, WHO, UNICEF, 2020). In line with this, based on the results of an online survey, as many as 81.2% of people stated that they were willing to vaccinate, but 18.1% of respondents still experienced anxiety about getting vaccinated (Putri, et al, 2021).

Since it was implemented in early 2020 until now as of April 2022, as many as 11.4 M people in the world have received the Covid-19 vaccination and around 4.6 M have received the complete dose. China is the country with the highest vaccination coverage in the world, with 3.3 M and 1.24 M having received the complete dose, followed by India with 1.86 M and 839 million having received the complete dose (Data, 2022). Nationally, based on the official website of the Covid-19 task force it was reported that until April 2022, of the target vaccination target of 208,265,720, 94.93% or 197,715,552 vaccine doses had been administered for the first dose and 77.75% or 161,932,505 for the second dose and 13.64% or 28,400,442 for the booster vaccine or the third dose. (Ministry of Health, 2022). According to WHO, herd immunity can be formed if the vaccination coverage in an area has reached 70% of the total population. South Sulawesi as one of the provinces that cumulatively has met the target, namely 87.60% or 6,182,957 people have received the first dose and 63.22% or 4,462,045 for the second dose and 5.13% or 362,310 for the booster vaccine or the third dose (Ministry of Health, 2022). Even though coverage of the first dose of vaccination has reached the target, this has not caught the government off guard. For this reason, the government is still pushing for the implementation of vaccines for all doses.

As of January 2022, vaccination coverage in Bone Regency, which covers 27

sub-districts, has reached 69.5% for the first dose. Kajua District is the District with the highest vaccination coverage, namely 80.4%, while Tanete Riattang District is the District with the lowest vaccination coverage, which is around 42% (AJ, 2022). The first and second doses of vaccines have not yet been completed, but the government is again mandating the public to carry out booster vaccinations. This booster vaccine aims to restore immunity which may decrease so that it can prevent a re-occurrence of Covid-19.

Tanete Riattang Subdistrict is one of the Subdistricts located in the urban center of Bone Regency, the low vaccination coverage in that area raises questions. Coupled with the implementation of a new policy related to giving booster vaccinations or third doses of vaccines, it is possible that this will affect the public's willingness to return to doing booster vaccinations for Covid-19. Based on the description above, researchers feel the need to conduct research related to the relationship between government motivation and communication with the community's willingness to carry out the Covid-19 booster vaccination in Bone Regency, especially the Tanete Riattang District area.

## **METHODS**

This study uses a type of quantitative research with a cross sectional study approach. This study aims to determine the relationship between government motivation and communication with the community's willingness to vaccinate the Covid-19 booster

in Tanete Riattang District, Bone Regency. This research was conducted in June July 2022 with the criteria of respondents aged 18 years and over and living in the Tanete Riattang District, Bone Regency.

The population in this study was 39.398 and the number of samples was determined using the Slovin formula so that a total sample of 395 respondents was obtained

## RESULTS

**Table 1. The Relationship between Motivation and Community Willingness to Conduct Covid-19 Booster Vaccinations in Tanete Riattang District, Bone Regency in 2022**

Motivation	Willingness to carry out booster vaccinations for Covid-19				Total		<i>p-value</i>
	Yes		No		N	%	
	n	%	n	%			
Good	217	75.3	71	24.7	288	100	0.012
Less Good	67	62.6	40	37.4	107	100	
Total	284	71.9	111	28.1	395	100	

Source: Data Primer, 2022

Table. 1 shows that out of a total of 395 respondents, 217 respondents (75.3%) with good motivation and 67 respondents (62.6%) with poor motivation wanted to do the Covid-19 booster vaccination. Then there were 71 respondents (24.7%) with good motivation and 40 respondents (37.4%) with poor motivation did not want to vaccinate Covid-19. The chi-

using a purposive sampling technique. The data collection instrument used was a questionnaire that had been tested for validity and reliability. Then the instrument was distributed to respondents directly or online via the Google form. Data were analyzed using the SPSS version 22 application, including bivariate analysis to see the relationship between research variables.

square results related to motivation and willingness to do the Covid-19 booster vaccination obtained a p-value of 0.012 ( $p < 0.05$ ) so it can be concluded that there is a significant relationship between motivation and people's willingness to do the Covid-19 booster vaccination.

**Table 2. Relationship between Government Communication and Community Willingness to Conduct Covid-19 Booster Vaccinations in Tanete Riattang District, Bone Regency in 2022**

Government Communications	Willingness to carry out booster vaccinations for Covid-19				Total		<i>p-value</i>
	Yes		No		N	%	
	n	%	n	%			
Enough	137	66.5	69	33.5	206	100	0.013
Not Enough	147	77.8	42	22.2	189	100	
Total	284	71.9	111	28.1	395	100	

Sumber: Data Primer 2022

Table 2 shows that out of a total of 395 respondents, 137 respondents (66.5%) with government communication were quite

optimal and 147 respondents (77.8%) with less than optimal government communication wanted to do a booster vaccination for Covid-

19. Then there were 69 respondents (33.5%) with quite optimal government communication and 42 respondents (22.2%) with less than optimal government communication who wanted to do a Covid-19 booster vaccination. The chi-square results related to the relationship between government communication and the willingness to carry out the Covid-19 booster vaccination obtained a p-value of 0.013 ( $p < 0.05$ ) so that it can be concluded that there is a significant relationship between government communication and the community's willingness to carry out the Covid-19 booster vaccination.

## **DISCUSSION**

### **The Relationship between Motivation and Community Willingness to Conduct Covid-19 Booster Vaccinations**

Motivation is an encouragement to achieve goals so that motivation is very useful to encourage the formation of one's actions or actions (Suharni & Purwanti, 2018). Motivation can come from within (internal) or from outside (external). Motivation from within such as needs, hopes, and interests, while motivation that comes from outside can be in the form of family support, a good environment, media and appreciation (Sab'ngatun, et al 2022)

Based on the results of the chi-square test that was carried out, it was obtained that the value of  $p = 0.012$  where the value of  $p < 0.05$  so that it can be said that there is a significant relationship between motivation

and the willingness of the community to carry out the Covid-19 booster vaccination. This is in accordance with research conducted by Yunartha (2021) in which there is a significant relationship between motivation for Covid-19 prevention behavior in the working area of the Kasang Puduk Health Center. This is because the low motivation of the community can influence the desire to prevent Covid-19. There is still a lack of motivation that comes from within or one's own awareness to make efforts to prevent Covid-19 and also a lack of external motivation such as a lack of encouragement from health workers to continue to remind the public that the behavior of preventing Covid-19 is still lacking. (Yunartha, 2021).

Research conducted by Erita, et al (2022) obtained a p value = 0.006 so that there is a significant relationship between the implementation of vaccination and student learning motivation (Erita, et al, 2022). In a study conducted by Sab'ngatun, et al (2022) a p value = 0.205 was obtained for age characteristics and a p value = 0.694 for educational characteristics so that it can be concluded that there is no significant relationship between the motivation of pregnant women to vaccinate against Covid-19 based on age and education. (Sab'ngatun, et al, 2022)

The results of observations of researchers in the field, the emergence of good motivation related to the Covid-19 booster vaccination can be caused because respondents

have received information related to Covid-19 starting from the symptoms, dangers, and how to prevent it, and information related to vaccination so that this can influence people's willingness to carry out Covid-19 booster vaccination. Then, respondents who have poor motivation can be caused because the Covid-19 booster vaccination tends to be forced and the many hoax news related to the side effects of the booster vaccination affect people's willingness to do the Covid-19 booster vaccination.

### **Government Communication Relations with Public Willingness to Conduct Covid-19 Booster Vaccinations**

Government communication greatly influences the community's decision to carry out a Covid-19 booster vaccination. Even though the central government has implemented a Covid-19 booster vaccination, not all people are able to accept this policy. For this reason, government communication, especially the local government, is very important because it affects people's willingness to carry out the Covid-19 booster vaccination.

Determination of the communication media to be used is adjusted to the needs of the community in each region. For this reason, in implementing a communication strategy, careful planning is required, such as determining communicators, identifying audiences/communicants, compiling messages, determining media and setting goals or effects to be achieved from the

communication process (Eviyani et al., 2021).

In research conducted by Dewi (2021) stated that the success of the Covid-19 vaccination program can be influenced by various factors, one of which is public communication. Public communication must be prepared accurately, thoroughly, with a mature strategy, continuous monitoring and evaluation (monev) so that it will affect the level of knowledge, understanding, and also community participation. So that this can affect the information that will be conveyed to the public so that they are sure and no longer need to look for other sources of information. (Dewi, 2021).

The implementation of the Covid-19 booster vaccination has raised enough pros and cons among the public. This is because the community considers that currently Covid-19 is no longer dangerous and they feel it is enough to only vaccinate dose 1 dose 2. For this reason, it is important to socialize and involve the communication media to change people's views on the importance of booster vaccinations for Covid-19. This is in line with the research conducted by Siahaan and Adrian (2021) in the study which stated that to carry out mass vaccination it is necessary to carry out massive socialization of the importance of Covid-19 vaccination as the most effective effort to prevent the transmission of Covid-19. In carrying out this socialization, it is necessary to involve the mass media and social media. Second, approach community groups who reject the Covid-19 vaccination.

Approaches that can be taken are in the form of advocacy, social support, and community empowerment (Siahaan & Adrian, 2021).

## CONCLUSION

Based on the description above, it can be concluded that there is a relationship between motivation (p-value = 0.012) and government communication (p-value = 0.013) and the community's willingness to carry out

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