

## ABSTRAK

Pandemi COVID-19 di tahun pertama begitu menguras perhatian, termasuk di Indonesia. WHO menyatakan *herd immunity* lewat vaksinasi massal mampu mengatasi pandemi. Namun Pemerintah Indonesia terkesan enggan menjalankannya. Saat kebijakan vaksin COVID-19 gratis berjalan, juga muncul beberapa pernyataan kontroversial.

Maka, penelitian ini bertujuan mengetahui rasionalitas naratif kebijakan vaksin COVID-19 gratis Pemerintah Indonesia selama Februari 2020 hingga Juli 2021. Penelitian ini memakai paradigma interpretatif, dengan pendekatan deskriptif kualitatif dan metode penelitian analisis naratif menggunakan Paradigma Naratif Walter Fisher.

Unit analisis penelitian ini adalah pernyataan lisan para aktor kebijakan Pemerintah Indonesia yang menjelaskan regulasi kebijakan vaksin COVID-19 gratis antara Februari 2020 hingga Juli 2021. Unit analisis diperoleh melalui teknik pengumpulan dokumentasi. Selanjutnya triangulasi data menggunakan hasil survei persepsi, dokumen regulasi, pemberitaan media dan dokumen terkait lainnya. Triangulasi sumber menggunakan satu informan pengamat komunikasi kebijakan publik, dan tiga informan yang berasal dari kalangan yang diprioritaskan vaksinasi gratis yakni tenaga kesehatan, tenaga pendidik dan lansia.

Hasil penelitian menyebutkan, narasi Pemerintah menonjolkan sisi *heroisme* Presiden Joko Widodo yang ingin menyelamatkan ekonomi negara, dibandingkan kesehatan. Hal ini karena isu ekonomi lebih populis dibanding kesehatan. Motif kebijakan juga terindikasi lebih ke perhitungan untung rugi dibanding kepentingan rakyat. Nilai cerita tersebut dipertimbangkan kebenarannya oleh informan berdasarkan realitas sosial. Petugas kesehatan dan segmen lanjut usia memilih otoritas kesehatan seperti WHO dan dokter untuk dijadikan pahlawan. Lalu kalangan pendidik mencurigai ada motif bisnis di balik penerapan kebijakan vaksin COVID-19 gratis tersebut. Namun, semuanya percaya bahwa solusi dari pandemi COVID-19 adalah vaksinasi gratis.

Kata kunci: paradigma naratif; COVID-19; vaksin gratis; Walter Fisher; Indonesia

## ABSTRACT

The COVID-19 pandemic in the first year was so draining attention, including in Indonesia. WHO states that herd immunity through mass vaccination programs can overcome the pandemic. However, the Indonesian government seems reluctant to implement it. When the free COVID-19 vaccine policy was implemented, some controversy emerged.

This study aims to determine the narrative rationality of the COVID-19 free vaccine policy by the Government of Indonesia from February 2020 to July 2021. This study uses an interpretive paradigm, with a qualitative descriptive approach and a narrative analysis research method using the Walter Fisher Narrative Paradigm.

The unit of analysis is oral statements from policy actors explaining regulations between February 2020 and July 2021. The authors use collections of documentation to analyze them, and perception surveys, regulatory documents, media reports, etc. to validate them. The author also uses one expert informant and three informants, namely health workers, educators, and the elderly.

As a result, Government's narrative highlighted the heroism of President Joko Widodo who wanted to save the country's economy, rather than public health. Because economic issues are more populist than health. Policy motives are also indicated to be more concerned with considerations of profit and loss than the interests of the people. The value of the story is considered by the informant based on social reality. Health workers and the elderly choose health authorities like WHO and doctors as heroes. Educators suspect that there is a business motive behind the implementation of the policy. However, all informants believe that free vaccination is the solution to the COVID-19 pandemic.

Keywords: narrative paradigm; COVID-19; free vaccines; Walter Fisher; Indonesia