

ABSTRAK

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Judul Tesis : Difusi Inovasi Program Vaksinasi COVID-19 Melalui Strategi Sosialisasi Dengan Pendekatan Push, Pull, Pass di Suku Dinas Kesehatan Jakarta Barat

Inovasi program vaksinasi COVID-19 di Jakarta Barat memiliki dampak positif bagi masyarakat karena dapat meningkatkan imunitas dan menurunkan keparahan. Namun ditahap awal, difusi Inovasi tidak maksimal diadopsi, karena tidak menjangkau sasaran yang tepat dan kurang sosialisasi dengan pendekatan yang tepat. Agar di inovasi di adopsi dengan baik dapat ditinjau dengan tiga pendekatan strategi yakni *push, pull, pass* (3P). Proses sosialisasi vaksinasi COVID-19 di Jakarta Barat juga tidak lepas dari peran Suku Dinas Kesehatan Jakarta Barat dalam menyebarkan informasi. Penelitian ini bertujuan untuk mengetahui gambaran difusi inovasi program vaksinasi COVID-19 melalui strategi sosialisasi dengan pendekatan *Push, Pull, Pass* dan juga proses adopsi vaksinasi COVID-19 di Jakarta Barat. Penelitian ini berjenis kualitatif dan metode studi kasus tunggal. Penelitian menghasilkan gambaran difusi inovasi yang sudah memenuhi empat elemen yakni inovasi, saluran komunikasi, waktu, sistem sosial dan lima tahap adopsi yaitu pengetahuan, persuasi, keputusan, implementasi, konfirmasi. Pendekatan *push* terimplementasi dengan membuka sentra vaksin langsung, *pull* melalui persuasif “Ayo Vaksin” di media sosial Instagram, doorprize, paket sembako, kerjasama lintas sektor, dan *pass* dengan testimoni *public figure* seperti komedian dan juga penyanyi. Adanya peran agent of change yaitu kader PKK membantu sosialisasi wajib vaksin COVID-19 untuk pulang kampung sehingga mendorong capaian vaksinasi COVID-19. Pada Tanggal 28 Januari 2023 total dosis pertama ke dosis kedua 96.51%, kemudian dari dosis kedua ke booster capaiannya 65.40% di Jakarta Barat.

Kata Kunci : *Vaksinasi COVID-19, Difusi inovasi, (Push, Pull, Pass)*

ABSTRACT

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The innovation of the COVID-19 vaccination program in West Jakarta has a positive impact on the community because it can increase immunity and reduce severity. However, in the early stages, the diffusion of innovation was not optimally adopted, because it did not reach the right targets and lack of socialization with the right approach. In order for innovation to be properly adopted, it can be reviewed with three strategic approaches (push, pull, pass). The process of socializing the COVID-19 vaccination in West Jakarta cannot be separated from the role of the West Jakarta Health Sub-Department in disseminating information. The purpose of this study was to describe the diffusion of innovations in the COVID-19 vaccination program through a socialization strategy using the Push, Pull, Pass approach as well as the process of adopting the COVID-19 vaccination in West Jakarta. The research methodology is a qualitative type and a single case study method. The results of the study describe that the diffusion of innovation has fulfilled four elements, namely innovation, communication channels, time, social systems and the five stages of adoption, namely knowledge, persuasion, decision, implementation, confirmation. The push approach is implemented by opening direct vaccine centers, pulling through persuasive "Let's Get Vaccines" on Instagram social media, door prizes, basic food packages, cross-sector cooperation, and passes with testimonials from public figures such as comedians and singers. The role of an agent of change is that PKK cadres help socialize the mandatory COVID-19 vaccine to return home so as to encourage the achievement of COVID-19 vaccination. On January 28, 2023, the total from the first dose to the second dose was 96.51%, then from the second dose to the booster, it reached 65.40% in West Jakarta.

Keywords: COVID-19 Vaccination, Diffusion of innovation, (Push, Pull, Pass)